

THE ROLE OF DIGITAL MARKETING, INNOVATION, SELF-EFFICACY IN BUSINESS SUSTAINABILITY AT THE RENGGINANG INDUSTRIAL CENTRE IN THE NEW NORMAL ERA

Wening Patmi Rahayu,
Djoko Dwi Kusumojanto
Jefry Aulia Martha
Giarti Ningsih
Novia Tri Hapsari

ABSTRACT

MSMEs have a very important role in the sustainability of the Indonesian economy. The Rengginang industrial centre is one of the MSMEs in East Java which currently has the potential to develop in the new normal era. The development of the latest technology causes the competition between businesses is also getting tougher. However, the Covid-19 virus has had a big impact in various aspects, especially for the craftsmen of the Rengginang industrial centre in Situbondo Regency, namely reducing sales turnover for several months. Thus, MSME actors must always innovate so that the products produced are in demand by consumers. The purpose of this research is to determine the role of digital marketing, innovation, and self-efficacy in business sustainability at the Rengginang industrial centre in the new normal era. This research is expected to provide education about digital marketing to rengginang craftsmen so that they can create promotional media and sales media to increase sales volume. In addition, it is expected to provide education that innovation and self-efficacy have a very important role in business sustainability. This research design uses a qualitative approach and the type of research is a case study. The research data was extracted using key informants (rengginang business owners). Informant data collection technique using a snowball sampling technique. Data analysis uses data reduction, data display, verification and conclusion drawing. Checking the validity of the data used triangulation of data sources and triangulation of methods. The results of the study show that digital marketing, product innovation, and self-efficacy have a very important role in the sustainability of the business of the Rengginang industrial centre in the Situbondo Regency. The application of digital marketing can reach a wider market to increase sales turnover. And the rengginang industrial centre in Situbondo Regency can survive in the new normal era because of the innovations made and the high self-efficacy of every craftsman in the rengginang industrial centre ability to behave economically and also theoretically to be a reference for further research.

Keywords: Digital Marketing, Innovation, Self-Efficacy, Business Sustainability.

INTRODUCTION

MSMEs have a very important role in the sustainability of the Indonesian economy. Based on data from the Ministry of Cooperatives and MSMEs, the contribution of MSMEs to GDP in 2021 is 61.07% and in 2021 it is targeted at 62.36%. The Rengginang industrial centre is one of the MSMEs in East Java which currently has the potential to develop in the new normal era. One of the centres of the rengginang industry that is currently developing is in Situbondo Regency, East Java. The distinctive feature of the rengginang industrial centre in Gelung Village, Situbondo Regency is the shrimp rengginang. The rengginang industry in Situbondo Regency is growing very rapidly, so the competition between craftsmen was very high.

The existence of the Covid-19 virus has had a major impact in various aspects, especially for the craftsmen of the rengginang industrial centre in Situbondo Regency. The beginning of the Covid-9 virus spreading in Indonesia, that is in March 2020, caused the sales turnover of rengginang craftsmen to become decrease. So, the way that rengginang craftsmen can do to overcome these problems is to always innovate in developing products or in marketing to consumers.

The rapid development of technology has a great influence on marketing activities, where marketing was done traditionally by making brochures or installing banners, now it has undergone a very rapid change where marketing is done online by utilizing the internet network or called digital marketing. . The benefit of digital marketing is to help SMEs in marketing their products [1]. By using digital marketing, the range of marketing carried out is wider and the costs required are not too large. The application of digital marketing is quite effectively used to introduce products widely. So, it is hoped that using digital marketing can help the rengginang industrial centres to increase sales turnover. This can be a stimulant for the sustainability of MSMEs and consumers' needs for rengginang food can be fulfilled, because social media is considered capable of directly engaging potential consumers. [2], [3].

In addition, the way that can be done to overcome these problems is that the craftsmen of the rengginang industrial centre must always innovate, because of the high level of competition and consumer tastes are always changing. When the craftsmen of the rengginang industry can innovate, they can maintain consumer interest in the products they produce. The results of the study show that business innovation has a major influence on the success of MSME businesses [4]. Besides having to innovate, a craftsman must be instilled with high confidence. With high self-efficacy, they will not give up on overcoming the problems they face. The results show that self-efficacy has a positive and significant effect on entrepreneurial intentions [5]. So, when entrepreneurship intentions are embedded in them, they will be able to develop the business they are running.

Strengthening of Micro, Small and Medium Enterprises (MSMEs) based on information and technology can be a national strategy in dealing with the demographic bonus that is the very large number of productive age. The current condition of MSMEs in Indonesia is strongly supported by the government of President Jokowi's era with the program to launch the 100,000 Micro, Small and Medium Enterprises (MSME) Go Online movement which was carried out simultaneously in 30 cities or regencies in Indonesia to make Indonesia a Digital Energy of Asia. [6].

The novelty of the research conducted in the application of digital marketing for rengginang traditional food products, which in general marketing for traditional foods is only done directly but is different from the rengginang industrial centre in Situbondo Regency. Based on this background, the purpose of the research conducted is to determine the role of digital marketing, innovation and self-efficacy in business sustainability at the Rengginang industrial centre in the new normal era.

LITERATURE REVIEWS

Digital Marketing

The definition of digital marketing according to the American Marketing Association (AMA) is the activities, institutions, and processes facilitated by digital technology to create, communicate, and deliver value to consumers and other interested parties.[7]. Digital marketing is the exploitation of digital technology that is used to create a channel to reach potential recipients to achieve company goals through meeting consumer needs more effectively [8].

Digital marketing is also defined as marketing activities that use internet-based media [9]. The internet is a powerful tool for business. The characteristics of the internet are as follows: 1. Interactivity, the ability of technological devices to facilitate communication between individuals such as face to face. Communication is very interactive so that participants can communicate more accurately, effectively, and satisfactorily. 2. Demassification, messages can be exchanged to participants who are involved in large numbers. 3. Asynchronous, communication technology can send and receive messages at the time each participant wants [10]. Social media allows businesses to reach consumers and build more personal relationships.

The benefit of digital marketing itself is to help SMEs in marketing their products [1]. Social media is defined as a group of Internet-based applications that create the ideological and technological foundations of Web 2.0 that enable the creation and exchange of user-generated content [11]. Social media applications are available from instant messaging to social networking sites that offer users to interact, connect and communicate with each other. These applications intend to initiate and circulate online information about the user's experience in consuming a product or brand, with the main aim of reaching (engage) the public.

Innovation

Product innovation is the practical implementation of an idea into a new product or process [12]. Product innovation is any good, service, or idea that is considered something new [13]. In addition, product innovation can be interpreted as a process of designing new products or updating existing products [14]. Innovation consists of five dimensions, including: (1) relative advantage, (2) compatibility, (3) complexity, (4) trialability, (5) visibility (observability) [15]. There are attributes related to product innovation, including product features, product style and design [16].

Product innovation is one of the strategies to increase product value which is the key to success in running a business, where the company will have a competitive advantage and be able to become a market leader. A craftsman who can create their innovations will be able to survive even though the competition is getting tougher because the products produced are always in demand by consumers. In addition, through the company's products can find out how much satisfaction and consumer needs for the products produced [17]. The introduction of new products plays an important role in increasing the company's profitability, while process innovation plays a role as a strategy to reduce costs [18].

Self Efficacy

In social cognitive theory, one of the most important internal or personal factors is self-efficacy beliefs. Self-efficacy can be interpreted as a person's assessment of his ability to perform a task and overcome obstacles to achieve goals [19]. In addition, self-efficacy is a person's belief because he can master the situation well and be able to produce something positive and useful [20]. Based on the definitions above, it can be concluded that self-efficacy is a person's belief in his ability to solve problems to achieve the desired goals.

The difference in self-efficacy for each individual lies in three components, namely magnitude (level of task difficulty), Strength (strength of belief), and generality (broad area of behaviour), in which these three components affect interest in entrepreneurship. Factors that can affect self-efficacy in each individual include culture, gender, nature of the task at hand, external intensive, individual status or role in the environment, and information about self-ability. [21].

Business Sustainability

So that business sustainability is a form of consistency of business conditions, where sustainability is a process of ongoing business both including growth, development, strategies to maintain business continuity and business development where all of this leads to the sustainability and existence (resilience) of the business. The sustainability of a business is supported by several factors, while these factors are strong causes for a business to survive, that is the compilation of a business plan, regular updating of business plans, analyzing competitors (regular analysis of competitors), the ease of entering a new business (easy of venturing into a new business), the ability to calculate or calculate risks (not a problem to take calculated risks) [22].

Business sustainability in MSMEs can be seen from the company's success in innovating, managing employees and customers as well as returns on initial capital, this shows that the company has an orientation to develop and sees opportunities for continuous innovation. [23].

RESEARCH DESIGN AND METHODOLOGY

The research conducted is using a qualitative approach. Using a qualitative approach because, through this approach, researchers can obtain complete, in-depth, credible information so that the objectives of this study can be achieved. While the type of research used is case study research. Case study research is the researcher conducts an in-depth exploration of the program, event, activity process of one or more people[24]. The research was conducted at the Rengginang industrial centre in Situbondo Regency, East Java.

Respondents in this research were rengginang industrial centre craftsmen in Gumuk, Gelung Village, Panarukan District, Situbondo Regency, as many as 67 rengginang craftsmen.

The process of collecting data in this research was sourced from informants who were craftsmen of the rengginang centre in the Situbondo Regency (key informants). The selection of informants was done using snowball sampling. This study uses three data collection techniques, namely (1) observation, (2) interviews and (3) documentation. Observation is done by direct observation and trying to blend into the working life of the rengginang craftsmen. Interviews were conducted in-depth with several informants. Documentation data in this research were obtained through observations made to informants as well as data on the development of conditions at the Rengginang centre in Situbondo Regency.

The following is table 1 related to the guideline of interview instruments used to explore research data:

Table 1 Guideline of Interview Instruments

Variable	Assessment Indicators	Items
Digital Marketing (Eun Young Kim 2002, researcher modification)[25]	<i>Program digital marketing</i>	<ul style="list-style-type: none"> • Digital marketing concept • The digital marketing platform and software used • What digital marketing platforms/parts usually use • The benefits of digital marketing for rengginang marketing
	<i>Incentive Program</i>	<ul style="list-style-type: none"> • The gadget is used for business promotion • Gadgets are used for marketing • Gadgets are used to attract customers
	<i>Site Design</i>	<ul style="list-style-type: none"> • Display of digital media (social media, web or online motorcycle taxis) is made attractive • Digital marketing training that has been attended or other training
	<i>Interactive</i>	<ul style="list-style-type: none"> • Provide customer information related to information on products sold
Product Innovation (Rogers, 2003; Kotler & Armstrong, 2010; researcher modification)[15], [16]	<i>Relative advantage</i>	<ul style="list-style-type: none"> • The resulting rengginang product design • Effectiveness in doing rengginang production
	<i>Compatibility</i>	<ul style="list-style-type: none"> • Rengginang production capacity • Consumers' appetite for rengginang products
	<i>Complexity</i>	<ul style="list-style-type: none"> • Innovation in making various flavours of Rengginang • Add product benefits
	<i>Trialability</i>	<ul style="list-style-type: none"> • Developing a product into something new • Expand product range
	<i>Observability</i>	<ul style="list-style-type: none"> • Have a good taste • Well received by consumers
Self Efficacy (Bandura, 1986; Ghufron & Rismawati, 2010; researcher modification)[21], [19]	The difficulty level of the problem (magnitude)	<ul style="list-style-type: none"> • Confidence in solving business problems faced • Perform analysis in solving every business problem • Avoid situations and behaviour beyond the limits of ability
	Degree of belief or expectation (strength)	<ul style="list-style-type: none"> • Have high confidence in running a business • Have confidence in maintaining the business that is run
	Area of behaviour (generality)	<ul style="list-style-type: none"> • Stay focused on the line of business that is running • Doing self-evaluation to be better • Strive to reach the target

Business Sustainability (Hudson et al, 2001, researcher modification)[23]	The company's success in innovating	<ul style="list-style-type: none"> • Innovation from packaging • Rengginang brand innovation • Rengginang flavor variant • Rengginang shape • Price Innovation
	Employee and customer management	<ul style="list-style-type: none"> • Train new employees to produce rengginang • Directing employees to be friendly and patient in serving customers, guests who come • Provide comfortable service
	Return on initial capital	<ul style="list-style-type: none"> • Return on initial capital used (BEP) • Current business development

Data analysis in this research used the steps of data reduction, data display, verification and concluding. Reduction is done by summarizing, selecting important things, discarding unimportant data and doing the coding. Data display is done by processing data into narrative text and brief descriptions. After the data is presented, the researcher will verify and draw conclusions based on the presentation of the data.

Checking the validity of the data in this research using triangulation of data sources and triangulation of methods. This triangulation of data sources aims to find the similarity of data obtained from informants through different methods. Source triangulation is done by conducting interviews with the closest people who are considered to know the informants' lives well. The triangulation method in this research is done by comparing information in different ways, namely by way of observation. Based on the results of the interviews, the researchers then checked the truth by making direct observations to the Rengginang centre in Situbondo Regency.

DISCUSSION

The Role of Digital Marketing in the Business Sustainability of the Rengginang Industrial Center in Situbondo

Currently, the application of information and communication technology is needed in the business world as a tool to win the competition [26]. Digital marketing has a very important role in the sustainability of the Rengginang industrial centre business in Situbondo Regency, East Java. However, based on the results of research conducted, most of the rengginang industrial centres in Situbondo Regency are run by the first generation or generation X, which they do not know about digital marketing. So, the beginning of the Covid-19 had a big impact on the craftsmen of the rengginang industrial centre in the Situbondo Regency. The impact experienced was that sales turnover experienced a significant decrease because buying and selling activities were carried out directly while the government imposed regulations for the Enforcement of Community Activity Restrictions (PPKM) in several areas of East Java. The results of the study show that the Covid-19 virus has an impact on the Indonesian economy, especially MSMEs [27]–[29]. To overcome these problems, MSME actors must be technology literate to be able to implement digital marketing for the continuity of their business [30].

What is unique about the Rengginang industrial centre business in Situbondo Regency is that the business is run by three generations, which are Generation X (1960-1980), Generation Z (1995-2010), and Generation Alfa (2010 and above). The business of all generations in Situbondo Regency is running smoothly, which from each generation has its way of developing its business, especially in conducting marketing activities.

The marketing activities carried out by the first generation (generation X) are (1) selling products directly, that is buyers come to the house or place of production, (2) orders can only be made by telephone or come to the house, and (3) sales are carried out using the system. consignment in several stores. Because, their understanding of digital marketing is still very lacking, and they use their cellphones only to make calls.

The marketing activities of the second generation (generation Z) have been carried out online and directly, but online marketing is only done through WhatsApp so that the marketing reach is not too broad. Because the second generation is still in the learning stage so they don't understand the various types of digital marketing applications that can be used other than WhatsApp.

Meanwhile, the marketing carried out by the third generation (alpha generation) is that apart from direct marketing, online marketing has been carried out using WhatsApp, Instagram, Facebook and also has several resellers. The third generation (alpha generation) better understands several platforms that can be used to do online marketing, so that the third generation's market reach is wider than the first and second generations. The use of technology for MSME actors is an alternative so that the business that is run can still exist even during the Covid-19 pandemic[31].

The use of digital marketing by the second and third generations is more effective and efficient because, in addition to a wider market reach, the costs incurred are small. In addition, using digital marketing makes it easier for consumers to make buying and selling transactions because they can make payments via transfer. Based on the results of the research, another benefit obtained from using digital marketing is that communication with consumers is easier and interactive because to know the product in detail, consumers do not need to come directly to the location but can be done through a digital marketing platform.

This pandemic force requires MSME actors to be able to adapt to current conditions, one of which is that they must be able to take advantage of existing technology such as selling online using social media, increasing the quality of service to consumers, and making product and service diversification to improve business performance. [32]. However, not all MSME actors can adapt to the technology that is currently developing, so this causes many MSME actors to go out of business because they are unable to survive in search of new things. The maximum use of digital marketing can have a big impact, one of which is to increase sales because the reach of digital marketing is very broad and the costs incurred are very small. The results of the study show that the

technological capabilities of SMEs are very influential on product sales and can increase competitiveness [33],[34]. The benefits of using digital marketing are that the information provided is more detailed and when consumers want to ask questions, they do not need to come directly to the location but they can send messages, besides that the design and appearance can be edited as creatively as possible to attract consumers to buy the product.

During the pandemic, the majority of buying and selling activities are carried out online, this is done to reduce the spread of the Covid-19 virus. Therefore, for the business to continue running, all Rengginang craftsmen must survive new things to be able to survive in the current conditions, in addition to using WhatsApp and Instagram they can enter the products produced in several market places such as Shopee, Tokopedia, Grab Food or Go Food so that the resulting product is known by the wider community. Digital marketing has a very important role because by using digital marketing the market reach is wider, the costs are less, sales increase so that the Rengginang industrial centre business in Situbondo Regency continues and develops. The results of the study show that the use of digital marketing can increase sales and expand market share so that the business that is run will continue to grow [35]–[38].

The Role of Innovation in Business Sustainability of the Rengginang Industrial Center in Situbondo

The Rengginang industrial centre in Situbondo Regency can absorb a large number of workers so that it can reduce the unemployment rate around the industrial centre. The beginning of the business that was developed was that they produced fish crackers and then innovated to develop rengginang products which became one of the typical foods of East Java, which is currently growing rapidly and has become an industrial centre in Gumuk Village which consists of 67 rengginang craftsmen.

What is unique about the rengginang industrial centre in Situbondo Regency is that the rengginang craftsmen always share knowledge with employees on how to produce rengginang, so that not a few employees after they know the knowledge choose to set up their own business. The rengginang craftsmen in Situbondo Regency are not afraid to compete, they believe that sharing knowledge will not make their business losses, but will make their business more profitable. In addition, they always innovate so that the products they produce are always in demand by consumers.

Product innovation has a very important role in the sustainability of the rengginang industrial centre business in Situbondo Regency because consumer tastes are always changing. The results show that business innovation affects the success of the food and beverage MSMEs business [39]. Innovations made by industrial centre craftsmen in Situbondo Regency so that the business they run continues to grow, including innovations in ingredients materials, flavours, packaging, and shapes.

Rengginang ingredients material innovation by craftsmen uses quality sticky rice ingredients materials, thus providing an indulgent taste for the tongue who enjoys it. Rengginang made from the Situbondo district comes from imported sticky rice, namely Thai sticky rice, because the sticky rice is sticky, easy to shape, and tastes more delicious. This means that the raw material chosen by the rengginang craftsmen in the Situbondo district is quality sticky rice because it will affect the taste. The selection of quality raw materials, will have a big influence on business continuity.

The taste innovation conducted by the craftsmen of the rengginang industrial centre in Situbondo Regency is to have a variety of flavours that other regions do not have so that it becomes the characteristic of Situbondo rengginang. Variations of rengginang developed include squid flavour, shrimp flavour, fish flavour, anchovy flavour, crab flavour, and shrimp paste flavour. Likewise, variations that do not contain fish elements are developed, namely spicy taste, balado taste, onion taste, celery flavour, and brown sugar sweetness. Thus, with the flavour variants developed, consumers are in great demand. Based on the results of the research that customers of Rengginang products are not only from the Situbondo Regency, but also from outside the city, sales are also carried out abroad such as in Malaysia, Singapore, Hong Kong, and Saudi Arabia. This proves that the taste innovation conducted affects the sustainability of the business is running. The first generation of rengginang craftsmen was braver in developing a variety of flavours, then they passed that knowledge on to the second and third generations.

In addition to taste innovation, they also innovate product packaging. Product packaging is an important thing that must be considered by craftsmen. When they can create attractive product marketing then consumers will be interested in buying it. Good packaging is also able to increase the selling price of Rengginang products. Most of the rengginang packaging in Situbondo Regency has PIRT and halal listed, so consumers have no worries about the products produced and this will facilitate marketing to modern markets and can reach a wider market.

Besides, the craftsmen of the rengginang industrial centre also innovate the shape of the rengginang. Rengginang in Situbondo Regency has a variety of shapes which are made of medium-sized round, small-sized round, oval shape and some are printed using a pipe mould of a certain size, and some are not printed because the hands of employees are already skilled at making rengginang in a certain size. So that the various forms produced by consumers can choose according to what they want. This proves that innovation in the form of rengginang by rengginang craftsmen contributes greatly to business sustainability. The results show that creativity and innovation are the main keys to business independence, which are very important for sustainability [40].

Product innovation must continue conducted by the craftsmen of the Rengginang industrial centre following consumer needs, so that the resulting sales increase. Because, based on the results of research, it proves that the innovations made by rengginang craftsmen in Situbondo Regency have a considerable contribution to business continuity, especially during the Covid-19 pandemic. The results of the study indicate that innovation and product development following consumer needs and desires is one strategy that can strengthen marketing in this Covid-19 condition. [41].

Based on the results of the research that the productivity of rengginang in Situbondo Regency conducted every day and for large-scale rengginang businesses every day still produces around 1- 3 quintals. In 2021, precisely before the fast, the production of large-scale rengginang business increased to 1 ton in 3 consecutive days and during the fasting period, it reached 1.5 tons per day. On average, other business owners in Situbondo Regency produce less than 100 quintals per day.

Thus, the high productivity of rengginang every day proves that the rengginang business in Situbondo Regency can still survive in the new normal era because of the various product innovations that have been conducted. Therefore, product innovation is one of the most important strategies so that the business that is run continues to grow. The results of the research indicate that business actors need to implement strategies to maintain the sustainability of their business by utilizing local media for product promotion, by empowering the surrounding community, by increasing the knowledge, skills and abilities of human resources and by innovating products[42]–[44].

The Role of Self Efficacy in the Business Sustainability of the Rengginang Industrial Center in Situbondo Regency

Self-efficacy is a belief in a person's ability to solve a problem to achieve the desired goal. Based on the results of research conducted with several craftsmen in the rengginang industrial centre in Situbondo Regency, they participated in various training to develop their inner abilities. Various training that has been attended include training on how to manage PIRT, halal management training, and digital marketing training. The rengginang craftsmen in Situbondo Regency feel that by participating in the training they can increase their knowledge so that when there is a problem they can solve it.

In addition, through self-efficacy development training can be sourced from his own experience. Self-efficacy can be sourced from mastery experience, social modelling, social persuasion, dan physical and emotional state [21]. During the Covid-19 pandemic, rengginang craftsmen always work hard and have high confidence that they can overcome these problems. They analyze so that the business they run can survive during the Covid-19 pandemic, one of the strategies carried out is to continue to do marketing continuously and always make innovations so that the product is in demand by consumers.

The key to success in which the rengginang industrial centre in Situbondo Regency can develop is between the three generations (parents, children and grandchildren) collaborating in running the rengginang industrial centre business. The collaboration is that the second and third generations help the first generation in marketing their products online. Meanwhile, the first generation helps the second and third generations in developing taste innovations. So, good cooperation can minimize the risk of loss. This has been proven by the three-generation Rengginang industrial centre in Situbondo Regency, which is still ongoing and persists until now, despite the Covid-19 outbreak.

Besides, the craftsmen of the rengginang industry in Situbondo always evaluate what has been done as a basis for making decisions. Because there is high confidence in every rengginang craftsman in Situbondo Regency so that the business is run can survive even during the Covid-19 pandemic. Based on the results of research conducted that currently, the sales turnover of Rengginang has increased. Because high self-efficacy can control their thoughts, feelings and behaviour to do something so that what they want can be achieved. The results show that self-efficacy has an important role in the success of a business [45], [46].

CONCLUSION

From the results of the research above, it can be concluded that:

- 1) Digital marketing has an important role in the sustainability of the Rengginang industrial centre business in the Situbondo Regency. However, only the second and third generations use digital marketing, that is using WhatsApp and Instagram. While the first generation of marketing activities was conducted directly where buyers had to come to the place of production while also implementing a consignment system at the nearest shops.
- 2) Innovation has a very important role in the sustainability of the Rengginang industrial centre business in Situbondo Regency because consumer desires are always changing so that craftsmen must always innovate so that the products produced are always in demand by consumers. Product innovations that have been carried out by the craftsmen of the rengginang industrial centre in Situbondo Regency include innovations in the taste, packaging and shape of rengginang. Thus, the decline in sales turnover caused by Covid-19 is not too large because of the innovations made by the craftsmen of the Rengginang industrial centre in Situbondo Regency.
- 3) The craftsmen of the rengginang industrial centre in the Situbondo Regency have high self-efficacy, so they are not easily discouraged in facing problems. In solving problems they always do an analysis first so that they are not wrong in making decisions, besides that they also carry out self-evaluations to be better. With high confidence, they can continue their business during the Covid-19 pandemic and the sales turnover of Rengginang has increased

RECOMMENDATIONS

Suggestions that can be conveyed by researchers to the rengginang industrial centres in Situbondo Regency are::

- 1) Digital marketing is one of the most effective strategies in business sustainability. However, the implementation of digital marketing by rengginang craftsmen is still lacking, so training on digital marketing is needed. They can collaborate with the Industry Office to provide training on digital marketing and the management of PIRT. And the industry department should provide continuous assistance until the business develops.
- 2) Innovation has a very important role in business sustainability, so rengginang craftsmen must innovate continuously because rengginang traditional food is almost in every area. If they continue to innovate, the resulting product will always be in demand by consumers.
- 3) Rengginang craftsmen in Situbondo Regency can reactivate existing associations. Because, with the association, it can be used as a forum to share experiences to improve one's ability to solve a problem.
- 4) The tourism office in Situbondo Regency can recognize the industrial centre in Gumuk Hamlet as culinary tourism because it will also help craftsmen to increase sales turnover. In addition, it can also increase regional income.

AUTHOR BIOGRAPHY

Dr. Wening Patmi Rahayu, S.Pd, MM was born in Pacitan, October 18, 1973. The author graduated from a bachelor's program (S1) at IKIP Malang (UM) in 1998, completed a master's program (S2) at Brawijaya University Malang in 2001, and a doctoral program (S3) at the Universitas Negeri Malang in 2008. The author is currently the head of the Bachelor of Business Administration study program and secretary of the Department of Management. The author is also the chairman of the Alliance of Indonesian Business Educators and Practitioners (APSIBI), which is a collection of Commerce / Business Education study programs throughout Indonesia. In addition, the author also remains active as a lecturer at the Faculty of Economics at the Universitas Negeri Malang.

Dr. Djoko Dwi Kusumajanto, M.Si was born in Malang, June 22, 1961. The author graduated from the undergraduate program (S1) at IKIP Malang in 1985, completed the master's program (S2) at Airlangga University Surabaya in 2000, and graduated from the doctoral program (S3) at Universitas Negeri Malang in 2017. The author is currently active as a lecturer at the Faculty of Economics at Universitas Negeri Malang.

Jefry Aulia Martha, S.Pd., M.Pd was born in Bondowoso, October 15, 1986. The author graduated from the undergraduate program (S1) at the Universitas Negeri Malang in 2009, and completed the Master's program in Business and Management Education (S2) at the Universitas Negeri Malang in 2014. The author is currently active as a lecturer at the Faculty of Economics at the Universitas Negeri Malang.

Giarti Ningsih, S.Pd. born in Blitar, January 4, 1999. The author is a student of the undergraduate program (S1) of Business Administration at the Universitas Negeri Malang, but currently has completed the undergraduate program (S1) in 2021.

Novia Tri Hapsari, S.Pd., M.Pd was born in Malang, November 1, 1995. The writer is an alumnus of the Universitas Negeri Malang. Graduated from the undergraduate program (S1) at the State Universitas Negeri Malang in 2018, and completed the master program in Economics Education at the Universitas Negeri Malang in 2020.

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Wening Patmi Rahayu,
Department of Management, Faculty of Economics
Universitas Negeri Malang, Indonesia
Email: wening.patmi.fe@um.ac.id

Djoko Dwi Kusumojanto
Department of Management, Faculty of Economics
Universitas Negeri Malang, Indonesia

Jefry Aulia Martha
Department of Management, Faculty of Economics
Universitas Negeri Malang, Indonesia

Giarti Ningsih
Department of Management, Faculty of Economics
Universitas Negeri Malang, Indonesia

Novia Tri Hapsari
Department of Management, Faculty of Economics
Universitas Negeri Malang, Indonesia