

Popularize Healthy Food by Millenials Based on Technopreneurship

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Abstract

The Covid-19 condition that has hit Indonesia since March 2020 has forced the government to impose social restrictions. Social restrictions have an impact on various businesses, especially small-scale businesses with limited capital. This condition also afflicts the Nutrition Student Association, the entrepreneurship section, Muhammadiyah University Gresik. Since 2017, students have been learning while practicing the knowledge gained by producing healthy food. To overcome sales constraints, during Covid-19, entrepreneurship students popularized healthy food using digital technology, both through social media and online stores. To determine the effectiveness of the sales process, the writing team conducted research using AIDA (Attention, Interest, Desire, Action) analysis. The research approach uses quantitative and qualitative methods, so that they can complement each other. Quantitative data were collected by distributing questionnaires to 60 respondents, namely consumers who buy healthy food. While quantitative data by conducting interviews with the chairman of the student association and members as actors selling healthy food. The results show that technology-based marketing, especially Instagram is the most widely used media by respondents in knowing the promotion of healthy food. In addition, Instagram is also the most effective media based on AIDA analysis with an average value of 3.82. Of the 4 AIDA steps, Action received the highest score with an average of 4.34. Quantitatively, AIDA plays a role in increasing product sales.

Keywords: Technopreneurship; AIDA; Healthy Food

1. Background

The Covid-19 pandemic condition that has hit Indonesia since March 2020 and social distancing regulations from the government have forced the Indonesian people to change their lifestyle (Li, Ghosh & Nachmias, 2020; Azmi & Genoveva, 2020). These changes have made people pay more attention to health and are also accustomed to doing various activities online (Leiwin & Genoveva, 2020).

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The New Normal policy by the Government makes people have to undergo routines in different ways, such as working from home, social distancing, improving personal health facilities and also in the business world, therefore every business person is required to find ideas and solutions in order to survive. One of the solutions in the post-pandemic is to adapt to digital business, as a form of implementing business innovation, solutions that are supported by technological developments. This adaptation can be done in various ways, from using influencer marketing with social media, to market places to reach a wider range of consumers (Arifin, 2020; Genoveva, 2021). This condition can be seen as an opportunity, especially for young people to become entrepreneurs. Entrepreneurship and innovation have a positive impact on an economy and society, the most important impact is the provision of jobs, while innovation is related to the process of creating something new and helping individuals to work more effectively and efficiently (Salami, 2020).

In addition to the Covid-19 condition, the level of entrepreneurship in Indonesia is lower than countries in Southeast Asia, the number of Indonesian entrepreneurs is 3.47 percent of the total population. Compared to Malaysia 4.74 percent, Thailand: 4.26 percent, and Singapore the highest at 8.76 percent (Putra, Merdeka.Com, 2021). In East Java, which is the research location, the number of entrepreneurs is 1.2 percent of the population, lower than the national level. In order to find inspiring young entrepreneurs from East Java, the Deputy Governor of East Java promoted Youth Entrepreneurship (Perwira), which is an element and youth community that organizes an incubation process to create young entrepreneurs, opening up the widest opportunities for East Java youth to become entrepreneurs (Judge, 2021). In Gresik Regency to further empower the community in increasing support for millennials in entrepreneurship, the Youth and Sports Office held a Group Discussion Forum with the theme Gresik Start-up rising with Gresik Jagoan, a youth entrepreneurial empowerment and development program. Gresik. Data from the Central Statistics Agency (BPS) that the number of millennials reaches 32.6 percent or 432,821 people, they need the right management and policy approach, so that it can become a demographic bonus and not a demographic disaster. Until 2021 there is an Open Unemployment Rate (TPT) of 8.21 percent (Kominfo, 2021).

One way to reduce the high unemployment rate is to encourage the millennial generation's interest in entrepreneurship. The Nutrition Science Study Program at the University of Muhammadiyah Gresik (UMG) prepares young entrepreneurs by determining the excellence of graduates in the field of food product development or innovation in the form of healthy food and/or functional food. According to Andrianto (2014) Healthy food is food that contains substances needed by the body and must have several conditions, namely hygienic, nutritious and sufficient, but not necessarily expensive, however, delicious. While what is meant by functional food is natural food or processed food that contains bioactive components so that it can have a positive impact on the function of human metabolism (Wildman, 2001).

The Covid-19 pandemic provides opportunities for aspiring entrepreneurs to develop healthy food products. During the pandemic, people have more serious attention to food choices, so that the body's immune system can be maintained. Opening a healthy food business is a new thing that is a challenge to be conquered, the problems faced include maintaining food quality, operational systems and promotions and marketing. For nutrition students, mastering the combination of healthy food and its processing is not an obstacle, but the obstacle is marketing, especially digital marketing.

Based on the problems above, the purpose of this study is to examine the effectiveness of technopreneurship, especially in the field of marketing using the AIDA approach (Attention, Interest, Desire, Action). Meanwhile, what is meant by technopreneurship in this research is a marketing platform that is oriented towards digital technology such as Facebook, Instagram, WhatsApps, and TikTok as a medium to popularize and increase the selling power of Healthy Food produced by students of the UMG Nutrition Studies Program.

2. Literature Review

2.1. Technopreneurship

According to (Sakti & Prasetyo, 2018) technopreneurship is a collaboration between technology and an independent business spirit with the spirit of building a business so as to generate jobs and build the Indonesian economy as well as technology. Meanwhile (Supriyati, et al, 2016) said that technopreneurship is the process of creating a new business using technology as its basis so that it becomes an incubator to achieve success. The same thing was expressed by (I. Baihaqi and M. Nurif, 2015), they said that technopreneurship is a process of formation and collaboration between business fields and the application of technology as a supporting instrument. Complementing this definition, (Kusumawardhany & Trisnawati, 2014) says that technopreneurship is entrepreneurship accompanied by technological developments accompanied by innovation, so combinations can be formed that can benefit a business. On the other hand, (Okorie, Akinyanmi, Momoh, 2014) states that, technopreneurship is a process of mainstreaming innovation or continually finding important corporate problems, solving those problems, and, implementing the solutions to satisfy the global market, It lays emphasis on integrating technology with entrepreneurship. Finally, (Genoveva, 2022)) concluded that, technology makes entrepreneur have a competitive advantage. (Drucker P. , 1994) Delivering an innovative hi-tech product or makes use of hi-tech in on innovative way to deliver its product to consumers or both. So technopreneurship is not a product but a process of synthesis in engineering the future as a student or person and an organization. From some of the opinions above, it can be concluded that technopreneurship is an integrated concept between technology, innovation and entrepreneurship.

2.2. Technopreneur

Technopreneurs are entrepreneurs who combine technological and entrepreneurial skills (Chua, 2009). The argument of Okorie et al says, technopreneur is an extension of an entrepreneur, and utilizes technology to make new discoveries and innovations and thus exploits his achievements in the market to make money (Okorie, Akinyanmi, Momoh, 2014). Entrepreneurs who become the core business by involving technology-based industries thus conclude (Drucker, 1994). Furthermore, Drucker said that technopreneur involves technology-based industries. Technopreneurs are entrepreneurs involved in both IT and software-hardware products. Technopreneurs handle IT-based products and services as their main line of business. They utilize technology to produce new or innovative products – through a commercialization process.

From this description above, it can be concluded that technopreneurs are entrepreneurs who use information technology to support their business. This of course cannot be separated from technopreneurship that uses the latest technology to change and reach the market

2.3. Social Media

Information technology is developing very quickly, in a short time a platform was found that allows people around the world to connect with each other called social media. The presence of these various social media applications brings opportunities for the community to do a business. The use of social media is growing rapidly, according to data from hootsuite We are Social, active social media users in 2021 are 170 million people or 61.8 percent, while the social media platforms that are widely used are Youtube users as much as 93.8%, Whatsapp 87.7 %, Instagram 86.6%, Facebook 85.5% of the total population in Indonesia (Riyanto, 2021).

The definition of social media according to several experts (Carr & Hayes, 2015) is an internet-based media that allows users the opportunity to interact and present themselves, either immediately or delayed, with a wide audience or not, which encourages the value of user-generated content and perceptions. interaction with other people; Mark Hopkins in (Ambar, 2017) a term that not only covers various new media platforms but also implies the inclusion of systems such as FriendFeed, Facebook; (Kotler & Keller, 2016) is a medium used to share text, images, sound, and video information both with other people and companies and vice versa, for

example Instagram, Facebook, Twitter; (Puntoadi, 2011) is a website-based feature that can form a network and be able to interact, share information, collaborate, and share opinions, as well as an introduction event in the form of written visual text and audio-visual. Examples such as Facebook, Twitter, Instagram, App, and many others. In addition to Facebook, Instagram and twitter, there are still social media platforms with the most users, namely, WhatsApp, an internet-based application which is one of the most popular impacts of information technology development. This internet-based system has the potential to be used as a communication medium, because it makes it easier for users to communicate and interact by not using pulses but using internet data. (Pranajaya & Wicaksono, 2017).

In particular (Ross, Orr, Sisic, Arseneault, Simmering & Orr, 2009) states, social networking media such as Facebook, Google+ and Twitter are used to transfer information directly to users via Blackberry, i-phone, android phone and laptop. Businesses use this information for communication, advertising and transactional activities, to demonstrate their expertise and legitimacy.

From some of the opinions of these experts, it can be concluded that social media as a means to attract people's attention to buy products offered through social media, the use of social media is used by the community in carrying out many activities ranging from entertainment, doing business, seeking information or other activities. other.

2.4. The effectiveness of Technopreneurship is measured by AIDA Theory

In accordance with the purpose of this research is to examine the effectiveness of technopreneurship, such as in the use of Facebook, Instagram, WhatsApps as a medium to popularize and increase the selling power of Healthy Food produced by the HiMa Nutrition Entrepreneurship Division of the UMG Nutrition Science Study Program using the AIDA approach. The definition of effectiveness according to (Prawiro, 2018) is a level of success produced by a person or organization in a certain way in accordance with the goals to be achieved. According to the KBBI in (Prawiro, 2018) it is usability, activity, and the existence of conformity in an activity between someone who carries out a task with the goal to be achieved. The conclusion from the above statement is effectiveness is the parameter of the organization's success in achieving its goals, the existence of a match between the efforts and the results achieved.

AIDA is an acronym for Attention, Interest, Desire and Action, (Kotler & Keller, 2016) assumes that consumers will pass through cognitive, affective to behavioral stages, therefore the approach AIDA (Attention, Interest, Desire, Action) is a hierarchical model in which a message must have an appeal or must be of concern, be of interest, be of interest, and take action. The AIDA approach is the most frequently used formula to assist the planning and implementation of an overall promotion, being able to clarify the concept of change, attitude, and behavior in relation to a framework of action.

Popularizing a product requires a promotional design to help entrepreneurs achieve their goals, one of which is using the AIDA approach. According to (Kotler, 2005) an effective message, ideally should be able to get attention, maintain interest, arouse desire, and elicit action. From this statement it is concluded that the message must be made as effective as possible and must cause attention. For this purpose, a striking image or writing is needed, a sentence that is convincing and gives special features. Generate interest (Interest). This means that the information conveyed must be able to cause a feeling of curiosity further so that consumers feel interested. Generating desire (Desire), the need or desire to have, use or do something must be aroused. Making action (Action), efforts have been made to persuade consumers to immediately take action, then if consumers are satisfied with the promotion, there will be a purchase of the products offered

3. Research Method

This study uses a mix method that combines qualitative and quantitative, where this method is used together so that the data obtained becomes more comprehensive, valid, reliable and objective (Sugiyono, 2017).

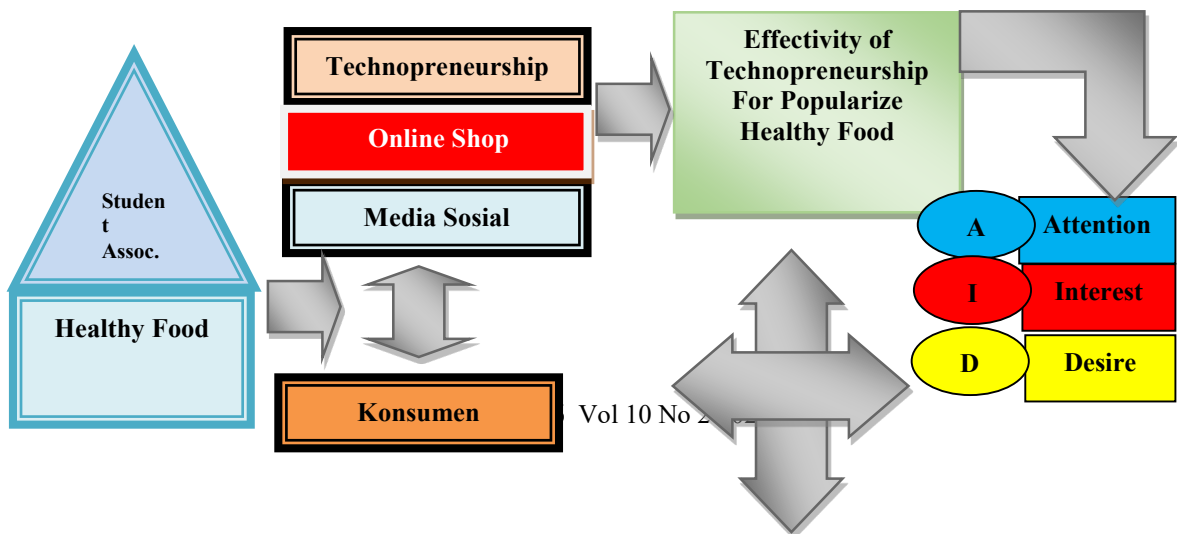
The research model defined in this study is the “concurrent embedded strategy” model, which is a combination research model that combines qualitative data and quantitative data simultaneously in order to obtain a comprehensive analysis to answer the problems studied. In this research model, qualitative (primary) data collection is carried out together with quantitative (secondary) data collection. Quantitative data collection is carried out using instruments, analyzed by statistics and qualitative data is analyzed qualitatively (Sugiyono, 2017).

Respondents in the study used purposive sampling, namely the technique of determining the sample with certain considerations (Sugiyono, 2017). Respondents consisted of customers as many as 60 people. Data were collected through an online questionnaire. While the respondents who provided qualitative data were business owners, namely, the chairman and members of the Entrepreneurship Division of the students of the Faculty of Nutrition. They consist of 10 people, data collected by interview, observation and documentation.

The Nutrition student association through the Entrepreneurship Division has used sales technology, namely social media platforms such as WhatsApp, Instagram, Facebook and Online Shop to popularize, promote and market Healthy Food which is its flagship product. Healthy food is a new thing for ordinary people, so it needs to be introduced intensively, because most people prefer junk food (Mozaffarian, 2012). In addition, there is an assumption that healthy food is more expensive than junk food. Junk food was chosen because it is practical, full quickly and cheap. Therefore, to popularize and promote healthy food, an effective media is needed so that it is better known to the wider community.

According to (Sendari, 2020) the benefits of using social media for business (1) Find potential customers quickly; (2) Analyze potential customers; (3) Provide feedback faster and easier; (4) Attracting consumer interest; (5) Increase website visitors; (6) Brand; (7) Analyze competitors; (8) Social selling; (9) Share information quickly; (10) Promoting at an affordable cost. The effectiveness of social media as a promotional medium is the success in achieving the goal of promotion so that sales volume increases by changing the behavior of potential buyers or consumers (Uthami, 2020). There are several models that have been proposed to measure the effectiveness of advertising, one of which is called the hierarchy of effectiveness model. Among the measurement models that are widely used are the AIDA model proposed by Elmo Lewis (Gharibi, Danesh, Shahrodi, 2012). AIDA is a concept used to measure the effectiveness of social media who are technopreneurs with several platforms such as WhatsApp, Instagram, Facebook and Online Shop in popularizing healthy food produced by the Entrepreneurship Division of the UMG Nutrition Student Association. The criteria set at AIDA are: (1) attention has the attraction of potential product buyers; (2) interest: contains attention and interest in the product; (3) desire: generate desire to try and desire to own the product; (4) action: action to buy the product.

Based on the AIDA approach, Figure 1 is the research framework used by the research team.



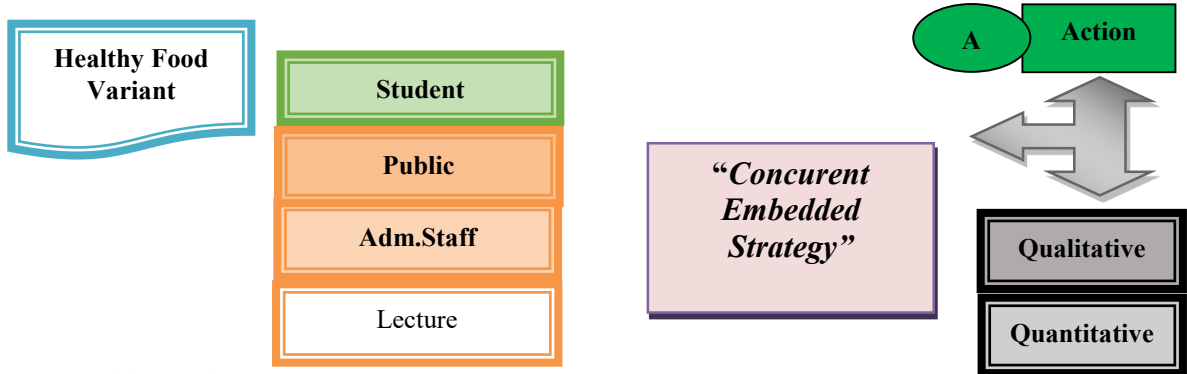


Fig. 1. Research framework

4. Discussion

The Nutrition Student Association was established in 2017, along with the establishment of the Nutrition Study Program. The business development of the Entrepreneurship Division has changed from year to year, initially the promotion was carried out more traditionally, namely through word of mouth and brochures. Since the COVID-19 pandemic hit the world in early 2020, promotions and marketing by utilizing technology have begun, namely through the Facebook, WhatsApp and Instagram platforms as well as the Online Shop.

4.1. Quantitative Analysis

Table 1. Respondents Profile

Occupation	Total	Percentage (%)
Student	35	58.33
Employee	9	15
Others	16	26.67
Total	60	100

The number of respondents for quantitative data collection is 60 people. Respondents consisted of 35 (58.33%) students, 9 employees (15%) and 16 (26.67%) others. Other respondents consist of entrepreneurs, housewives, retirees and part time workers

Table 2. Technology Platform for Buying the Healthy Food

Technology Platform	Total	Percentage (%)
Whatsapp	16	26.67
Facebook	2	3.33

Instagram	37	61.67
Online shop	5	8.33

Based on table 2 above, the purchasing information technology used by respondents was obtained from Instagram as much as 61.67%, then WhatsApp as much as 26.67%, Online Shop by 8.33% and Facebook by 3.33%. This data shows that customers prefer promotions on Instagram. This is in line with the results of research (Kusumawardhani & Trisnawati, 2014) that Instagram is a social networking media that is easy to use so that it increases the usability of Instagram itself which ultimately causes the high intensity of use of Instagram, Instagram users feel that Instagram is part of their daily activities.

Table 3. Respondent Perception using AIDA

Indicator of AIDA	Whattapp	Facebook	Instagram	Online Shop	Average
Attention	3.63	3.58	3.66	2.80	3.42
Interest	3.73	3.60	3.58	3.32	3.56
Desire	3.72	3.38	3.70	3.60	3.60
Action	3.94	3.33	4.34	3.40	3.75
Average	3.76	3.47	3.82	3.28	3.58

By using a Likert scale (1.00-5.00) questions related to AIDA (Attention, Interest, Desire and Action) it can be concluded that Instagram has the highest average score of 3.82, followed by WhatsApp at 3.76, the third place is Facebook at 3.47 and the lowest is the Online Shop of 3.28. However, on average, all aspects of AIDA are in the Good category, which is 3.58 (Likert scale for good category is 3.40 - 4.20). From these results it can be concluded that the use of technology in the promotion and sale of healthy food has good effectiveness based on the perception of AIDA.

Table 4. Paired Sample Test

		Paired Differences					t	df	Sig. 2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Action IG	1.0200	.34699	.20033	.15804	1.88196	5.092	2	.036
Pair 2	Action OL	.5133	.54123	.31249	.83116	1.85783	1.643	2	.242
Pair 3	Action WA	.0600	.33956	.19604	.78351	.90351	.306	2	.788
Pair 4	Action FB	.2333	.39107	.22578	.73813	1.20480	1.033	2	.410

Furthermore, to find out the difference in the effectiveness of the Attention, Interest and Disire (AID) variable with Action (A) which is the final attitude of the prospective customer to decide to buy healthy food

products, a T test was carried out using the Paired sample T Test, the aim is to see the difference or comparison from Attention, Interest and Desire indicators with Action.

Table 4 above shown that the data processing for Attention, Interest and Desire variables with Action, the results obtained are Instagram (IG) has the most significant relationship with action with a significance value of 0.036, while for other platforms it has a significance value > 0.05 . The Paired sample T Test was also used to measure the effectiveness of technopreneurship. Significant results ($0.000 < 0.05$) for Instagram obtained results of 0.036, so it can be concluded that Instagram is the most effective for popularizing and promoting healthy food produced by the Entrepreneurship Division of the Nutrition Student Association of UMG. This study is in line with research conducted by (Khairani, Soviyanti and Aznuriyandi, 2018) the results show that the effectiveness of the promotion of food and beverage MSME products in the city of Pekanbaru on Instagram media is in the high category. In the research conducted (Mulyono, 2021) the result is that the use of social media Instagram to popularize and promote nutritious food is quite effective and also increases public knowledge about awareness to consume healthy and nutritious food. Likewise, the results of promotional research conducted by the product business "Rendang Unimam" through Instagram social media are quite effective.

4. 2. Qualitative Analysis

Based on the results of an interview with the Chairperson of the UMG Nutrition Student Association (2021-2022), some information was obtained about the efforts made in an effort to market a variety of Healthy food since 2017 using AIDA indicators, namely Attention, Interest, Desire and Action. Here are the results of the interview:

4.2.1. Attention

In the attention indicator, the Nutrition student association has made several efforts to attract the attention of potential buyers by using promotional media that are attractive and close to customers, including 1) WhatsApp (whatsapp groups, whatsapp status and private promotional chat to potential customers), 2) Instagram (story, feed and mention to several university instagram accounts). In making promotional flyers, we also use several patterns or templates, including color contests, captions or explanations in every new feed or on flyers. In the attention indicator, the Nutrition student association has made several efforts to attract the attention of potential buyers by using promotional media that are attractive and close to customers, including 1) WhatsApp (whatsapp groups, whatsapp status and private promotional chat to potential customers), 2) Instagram (story, feed and mention to several university instagram accounts). In making promotional flyers, we also use several patterns or templates, including color contests, captions or explanations in every new feed or on flyers.



Fig.2. The promotional advertising

4.2.2. Interest

In the interest indicator, the Nutrition Student Association seeks to attract consumers' attention by making a different menu every week. The team that prepares the menu consists of three groups, in order to get a variety of variations, so that consumers do not get bored. The team's attention is not only on the menu, but also the attractive appearance of the food and drinks. The figure 3 below are the example of list of menus.

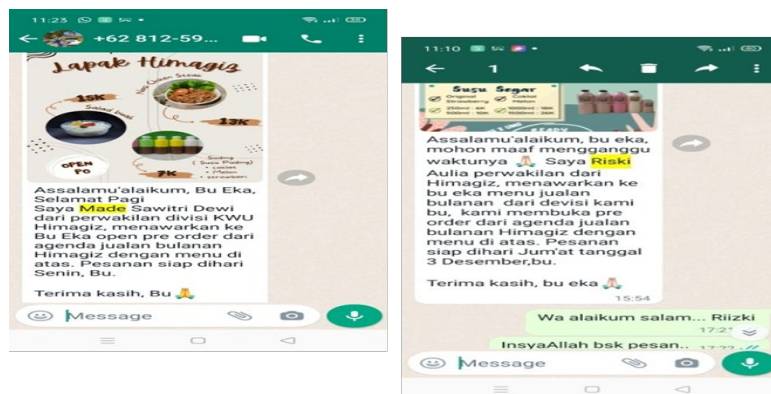


Fig.3. Example of menus

4.2.3. Desire

On the Desire indicator, to convince potential consumers to immediately decide to buy their products, the Nutrition Student Association re-informs the menus sold that week, among others by private chat (whatssapp) or chat on private messages (DM) in instagram of potential consumers. The Nutrition Student Association provides information about the benefits of a healthy menu on offer, besides that it also conveys the benefits of consuming healthy food to maintain health. Figure 4 shows an example of a Whatsapp message to consumers to arouse their desire for healthy food products.

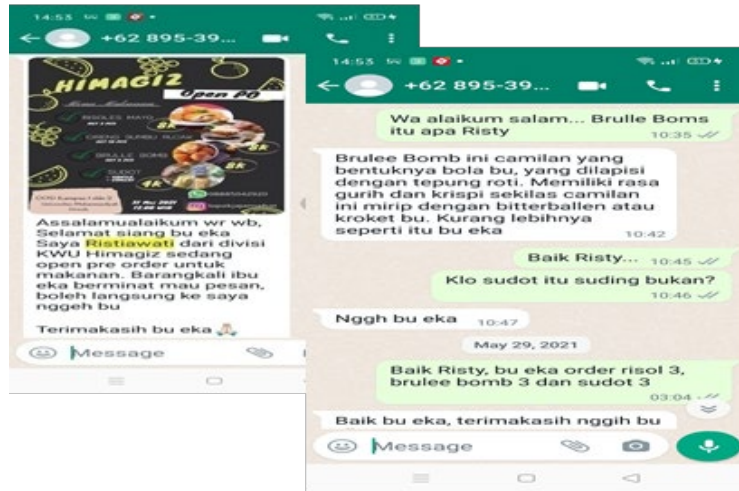


Fig. 4. The example of private message via Whattshapp

4.2.4. Action

The last indicator is Action. The Head of the Student Association and members of the Entrepreneurship Division agree that the efforts made so far to attract the attention of potential consumers to buy food and beverage products that are sold cannot be separated from the quality, price, variety and taste of each product offered. This last effort will show the effectiveness of technopreneurship as a medium to popularize and increase product selling power, because this action stage is the most decisive stage of promotion success, where consumers will decide to buy or not to buy healthyfood. In Figure 5, it can be seen that consumers are interested in buying products through WhatsApp messages.

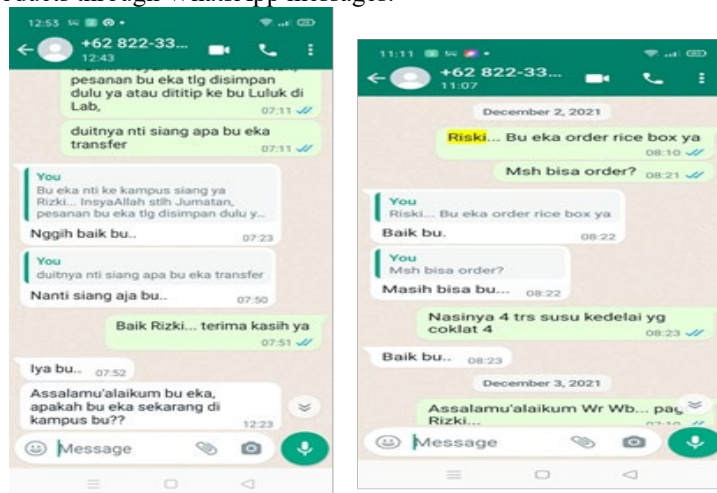


Fig. 5. The confirmation from customer via Whattshapp

5. Conclusion and Recommendation

5.1. Conclusion

Based on the quantitative method it can be concluded that; 1) Through promotional media, healthy food is ordered by all groups of people both inside and outside the campus, this shows that technology-based promotion is very effective; 2) from the calculation of the average buyer perception of users of the WhatsApp, Facebook, Instagram and Online Shop social media platforms with the Attention indicator: 3.42 Good category; Interest : 3.56 good category; Desire : 3.60 Good category and Action : 3.75 Good category; and 3) Based on statistical calculations T-test using Paired Sample T to find out the difference or comparison between Attention, Interest, Desire and Action indicators associated with social media WhatsApp, Facebook, Instagram and Online Shop, the significance value obtained is 0.036 for Instagram because <0.05 then It can be concluded that Instagram is the most effective way to popularize and promote healthy food produced by the Entrepreneurship Division of the UMG Nutrition Student Association.

Based on the results of research using qualitative methods, we conclude three important things: 1) Efforts to popularize and promote and increase the selling power of healthy food through technopreneurship on social media platforms, WhatsApp, Facebook, Instagram and online shop are very effective, as evidenced by the increase in orders received through the media. the social media used, starting from prospective buyers paying attention to promotions in the Promotional Media, then being interested then wanting and finally taking action to buy healthy food products that are produced and marketed by the Entrepreneurship Division of the Nutrition Student Association; 2) Factors related to the effectiveness of promotion of Healthy Food products, including the selection of an attractive profile photo, color selection and good photo quality. In addition, the listed prices, menu variants and the compatibility between the contents of the captions and photos posted via Instagram social media; 3) The Nutrition Student Association has not included education for potential customers about the specifications and advantages of Healthy food in its promotional media, so that potential customers are not interested in buying because of the benefits of healthy as a whole.

5.2. Recommendation

Based on the results of quantitative and qualitative analysis, the suggestions that we can give include; 1) For the Entrepreneurship Division of the Nutrition Student Association as the owner of a healthy food business, it should add content from its promotions not only variants and prices and color selection of photos that are made to attract potential customers to decide to order, but the benefits and nutritional specifications contained in healthy food can be added value to the product being marketed; 2) There should be further research that focuses on popularizing and promoting healthy food to educate the public, so that the decision to consume healthy food can be a healthier choice, not only during Covid-19, but also for the long term.

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