

The Influence Of Entrepreneurial Competence And The Utilization Of Digital Marketing To Improve Business Performance In The Community Of Weru Kidul Village, Weru District, Cirebon District

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Abstract : Weru Kidul Village has several industrial potentials, including the handicraft industry, food industry, materials industry, savings and loan cooperatives, restaurants, and livestock. Based on the data from BPS, the number of entrepreneurs in Indonesia is only 3.47%, which still needs to be increased to become a developed country. Indonesia needs 12 to 14 percent. In this case, an increase in entrepreneurs needs to increase the number of entrepreneurs in Indonesia. This study aims to determine how much influence entrepreneurial competency and digital marketing use have on business performance. The method used in this research is a quantitative descriptive method. From the results of the study, it was found that entrepreneurial competence and the use of digital marketing had a significant effect on business performance.

Keywords: Entrepreneurial Competence; Utilization of Digital Marketing; Business Performance

INTRODUCTION

According to data from the Ministry of Industry (2018), Indonesian MSMEs only contribute 0.8% to the global supply chain. The Ministry of Cooperatives and MSMEs (2018) plans that as many as 3.79 million new micro, small and medium enterprises (MSMEs) will utilize online platforms to market their products. This number only accounts for 6% of the total Indonesian MSME participants (62.29 million). This becomes an obstacle in marketing the product, due to limited access to marketing information which results in a low target market and weak competitiveness at the global level.

Weru Kidul Village has several industrial potentials including the craft industry, food industry, materials industry, savings and loan cooperatives, restaurants and livestock. Based on data from BPS, the number of entrepreneurs in Indonesia is only 3.47%, which is still not enough to become a developed country, Indonesia needs 12 to 14 percent, in this case an increase in entrepreneurs requires an increase in the number of entrepreneurs in Indonesia, in line with the success of the government's work program. The President of Indonesia has issued presidential decree number 2 of

2022 concerning the development of national entrepreneurship to encourage growth in the ideal number, namely 3.95% of the total population in Indonesia.

Entrepreneurial ability to remain communicative is one strategy that can help the progress of a business. This can refer to the ability of a business to be able to outperform business competitors and maintain market share (Muhammed, HAA, Kartini, D., Sari, D., & Febrian, 2016).

Business actors need to consider competitiveness, to be able to increase the success of their business. Competitiveness is considered important to increase business success because the aim of establishing a business is to achieve maximum performance (Edelia & Nurjaya, 2001). Due to a lack of sufficient knowledge and supporting skills, MSMEs cannot direct business development in a clear and directed manner, so it stops (Edelia & Aslami, 2022; Sedyastuti, 2018). This is the reason why small and medium enterprises (SMEs) in Indonesia are not very competitive. Many MSMEs face internal and external obstacles, as a result small and medium businesses become uncompetitive and unable to drive economic growth and increase income.

The problems that occur in Weru Kidul Village include socio-cultural problems, namely lack of government assistance in the field of education including scholarships, lack of government assistance in the field of training including clean and healthy living, awareness about safety and lack of hygiene infrastructure. In the economic sector, this includes the lack of micro and small assistance, increasing the empowerment of livestock numbers which is still not optimal, increasing the empowerment of poor communities through the development of independent entrepreneurship. In the infrastructure sector, it includes issues of developing and improving regional facilities and infrastructure, including the construction of environmental roads, alleys, infrastructure development, services and improvement of facilities and infrastructure.

Entrepreneurship Competency

Weru Kidul Village has several industrial potentials including the Craft Industry, Food Industry, Materials Industry, Savings and Loans Cooperative, Restaurants and Livestock. Based on data from BPS, the number of entrepreneurs in Indonesia is only 3.47%, which is still not enough to become a developed country, Indonesia needs 12 to 14 percent, in this case the increase in the number of entrepreneurs in Indonesia needs to be increased, in line with the success of the government's work program. The President of Indonesia has issued Presidential Decree number 2 of 2022 concerning the development of national entrepreneurship to encourage the growth of the ideal number, namely 3.95% of the total population of Indonesia.

Entrepreneurial competence is defined as an individual's knowledge, skills and abilities which are interconnected with each other, which are necessary for themselves and their business (Lans et al. 2011). Literally, competency is defined as mastery of the attitudes, skills and appreciation needed to support success (Meutia and Ismail 2012). Entrepreneurial competency includes competency in practice, competency in marketing, competency in managing finances and competency in personal relationships. Competence plays a role in improving the quality of business development (Dhameria et al. 2021).

Utilization of Digital Marketing

Social Media is the most important part of a marketing strategy. Every business needs digital marketing to attract more consumers. With the advent of the World Wide Web and e-commerce facilities, the business world has witnessed massive disruption. The development of technology and information is growing very quickly as time goes by, of course this provides opportunities for the business world to be able to open up more opportunities to interact with consumers by using digital marketing, with the use of digital marketing companies can more easily interact with consumers through various platforms. digital (Dhameria et al. 2021; Ariyani et al. 2021). Technological advances make it easier for business people to form social communities and build relationships and connectivity so they can connect with business people (Dhameria 2014; Ariyani et al. 2022).

Digital marketing can act as a digital marketing solution, with digital marketing marketing can focus more on customer preferences, search patterns, purchase history and demographic insights.

The role of digital marketing can encourage increased business competition in the current era of digitalization. With digitalization, business people can focus more on improving the quality of their business to keep their business at the top. (Watson et al. 2018; Ulas 2019; Sedera et al. 2016). Utilizing digital marketing requires marketing skills and techniques to be able to reach customers. In simple terms, digital marketing is the marketing of products or services to a predetermined target market by utilizing online marketing, namely through social media and other platforms. (Yigitbasioglu and Velcu-Laitinen 2012; Rangaswamy et al. 2020; Obal and Lancioni 2013; Melović et al. 2020). Digital marketing is more targeted, interactive and measurable, in this case it aims to fulfill buyers' goals and maintain good relationships between sellers and buyers. The use of digital marketing includes increasing marketing reach globally at lower costs by targeting the right audience. (Kannan and Li 2017; Chakravarthy et al. 2022). A digital marketing strategy must start with clear, planned goals and systematic implementation (Lestari et al. 2022; Dhamera et al. 2022; Ariyani et al. 2022). With digital marketing, customers can interact easily with business people using digital platforms. A digital marketing strategy can be said to be successful if the relationship between customer behavior and business people. The most important advantage of digital marketing is that it is relatively easy to collect data and track the performance of digital marketing strategies. Regular performance measurement allows companies to understand their audiences better, improving their approach (Watson et al. 2018; Krishen et al. 2021; Gonnering 2008; Dwivedi et al. 2021; Constantinides and Fountain 2008; Chakravarthy et al. 2022).

Business Performance

Business performance is the most significant dependent variable for researchers related to all areas of business and management, because it explains how well an entrepreneur is doing (Zahay and Griffin 2010; Yonggui Wang 2006). Business performance is defined as the ability of entrepreneurs or organizations to realize their goals such as high profits, good product quality, good financial results, long-term survival long and large market share, by using relevant action strategies . Although there is no exact definition of performance, the definition of performance always depends on the perspective of the person who defines it (Zhou et al. 2007; Yıldız and Karakaş 2012). Business performance has been studied by several researchers in several literatures and they have concentrated heavily on the causes of performance and how it can occur and be maintained. (Yonggui Wang 2006).

Entrepreneurial performance is the growth of profits from business . Second, financial and non-financial measures function to evaluate performance factors (Walter et al. 2006; Toft-Kehler et al. 2014; Theriou and Chatzoudes 2015). There are also several studies that define performance in terms of sustainable growth, and turnover. According to (Wiklund and Shepherd 2005; Shane and Nicolaou 2013; Sahoo and Yadav 2017; Roxas and Chadee 2013).

Business performance is defined as the ability of entrepreneurs or organizations to realize their goals such as high profits, good product quality, large market share results, by using relevant action strategies. However, business performance can be at risk if you only emphasize the profit aspect without paying attention to other aspects (Zhou et al. 2007; Alegre et al. 2011; Aini et al. 2011; Acar and ÖZŞAHİN 2018).

Several experts have recommended that business performance measurement should include financial and non-financial dimensions (Šályová et al. 2015). Therefore, the Balanced Scorecard (BSC) maintains financial measures and three other non-financial perspectives, namely internal processes, customers and growth, and this is the least criticized and applied as a performance measurement tool (Zhou et al. 2007; Toft-Kehler et al. 2014; Ting Helena Chiu 2008; Theriou and Chatzoudes 2015; Tang and Tang 2012).

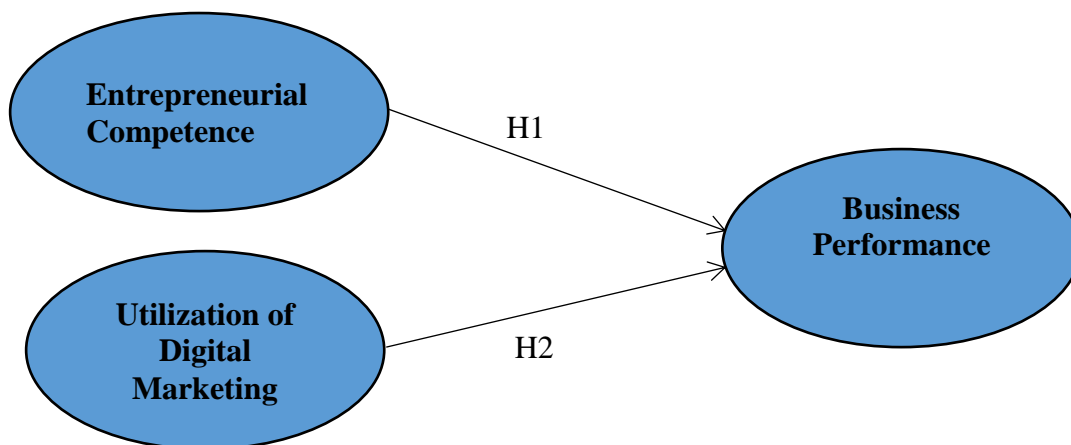


Figure 1. Framework

Hypothesis

Entrepreneurial competence is a higher level characteristic that includes personality traits, skills and knowledge, and can therefore be seen as the entrepreneur's total ability to perform a job role successfully (Mahmud et al. 2024). Competence is an individual characteristic such as the knowledge, skills and abilities needed to do a particular job. Competency is a concept related to a person's knowledge, skills and ability to achieve performance. Indicators of entrepreneurial competency are 1) Opportunities competency, 2) Organizing competencies 3) Strategic competencies, 3) Social competencies, 4) Commitment competencies, 5) Conceptual competencies. The indicators used to measure competence are knowledge, skills and abilities (Lans et al. 2011; Meutia and Ismail 2012; Chaston 2000).

H1 : The better the entrepreneurial competency, the better the business performance

Developments in the business world are very competitive for SME's. The use of digitalization is one of the efforts to market products in order to be able to grow their business capacity. The implementation of information systems helps companies to respond more quickly to customer requests for information and products. Digital marketing has a very good influence on business performance (Dhameria et al. 2022; Dhameria 2014). Digital marketing management has an impact on increasing start-up businesses. Through the application of digital marketing, companies can promote their sustainability strategies and provide information to users about their sustainability promotions or activities. Information technology and digitalization have an impact on marketing, helping to build relationships with clients and create value for small and medium businesses (Lestari et al. 2022; Melović et al. 2020). Digital transformation has an effect on income, meaning that the better the digital transformation of an SME's, the more it will have an effect on the level of income. Information technology and digitalization have an effect on marketing, helping to build relationships with clients and creating value for small and medium businesses. Digital marketing components include Search Engine Optimization (SEO), Search Engine Advertising (SEA), social media, e-mail newspapers, web-marketing, e-commerce. The digital marketing components looked at in this research are content marketing, social media, and e-commerce (Ariyani et al. 2021; Dhameria et al. 2021).

H2 : The better the use of digital marketing, the better the business performance

Entrepreneurial Competence Variable Indicator

Entrepreneurial competence is defined as an individual's knowledge, skills and abilities which are interconnected with each other, which are necessary for themselves and their business (Lans et al. 2011; Meutia and Ismail 2012; Chaston 2000). Indicators of entrepreneurial competence include:

1. Self-knowledge is an important component in career development, which has the potential and

competence that must be needed in forming career development and superior resource potential in order to compete .

2. Creative and innovative is a very important need, because creativity is a very important component for a business.
3. Making and making decisions is an attitude of a leader which can have a positive influence, so that it can be oriented towards the effectiveness of achieving targets and the efficiency of achieving goals. Leadership is a personality that causes a group of other people to imitate or follow him.

Variable Indicators for Digital Marketing Utilization

Is a marketing activity that uses digital media using the internet in the form of Web, Social Media, Data Base, Mobile/Wireless, Digital TV (Watson et al. 2018; Rangaswamy et al. 2020; Järvinen and Karjaluo 2015). Indicators of digital marketing utilization include :

1. A website is a media platform consisting of several interrelated pages, which function as media that can display information in the form of images, video, text and sound .
2. Instagram is a photography social media networking service , which is a social media application service which is a part of digital media which has almost the same function as social media in general.
3. YouTube is a page that uses the web as a media tool used to play videos or share videos where users can create, watch and share videos for free.

Business Performance Variable Indicators

Business performance is defined as the ability of entrepreneurs or organizations to realize their goals such as high profits, good product quality, large market share results, by using relevant action strategies. However, business performance can be at risk if you only emphasize the profit aspect without paying attention to other aspects (Yonggui Wang 2006; Parnell et al. 2012; Najib and Kiminami 2011)(Jogratnam, 2017) . Business performance indicators include:

1. Increased profits are an increase in income from incoming cash originating from sales operational activities which can result in increased profits .
2. Market share growth is a company strategy to find out target consumers, market share can be segmented using several variables such as geography, benefits sought, and level of product usage, several explanations are emphasized through the definition, namely that it is a process for creating, offering, a product to other parties.
3. The ability of the entrepreneur or organization to realize profitability goals that is, it describes a business's ability to earn profits through all its business capabilities, including sales. Meanwhile, the success of a business can be seen from efficiency, which can be grouped based on efficiency. Regarding the determinants of success, it is characterized by innovation and the behavior of business actors and their willingness to take risks .

RESEARCH METHODS

General description

Weru Kidul Village is a village in Weru District, Cirebon Regency, West Java Province, Indonesia. Postal Code 45152. Weru Kidul Village has several potentials or advantages, namely the Crafts Industry, Food Industry, Materials Industry, Savings and Loans Cooperative, Restaurants and Restaurants, and the Livestock Industry. One of the most numerous industries is the food and livestock industry. Weru Kidul Village is famous for its chicken market where people from all regions can sell and buy, as well as the industrial sector where many people in Weru Kidul Village have home industrial businesses in the form of wet food.

Weru Kidul Village is a special attraction for the food industry sector and also the livestock industry, including cultivation. With this potential , Weru Kidul Village has the

potential to become an Entrepreneurial Village because the majority of Weru Kidul Village have Home Industry businesses.

Geographical location of Weru Kidul Village, which is in Weru District, Cirebon Regency, West Java Province, Indonesia . Postal code 45152. Weru Kidul Village has an area of 57 Ha. Which is divided into 5 Km village roads, 3 km asphalt roads, 1 km inter-village roads, 1 km long asphalt roads, 1 km dirt roads, and 1 km Sirtu roads. Weru Kidul Village has an altitude of 65 meters above sea level, has rainfall of 25 mm with an average temperature of 30 degrees Celsius, the northern border is Weru Lor Village, the south is Setu Wetan Village, the west is directly bordered by Tegal Sari Village and the east is namely Setu Wetan Village

The majority of access roads are well paved so that the mobility of the people of Weru Kidul Village can run well. For public transportation, public transportation, motorbike taxis and taxi taxis are available.

The demographic condition of Weru Kidul Village is very good, it can be seen from the population of around 5,619 people, with a female population of 2,788 people and a male population of around 2,831 people, the majority of the population of Weru Kidul Village earns their living as private employees, entrepreneurs and SMEs. Weru Kidul village has the potential to become a village producing industrial food or wet cakes because the majority of people in Weru Kidul village have home industry businesses. This encourages the potential of Weru Kidul Village to become an Entrepreneurial Village.

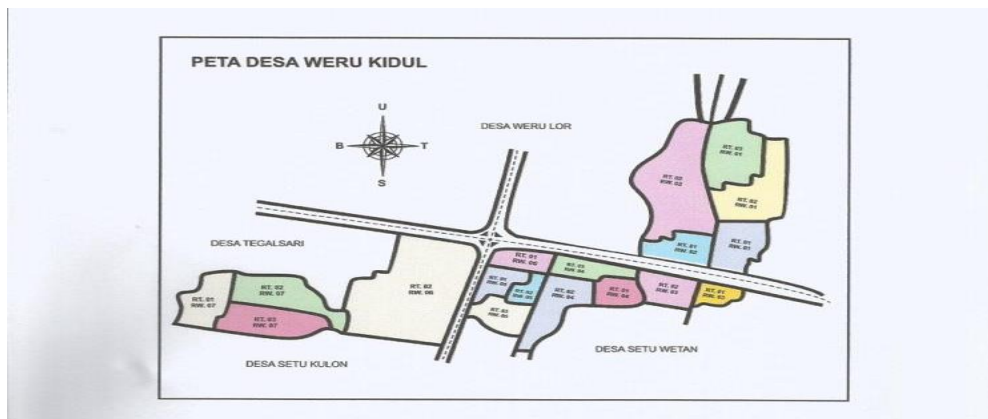


Figure 2. Map of Weru Kidul Village



Figure 2. Weru Kidul Village Organizational Structure

Data Collection Methods and Techniques

The research method used in this research is a quantitative descriptive research method (Sugiyono, 2016) explains that quantitative descriptive research methods are research methods used on samples and research populations. Quantitative research also provides data in the form of numbers from research results. Quantitative descriptive research is research that describes a variable as it is, supported by data in the form of numbers that have been produced from an actual situation. In this study, researchers want to know the influence of the independent variable, namely the influence of digital marketing on business performance.

The data collection techniques in this research use data collection techniques through:

- a. Interviews are a technique for collecting data by having direct contact with respondents, which is like having a direct conversation using communication media. The interview method we use is an unstructured interview method, this method makes it easier for respondents to be more open with the questioner and give a more intimate impression so that it feels like a conversation or discussion. So researchers must be able to better understand and conclude the results from the information obtained by respondents. In this case, we interviewed home industry players in the Weru Kidul Village area.
- b. Observation is a data collection technique using one of the sense organs, namely the eyes, as stated by (Sutrisno Hadi, 2016) who explains that observation is a complex process and is composed of various biological and psychological processes. The observation used is non-participant observation, namely where the researcher is not directly involved, namely only as an independent observer. In this observation, we targeted home industry players in the Weru Kidul Village area
- c. A questionnaire is a data collection technique that is carried out by giving written questions to respondents so that they can be answered according to the questions that have been written. We asked several questions to home industry players in the Weru Kidul Village area

Population and Sample

Population

The population in this study were all home industry SMEs in Weru Kidul Village, Weru District, Cirebon Regency.

Sample

The sampling in this research was non-probability sampling based on the purposive sampling method. The sample used was 15 respondents taken from home industry SMEs to be used as samples based on certain criteria .

ANALYSIS AND DISCUSSION

Description of Respondent Data

There are around 15 respondents in this research who are samples of home industry players in Weru Kidul Village, who will be differentiated based on certain characteristics. The description of the characteristics of the respondents sampled in this study is as follows: business actors are 10 men and 5 women. In general, those who are male start businesses because there is no work because at the age of 40 years or more is the pre-retirement age, so the majority of male people open businesses to increase their income. However, the majority of people who are women open businesses because they want to use their free time to increase their income.

Meanwhile, the frequency of respondents based on age is dominated by those with an average age of 40 to 50 years. This indicates that at this age they are entering pre- retirement where most of them are no longer working or may want to start a business to increase their income outside of their salary. that way they can earn more income. The frequency of respondents based on entrepreneurship is dominated by those who have home industry businesses in the food sector. The potential for home industry in Weru Kidul Village is

dominated by the Food Industry, this provides an opportunity for Weru Kidul Village to become an independent entrepreneurial village. This was formed because the majority of the people of Weru Kidul Village have home industry businesses .

Connection Entrepreneurship Competence on Business Performance

A business actor must have unique characteristics in the field of entrepreneurship as well as creative and innovative abilities to find and develop various ideas, options and options for entrepreneurs in managing a silk business so that their business can run well. This is because the presence of ideas or creativity in developing a business unit will influence its business performance. Therefore, it is very important to have an entrepreneurial spirit that fosters a person's desire to manage business units professionally. Human resources are an important aspect in business performance because the majority of MSME owners also act as business managers and personnel managers. To increase the success of a company, managers must have planning and organizational abilities, administrative administration, and communication skills. A business must have entrepreneurial skills to compete domestically and internationally (Zouaghi and Sánchez 2016). Competency in general is a person's ability or capacity to carry out various tasks in a job. Competence is the capacity that exists in a person that allows him to be able to fulfill everything work requirements to achieve organizational goals .

The Influence of Digital Marketing on Business Performance

Digital marketing has a significant impact on business performance, one study suggests that digital marketing has a significant impact on business performance (Saura 2021; Rangaswamy et al. 2020). Digital marketers can influence consumer behavior patterns, such as how they search and pay. Overall, the impact of digital marketing on business marketing performance is that it can increase sales and attract more consumers. Apart from that, the influence of digital marketing can help to improve marketing performance and compete effectively with competitors. Business people can use digital marketing as a cost-effective marketing strategy to reach customers and promote their products widely. Digital marketing allows businesses to communicate with consumers in various ways, targeting a wider target market (Krishen et al. 2021; Järvinen and Karjaluoto 2015).

Multiple Linear Regression Test

To find out whether or not there is a relationship/influence of digital marketing on entrepreneurship, promotion via social media towards increasing sales of home industry products, by distributing questionnaires which have been filled in by respondents who are the research sample. Then, to find out the relationship or influence, the researcher used the SPSS 26 application and used a multiple linear regression test, a questionnaire test that had been filled in by respondents who had been filled in by respondents who had become research samples. Then, to find out the relationship or influence, researchers used the SPSS 26 application and used multiple linear regression tests, simple coefficient of determination tests, and hypothesis tests.

Multiple linear regression analysis is a linear relationship between two or more variables independent with the dependent variable. This analysis is to determine the direction of the relationship between variable independent And variable dependent relate positive or negative And For predict mark from variable dependent if variable independent experience increase or decrease. Multiple linear regression analysis is carried out by determining the equation $\hat{Y} = a + b_1X_1 + b_2X_2 + e$.

Table 1. The results of calculating the values

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,354	1,190		3,658	,003
	ENTREPRENEURSHIP COMPETENCE	,553	,203	,563	2,720	,019
	DIGITAL_MARKETING_USE	-.565	,229	-.510	-2,465	,030

The results of empirical tests on the influence of entrepreneurial competence on business performance show a t value of 2.720 and a p value (sig) of 0.019, less than 5%, meaning that there is a positive and significant influence between entrepreneurial competence and business performance. The research results stated that the hypothesis was accepted "the better the entrepreneurial competence, the better the business performance". The beta value in the *Unstandardized Coefficients* variable for entrepreneurial competence shows a figure of 0.553, which means that the coefficient of entrepreneurial competence on community business performance is 55.3%. Meanwhile, the variable using digital marketing on business performance shows a t value of -2.465 and a p value (sig) of 0.030, less than 5%, meaning that there is a negative and significant influence between the use of digital marketing on business performance. The research results stated that the hypothesis was accepted "the better the use of digital marketing, the better the business performance". The beta value in the *Unstandardized Coefficients* variable for digital marketing utilization shows a figure of -0.565, which means that the coefficient for digital marketing utilization on community business performance is -56.5%.

The use of digital marketing is a *short term incentive* that can encourage product sales. In other words, social media promotions can encourage increased sales. Where promotion itself is all activities aimed at communicating or conveying products to the target market.

Here, the use of digital marketing provides information about the products being offered as well as descriptions of these products, this is aimed at encouraging consumers to get to know the products being marketed in more detail. Consumers can find out about various product services through the use of digital marketing, thereby influencing consumer interest. Promotion is carried out as a tool to stimulate the general public's response to get to know the product in more detail by utilizing social media, websites, blogs and so on as promotional media.

F Test (joint Regression Test)

This test aims to determine whether there is an influence of the independent variable together with the dependent variable. This test is also called a model feasibility test or what is more popularly known as a model simultaneous test. This test identifies whether the estimated regression model is feasible or not. Feasible here is defined as a model that is estimated to be suitable for use to explain the influence of the independent variables on the dependent variable. The conditions that apply are if the prob value. The calculated F (output results shown in the sig. column) is smaller than the error level (alpha) of 0.05 (which has been determined) then H_0 is rejected or it can be said that the estimated regression model is feasible, whereas if the value of prob. The calculated f is greater than the error level of 0.05, so it can be said that H_0 is accepted if the calculated f value is \leq table f and the significance is > 0.05 . And H_a is accepted if the leadership and work motivation variables together have a calculated f value \geq f table and significance < 0.05 .

Table 2. F Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1,786	2	,893	5,910	.016 ^b
	Residual	1,814	12	,151		
	Total	3,600	14			

The SPSS output table above shows an F value of 5.910 $>$ table f value 4.225 and a significance of 0,000 $<$ 0.16 H_a accepted H_0 rejected. It can be concluded together that the variables of entrepreneurial competence and the use of digital marketing have a significant effect on business performance. The use of digital marketing is a behavior that arises as a result of a response to an object that shows the visitor's desire to make another order. Interest in visiting again is a process of learning and thinking which then forms a perception. Business performance will emerge as a motivation that is recorded in the minds of home industry players, and if one day they want to meet consumer needs, they will actualize what is the motivation in

their minds. The factor that influences interest in business performance is the use of digital marketing. The use of digital marketing attracts consumers if it provides greater value than what consumers expect. The public can find out about the various types of home industries that exist through the use of digital marketing carried out by home industry players. The attractiveness of the packaging, the value of the product, the friendliness of the service offered provide special value for consumers.

Determination Coefficient Test Results

Calculation results of the coefficient of determination test using the SPSS 26 application.

Tabel 3. R square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.704 ^a	.496	.412	.38877	.496	5,910	2	12	.016

In the table there is an R square of 0.496. R square is also called the coefficient of determination which in this case is 49.6 % and categorizes it in the table above. So it can be concluded that business performance (Y) is influenced by entrepreneurial competence and the use of digital marketing.

From the results of the coefficient of determination test above, it can provide meaning that there are still other independent variables that influence business performance, so further research development is needed related to this topic. This indicates that the use of digitalization is getting better with a wider promotional reach, the quality of the content of the messages conveyed is quite good and the development of home industry entrepreneurship is carried out continuously, consumers are interested in making repeat purchases. The use of digital marketing provided by the owner or manager will influence consumer interest in purchasing products repeatedly

CONCLUSION

Based on the research results, it can be concluded that the influence of entrepreneurial competence and the use of digital marketing has a positive and significant effect on business performance. The use of digitalization can provide convenience for business actors. Business actors can use social media platforms, blogs, websites and so on as media to increase sales or introduce their products to the wider public. Digital media platforms can be used as promotional tools, as well as media that can provide accurate information about a product. So that in this era of digitalization, digitalization patterns can be encouraged to reach every level of society.

Suggestions

The suggestions given from the results of this research are as follows:

a. For home industry players in Weru Kidul Village

1. Home industry players need to take advantage of digitalization to be able to reach consumers with digital media platforms such as web, blogs and social media
2. Home industry players need to improve *their skills* and abilities to be able to improve product quality and human resources, so that home industry players can compete with competitors out there.
3. There is a need for innovation and creativity that are useful to encourage a product so that it can always exist in this era of globalization .

b. For the Weru Kidul Village Government

The government can provide a forum for home industry players to improve *their skills* and relationships so that they can support the ability of home industry business actors to

continue to exist and provide opportunities for home industry players so that their products can be better known by the wider community, especially within the government. .

c. For the Weru Kidul Village Community

The Weru Kidul Village community can support each other in every potential that exists in Weru Kidul Village so that it can develop and be known to the wider community, the Weru Kidul Village community must also always be active, creative and innovative so that a productive Village can be created which is certainly expected to be a pioneer for other Village communities to grow and thrive.

Obstacles

In carrying out research, the author can also find several obstacles, including:

1. At the data collection stage, that is where we were less detailed in exploring the existing information so we revisited the home industry players several times
2. At the stage of getting to the home industry location, we had difficulty being able to freely ask questions because it coincided with production
3. At the data analysis stage, we were a little confused because we were still in the learning stage so we needed to continue studying and asking the supervisor
4. At the feedback stage, you experience a little difficulty because the product packaging we make must be in accordance with the agreement with the home industry players .

Enterprises

In this research, we are trying to provide several benefits for home industry players, including the following:

1. We are trying to introduce the product home industry in Weru Kidul village by utilizing digital marketing
2. Assist and provide education and discussions regarding digital marketing to Village home industry players . Weru Kidul.
3. Helping home industry players in Weru Kidul Village to be more creative and innovative in developing their businesses .
4. Helping home industry players to increase the value of their products .
5. Helping home industry players to package products to make them look attractive .

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