

## THE INFLUENCE OF ENTREPRENEURIAL INTEREST AND SOCIAL MEDIA UTILIZATION BY GEN Z ON MSME GOAT FARMING MARKETING (A Study on Duo Saudara Goat Farm in Bojonegoro Regency)

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### Abstract

This study aims to analyze the influence of entrepreneurial interest and social media utilization by Generation Z on the marketing effectiveness of micro, small, and medium enterprises (MSMEs) in goat farming. The research was conducted on Duo Saudara Goat Farming MSME in Bojonegoro Regency using a quantitative approach. Data were collected through questionnaires distributed to 60 respondents, consisting of consumers and goat farm managers. Data analysis was performed using SPSS software to examine the relationship and impact between independent variables (entrepreneurial interest and social media utilization) and the dependent variable (MSME marketing). The results showed that both entrepreneurial interest and social media utilization significantly influence the marketing effectiveness of goat farming MSMEs. Social media utilization by Generation Z contributed more dominantly than entrepreneurial interest, particularly in reaching broader markets and enhancing consumer interaction. The implications of this study indicate the importance of improving digital competencies among MSME practitioners to maximize marketing potential. This study provides empirical contributions to the development of MSME marketing strategies by leveraging modern technology and the entrepreneurial interests of the younger generation.

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**Keywords:** Entrepreneurial Interest, Media Utilization, MSME Marketing

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### INTRODUCTION

The Central Bureau of Statistics (BPS) reported that in February 2022, the open unemployment rate reached 5.83%, equivalent to 11.53 million people, an increase from August 2021 when it was recorded at 9.1 million people (Dwi Hadya Jayani, 2021). On the other hand, according to the International Labour Organization (ILO), the unemployment rate among Indonesia's workforce reached 16% in 2021, making Indonesia the country with the second-highest youth unemployment rate in Southeast Asia (Vika Azkiya Dihni, 2022). In addressing this challenge, entrepreneurship emerges as a potential solution because it creates opportunities and jobs. The development of digital technology draws particular attention to entrepreneurial interest among Generation Z, who have grown up in the information technology era and have broad access to various information. This generation shows a strong interest in creating their own business opportunities. Their digital skills enable them to access information and build networks through digital media, giving them an advantage in discovering opportunities and developing innovative ideas. This generation is more likely to pursue careers that

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offer creativity, flexibility, and meaningful experiences, which can be realized through entrepreneurship in the digital era.

This study is unique as it focuses on two critical variables in the context of MSME marketing: entrepreneurial interest among Gen Z and the utilization of social media. This combination is rarely studied together in the livestock sector, particularly in MSME goat farming. Many studies related to MSMEs or social media marketing focus on more general sectors such as culinary or fashion. This research fills a gap in the literature by examining how entrepreneurial interest and social media skills among the younger generation contribute to the marketing of MSME livestock businesses, a niche field with its own challenges and opportunities. The research gap lies in the lack of literature exploring the relationship between Gen Z's entrepreneurial interest and marketing effectiveness in the livestock sector. While many studies highlight entrepreneurial interest among Gen Z, few connect it with social media marketing in the livestock sector. Moreover, while many studies focus on MSMEs, only a few explore goat farming MSMEs specifically.

Thus, this study seeks to bridge this gap by focusing on the marketing of MSME goat farming through the utilization of social media. This research is motivated by the increasing challenges MSME livestock businesses face in marketing their products in the digital era. Gen Z, as the digital-native generation entering the business world, has significant potential to support the development of MSME livestock marketing through their social media skills. Additionally, with the growing demand to adapt to digital platforms, it is crucial to understand the role of Gen Z in advancing the MSME livestock sector.

### LITERATURE REVIEW

#### Theory of Entrepreneurial Interest

According to Ramayah and Harun (2005), entrepreneurial interest is measured using the entrepreneurial intention scale, with indicators such as choosing a business path over working for others, selecting a career as an entrepreneur, and making plans to start a business. According to Indarti and Rostiani (2008), the process of economic development relies on the emergence of new individual businesses, typically starting on a small scale. The advantage of new small-scale businesses lies in their low entry barriers, seen from the perspective of capital investment, required competencies, and access to information. As a result, entrepreneurial interest among students in Indonesia is higher compared to countries with higher entry barriers, such as Japan.

### **Entrepreneurial Interest**

Entrepreneurial interest can be influenced by several factors. One such factor is personality traits, such as locus of control, need for achievement, risk tolerance, and entrepreneurial alertness (Karabulut, 2016). Locus of control is a personality variable defined as an individual's belief in their ability to control their own destiny (Mat, Maat & Mohd, 2015). Individuals with a strong locus of control believe their personality can influence specific outcomes (Islam, 2019). In addition to locus of control, entrepreneurial interest is also influenced by the need for achievement. According to Sagie and Elizur (1999), the need for achievement is a factor that drives individuals to perform tasks perfectly and achieve success. Individuals with a high need for achievement are more likely to engage in entrepreneurial activities. Another factor influencing entrepreneurial interest is risk tolerance. Entrepreneurial interest in this context refers to an individual's willingness to exhibit entrepreneurial behavior, engage in entrepreneurial activities, become an entrepreneur, or start a new business (McStay, 2008; Dohse & Walter, 2010). External factors that can foster entrepreneurial interest include the family environment, peer groups, education, and more. This aligns with the findings of Indarti & Rostiani (2008), which concluded that variables such as the need for achievement, self-efficacy, and readiness of instruments (e.g., availability of capital, social networks, and access to information) are dominant factors influencing students' entrepreneurial interest.

### **Utilization of Social Media**

According to research by "We Are Social," among the many social media platforms, the most popular ones in Indonesia currently are YouTube, Facebook, Instagram, and Twitter. Social media platforms such as Instagram, YouTube, Facebook, WhatsApp, and TikTok are widely used by teenagers or Generation Z today. This means these social media platforms are closely connected to Generation Z. Generation Z is the transitional generation from Generation Y when technology began to develop. According to Kupperchmidt in Ulfa, Z. D., & Perdana, J. A. (2022), Generation Z refers to those born between 1995 and 2010, or those aged 10 to 25 years. The characteristics of Generation Z, according to Grail Research (2011), are that they are the first true "internet generation." In the post-pandemic era, they use social media as a platform for sharing informative and interactive knowledge. The use of social media as an educational tool by Generation Z is highly beneficial in developing interaction skills among users and plays a significant role in the exchange of values embraced by the users. The exchange of information and perspectives through social media also helps enhance the knowledge of students in Indonesia, which is unlimited (Firamadhina and Krisnani, 2021). In the post-pandemic era, the content shared on social media by Generation Z is highly popular among students, and it is expected that Generation

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Z can utilize it creatively and innovatively to improve the educational system in Indonesia through social media.

### MSME Marketing

On the other hand, goat farming marketing in the country has reached a saturation point, where the supply of goat meat exceeds the demand. Soedjana (2011) stated that the role of goat farming has not been significant so far, both as a source of meat and milk. The prospects for goat and sheep exports are very promising for neighboring countries such as Malaysia, Brunei Darussalam, and the Middle East (Wibowo et al., 2016). The local and domestic markets also show good prospects, with a demand of approximately 5.6 million head per year within the country alone (Leo, 2004). Rusdiana et al. (2014b) mentioned that, therefore, farmers should be encouraged towards more commercial ventures. Looking ahead, the development of goat farming can be done through breeding programs. Goat and sheep farming on a national scale has been widely carried out by small-scale farmers in rural areas (Wibowo et al., 2016). To increase the income and welfare of farmers, institutional support from both the government, private sector, and investors is needed. Additionally, small ruminant farming ventures such as goats and sheep can be improved through diversification strategies (Rusdiana and Praharani, 2015).

### METHOD

The research method used in this study is the explanatory research method. Explanatory research is a type of research that explains the cause-and-effect relationship between variables through hypothesis testing, leading to a conclusion. The minimum sample size for this study is 60 respondents. The sampling technique used is accidental sampling, meaning the researcher selects individuals randomly or by chance who are encountered and deemed suitable as data sources (Prasetyo, 2010:123). It is assumed that those selected are individuals who have significant knowledge of what the researcher needs.

The validity test is conducted after the researcher performs a try-out and calculates the correlation between the statements and the total score. The minimum number of respondents for the try-out is 30 people. This validity test uses the SPSS (Statistical Product and Service Solutions) for Windows version 22 program, based on the Corrected Item-Total Correlation value.

## RESULT DISCUSSION

### Results

#### Kolmogorov-Smirnov Normality Test Results

##### One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			60
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		1.95184705
Most Extreme Differences	Absolute		.067
	Positive		.042
	Negative		-.067
Test Statistic			.067
Asymp. Sig. (2-tailed)			.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

It can be seen that the normality test using the Kolmogorov-Smirnov test yielded an Asymp Sig value of 0.2, which is greater than 0.05, indicating that the data is normally distributed.

#### Multicollinearity Test

##### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.621	3.161		1.462	.149		
Entrepreneurial Interest (X1)	.804	.150	.669	5.349	.000	.669	1.494
Social Media Utilization (X2)	-.076	.154	-.062	-.492	.625	.669	1.494

a. Dependent Variable: Pemasaran UMKM (Y)

It can be seen that the multicollinearity between entrepreneurial interest and social media utilization has a value of 0.669, which is greater than 0.10, meaning there is no multicollinearity in the regression model. Meanwhile, the service quality based on the VIF has a value of 1.494, which is less than 10.00, indicating that there is no multicollinearity in the regression model.

**Linearity Test  
ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
MSME Marketing (Y) * Entrepreneurial Interest (X1)	Between Groups	(Combined)	180.258	8	22.532	5.843	.000
		Linearity	151.206	1	151.206	39.209	.000
	Deviation from Linearity		29.053	7	4.150	1.076	.392
	Within Groups		196.675	51	3.856		
Total			376.933	59			

The probability for the Deviation from Linearity value in the table shows a sig. value of 0.180, which is greater than 0.05, meaning there is no significant deviation from linearity between the service quality variable and customer satisfaction. This indicates that the data for the service quality and customer satisfaction variables is linear. The probability for the Deviation from Linearity value in the table shows a sig. value of 0.392, which is also greater than 0.05, meaning there is no significant deviation from linearity between the MSME marketing variable and entrepreneurial interest. This indicates that the data for these variables is linear.

**Heteroscedasticity Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.325	1.862		-.712	.479
Entrepreneurial Interest (X1)	.109	.089	.194	1.230	.224
Social Media Utilization (X2)	.021	.090	.037	.231	.818

a. Dependent Variable: Abs\_RES

It can be seen from the results of the heteroscedasticity test using the Glejser test. The significance values (Sig) for entrepreneurial interest and social media utilization are 0.224 and 0.818, respectively. Since the significance values are greater than 0.05, there is no indication of heteroscedasticity in the regression model.

### Partial T-Test Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.621	3.161		1.462	.149
Entrepreneurial Interest (X1)	.804	.150	.669	5.349	.000
Social Media Utilization (X2)	-.076	.154	-.062	-.492	.625

a. Dependent Variable: MSME Marketing (Y)

It can be seen that the significance (Sig) value for the entrepreneurial interest variable is 0.000. Since the Sig value of 0.000 is less than 0.05, it can be concluded that the influence of entrepreneurial interest on MSME marketing is accepted. Meanwhile, the significance (Sig) value for the social media utilization variable is 0.625, indicating that the influence of social media utilization on MSME marketing is not accepted.

### Simultaneous F-Test

ANOVA <sup>a</sup>			
Model		F	Sig.
1	Regression	57.486	.000 <sup>b</sup>
	Residual		
	Total		
a. Dependent Variable: MSME Marketing			
b. Predictors: (Constant), Entrepreneurial Interest, Social Media Utilization			

It can be seen that the (Sig) value is 0.000. Since the (Sig) value of 0.000 is less than 0.05, based on the decision rule for the F-test, it can be concluded that, simultaneously, entrepreneurial interest and social media utilization have an influence on MSME marketing.

### Discussion

#### The Influence of Entrepreneurial Interest on MSME Marketing

The analysis in this study shows that entrepreneurial interest positively affects MSME marketing. Entrepreneurial interest is the desire, drive, or tendency of an individual to start and manage a business. This interest is usually influenced by internal factors such as motivation, risk-taking ability, creativity, and external factors such as family support, social environment, and market opportunities. The study shows that MSMEs managed by entrepreneurs with high entrepreneurial

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interest have better marketing performance compared to MSMEs managed by entrepreneurs with less entrepreneurial interest.

### The Influence of Social Media Utilization on MSME Marketing

The analysis in this study shows that the utilization of social media positively affects MSME marketing. Social media platforms like Instagram, Facebook, TikTok, and WhatsApp help MSMEs reach a broader consumer base without geographic limitations. This allows MSMEs to introduce products or services to a larger market at a relatively low cost compared to traditional marketing methods. Through social media, MSMEs can take advantage of features such as paid promotions (ads), organic content, or collaborations with influencers. This is more cost-effective compared to traditional advertising methods like print media or television. Social media allows MSMEs to interact with customers in real-time through comments, direct messages, or reviews. This interaction improves relationships with consumers, builds trust, and strengthens loyalty. Social media provides various content formats, such as short videos, photos, and live streaming, which make marketing messages more engaging. Visual and interactive content has proven to be more effective in capturing consumer attention. Social media platforms provide analytical data, such as visitor numbers, demographics, and consumer behavior. This information helps MSMEs understand market needs and develop more targeted marketing strategies. The utilization of social media has proven to have a positive impact on MSME marketing, especially in terms of market reach, cost efficiency, and consumer interaction. With the right strategy, social media becomes a highly effective tool for enhancing the competitiveness of MSMEs in the digital age.

### The Influence of Entrepreneurial Interest and Social Media Utilization on MSME Marketing

The analysis in this study shows that entrepreneurial interest and social media utilization positively affect MSME marketing. This research analyzes the influence of entrepreneurial interest and the use of social media on the success of MSME marketing (Micro, Small, and Medium Enterprises). The results indicate that both variables have a positive and significant impact on improving MSME marketing performance. Entrepreneurs with high levels of entrepreneurial interest demonstrate better abilities in innovation, recognizing market opportunities, and managing marketing strategies. This interest encourages them to be proactive, take risks, and be creative in developing products and services. The utilization of social media has been proven to expand the market reach of MSMEs, improve marketing cost efficiency, and facilitate direct interactions with consumers. Social media platforms such as Instagram, Facebook, and TikTok allow MSMEs to leverage digital promotions more effectively and attract consumer

attention with creative and interactive content formats. The combination of high entrepreneurial interest and optimal use of social media has a significant impact on the growth of MSME marketing. This is reflected in increased sales, customer loyalty, and competitiveness in the market. To maximize this positive influence, MSME actors are advised to continuously enhance their entrepreneurial interest through training and self-development, as well as learn digital marketing strategies to optimize social media use. The government and related institutions are also expected to play an active role in providing support through entrepreneurship education and access to digital technologies. This study emphasizes the importance of collaboration between internal factors (entrepreneurial interest) and external factors (social media) in creating more effective and competitive MSME marketing in the digital age.

## CONCLUSION

This study aims to analyze the influence of entrepreneurial interest and social media utilization by Gen Z on the marketing of the "Duo Saudara" goat farming MSME in Bojonegoro Regency. Based on the research findings, it was found that:

1. **Entrepreneurial Interest:** Gen Z involved in goat farming businesses shows innovation spirit, willingness to take risks, and high motivation to develop the business. This entrepreneurial interest contributes to the success of marketing, including offering more attractive products and efforts to build relationships with customers.
2. **Social Media Utilization:** Social media has become a very effective tool to expand the market reach of the goat farming MSME. Gen Z uses platforms like Facebook, Instagram, and WhatsApp to promote products, share educational content related to goat farming, and interact directly with potential customers. These activities have proven to enhance business visibility, attract new customers, and build consumer trust.
3. **The Combined Influence of Both:** The combination of entrepreneurial interest and social media utilization has a significant positive impact on goat farming MSME marketing. Entrepreneurs are able to maximize the potential of social media through creativity and entrepreneurial spirit, which ultimately increases sales and expands marketing networks.

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