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The Role of Entrepreneurial Marketing to Increase Sales Products: A Phenomenological Approach of College Students' Start Up Businesses

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Abstract. Students are no stranger to entrepreneurial activities in the campus environment. Economically, students are helped by entrepreneurship in fulfilling their daily needs while studying. The rise of students who are entrepreneurs from an early age is helped by technological advances that make young people more enthusiastic in fostering entrepreneurial spirits. However, there are not a few student start-ups that don't continue. One of the problems lies in the marketing strategy. There are still many students who do not yet fully understand what is called Entrepreneurial Marketing, so they still use the old ways of promoting and marketing their products. The purpose of this study is to answer the question of what problems in marketing are encountered by start-up students, and what are the efforts made so that Entrepreneurial Marketing can be applied in start-ups managed by students so as to increase product sales. This is a qualitative research with a phenomenological approach. Data collection was carried out by in-depth interviews with 20 start-up students in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas. This study proves that the 7 dimensions of Entrepreneurial Marketing, namely product innovation, focus on customers, focus on opportunities, be pro-active, create value creation, dare to take risks and increase human resource capacity are needed in increasing product sales.

Keywords. Entrepreneurial Marketing, seven dimensions, student start up

1. Introduction

In accordance with the progress of the era in the digital era and industry 4.0, more and more young people are interested in developing startup businesses. Students are no stranger to entrepreneurial activities on campus. Study programs and status are not a barrier for them to become entrepreneurs in the midst of their busy life in studying activities. Economically, students are helped by entrepreneurship in fulfilling their daily needs while studying. In today's digital era, entrepreneurship must take advantage of technological sophistication to develop it because technology is an alternative as a breakthrough in business success.

The meaning of the word Startup itself is something that refers to a company that has not been operating for a long time or a company that has just been founded by going through the development and research phases to choose the right market. This term is also associated with independent companies related to the field of communication and information technology, so that the meaning of a startup entrepreneur becomes a business that is always identical to the digital world, information technology and applications. Although Indonesia currently has 2,193

start-ups, one decadorn and four unicorns, this number is considered insufficient. However, the development of a startup business as a company in the future is increasingly promising. Investors are also looking to start-ups because of new innovations in entrepreneurship and the market that can meet people's needs. The development of startup ideas is very good for giving trust to young people to develop their creative patterns, before they fully contribute to economic development in society.

Business startups are able to grow or create new opportunities for young people, especially those who are willing to adapt and change traditional market models to virtual markets. The old business model has begun to change to an online (startup) business model where inventory is replaced by information and digital products replace physical goods. In the 2016 survey results by APJII, data was obtained that 62% or 80 million more internet users are used for online shops, this data provides information that opportunities for digital businesses to start a business immediately. The number of opportunities in digital business has not been maximized due to various reasons, the lack of understanding of business people regarding information technology, business creativity and innovation, as well as management management in digital business and strategy¹. Online businesses tend to encourage business people to be more creative and force all ages to understand technology. Education is one of the factors that become benchmarks for business actors. The large number of technology / gadget users are at the age of 20 years and over, namely at the productive age. This is an opportunity for productive age to be able to take advantage of many opportunities in business.

Startup companies are also one of the sectors that are able to survive the covid-19 pandemic. This can be seen from the research results of the Katadata Insight Center Survey with the Ministry of Communication and Informatics (Kemenkominfo), that at least 50 percent of startup company respondents claim to be able to survive until 2021 with the current crisis situation². The survey involved 139 company executives such as startup founders, CEOs, and board of directors using purposive sampling method in the period May-June 2020 online and via telephone interviews. From this research, it is illustrated that the pandemic condition has indeed hit Indonesia's startup sector, but not as badly as other sectors. Before the pandemic, most startups in Indonesia were in good or very good condition (74.8 percent). However, when the survey was conducted in May-June, only 33 percent were good and very good. As many as 24.5 percent in normal conditions. As for 42.5 percent of digital startups are in a bad or very bad condition due to the pandemic. Even so, at least 50 percent of startup companies claim to survive the crisis due to the pandemic³

When talking about start-ups that are managed by students, until now there are still many start-ups that have not continued. In general, students still face obstacles in developing their business startups. The three main obstacles faced by students are⁴: (1) Not focusing digital marketing on business goals. In general, students do not consider their target market but only focus on social media, (2) Trying to market in many media. Startups often try to be on every medium and end up executing them all badly. Even though you should make a marketing strategy so you can take advantage of the existing digital marketing media choices and maximize it, so that it seems sporadic, (3) Trying to market for everyone. If a startup tries to market to an overly diverse

¹ <https://www.medcom.id/ekonomi/ekonomi-digital/4KZRB6YK-50-startup-eksis-di-tengah-badai>

² <https://katadata.co.id/agungjatmiko/digital/5f072d3c9ccaf/survei-kic-50-startup-digital-mampu-bertahan-di-tengah-krisis>

³ <https://www.medcom.id/ekonomi/ekonomi-digital/4KZRB6YK-50-startup-eksis-di-tengah-badai>

⁴ <https://elitemarketer.id/mindset/3-kesalahan-startup-dalam-pemasaran-digital/>

audience with different wants, needs, and wants it won't be able to create a digital marketing message that resonates with anyone.

To solve these marketing problems, appropriate marketing methods and strategies are needed. One approach that is currently emerging in the application of product marketing by small and medium enterprises is Entrepreneurial Marketing (EM). The EM concept is a concept that initially appeared in small-scale business actors or business actors who have just started their business [1]. [1] explains that EM is a more appropriate concept approach in terms of limited resources and problems that exist in small businesses or start-ups. That is why students and young people who are going to develop a business must understand EM.

Therefore, this research is aimed at answering the following questions: (1) what are the problems in marketing that are encountered by start-up students, and (2) what are the efforts made so that Entrepreneurial Marketing can be implemented in start-ups managed by students so that increase product sales.

2. Literature Review

2.1 Previous research

Until now, there have been quite a number of researchers who have made research on EM, but not all of them took the objects of student start-up businesses. Most of them take research objects in small and medium enterprises. The first researcher used as a reference in this study is the *Analysis of the Effect of Marketing Knowledge Competencies and Entrepreneurship Orientation on Marketing Capabilities and Marketing Performance in Fisheries SMEs in Malang, East Java*, written by [2]. This research was conducted at UKM Fisheries and Department of Agriculture and Food Security in the Fishery Sector in Malang City, East Java. The method used in this study is a quantitative method using primary and secondary data sources. While the data collection techniques through questionnaires, interviews and observations. The sampling technique used was a probability sampling technique with a proportionate stratified random sampling, namely a sampling technique that had members or elements that were not homogeneous and had homogeneous strata. The data analysis method in this research is descriptive analysis using the SEM (Structural Equation Modeling) test with the Warp PLS 3.0 software and using the help of SPSS 16 software. Conclusions from the results of research that have been carried out are as follows: marketing knowledge competency variables have a positive and significant effect on the variable of marketing capability in fisheries SMEs in Malang, East Java.

The second researcher, namely [3] with the research title *Marketing Capability as Mediation : The Effect of Market Orientation Learning Orientation and Entrepreneurship Orientation on Marketing Performance - Studies on Medium Enterprises in Southeast Sulawesi*. The purpose of this research is to develop market orientation. The purpose of this research is to develop market orientation and learning orientation and entrepreneurial orientation with reviewing the role of marketing in an effort to increase the capabilities of performance marketing. This research employed quantitative approach with the sample research as much as 158 companies spread over 7 county/city in Southeast Sulawesi. The results found that the marketing capabilities serve as a full mediation which connects learning orientation and entrepreneurial orientation with the performance marketing and the study found that the marketing capabilities influenced directly by the entrepreneurial orientation and learning orientation, but the orientation of the market instead of deciding the marketing capabilities.

The difference between the two studies above and this research is that the whole study uses a quantitative research approach while this research uses a qualitative approach. Meanwhile, the similarity lies in the object of research, both of which conduct research on small and medium

enterprises at the same level as start-up businesses managed by students. This research makes a big contribution to students and young start-up entrepreneurs to deepen their knowledge on Entrepreneurial Marketing for business sustainability. In addition, this research also contributes to universities in order to provide Entrepreneurial Marketing knowledge for start-up entrepreneur students both in academic and non academic programs.

2.2 Definition of Entrepreneurial Marketing

Marketing and Entrepreneurship are two different but closely related fields. Several previous studies or research have identified a linkage both theoretically and practically between marketing and entrepreneurship. It is often said that a successful entrepreneur needs expertise in the field of marketing and conversely, a marketer without an entrepreneurial spirit will find it difficult to apply it in a business practice [4]. EM is an attempt to build and promote market ideas while developing new markets to create value. Meanwhile [5] stated that EM is a small company marketing that develops through entrepreneurship. On the other hand, the opinion [6], EM is a linkage in the marketing process that emphasizes the creation or discovery, evaluation, and exploitation of opportunities.

According to [7], marketing in small businesses and new ventures (new and small ventures) faces several challenges that have so far been overcome by an entrepreneurial approach to marketing. Marketing (marketing) and entrepreneurship (entrepreneurship) have been traditionally considered two different fields of study. The term "entrepreneurial" can be interpreted as a strategic orientation that affects the functioning of the marketing organization. The term "entrepreneurial" can be interpreted as a strategic orientation that affects the functioning of the marketing organization. Entrepreneurship is an adjective that describes a marketing approach that includes market opportunities in terms of effective implementation of prices, places, promotions, and product strategies known by the abbreviation 4P, as well as being risk-taking, innovative, and proactive [7]. Entrepreneurial Marketing is an interactive marketing method, which works closely with consumers and uses word of mouth communication to find new consumers. The entrepreneurial spirit makes a person easy to form into a tough marketer, very sensitive to environmental developments, is quickly captured as an open market opportunity to create a product that will be offered in the market.

Entrepreneurial marketing refers to the marketing process by which a company seeks to capture opportunities that exist in markets with high uncertainty and in situations where the company has limited resources [8]. [9] suggests that in order for marketing at this time to run effectively, marketing discipline requires different strategies at each level and in different circumstances. The theory underlying EM is basically a combination of entrepreneurship theory and theoretical schemas from the marketing discipline. In that respect, EM can be applied in all good combinations in profit and non-profit organizations [10].

The notion of EM has been widely quoted by experts as stated by [11], namely:

".....proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation."

[12] described EM as:

"A spirit, an orientation as well as a process of passionately pursuing opportunities and launching and growing ventures that create perceived customer value through relationships by employing innovativeness, creativity, selling, market immersion, networking, and flexibility".

Meanwhile, the latest definition put forward by [13] which defines EM as a combination of innovative, proactive, and risk-taking activities that create, communicate, and deliver value to and by customers, entrepreneurs, marketers, their partners, and society at large.

Table 1.
Characteristics of Entrepreneurial Marketing (EM)

No	Entrepreneurial Marketing is not necessarily	Entrepreneurial Marketing is
1.	Early stage marketing entrepreneurship	Marketing with focus on proactively creating and exploiting markets through motivation and innovative behavior at any business stage.
2.	High Tech marketing, data mining	Complex use of different marketing techniques.
3.	SME/ family owned/private business marketing	Creative (non traditional) in any type of firm.
4.	Small budget marketing or its planning	Highly effectual in its implementation and driven by the key actors' entrepreneurial orientation.
5.	Value creation only	Value Co-creation with focus on continues increase in customer value.
6.	Focus on new product marketing	Focus on Innovation and market creation.

Source: Whalen et.al (2015).

[13] designed a conceptual model of EM based on contingency theory. Contingency theory is needed to explain the benefits of engaging in innovative, proactive and risky opportunity development activities. The entrepreneurial process in EM begins with the introduction of opportunities. This can be done by serving underserved markets, serving existing customers better, redefining the market, or creating a completely new market [14]. The EM concept initially appeared in small-scale business actors or business actors who were just starting their business [1] in [15]. EM is a proactive attitude in identifying and exploiting various opportunities in order to get and retain profitable customers through various innovative approaches to manage risk and optimize resources and create value [14] in [15]. Meanwhile [5] stated that Entrepreneurial Marketing is the marketing of small companies that develop through entrepreneurship. On the other hand [6] states that EM is a linkage in the marketing process that emphasizes the creation or discovery, evaluation, and exploitation of opportunities. The EM concept initially appeared in small-scale business actors or business actors who were just starting their business [1] in [15]. EM is a proactive attitude in identifying and exploiting various opportunities in order to get and retain profitable customers through various innovative approaches to manage risk and optimize resources and create value [14] in [15]. Meanwhile [5] stated that Entrepreneurial Marketing is the marketing of small companies that develop through entrepreneurship. On the other hand [6] states that EM is a linkage in the marketing process that emphasizes the creation or discovery, evaluation, and exploitation of opportunities. The distinguishing aspects of conventional marketing and EM lie in the aspects of risk, opportunity and uncertainty. Risk taking has long been a key element in entrepreneurial studies and has been accepted as an important dimension of entrepreneurial orientation [16]. EM is often defined as a marketing activity in a company that is small in size and really cares about limited resources so that the company must be more creative. More broadly, [9] argues that in order for marketing at this time to run effectively, marketing disciplines require different strategies at each level and in different circumstances. This opinion implies that efforts that are full of innovative and proactive and dare to take risks in business situations are always changing and uncertain. The theory underlying EM is basically a combination of entrepreneurship theory

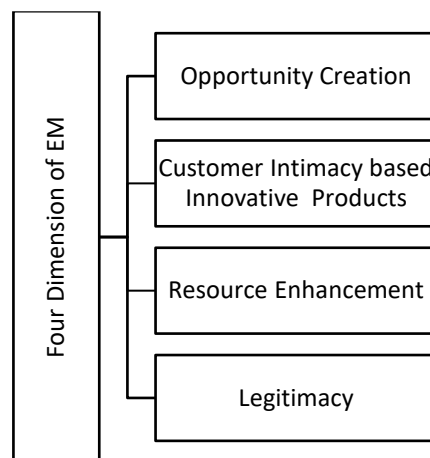
and theoretical schemes from the marketing discipline. In this connection, EM can be applied in all good combinations in profit and non-profit organizations [10] so that the terms social entrepreneurship and public sector entrepreneurship emerged.

2.3 Dimensions in Entrepreneurial Marketing

Entrepreneurial marketing has a number of dimensions including proactiveness, opportunity-focused, risk-taking orientation, innovation-oriented, customer intensity, resource leveraging, and value creation [17]. [18] argue that EM studies are generally carried out in the context of large-scale companies whose application is much different from medium and small scale companies. However [19] have a different view that in the context of medium and small companies, EM plays a very important role for the success and sustainability of the company due to the limited resources it has. Medium and small companies still have to compete with large companies in the midst of an uncertain and changing business environment. Therefore, EM is considered more suitable for medium and small companies than large companies.

[20] stated that there are four dimensions of EM, namely: (1) opportunity creation, which is defined as creating opportunities, (2) customer intimacy based on innovative products, defined as customer intimacy, (3) resource enhancement is defined as increasing resources, and (4) legitimacy.

Figure 1
Four Dimension of Entrepreneurial Marketing (EM) by Mort t.al (2012)



Source: Mort et.al (2012)

[21] further proposes EM behavior in the following six dimensions:

1. Growth oriented

EM is often associated with growth. Entrepreneurial marketers usually have long-term goals in their marketing activities, and aim to create sales growth through a long-term relationship. In order to continue to grow, marketers are adopting several ways to grow their business, including increasing repeat business, and creating a community of customers who are dedicated and loyal to the product.

2. Oriented to opportunities

EM emphasizes on pursuing opportunities regardless of the limitations of existing resources, continuing to improvise, proactively looking for new opportunities, being forward looking and

having a willingness to be a pioneer, being innovative and creative in creating product categories, processes, strategies, and directing customers to use innovation in an innovative way.

3. Focus on the customer

EM makes its customers a priority and engages customers in the marketing decision-making process. Direct customer preferences play an important role in determining the company's product, price, distribution and communication approach. EM uses a very focused, flexible and market-adaptable approach in order to provide the most satisfactory products / services to customers.

4. Creating product value through the Network

Networking is an important concept in EM. EM collects market information, gets access to potential customers, delivers high-quality products, creates a competitive advantage over competitors, manages risks and allocates resources efficiently through the network. The EM network is not limited to suppliers and customers, but also competitors.

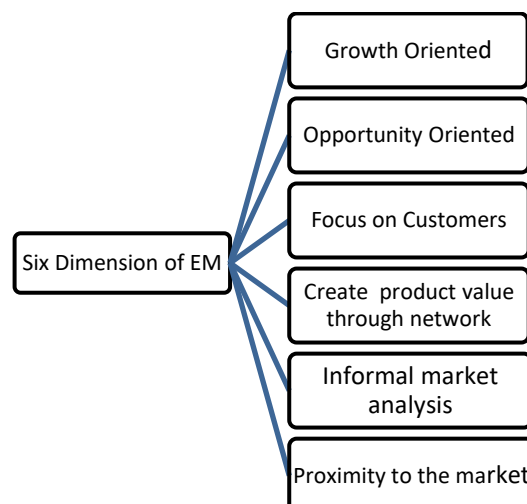
5. Informal market analysis

Marketing decisions in EM do not always depend on a formal planning process. The company's marketing strategy can emerge and be adjusted according to implementation. EM often follows instincts in making marketing decisions, and regards intuition as a very important part of assessing market potential. By paying attention to customer perceptions during interactions, marketers obtain valuable market information and identify viable market opportunities.

6. Proximity to the Market

EM often has close decision-making processes with customers. They make decisions based on customer feedback or information received during interactions or during face-to-face conversations with customers. This information enables EMs to implement marketing strategies and communicate more effectively.

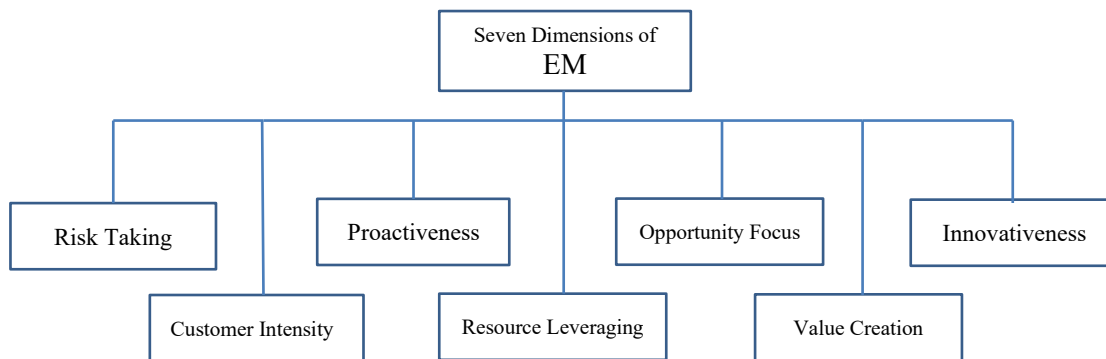
Figure 2
Six Dimension of EM by Kilenthong et al (2016)



Source : Kilenthong et al. (2016)

Meanwhile, [10] stated that there are seven dimensions of EM, namely risk-taking. Proactiveness, opportunity-focused (opportunity-driven), innovativeness, customer intensity, resource leveraging and value creation.

Figure 3
Seven Dimensions of EM by Morris et.al (2002)



Source : Morris et.al (2002)

3. Research Method

[22] who called the definition of qualitative research as a system and a subjective approach to explain and highlight the experiences of everyday life. According to him, after the process, it was continued with the stages of giving meaning to the data it found. With this qualitative approach, researchers can explore in depth human attitudes, different perspectives, and life experiences to find the complexity of situations through a holistic framework.

The purpose of qualitative research is to describe a certain phenomenon. This is confirmed by the opinion of [23] which states that qualitative research or descriptive research aims to describe a phenomenon with various characters that surround it. Furthermore, Nassaji also said that this research is more concerned with what rather than how and why something happens. The purpose of qualitative research was also put forward by [24] who said that qualitative methods aim to reveal existing phenomena and understand the meaning behind these phenomena.

Phenomenology as a research method has several advantages or advantages. First, as a scientific method, phenomenology can describe and describe a phenomenon as it is without manipulating the data in it. Second, this method views the object of study as something intact and inseparable from other objects. This means that this approach emphasizes a holistic and non-partial approach so that a complete understanding of an object is obtained. From some of these advantages, phenomenological studies also have problems. This problem was expressed by [25] who stated that many contemporary researchers claim to use a phenomenological approach but in fact they rarely associate the method with the principles of the philosophy of phenomenology. That is what phenomenological researchers today should fix.

Phenomenology is an approach started by Edmund Husserl and developed by Martin Heidegger to understand or study the experience of human life. This approach evolved a qualitative research method that matured and matured over the decades of the twentieth century. The general focus of this research is to examine / examine the essence or structure of experience into human consciousness [26]. According to [27] phenomenology is a qualitative methodology that allows researchers to apply and apply their subjectivity and interpersonal abilities in the exploratory research process. Therefore, this study uses a phenomenological approach because it fits the purpose of this approach, namely to understand or study the experience of human life. Participants in this study were determined based on purposive sampling. Interviews were conducted with 20 start up entrepreneurs from private universities in the cities of Jakarta, Bogor, Depok, Tangerang, and Bekasi or abbreviated as Jabodetabek. However, the researchers classified the student entrepreneurs into 2 groups, namely ten (10) start ups which

have been running the business over 2 years, and another 10 start ups which have just run the business less than 1 year. The purpose of this grouping is to find out how the experiences of each start up are in carrying out their entrepreneurial marketing activities, what the difficulties they face when they implement it and how universities educate students' start ups about entrepreneurial marketing.

Husserl's phenomenological method in [28] starts from a series of reductions. According to [29] each reduction provides a different lens or prism, and a different way of thinking and making decisions based on logical thinking about phenomena on the other. Data obtained by in-depth interviews can be analyzed the data analysis process with Interpretative Phenomenological Analysis, as written by [29]. The stages of the Interpretative Phenomenological Analysis carried out are as follows:

- 1) Reading and re-reading. The form of this stage of activity is to write the interview transcript from the audio recording into a transcript in written form. The audio recordings used by the researchers were seen as more helpful for the researchers' hearing than transcripts in written form. This stage is carried out to provide confidence that the research participants are really the focus of the analysis.
- 2) Initial noting. This stage examines the content / content of words, sentences and language used by participants at the exploratory level. This analysis maintains continuity of open thinking (open mind) and records anything of interest in the transcript. This process fosters and creates a more familiar attitude towards data transcripts.
- 3) Developing Emergent themes. Even though the interview transcript is the location of the data center, the data will become clearer by providing comprehensive exploratory commenting. Analyze exploratory comments to identify emerging themes including to focus so that most of the transcript becomes clear.
- 4) Searching for connections across emergent themes. Searching for relationships between emerging themes was carried out after the researcher determined a set of themes in the transcript and the themes had been chronologically ordered. The relationship between these themes is developed in the form of graphics or mapping / mapping and thinking about themes that are compatible with one another.
- 5) Moving the next cases. Analysis stages 1- 4 were carried out in each case / participant. If one case is completed and the results of the analysis are written down, the next stage moves to the next case or participant until all cases are completed. This step is carried out on all participant transcripts, by repeating the same process.
- 6) Looking for patterns across cases. The final stage is the sixth stage in this analysis, which is to look for patterns that emerge between cases / participants. What is the relationship between cases, and how the themes found in other cases guide the researcher to delineate and re-label the themes.

4. Data Presentation

From the interviews conducted with 10 students who have been running their business for about 2 years and 10 students who have been running their business for less than 1 year, the following data were obtained:

Questions	Start up entrepreneurs	
	≥ 2 years running business (10 start ups)	≤ 1 year running business (10 start ups)
Problems in marketing encountered by start-up students	The initial establishment of a start-up experienced problems in many ways, namely:	(1) Not focused on customers (2) Not focused on opportunities (3) Not confident in risk taking

	<p>(1) - Not focused on customers (2) - Not focused on opportunities (3) - Not confident for risk taking (4) - Not focused yet on increasing human resource capacity (5) - Not focused on product innovation (6) - Not focused on pro-active (7) - Not thought about value creation</p> <p>Currently the main difficulties faced are in: Opportunities and challenges ahead</p>	<p>(4) Not focused on increasing human resource capacity (5) Not pro-active (6) Not focused on value creation (7) Not focused on innovation</p>
Learning about Entrepreneurial Marketing for students	<p>(1) Received EM courses for one semester but it is only a theory. (2) Got material from mentors about EM. At the beginning of starting a start-up, they still did not fully understand what EM meant, but with a lot of learning from both seniors and the internet, workshops, seminars, students understood what was meant by EM.</p>	<p>(1) Received EM courses for one semester. More of a theory. (2) Got material from mentors about EM but in practice it still faced obstacles, especially in terms of information technology.</p>
Efforts are made so that EM can be implemented by start-ups managed by students so as to increase product sales.	<ul style="list-style-type: none"> - Strengthening self-confidence so that they dare to take risks on the business being run. - Ensuring that all human resources in start-up understand EM well. - Giving birth to creative and innovative ideas. - Being proactive in carrying out various activities related to marketing and promotion - Maintaining existing customers and keep trying to get new customers. - Looking for opportunities for future business development. - Creating value creation in every product created. 	<ul style="list-style-type: none"> - Continuing to learn and consult with mentors and seniors so that all HR at start-ups understand EM and can apply it in running their business. - Increasing the confidence of all human resources involved in start-ups and have the courage to take risks. - Do not stop making innovative products. - Focusing on the target customer. - Being pro-active - Using social media for product marketing appropriately

5. Analysis and Discussion

From this research, it is known that Entrepreneurial Marketing has a very big role in increasing sales. From this research, it is also known that there are still many students who start their business start-up do not fully understand what is meant by Entrepreneurial Marketing. In general, students are still focused on marketing strategies in the old ways, namely by advertising through social media, which is getting more and more users. However, it is unfortunate that there are still many students who do not understand how to advertise through social media. Students who have just started their start-up in less than 1 year encounter many obstacles as stated by SA:

“Since our inception seven months ago, we are still experiencing many obstacles in marketing. Although we have received training on Entrepreneurial Marketing from mentors, in practice we

still have difficulties, especially in terms of using social media which is still sporadic and has not focused on its target market. Another difficulty is communicating with customers, how to keep existing customers from turning to other companies. " (SA - the milk-shake entrepreneur) From the answers given, we can know that the obstacles encountered are in accordance with what was stated by [20], [21] and [10]. From interviews with other students who had just started a business for less than one year, it was found that they still did not have the confidence to become entrepreneurs who had to be brave enough to take risks.

"In general, my friends are also not very observant about the opportunities that are in front of their eyes. For this reason, I think we need to increase knowledge about ethntrepreneurial marketing through workshops, seminars, or consultations with seniors. " (RE-student entrepreneur).

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The problem of lack of self-confidence in students so that they do not dare to take risks in running their business according to what was said by [10] in the 7 Dimensions of Entrepreneurial Marketing. From this research, it is known that those who have been in business for more than 2 years have gone through obstacles such as those experienced by their junior colleagues when they started their business. However, with high motivation and self-confidence as well as efforts to increase knowledge about EM, they can get through the tough times in the first year, as said by IS, a healthy cup noodles entrepreneur:

"When we started a business, we encountered many obstacles in marketing our products, even though we have used various kinds of social media to promote them. We also believe that the quality of the products we sell is very good, because the noodles we make are products that are concerned with health, without preservatives. The flavor has also been replaced with ingredients from healthy vegetables. But in the more than six months we have been in business, we find it very difficult to sell. Until finally, our campus held an Entrepreneurial Marketing workshop, with the speaker being a successful entrepreneur. It turns out that by studying the 7 EM dimensions, product sales continue to increase. Apart from innovating, we also never stop learning and are pro-active in various marketing-related activities, as well as strive to continue to improve the quality of our human resources. Currently we already have 2 outlets, one in Tangerang City and another in Depok. Our main customers are students, especially those who live in dormitories because with limited funds, they can still eat healthy noddles. And most importantly, always be observant about opportunities. "(IS- a healthy cup noodles entrepreneur).

The statement regarding the need for innovation and a pro-active attitude as part of this EM dimension is also in line with what was said by [20] and [10]. In addition, carefulness to see the opportunities ahead is very important for start-up entrepreneurs, as stated by [6] that EM is a link in the marketing process that emphasizes creation or discovery, evaluation, and exploitation against opportunities.

Conclusion

From the analysis above, it can be concluded that to increase sales products, a different marketing strategy is needed, namely Entrepreneurial Marketing. For start-up students, the most important aspects in the EM dimension that need to be understood and applied are the 7 dimensions of Entrepreneurial Marketing, namely product innovation, focus on customers, focus on existing opportunities, being pro-active, confidence to take risks, creating value creation and make efforts to increase human resource capacity. For future study, the researchers suggest doing research on Entrepreneurial Marketing with a different approach.

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