

Innovation Digital Marketing In Increase Interest Buy Martabak Terang Bulan Arum Consumer

Vira Septria^{1*}, Salsalliah Albant Triswandi², Muthia Naila Nasution³, Yayuk Yuliana⁴

^{1,2,3,4} Department of Management, Faculty of Economic and Business Universitas Muslim Nusantara Al-Washliyah,
Medan, North Sumatra 20147, Indonesia

*Corresponding Author:

Email: viraseptria31@gmail.com

Abstract.

This study aims to analyze the impact of digital marketing innovation on increasing consumer purchasing interest in Martabak Terang Bulan Arum products. In the digital era, the use of technology-based marketing strategies is one of the keys to winning competition in the culinary market. The research method used is a quantitative approach with data collection techniques through surveys, interviews, and social media analysis. The results of the study show that the application of digital marketing innovation, such as the use of social media, creative content creation, and collaboration with influencers, significantly increases consumer purchasing interest. In addition, factors of service personalization and direct interaction with consumers also contribute positively to customer loyalty. This study provides recommendations for culinary business actors to further utilize digital platforms as an effective and sustainable marketing tool.

Keywords: Digital marketing innovation, buying interest, consumers, pancakes and social media.

I. INTRODUCTION

In the era of globalization and digitalization, technological developments have changed various aspects of life, including the way companies market their products and services. These changes have not only affected large companies, but also small and medium enterprises. (UKM). Digital marketing is now one of the main strategies in increasing competitiveness, expanding market reach, and building relationships with consumers. In the business world modern, conventional approaches such as direct promotion and traditional advertising is considered less effective compared to the use of digital technology which allows for more personal and real-time interactions with consumers. The presence of the internet in people's lives makes it easier to access and search for information that consumers need [1]. In present era This technological development moment This experience progress Which very rapidly so that it makes it easier for people to use digital media. Current technology is not only used to search for information, but can also be used to make purchases or access information on products or services needed. The use of digital media in the buying and selling process has entered people's daily lives [2]. Digital marketing is a marketing technique using internet media which aims to reach consumers in an effective way by implementing digital distribution channels[3]. Indonesia, as one of the countries with the largest internet users in the world, presents a great opportunity for business people to utilize digital technology to improve their business performance. Based on a report from the Indonesian Internet Service Providers Association (APJII), more than 77% of Indonesia's population has been connected to the internet, with the majority of their time spent on social media platforms such as Instagram, Facebook, and TikTok.

This condition makes digital marketing a logical choice and strategic for business actors, including in the culinary sector, to reach potential consumers. Micro, Small and Medium Enterprises (MSMEs) have a role that quite important in improving the economy in Indonesia. With the existence of MSMEs, it can create jobs for the unemployed. In addition, MSMEs can also be used as a source of income, especially in rural areas and low-income households. The definition of MSMEs is regulated in Law Number 20 of 2008, where MSMEs are divided into several criteria based on assets and turnover, namely: Micro businesses are businesses that have the most net worth (assets) high 50 million and the most turnover a lot of 300 million. The assets calculated do not include land and buildings for business premises. Small businesses are business groups with net assets of at least 50 million to 500 million and have sales values of at least 300 million to 2.5 billion. Similar to micro businesses, the assets calculated do not include land and buildings for business

premises. Medium businesses are business groups with assets ranging from 500 million to 10 billion, and sales of 2.5 billion to 50 billion. Similar to other business groups, the assets calculated do not include land and buildings [4]. According to the Ministry of Industry and Trade, MSMEs are groups of modern small industries, traditional industries, and craft industries that have capital investment for machinery and equipment of 70 million or less with a capital/labor investment risk of Rp. 625,000 or less and their businesses are owned by Indonesian citizens.

According to [5](Halim, 2020) MSMEs are small businesses that help the Indonesian economy. It is said to help the Indonesian economy because by through MSMEs will to form field Work new and Can increase state foreign exchange through corporate taxes. Since 2020, the Covid-19 pandemic has occurred in Indonesia, which has had an impact and problems on various aspects of life. MSMEs are one of those affected by the Covid 19 pandemic, namely a decrease in buying and selling activities and distribution. Which hampered Which result in decline income MSMEs [6]. In addition, the government regulation, namely the Implementation of Community Activity Restrictions (PPKM) which limits activities in various sectors, has further weakened the MSME economy. The existence of PPKM is considered to have an economic impact on micro, small, and medium enterprises (MSMEs). PPKM is considered to be a serious threat to the deindustrialization of the MSME sector. "The extension of PPKM level 4 has the potential to add to the heavy burden on MSME actors. Many MSME sectors have closed down or changed professions". In addition, Hempri also said that in the current pandemic conditions, MSME sector actors need not only working capital, but also marketing networks and development facilities for MSMEs Which transfer profession. The amount problem Which happen on time pandemic covid-19 result in MSMEs experience various constraint And cause decreased activity buy and sell so that have an impact on decline income [7]. Martabak Terang Bulan Arum is one of the local culinary businesses engaged in Indonesian specialties, especially sweet and savory martabak.

Although this product has long been known to the public, competition in the culinary industry is getting tighter with many new business players offering innovations in products, services, and marketing. To stay relevant and attract consumer interest, Martabak Terang Bulan Arum requires a strategy that is not only innovative, but also in accordance with technological developments and current consumer preferences. Digital marketing provides opportunities to expand market reach through social media promotions, creating engaging visual content, and collaborating with influencers who have a major influence on purchasing decision making. Digital marketing is currently present as a new innovation or strategy for marketing products or services carried out by producers because of very effective sales opportunities. Digital media, in addition to being used to promote products intensively, can also carry out payment processes, product offerings and their delivery. Marketing using internet technology is currently also very developed so that people use digital media in the buying and selling process, on digital media marketplace, one of which is Shopee. Shopee itself can be defined as a platform that offers buying and selling transactions using trusted online media. Initial entry Shopee in market in Indonesia on end month May 2015 And new start operating since June 2015.

Shooper has been present in the form of an application that makes it easier consumers to access or carry out online buying and selling activities easily and efficiently. The implementation of digital marketing innovation can provide many benefits for culinary businesses such as Martabak Terang Bulan Arum. Visual content such as creative product photos and videos can increase consumer appeal. In addition, social media platforms provide space to build direct interactions with customers, such as through comments, messages, or other interactive features. This not only increases consumer engagement but also helps create customer loyalty. Furthermore, the use of Effective digital marketing allows business people to measure the impact of each marketing campaign, so that business decisions can be more targeted and data-driven. In his research was conducted to analyze how digital marketing innovation can help Martabak Terang Bulan Arum in increasing consumer purchasing interest. Through this study, it is expected to find new insights regarding digital marketing strategies that are not only able to attract consumers' attention, but also encourage them to make purchases. This study also aims to provide practical recommendations for culinary business actors in optimizing the potential of digital marketing in the modern era.

II. METHODS

Study This use approach qualitative For understand in a way in-depth look at how digital marketing innovation is applied in Martabak Bangka Arum 5, Jl. Garu 2A, No. 48, and its impact on consumer purchasing interest. A qualitative approach was chosen because this study aiming to explore phenomenon in a way contextual and in depth based on experience, view, And perception from perpetrator business And Consumers. Research This use design descriptive qualitative. Method study descriptive qualitative usually use method studies library or literature, with utilise journals, websites and books. Qualitative data can be obtained or presented in the form of words that can be obtained through several data collection techniques.

There are several ways to collect data qualitative with through method interview, observation Can Also with method conduct direct observation of the research object. This qualitative research aims to understand And explain phenomenon about What Which in experience by research subject And do analysis Which on basically referring to in a context natural. Subject study consists of from owner Pancakes Bangka Aroma 5, employee who are responsible for digital marketing, as well as consumers who have interacted with the brand through social media or other online platforms. The research location is Martabak Bangka Aroma 5 Which address in Jl. Garu 2A, No. 48, Which chosen Because activity digital marketing Which already running And known in the area .

III. RESULTS AND DISCUSSION

Research conducted at Martabak Bangka Arum 5, Jl. Garu 2A, No. 48, revealed that digital marketing innovation has a significant impact on increasing consumer purchasing interest. As a local culinary business facing competition in area congested resident, Pancakes Bangka Arum 5 utilise technology digital to reach a wider range of consumers while maintaining the loyalty of loyal customers. Some digital marketing innovations that implemented includes promotions through social media, collaboration with influencers, and optimization of delivery services through online applications.

1) Promotion Media Social

With the continuous development of technology, especially in the current digital era, we are witnessing a significant increase in the number and scope of promotional media. Internet media in particular plays a significant role in this transformation. The ability to utilize the internet provides great benefits for companies, as they can save costs in the process of promoting their products, making them more efficient, and achieving audience Which more wide in a way global. With existence platforms social And various types of online media, companies can optimize their visibility and influence in ways previously unimaginable. (Khamaria, 2019) Van Dijk stated that social media is a platform that focuses on the presence of users, allowing them to be active and collaborate.

This makes social media an online tool that strengthens interactions between users and builds social bonds. Meanwhile, Boyd defines social media as a collection of software that allows individuals or communities to gather, share, communicate, and in some cases, collaborate or play together. Social media also has great potential in user-generated content (UGC), in contrast to the editorial model commonly found in conventional mass media. From the various existing definitions, it can be concluded that social media is a web-based platform that allows us to connected with many other users use share information And activity. According to in this era, social media plays a very important role in facilitating daily life, and society cannot be separated from its existence. The presence of social media also makes it easier for business actors to run and promote their products. Social media has a number of main characteristics, namely:

1. Network

It refers to the infrastructure network that connects computers to other hardware. This connection is very important because it allows communication and data exchange between the computers connected in the system.

2. Information (information)

Information is a crucial component in social media because users use these platforms to create representations of their identities, produce content, and interact.

3. Archives (archive)

For social media users, files play an important role because they ensure that information is stored and can be accessed at any time and from any device.

4. Interaction (interactivity)

Social media is not only aimed at expanding one's network of friends or followers, but also to promote active interaction among its users.

5. Simulation social (*simulation of society*)

Social media acts as a platform that reflects people's lives in the virtual world with patterns and characteristics. unique, which is often different from the reality of everyday life.

6. Content by user (*user generated content*)

On social media, all content is obtained by user contributions or account owners. This forms a culture of participation that is not the same as traditional media examples, which tend to be more passive in delivering messages to the audience.

Martabak Bangka Arum 5 uses social media, especially Instagram and Facebook, as the main channels for digital marketing. Visual content in the form of photos and videos of martabak is an important element in attracting consumer attention. Product images that display topping abundant, size big, And texture inspiring appetite consistently uploaded to create a premium impression. Videos of making martabak, starting from process kneading until presentation, Also become Power pull alone. From survey results, 75% of respondents stated that visual content on Instagram influences them to try a product, especially if accompanied by offers such as discounts or promotional bundles. Marketing through Instagram own benefit in the form of delivery information to public, which is expected to increase useful knowledge for readers. According to [8], the use of social media functions as follows:

1. One of the advantages of building personal branding through social media is that it does not depend on tricks or temporary popularity, but rather relies more on... on response And preference audience. Various platform media social can be used to communicate, discuss, and even achieve a wider level of popularity.
2. Social media allows sellers to interact more closely with consumers, providing a more personal form of communication. This platform allows marketers to understand consumer habits, build personal relationships, and create engagement that more in depth. On Instagram, users can do various activities, including:
 - 1) Following: Users can follow other users' accounts to connect with each other and see the content they share.
 - 2) Like: Users can express their interest in a photo or video by pressing the like button or double-tapping the image.
3. Commenting (Comments): Users can provide their opinions or responses by filling in the comments column below the photo or video.
4. Mention: This feature allows users to tag or mention other users by adding the @ sign in front of their Instagram account name.
5. Instagram Stories: This feature is similar to the one on Snapchat, where users can upload photos and videos that will disappear after 24 hours.

In addition to regular content, the story feature is used to convey the latest information such as daily special menus, opening hours, and limited-time promotions (flash sales). This approach is considered effective because it gives the impression of closeness between businesses and customers. Several respondents admitted that they often order products after seeing promotions in the story feature. This strategy has proven to have a positive impact on increasing direct visits to stores and online orders. There are several previous studies related to this study. The research title "promotional strategy for micro, small and medium enterprises (MSMEs) Princess Florist flower bouquets". This study aims to determine the promotional strategy, especially those related to the promotional mix (marketing mix) applied by micro, small and medium enterprises (MSMEs).

The strategy used is the 4P mix (product, promotion, price, and place). Then, the strategy applied during the Covid-19 period is to maintain cash flow, innovation product, maximize media social And maximize delivery service. Utilization of Instagram social media as a means of promotional communication at the Jaune Flower House Medan flower shop. The results of the study showed that the activity of utilizing Instagram social media as a means of promotional communication that done by Jaune Flower House Medan Flower Shop is very influential and successful in increasing profits. This can happen because of the many customers who are active in using Instagram social media to make purchases or simply ask for information related to the latest products being marketed. Based on the results of the study above, it shows that promoting through social media can spread the products you have and increase sales results.

2) Collaboration with Influencers

Another marketing strategy that provides significant results is collaboration with local influencers who have followers according to the market segment. Influencer Marketing is a marketing strategy where a brand or company works with a public figure with a high level of influence to influence their followers in a certain segmentation with the aim of promoting a product or service [9]. Influencer Marketing is seen as one of the best strategies to attract potential consumers when marketing using social media by utilizing the mass owned by an influencer, an influencer can create a brand image of a product that better and at a lower cost cheaper than using brand endorsements from artists or public figures who are already in the top artist circles. Influencers promote products through reviews packaged in the form of videos or posts on social media. Based on interviews with business owners, there was an increase in sales of up to 30% during the campaign period involving certain influencers. This is in line with the results of a survey showing that 60% of respondents learned about Martabak Bangka Arum 5 through influencer reviews.

The reputation of influencers who are trusted by their followers makes promotions feel more personal and convincing. This collaboration not only increases brand awareness but also helps attract new consumers, especially the younger generation who are active in social media. However, the success of the collaboration depends on the selection of relevant influencers and a well-designed campaign strategy. In this way, the company can maintain its presence in the market and respond change. Which happen For to win competition business. Strategy Marketing encompasses a number of objectives, policies, and regulations that guide a company's marketing efforts over time at various levels and locations. The existence of this strategy is an important key in increasing product sales in the market. To formulate an effective marketing strategy, it is necessary to consider three main concepts: market segmentation, positioning market, And strategy enter market. Management strategy specifically marketing digital need to be oriented towards the future of the company [10].

3) Optimization Service Message Between

Martabak Bangka Arum 5 also utilizes delivery platforms such as GoFood and GrabFood to increase product accessibility. From interviews with customers, some big consumer state that convenience order through application become one of the main factors in choosing Martabak Bangka Arum 5. By offering exclusive promotions on the platform, this business has succeeded in increasing sales volume, especially during peak hours and weekends. This step was taken to meet customer demand for convenience in purchasing, while following the increasingly developing technological trends. This can be linked to the theory of social change, which explains how societies adapt and change their behavior in response to changes in their social and economic environment.

The introduction of delivery services can also be understood in the context of modernization. Modernization refers to the social process in which societies adopt technologies, institutions, and values that support economic and social development. In this case, the use of WhatsApp for delivery services reflects the modernization in the way small shop owners operate and interact with their customers, in line with the increasing technological trends in society. In a study conducted by Salamah, it was shown that service diversification can significantly increase customer satisfaction [11]. This strategy is also a form of adaptive strategy according to Bennett, where merchants try to adjust their services to meet changing consumer needs and preferences.

Challenge in Implementation Digital Marketing

Even though digital marketing strategies give results that positive, research This also found several challenges faced by Martabak Bangka Arum 5. First, there are limitations in the consistency of creating quality content. Several consumers stated that promotion No done in a way regular, Which can lower Power attraction to the product. Second, although social media has been actively used, consumer data analysis not yet utilized optimally for understand market preferences in more depth. As a result, some marketing campaigns do not fully target the right audience. The results of this study confirm that digital marketing innovation can be a strategy that effective For increase interest buy consumer. Promotion Attractive visuals, direct interaction through social media, and collaboration with influencers have a significant impact on purchasing decisions.

However, to achieve more optimal results, Martabak Bangka Arum 5 needs to improve consistency in digital marketing activities and utilize analytical data to develop more targeted strategies based on consumer preferences. For example, using Instagram analytics or data features from a delivery platform can help identify the best times for promotions, the most in-demand products, and the most engaged consumer segments. In addition, collaboration with influencers can be maximized by choosing partners who have a strong influence on a particular target market. With more structured and sustainable management, digital marketing strategies can make a greater contribution to business growth.

IV. CONCLUSION

Based on the results of the study conducted at Martabak Bangka Arum 5, Jl. Garu 2A, No. 48, it can be concluded that digital marketing innovation has an important role in increasing consumer purchasing interest. Several strategies implemented, such as promotion through social media, collaboration with influencers, and optimization of delivery services, have succeeded in creating a positive impact on increasing brand awareness *and* consumer engagement. Social media promotion, especially on Instagram and Facebook, is a key element in attracting consumer attention. Attractive and informative visual content successfully creates emotional appeal while providing relevant information about the product. Story features and posts with limited-time promotions have a direct impact on increasing orders, both directly and through online platforms such as GoFood and GrabFood.

Collaboration with local influencers also contributes significantly to expanding marketing reach, especially to the young consumer segment who are active on social media. Recommendations from trusted influencers not only increase purchasing interest but also strengthen brand credibility. However, the study also found that challenges such as consistency in content creation and lack of utilization of analytical data are still obstacles that need to be overcome. To ensure a more effective and sustainable digital marketing strategy, Martabak Bangka Arum 5 needs to improve the management of digital marketing activities, especially by utilizing consumer data to understand their preferences and behavior. Overall, digital marketing innovation has proven to be an effective strategy in facing competition in the culinary industry. With proper management, Martabak Bangka Arum 5 can continue develop and attract more consumers in the future.

REFERENCES

- [1] T. D. Cahyono, "Analisis pengaruh persepsi kualitas dan persepsi nilai terhadap kepuasan konsumen dan minat beli ulang," *J. Tambora*, vol. 1, no. 3, 2016.
- [2] Q. Ayuni, H. Cangara, and A. Arianto, "The influence of digital media use on sales level of culinary package product among female entrepreneur," *J. Penelit. Komun. Dan Opini Publik*, vol. 23, no. 2, 2019.
- [3] N. Ain, D. Niken, and S. Joni, "Pemasaran Digital dan E-Commerce di Era Globalisasi : Tren , Inovasi , dan Dampaknya pada Bisnis Global," vol. 1, no. 2, pp. 459–468, 2024.
- [4] B. Azzahra and I. G. A. R. P. Wibawa, "Strategi optimalisasi standar kinerja UMKM sebagai katalis perekonomian indonesia dalam menghadapi middle income trap 2045," *Inspire J. Econ. Dev. Anal.*, vol. 1, no. 1, pp. 75–86, 2021.
- [5] A. Halim, "Pengaruh pertumbuhan usaha mikro, kecil dan menengah terhadap pertumbuhan ekonomi kabupaten mamuju," *GROWTH J. Ilm. Ekon. Pembang.*, vol. 2, no. 1, pp. 31–46, 2020.

- [6] D. D. Fakhriyah, Y. Susanti, and S. S. Laili, "Pengembangan Inovasi Produk dan Penggunaan Digital Marketing sebagai Upaya Peningkatan Penjualan UMKM Makanan," *J. Pembelajaran Pemberdaya. Masy.*, vol. 3, no. 1, pp. 9–16, 2022.
- [7] M. Maynanda, E. Rahmawati, A. Sabil, D. Mukhlis, and D. Y. Rakhmawati, "Pengaruh Pandemi Covid-19 Terhadap Penjualan Umkm," *J. Pendidik. Tata Niaga*, vol. 10, no. 3, pp. 1773–1779, 2022, doi: 10.26740/jptn.v10n3.p1773-1779.
- [8] D. Puntodi, *Menciptakan Penjualan via Social Media*. Elex Media Komputindo, 2011.
- [9] A. Lipowicz-Budzyńska, "Information and message in architecture as a form of social communication," *Zesz. Nauk. Organ. i Zarządzanie/Politechnika Śląska*, 2023.
- [10] M. A. Ahmadi, M. Shobahiya, B. P. Prakosa, J. N. Hidayah, and E. Sulistianingsih, "Strategi Pemasaran Digital Menggunakan Influencer Marketing Dalam Pembuatan Video Promosi Outlet Oleh-Oleh," *MUJAHADA J. Pengabd. Masy.*, vol. 2, no. 1, pp. 1–17, 2024.
- [11] U. Salamah, "Pengaruh Diversifikasi Layanan Rumah Sakit dan Koordinasi antar Unit dan Antar Profesi Terhadap Kinerja Layanan Kesehatan dalam Peningkatan Kepuasan Pasien dan Optimalisasi Sarana Layanan Kesehatan di Kabupaten Garut," *J. Pembang. dan Kebijak. Publik*, vol. 2, no. 1, pp. 1–6, 2017.
- [12] A. Corsi, R. Pagani, T. B. Rocha e Cruz, F. F. De Souza, and J. L. Kovaleski, "Smart Sustainable Cities: Characterization and Impacts for Sustainable Development Goals," *Rev. Gestão Ambient. e Sustentabilidade*, vol. 11, no. 1, p. e20750, Jul. 2022, doi: 10.5585/geas.v11i1.20750.
- [13] V. D. P. M. Keith M., Birch E., Buchoud N. J. A., Cardama M., Cobbett W., Cohen M., Elmquist T., Espey J., Hajer M., Hartmann G., Matsumoto T., Parnell S., Revi A., Roberts D. C., Saiz E., Schwanen T., Seto K. C., Tuts R., "A New Urban Narrative For Sustainable Development, Nature Sustainability," *Nature.Com.* [Online]. Available: <https://doi.org/10.1038/S41893-022-00979-5>.
- [14] H. Haarstad, "Constructing The Sustainable City: Examining The Role Of Sustainability In The 'Smart City' Discourse," *J. Environ. Policy Plan.*, Vol. 19, No. 4, Pp. 423–437, Jul. 2017, Doi: 10.1080/1523908x.2016.1245610.
- [15] Sugandha, R. Freestone, And P. Favaro, "The Social Sustainability Of Smart Cities: A Conceptual Framework," *City, Cult. Soc.*, Vol. 29, P. 100460, Jun. 2022, Doi: 10.1016/J.Ccs.2022.100460.
- [16] A. J. Benites And A. F. Simões, "Assessing The Urban Sustainable Development Strategy: An Application Of A Smart City Services Sustainability Taxonomy," *Ecol. Indic.*, Vol. 127, P. 107734, Aug. 2021, Doi: 10.1016/J.Ecolind.2021.107734.
- [17] Q. Chen And H. Dong, "Sustainable Development Indicator Systems For Island Cities: The Case Of Zhoushan Maritime Garden City," *Isl. Stud. J.*, Vol. 14, No. 2, Pp. 137–156, 2019, Doi: 10.24043/Isj.103.
- [18] Innovillage, "Sustainable Development Goals (Sdgs) - Kota Dan Komunitas Yang Berkelanjutan," <https://innovillage.id/artikel/sustainable-development-goals-sdgs-kota-dan-komunitas-yang-berkelanjutan>.
- [19] C. Putri And R. Refranisa, "Penerapan Konsep Arsitektur Hijau Pada Mall Outdoor The Breeze Bsd City." 2024. Doi: 10.24853/Purwarupa.8.1.53-58.
- [20] Elvareta And Y. B. Dwisusanto, "Identifikasi Kualitas Ruang Terbuka Publik Di Permukiman Kota (Studi Kasus: Taman Lingkungan Di Kawasan Bsd City, Kota Tangerang Selatan)." 2023. Doi: 10.26593/Risa.V7i04.7235.388-406.
- [21] P. K. Wildan Fadhilillah Ardi, "Efektivitas Taman Kota 1 Bsd Sebagai Ruang Terbuka Hijau Publik Di Kawasan Perkotaan Bsd City, Kota Tangerang Selatan," *Ruang*, Vol. 3, No. 1, Pp. 11–20, 2017, [Online]. Available: <https://download.garuda.kemdikbud.go.id/article.php?article=1191917&val=7879&title>.
- [22] Harahap, Arman ,2018, Macrozoobenthos diversity as bioindicator of water quality in the Bilah river, Rantauprapat, Medan. *J. Phys.: Conf. Ser.* 1116 052026.
- [23] A. Harahap, P. Hrp, N.K.A.R. Dewi, Macrozoobenthos diversity as anbioindicator of the water quality in the River Kualuh Labuhanbatu Utara, *International Journal of Scientific & Technology Research*, 9(4), 2020, pp. 179-183.
- [24] Harahap, et, all, Macrozoobenthos diversity as anbioindicator of the water quality in the Sungai Kualuh Labuhanbatu Utara, *AACL Bioflux*, 2022, Vol 15, Issue 6.
- [25] Harahap, A. 2020. Species Composition & Ecology Index Of The Family Gobiidae At The Mangrove Belawan Of Sicanang Island *International Journal of Scientific & Technology Research* Volume 9, Issue 04, April 2020.