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## Exploration of the SCAMPER Method to Encourage MSME Business Sustainability Getuk Banana RM Kediri

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### INFO ARTIKEL

### Abstract

#### Keywords:

SCAMPER, MSMEs, Innovation, Business Sustainability, Getuk Pisang RM Kediri, Economic Growth

*This research highlights the important role of the SCAMPER method in encouraging MSME business sustainability, focusing on the case of Getuk Pisang RM Kediri. MSMEs have a strategic role in socio-economic growth and job creation. In the face of fierce competition and a dynamic market, innovation is the key to the success of MSMEs. The results showed that the application of the Product innovation increases sales and market share. Innovative product variations also increase customer satisfaction and loyalty. In the world of MSMEs, innovation through SCAMPER is effective in maintaining business sustainability and facing fierce competition. This research underscores the importance of innovation in encouraging MSME business sustainability. The SCAMPER method is a tool that has the potential to stimulate continuous innovation in MSME businesses. The SCAMPER method is a tool that has the potential to stimulate continuous innovation in MSME businesses. Business sustainability has an impact on economic growth, customer satisfaction, and positive contributions to society and the surrounding environment. Therefore, MSMEs such as Getuk Pisang RM Kediri need to continue to apply the SCAMPER innovation method to ensure the sustainability of their business in a changing business environment*

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## Introduction

The main and important role of MSMEs in socio-economic development and employment is considered strategic, and the MSME sector is also considered as one of the distributors of development results. Micro, Small and Medium Enterprises (MSMEs) have a very vital role in the Indonesian economy (Kurniawan et al., 2022). This belief is the role of the MSME sector has the potential to drive a country's economy (Budyastuti, 2021). Small and Medium Enterprises (SMEs) are a form of private enterprise that comes from the community and has the ability to create jobs. At the regional level, SMEs are the center of public attention because the economic activities carried out by SMEs are closely related to the activities of the surrounding community. In this context, SMEs are the main partners for local communities in an effort to increase income (Nugroho et al., 2023). Overall, MSMEs often face conventional challenges, such as problems related to human resources, ownership, financing, marketing, and various other business management problems. As a result, competing with large companies becomes difficult for MSMEs (Idawati & Pratama, 2020). In the midst of increasingly fierce competition and changing market dynamics, MSMEs must remain innovative and sustainable in order to survive and thrive.

The business potential of Kediri City, especially in the scope of micro enterprises, is very diverse (Tohari et al., 2021). The current sources of competitive advantage are innovation and creativity. (Safrizal, 2023). Online shopping refers to the transaction process that occurs between a seller and a buyer on a website. (Wantara & Suryato, 2023) One of the MSMEs in Kediri City is Getuk Pisang RM owned by Mr. Marsidik, which has been established since August 20, 2000 and continues as a legacy business from the previous generation. Getuk Pisang is a traditional food business originating from Kediri City. This product is made from bananas as its main ingredient. The main difference is that Getuk Pisang is not the same as gethuk which is generally made from cassava or yam. Getuk Pisang uses jackfruit king banana, which gives it a unique taste. The product is also packed with banana leaves, resulting in a distinctive aroma. It is important to note that Getuk Pisang can only last for 2 days under ordinary conditions (Cahyono & Kunhadi, 2020). The peculiarity of this business is the use of traditional recipes and does not contain preservatives. This business began to grow when a new outlet provided RM Banana Getuk and received a positive response. From there, Marsid's Getuk Pisang RM product became more widely known, and the demand for this product increased significantly. Marketing strategies have a strategic role in the success of a product in reaching consumers (Fathor & Fatmariyah, 2023). Getuk Pisang RM is a business that has raised the image of traditional flavors that become the attraction of local culinary. Entrepreneurs always want their business to continue to grow and continue. In general, the advantages of MSME culinary products lie in the way of processing and creation that is tailored to consumer preferences (Rudiatin et al., 2021). This is necessary so that they can compete in a rapidly evolving business environment (Maulana & Bachtiar, 2022). Focus on technologies that enable MCS to be implemented in smart cities, such as task management, data collection, incentive systems, monitoring, and cost-saving tools (Wildan et al., 2023). It is important that a business has a positive impact on its environment to be widely accepted. Business sustainability refers to the ability of businesses to operate and grow over the long term, and some businesses are even able to pass on their sustainability to the next generation. High Quality of Service and client-based communication with AI-enabled services is determined by Quality of Experience (QoE). (Padmapriya et al., 2023). This often happens when effective leadership is practiced, passed from the initial owner to his descendants, thus ensuring the continuity of a smoothly running business (Fario & Cardo, n.d.).

In the business sphere, the concept of sustainability is often considered as a means to optimally manage available resources. This includes consideration of aspects such as economic aspects (to keep the business developing sustainably and attractive to investors), environmental aspects (to ensure that the interaction

between business and the environment takes place in balance without causing permanent damage) and social aspects (in an effort to build fair relationships between the organization and various stakeholders) (Tiara et al., 2023). Transformation in the business realm has made the business sector increasingly aware of the importance of social responsibility to the surrounding environment (Regency et al., 2023). The imperative of maintaining sustainability is to ensure the readiness of resources that support the business and preparation for generasi successor (Resty et al., 2022). The term sustainable business is often applied by large companies that have achieved financial stability, but this can also be applied by MSMEs. By strengthening elements such as value propositions, value creation, and value capture, MSMEs in Indonesia have the potential to survive in the long run (Parulian et al., 2023).

To support the business continuity of MSMEs, several factors that affect it include creativity, business capital, and the application of product diversification. Creativity refers to innovative efforts in developing products or processes that provide benefits, are accurate, appropriate, and have added value in the context of more heuristic tasks, namely as guides or instructions that have not been fully composed that guide us in understanding, learning, or discovering new things (Azzahra et al., 2021). Business sustainability is becoming increasingly crucial in today's global context. To remain relevant and able to survive in the long term, MSMEs such as Getuk Pisang RM Kediri must innovate and adapt. Human Activity Recognition has been researched for the past few years (Victoria, et al., 2022). Determining a sustainability strategy is not always the best choice or in accordance with the goals of MSMEs, so challenges arise in finding the most optimal sustainability strategy (Istianingsih et al., 2019). Another study explains that hospitality is not an absolute factor that can improve a tourist destination. (Arief et al., 2022). MSMEs realize that sustainability factors have importance, both for the sustainability of their business and for the surrounding environment where the MSME business operates (Josephine et al., n.d.). Either in the form of labor or capital available to operate Micro, Small and Medium Enterprises (Mikro & Sari, 2023). One way to achieve this is to apply the SCAMPER method.



Picture 1. Model SCAMPER  
Source Universitas Ciputra Surabaya 2023

Picture 1 describes the parts a SCAMPER consists of Substitute is to consider what can be replaced or modified in the product, problem, or process at hand. Combine is the focus on ways to combine different elements of a product, problem or process to create different outcomes and maximize synergy. Adapt is thinking of ways to adapt elements that already exist in a product, problem or process. Modify / Magnify / Minify (Modify / Enlarge / Minify) is to consider changes or adjustments that can be made to a product, problem or process, be it to enlarge, zoom out or change its attributes. Put to other use is to think about how to use an existing element or idea for a different or new purpose and consider how modifications can enable different uses. Eliminate is the identification of elements that can be eliminated or simplified in a product, design or service. Reverse/Rearrange is to consider ways to change, reorder or reverse existing elements or processes and how doing those processes in reverse can help in finding creative solutions ("Universitas Ciputra Surabaya," 2023). In this context, the SCAMPER method emerged as a potential tool to stimulate sustainable innovation in the MSME

business Getuk Pisang RM Kediri. The SCAMPER method is a technique used to improve or perfect a product or service (Seawan & Gumulya, n.d.). SCAMPER bases itself on the idea that in the world of MSMEs, innovation is often involves development or change from what has existed before (Rino et al., 2022).

This study aims to explain the role of the SCAMPER method in encouraging business sustainability in MSMEs Getuk Pisang RM Kediri. This method is designed to think of new ways of designing, developing and improving their products or services. Business sustainability is an important foundation for MSMEs such as Getuk Pisang RM Kediri to maintain the sustainability of their business. This venture has managed to retain loyal customers and attract the attention of tourists visiting the area. Despite having an established market share, RM Kediri's Getuk Pisang business is still faced with a number of challenges that must be faced for their business continuity including intense competition with the increasing number of MSMEs producing banana getuk in Kediri, changes in consumer preferences towards snacks that can affect demand for banana getuk, product development and innovation to remain relevant in the market. MSME entrepreneurs must have the ability to change and adapt to changes that occur in order to continue running their business (Endang Syafitri & Irena Paramita Pramono, 2022). Therefore, business sustainability is not only about economic benefits, but also includes social and environmental aspects that are increasingly important in public awareness and regulatory demands. SCAMPER is a method used to stimulate creativity in the context of micro, small, and medium enterprises (MSMEs). This method can create an environment that supports the development of MSMEs, assists them in solving problems, and trains individuals to produce creative solutions in their lives (Mandasari et al., 2020). Business Sustainability, in this context, refers to business actions aimed at preventing negative impacts on the environment and society, so that the next generation will have sufficient resources to meet their needs (Khalipah et al., 2022).

## RESEARCH METHODS

This research uses a qualitative approach that aims to focus on the role of the SCAMPER method in improving business sustainability in MSMEs Getuk Pisang RM Kediri. A qualitative approach was chosen to gain an in-depth understanding of how MSMEs can implement SCAMPER in their business context. In the process of selecting informants, research uses the purposive sampling method. The business owner, Mr. Marsidik, was chosen as a key informant because of his significant role in the management of the business. Meanwhile, customers are selected based on criteria such as purchase frequency, positive feedback, and diversity of product preferences. Data collection was conducted through in-depth interviews with Mr. Marsidik to gain first-hand insight into his personal experiences and views regarding the implementation of SCAMPER. Interviews with customers aim to understand their perspectives on the products, services, and innovations implemented by Getuk Pisang RM. Data analysis was carried out thematically, focusing on identifying patterns, themes, and key findings related to the use of the SCAMPER method in MSME businesses. This understanding will provide a comprehensive picture of the impact of innovation on business growth, customer satisfaction, and the contribution of innovation to MSME business sustainability. By using qualitative approaches and purposive sampling techniques, this research is expected to provide in-depth insight into the role of SCAMPER in supporting MSME business sustainability, especially in the case study of Getuk Pisang RM Kediri. Several studies emphasize customer loyalty as the core of sales. (Jannah & Pranjoto, 2023).

## RESULT

This study aims to understand the role of the SCAMPER method in encouraging business sustainability in MSMEs Getuk Pisang RM Kediri. The data was collected through in-depth interviews with two groups of key informants: the business owner, Mr. Marsidik, and the customers of this business.

Tabel 1.

Characteristics of Research Informants

Status	Nama	Usia (Tahun)	
1	Marsidik	55	MSME Owner Getuk Pisang RM Kediri
2	Sukesi	42	MSME Customers Getuk Pisang RM Kediri

Tabel 2. Result

List of Questions with MSME Owner Getuk Pisang RM Kediri

No.	Pertanyaan
1	How do you apply the SCAMPER method in RM Kediri's Getuk Pisang business, and what drives you to do it?
2	Can you give a concrete example of how SCAMPER elements, such as substitution, combine, adaptation, modification, and utilization, are used to develop innovative products?
3	How do you see the impact of these innovations on sales and market expansion of your business?
4	Have you encountered any obstacles or challenges in implementing the SCAMPER method, and how have you overcome them?
5	How do you think the SCAMPER method contributes to the sustainability of MSME businesses such as Getuk Pisang RM Kediri?

Results of Interview with Mr. Marsidik (Business Owner):

1. How do you apply the SCAMPER method in RM Kediri's Getuk Pisang business, and what drives you to do it?

Mr. Marsidik's answer: I apply the SCAMPER method as a tool to stimulate creativity in business. I understand the importance of constantly innovating in the food industry and SCAMPER provides us with an easy-to-follow framework. This prompted me to think of new ways to present Getuk Pisang in a more interesting and varied way to customers

2. Can you give a concrete example of how SCAMPER elements, such as substitution, combine, adaptation, modification, and utilization, are used to develop innovative products?

Mr. Marsidik's answer: Of course, for example, using adaptation by adapting the size of Getuk Pisang to create smaller portions or practical packaging for consumption on the go. This improves the quality of our products. In addition, we also use put no another use i.e. offering Getuk Pisang in the catering industry or as a creative gift. These are some examples of the various elements of SCAMPER that we apply in product development.

3. How do you see the impact of this innovation on aspects such as sales and market expansion of your business?

Mr. Marsidik's answer: The impact is very positive. A significant increase in sales after introducing these innovative products. Customers feel interested in trying new variations on offer. It also helps us reach more markets and makes Getuk Pisang RM a favorite destination for foodies.

4. Have you encountered any obstacles or challenges in implementing the SCAMPER method, and how have you overcome them?  
Mr. Marsidik's answer: Of course, there must be some challenges in the innovation process. One of the main challenges is the selection of raw materials for new variations. We have to make sure that the materials we use remain of high quality. We also need to conduct sufficient product trials to ensure that the taste and quality meet customer expectations. To overcome this, we work closely with trusted suppliers and continue to receive feedback from customers.
5. How do you think the SCAMPER method contributes to the sustainability of MSME businesses such as Getuk Pisang RM Kediri?  
Mr. Marsidik's answer: I believe the SCAMPER method plays an important role in maintaining business continuity. By constantly innovating, you can stay relevant in an ever-changing market. These innovations help maintain a strong and growing customer base. This is an important factor in keeping small businesses like ours sustainable.

Tabel 3. Result  
List of Questions with MSME Customers Getuk Pisang RM Kediri

No.	Pertanyaan
1	How do you feel about the variety of products offered by Getuk Pisang RM?
2	Apakah anda telah mencoba produk-produk inovatif dari Getuk Pisang RM, dan jika ya, apa yang membuat Anda tertarik untuk mencobanya?
3	Do you feel more satisfied with the innovative products offered by this business compared to similar products in the market?
4	How has this innovative product influenced your decision to continue being a Getuk Pisang RM customer?
5	How do you think the innovations made by Getuk Pisang RM contribute to your experience as a customer and how does it relate to the sustainability of their business?

#### Interview Results with Getuk Pisang RM customers (Mrs. Sukei)

1. What do you think and feel about the variety of products offered by Getuk Pisang RM?  
Mrs. Sukei Answer: I feel happy with the variety of products offered by Getuk Pisang RM. This gives me a lot of options and makes the dining experience more interesting.
2. Have you tried the innovative products of Getuk Pisang RM, and if so, what attracted you to try them?  
Mrs. Sukei Answer: Yes, I have tried some innovative products like Getuk Banana chocolate. I am interested in trying it because i love chocolate and I was curious about the combination of Getuk Pisang and chocolate. The taste is definitely unique and delicious!
3. Do you feel more satisfied with the innovative products offered by this business compared to similar products in the market?  
Mrs. Sukei Answer: Yes, I feel more satisfied. This innovative product gave me a new sensation in tasting Getuk Pisang. It tastes better and different from others.
4. How does this innovative product affect your decision to continue to be a customer of Getuk Pisang RM Kediri?  
Mrs. Sukei Answer: The innovative product made me want to come back

again and try other variants offered. I feel that this business always provides something new and exciting to try.

5. How do you think the innovations made by Getuk Pisang RM contribute to your experience as a customer and how does it relate to the sustainability of their business?

Mrs. Sukesi Answer: Innovation made my dining experience more interesting. I am happy that this business goes to great lengths to provide the best to its customers. This makes me feel that this business will continue to grow and survive in the long run.

The interview revealed that Mr. Marsidik has successfully used SCAMPER elements, such as substitution, combination, adaptation, modification and utilization for other purposes, to develop various innovative products. The impact of this innovation is seen in the considerable increase in sales and the expansion of its business market share. This reflects a positive contribution to the business growth and sustainability of MSMEs. Customer satisfaction, the results of interviews with Getuk Pisang RM customers revealed that the innovations resulting from the use of the SCAMPER method have provided satisfaction to customers. Customers feel happy with the variety of products offered and feel higher satisfaction in trying innovative products. This positive impact has increased customer loyalty, many of which are now repeat customers who always return to taste the new and innovative products offered by this business. Contribution of innovation to business sustainability. The innovations resulting from the SCAMPER method have helped RM Kediri's Getuk Pisang business to remain competitive in a rapidly changing market. By continuing to innovate, this business can overcome fierce competition among similar MSMEs. This reflects innovation's contribution to safeguarding Business sustainability, which is not only about economic growth but also about adapting to market changes and maintaining a business existence in the long run. This research underscores the importance of innovation in encouraging the sustainability of MSME businesses such as Getuk Pisang RM Kediri. The SCAMPER method has proven effective in creating innovations that positively affect business growth and provide satisfaction to customers. Therefore, MSME businesses must continue to utilize innovation methods such as SCAMPER to maintain the sustainability of their business amid increasingly fierce competition. Business sustainability goes beyond benefits business owners but also consumers and the community as a whole.

## DISCUSSION

The results of interviews with Pak Marsidik, owner of MSME business Getuk Pisang RM Kediri, and Ibu Sukesi, one of the business customers, revealed several important aspects related to the role of the SCAMPER method in encouraging business sustainability. The use of the SCAMPER method, Mr. Marsidik explained that the use of the SCAMPER method is an effort to stimulate creativity in business. This reflects innovation theory which states that innovation is the key to increasing business growth. The SCAMPER method provides a framework that can help MSMEs, such as Getuk Pisang RM, to create innovative products that meet customer needs. The impact of innovation on business growth, the interview results showed a significant increase in sales after the introduction of innovative products. This is in accordance with the theory that shows that innovation can improve a business's financial performance and enable sustainable business growth. Customer satisfaction, customers, like Ibu Sukesi, feel satisfaction with innovative products. This is consistent with the literature stating that customer satisfaction is a key factor in retaining customers and creating loyal customers. The relevance of the results to previous research. In general, the SCAMPER method helps small and medium entrepreneurs (MSMEs) to take inspiration from previous business successes more creatively and efficiently. This approach can help them create more innovative and high-quality products or services, which can better meet customer expectations (Hariono & Gumulya, n.d.).

The findings are consistent with previous research that has highlighted the role of innovation in small and medium-sized businesses. Many studies have identified that innovation is an important factor in improving the competitiveness of a business and ensuring its survival. The novelty of the findings is that although the SCAMPER method is not new in the context of innovation, it underscores how it can be applied successfully in specific MSME business scenarios. In this case, the SCAMPER method has had a significant positive impact on Getuk Pisang RM's business growth and customer satisfaction. Therefore, this research provides a deeper understanding of how innovation methods such as SCAMPER can contribute to the sustainability of MSME businesses. The results of interviews with business owners and customers of Getuk Pisang RM show that the use of the SCAMPER method has been instrumental in increasing business growth and customer satisfaction. The innovations resulting from this method help MSMEs like Getuk Pisang RM to remain relevant and competitive in a rapidly changing market. Therefore, this study provides new insights into the importance of innovation in driving MSME business sustainability and the relevance of the SCAMPER method in that context.

## CONCLUSION

In this study, the results of interviews with Getuk Pisang MSME business owner RM Kediri, Pak Marsidik, and one of his loyal customers, Ibu Sukesi, have revealed a number of relevant findings in the context of the role of the SCAMPER method in encouraging business sustainability. The SCAMPER method is used by Mr. Marsidik as a tool to stimulate creativity in his business, which is in accordance with innovation theory which states that innovation is the key to sustainable business growth. The interview results also show that innovations resulting from the application of the SCAMPER method have had a positive impact on increasing sales and expanding the market share of Getuk Pisang RM. These findings fit with literature highlighting the positive relationship between innovation and business growth. In addition, customers like Mother Sukesi felt high satisfaction towards Innovative products offered by these businesses, which support the view that customer satisfaction is key in retaining customers and creating loyal customers. These results are consistent with findings in previous research highlighting the importance of innovation in small and medium-sized businesses. Although the SCAMPER method is not new in the context of innovation, these findings show how it can be adapted and applied successfully in specific MSME businesses. Thus, this research provides a deeper understanding of how innovation methods such as SCAMPER can contribute to the sustainability of MSME businesses. The theoretical and practical implications of these findings underscore the importance of innovation in supporting MSME business sustainability and the relevance of the SCAMPER method in that context. However, this study has some limitations, such as a small sample size, so further research with a larger sample and variety of MSMEs can provide richer insights into the use of the SCAMPER method in various business contexts.

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