

Fast Food Simulacra: How MSMEs in Surakarta City Strategize Digitalization In Generation Z Consumption Patterns

Arya Danendra Kurnia Dipraja^{1*}, Erie Irawan Heryanto², Arientyara Noegraheni³, Bintang Fahreza⁴, Afifah Melani Putri⁵, Alief Putri Margiutami⁶, Adnandya Muhammad Triwardana⁷, Desita Wahyu Ningrum⁸, Diah Puspaningrum⁹, Effieta Alfi Wulandari¹⁰

^{1,2,3,4,5,6,7,8,9,10}Sebelas Maret University

*aryadprj@student.uns.ac.id

Received: 31 March 2025. Approved: 15 August 2025. Published: 21 September 2025

ABSTRACT

Globalization drives digitalization in many economic sectors, including businesses; which influence fast food Micro, Small, and Medium Enterprises (MSMEs). The purpose of this research is to analyze the strategies these MSMEs develop, which includes analyzing supporting and inhibiting factor, as a response of Gen-Z changes in consumption pattern. This research uses qualitative method and social fact paradigm to describe how MSMEs adapt to technological developments. The result shows that in response of changes in consumption pattern, MSMEs subjects executing some strategies to support their enterprise in digital era, using food delivery services, social media marketing, and digital training. The lack of technology literacy and human resources becomes the inhibiting factors since enterprises are managed independently by the owner, making digital promotion difficult. This research contributes to society, especially to fast food entrepreneurs in terms of understanding digital businesses. The input of this research also contributes for government to strengthen collaboration between digital platform and also provides relevant training to support MSMEs transformation in digital era.

Keywords: MSMEs; Fast food; Digitalization; Consumption Pattern; Gen Z

INTRODUCTION

Globalization as scientific and technological development spawns digitalization which influences society, one of them is the service industry (Yustrisia, 2024: 22). Digitalization utilizes media to market products and also reaches customers without face-to-face transaction; making it possible for remote expansion. Digital marketing can be done through several ways, for example displaying ads in social media and the marketplace. This development drives the innovation of food delivery services in Indonesia, with the prominent example being GoFood. The rise of GoFood can't be separated with current food consumption lifestyle, which not only increases GoFood's customers, but partners too (Ardani et al, 2023). This transformation gives new options for both sellers, from



Article DOI:

Micro, Small, and Medium Enterprises (MSME or UMKM) to much larger enterprises (Saefudin et al, 2024).

With this development, insights into digitalization are needed for businesses to adapt as the trend of online purchasing increases in the growing millennial and Gen Z groups (Lesmana, 2024). The development of digitalization in the service industry is related to the Sustainable Development Goals (SDGs) where the 9th point states that building resilient infrastructure, increasing inclusive and sustainable industries, and encouraging innovation are important issues for the world today (Alisjahbana & Murniningtyas, 2018: 146). However, in reality there are still MSMEs that experience obstacles such as limited access to technology, lack of digital literacy, lack of understanding of digital technology, and resistance to change (Rauf et al., 2024). Not only that, the process of adapting to this digital transformation also causes MSMEs to not be fully prepared in the production process and the packaging used by producers to reach consumers. Meanwhile, the 12th point of the Sustainable Development Goals (SDGs) clearly states to ensure sustainable consumption and production patterns in order to realize prosperous sustainable development for community adaptation.

The Indonesian government has set a goal of digitizing 30 million MSMEs by 2024 (Komdigi, 2024). As of July 2024, 25.5 million MSMEs had switched to digital systems (Ayudiana, 2024). This is evident through the increasing number of MSMEs joining e-markets, such as GoFood. Apart from offering convenience, GoFood makes it easier for MSMEs to market their products and expand their target market. Furthermore, GoFood sales can generate much greater profits than conventional sales. In January 2023, the number of digitized MSMEs in Surakarta City reached 1,673 out of 11,157 (Wicaksono, 2023). These MSMEs generally sell a variety of foods, from culinary dishes to fast food. The number of digitized MSMEs will continue to grow alongside the development of technology that facilitates marketing for sellers and the increased use of online delivery services or Gen Z, is one of cohort groups that use online food ordering applications today (Syaulia, 2024).

Gen Z is encouraged to use online food delivery applications due to the convenience of speed, efficiency, and ease of use. Another convenient feature of these applications is the e-wallet payment method, which makes ordering food online an easy and common habit for Gen Z (Nugraheni et al., 2023). This convenience ultimately influences changes in Gen Z's consumption patterns, especially regarding fast food. Gen Z consumes a lot of fast food because it is economical, quick, and easily accessible. Additionally, Gen Z is influenced by trends and social media that showcase popular food items (Zakiyah et al., 2024).

According to Khairiyah's (2024) research on digitalization and changes in consumption patterns, people's consumption habits, particularly among Gen Z, have evolved alongside the development of digital technology. Gen Z's tendency to prioritize practicality and speed has encouraged fast food MSMEs to adjust their business strategies through digitalization. For example, they utilize delivery services and online platforms to reach

the market more effectively. Meanwhile, Giningroem's (2023) research on food delivery service usage habits found that consumer decision-making in using food delivery services is strongly influenced by consumer perception. The study identified hedonistic motivation, convenience, and long-term use as the primary reasons for using food delivery services. This research identifies behaviors related to the use of food delivery services. These behaviors are one factor that drives trends in fast food consumption.

Digital transformation in the food delivery service industry has changed Gen Z's fast food consumption patterns, requiring fast food MSMEs to have broad digital insights to adapt to existing developments. However, this is contrary to reality because some MSMEs still face obstacles in digital transformation. This study examines how fast food MSMEs respond to changes in Gen Z consumption patterns due to digital transformation in the food delivery service industry, despite the obstacles MSMEs face in adapting. Based on the background information provided, this study aims to analyze the digitalization strategies employed by fast food MSMEs in response to changes in Gen Z consumption patterns in Surakarta City, as well as the factors that support or hinder these strategies.

LITERATURE REVIEW

Digitalization Development Strategy

Strategy is a series of plans and actions that are systematically designed to achieve certain goals in the future (Hamel & Prahalad, 1995 in Umar, 2001). In the context of business, the digitalization development strategy is understood as an effort to adapt to technological advances in order to improve the efficiency and effectiveness of business performance. Digitalization itself refers to the process of transferring manual systems into digital systems that are faster, more flexible and efficient (Amir et al., 2023). The utilization of digital technology, such as marketing applications and delivery services, is an important part of MSMEs' adaptive strategies to expand markets and reach consumers more broadly (Heryana et al., 2023). The digitalization development strategy is the act of conceptualizing and designing digital systems in the long term by following the development of time and on demand to improve the operational work system to be able to process faster and more efficiently than before.

Fast Food MSMEs

Micro, small, and medium enterprises (MSMEs) play a very important role in the Indonesian economy. Most micro-businesses are estimated to be in the informal sector (Hartono in Listyaningsih & Alansori, 2020, p. 6). Fast food contains low fiber and high sodium, which increases the energy, fat, and sugar needs of consumers (Simamora & Pujiastuti, 2024). MSMEs develop fast food products in two categories: local fast food, such as meatballs, chicken noodles, and seblak; and western fast food, such as burgers and pizza (Manik, 2024). Fast food MSMEs are micro-, small-, and medium-sized

enterprises that offer fast and convenient food tailored to the tastes and consumption needs of modern society.

Gen Z Consumption Patterns

Consumption patterns refer to the way individuals or groups spend money to meet their needs through goods and services (Takahindangen et al., 2021). According to Schmidt (2000) in Febrianty & Muhammad (2022: 3), Gen Z is a generational group born between 1996 and 2012 that has grown up in an ever-evolving digital environment. According to Laka et al. (2024), Gen Z prefers practical and efficient solutions due to their exposure to rapid technological change. Gen Z consumption patterns refer to spending on goods or services, especially food, influenced by digitization, practicality, social media trends, and instant lifestyles due to heavy technology use.

METHOD

This qualitative study employs a social fact paradigm approach to identify how fast food micro, small, and medium enterprises (MSMEs) in Surakarta City accept and respond to the external influence of digital delivery services as a social phenomenon. An exploratory research strategy was employed to examine how digitalization influences fast food MSMEs' responses to changes in Gen Z consumption patterns. The data sources include primary data obtained through semi-structured, in-depth interviews with fast food MSME stakeholders, Gen Z users of online delivery services, and other relevant parties; non-participant observations of MSME activities on digital platforms; focus group discussions (FGDs) with MSME stakeholders; photo documentation; and voice recordings. Secondary data were obtained from various documents, such as online platforms, MSME social media, journals, articles, and official statistical data. Purposive sampling was used based on certain MSME and Gen Z criteria. We tested data validity using method and source triangulation techniques to ensure the accuracy of the data from various perspectives and sources. Data analysis was conducted using Miles and Huberman's interactive model, consisting of three stages: data reduction, data presentation, and conclusion drawing.

RESULTS AND DISCUSSION

Field findings show that 119,482 people in Surakarta City fall into Generation Z, divided into five sub-districts (BPS Surakarta City, 2025). Generation Z, who grew up with the internet, relies on food delivery applications such as GoFood, GrabFood, and ShoopeFood. In response to this phenomenon, fast food MSMEs are competing to digitize their businesses to compete in the digital era. They are trying to meet the needs of their target consumers, Gen Z, by innovating in production, service, and promotion.

As they went into the field, fast food MSMEs realized that most of their consumers are young people or Gen Z, who value practical, fast, and economical things in life. Recognizing this, fast food MSMEs began joining digital food delivery platforms. This

is considered quite helpful in facilitating Gen Z's need to buy food. To attract more consumers to the delivery platform, business owners participate in various services offered by the application, such as discounts, flash sales, and advertising programs that can help their businesses run smoothly. In terms of promotion or advertising, business owners use their social media accounts to create business advertisements and live streams. They also collaborate with the application by bringing in food vloggers.

These strategies are not only carried out through online systems; they also respond to changes in Gen Z consumption patterns offline. As mentioned earlier, other people's reviews are very influential. These fast food MSMEs apply this concept in the real world. For example, if one person visits the restaurant, the seller will ask them to promote the restaurant to their friends through word of mouth. Additionally, they provide a buy-one-get-one promotion when purchasing from a direct outlet. MSME actively participates in digital literacy seminars held by related institutions to increase their knowledge and insights and facilitate their business strategies.

Meanwhile, Gen Z is the largest market for food delivery services and has a unique consumption pattern that is of interest for research. In our field research, we interviewed seven Gen Z individuals, most of whom were university students. They embody the ideal characteristics of delivery service consumers: living apart from their families, busy schedules that leave little time for cooking or finding food elsewhere, and the need for the service rather than its benefits.

Furthermore, we grouped the seven Gen Z individuals based on their place of residence, namely the elite area (Solo Urbana) and the boarding house area. This grouping also affects their purchases on the delivery service application. Three Gen Zs who live in the elite area consistently use GoFood. They prioritize practicality, convenience, and time efficiency, so they are willing to pay more. Their larger budget also gives them a wider range of options from which to order, although they still have standard limits on distance and affordability. Their location gives them characteristics as regular delivery service consumers, such as a tendency not to observe prices and a higher per-order budget than people in other areas. In contrast, the four Gen Zs who live in boarding houses use multiple platforms, although they still have their preferred apps. Moreover, they subscribe to free shipping to save money. They often purchase snacks.

The background of the activity is enough to influence the perceptions of the informants in their understanding of fast food. Those who live in boarding houses define fast food as practical, quickly served, and easy to consume. They admit that they often eat fast food. In contrast, informants who live in elite areas pay more attention to healthy and unhealthy foods, so they admit that they rarely consume fast food.

On the other hand, the digitalization strategy of fast food micro, small, and medium enterprises (MSMEs) in Surakarta City supports their ability to adapt to changes in

consumption patterns, especially among Gen Z consumers. The combination of easy digital access and the adaptive ability of MSME players, as well as support from the community and consumers, creates a multidimensional ecosystem that responds to the challenges of an ever-evolving market, especially Gen Z consumerism, through digital methods.

Changes in consumption patterns among Generation Z, influenced by advances in digital technology, have encouraged micro, small, and medium enterprises (MSMEs) to adjust their marketing strategies. However, MSME players' readiness and capacity to adjust to technological developments varies. Some have taken the initiative to utilize digital technology, while others still face obstacles regarding resources, technological literacy, and time availability. Not all MSMEs are ready to face digital transformation. Further analysis of Gen Z consumption patterns through the lens of hyperreality and digitalization strategies within the framework of digital sociology is necessary to understand this further (Rauf et al., 2024).

Gen Z pattern of consumption in Surakarta city from Baudrillard's Hyperreality

The simulacra and simulation written by Jean Baudrillard (1994) became the primary philosophical foundation to understand the symptoms of consumerism in late-stage capitalism. The core discussion of this book is the stage of simulacrum itself. The 4 stages of simulacrum as Baudrillard proposes: Stage 1, The Reflection of Reality (Sacramental Order); Stage 2, Perversion/Masking of Reality (Order of Maleficence); Stage 3, the Absence of Reality (Order of Sorcery); and Stage 4, Pure Simulacrum (No Relation to Reality). Stages as such were interpreted as following:

1. First stage is the sign that most people perceive and accept its reality. It is the sign that had the most authenticity and accuracy of the representation of the real. The first stage as the Gen Zs perceive, comes in the act of ordering online. The act of ordering online exists as the faithful copy of buying directly to the store. Ordering food online gives the buyer the same food as if buying offline.
2. Second stage is the stage where the sign obscures the perceived reality; the sign represents a perversion of reality. Signifiers begin to detach from their signifiers, which creates a space where representations become more prominent and potentially misleading than the reality they are supposed to reflect. This stage is visible as platforms have become the place for seller and buyer to 'meet'. They didn't actually met and interact, instead the interaction between the two is now bridged by machines and more machines.
3. The third stage masks the absence of a profound reality. The representation pretends to be the faithful copy, but it has no original. The meaning is artificially crafted referring to truth that does not actually exist. This stage can be seen in algorithms on food delivery platforms that display sellers based on need. While at first seems convenient, these algorithms actually were made by tracking customers' behaviour, and the displayed seller may be deliberately chosen to appear in the customers' app. For example, the platform may prioritize displaying

sellers that give discounted foods. This in turn influences customers' decisions on ordering food.

4. The fourth stage of simulacrum is the pure simulacrum which has no relation to reality whatsoever. The sign merely adopted another sign. This stage reflects what Gen Z did: referring to 'fast food' as the food that can be associated with big brands. Digitalization made it possible through algorithms to recommend based on association to more recognizable brands. These consumption now falls only on how food is consumed through brands and association. As consumers now incline to choose cheaper options to acquire something they hold high value: brands; the consumer takes recommendation for granted.

These stages become the main idea of this research to address how consumption patterns of Gen Z can be interpreted as processes or stages in simulacra.

Digital Sociology by Lupton

The results of the study reveal the complexity of the digital transformation of fast food MSMEs in Surakarta, as analyzed by Deborah Lupton. The following are limitations in the field of digital sociology:

1. Professional digital practice

The analysis of digital professional practices, as demonstrated by several MSME actors. For example, the shift in roles from conventional entrepreneurs to content creators who regularly live stream on TikTok is an essential form of digital performance. The consistency of content presentation is the main tool that influences the perception and behavior of audiences, who then become consumers. Another limitation is changing the price of merchandise online due to changes in platform policies that no longer cover promo fees. Additionally, there is developing professional practices to escalate their business by participating in activities or training held by Solo Cooperative and the Cooperative Office, as well as adopting a hybrid strategy as a pragmatic response to implementing digital professional practices.

2. Analysis of Digital Technology

The analysis of MSME practices on delivery platforms is a social activity that involves values such as competition, measurability, and promotion. These values are embedded in the design of the algorithm and fundamentally affect the operational logic of the business. Rigid algorithmic requirements, such as consistently receiving a five-star rating on a delivery app in order to obtain featured partner status, create a competitive environment that may exclude MSMEs with limited resources. Participating in promo or flash sale features on delivery apps creates price distortion. The power generated by the system explains the price distortion in the digital promo ecosystem. Flash sale and promo features create a shadow economy where the base price is manipulated to adapt to the platform's incentive pressure while generating the illusion of double value.

Consumers think they are getting a benefit when they are actually paying a real price that has been engineered to include the discount.

3. Digital Data Analysis (Analisa Data Digital)

Analyzing the digital data of digital marketing practices carried out by fast food micro, small, and medium enterprises (MSMEs) through delivery platforms such as GoFood, GrabFood, and ShopeeFood is material used to develop adaptive strategies for businesses towards consumers. The data collected includes transaction times, best-selling products, and ratings, reviews, and comments that consumers give to MSME stores or products. For some MSME businesses, consumer ratings and reviews are a reputation that must be maintained. Consistency in maintaining high ratings drives exposure and increases sales. Using data obtained from GoFood and GrabFood, businesses can set digital strategies, such as promoting their menu items more selectively, considering the cost of goods manufactured (HPP), and avoiding losses when participating in flash sale events. Businesses can also build a better digital footprint by relying on ratings and reviews, utilizing data from GoFood, ShopeeFood, and Google Maps.

4. Critical Digital Sociology (Sosiologi Digital Kritis)

Critical digital sociology is used to understand how delivery platform algorithms, such as those used by GoFood and similar apps, affect product visibility and success. Micro, small, and medium-sized enterprises (MSMEs) that do not optimize their search engine optimization (SEO) strategies or engagement rates will be marginalized from the competition. This phenomenon is referred to as "algorithmic regulation," in which decisions made by digital systems determine businesses' chances in an increasingly competitive market. Social commerce practices on platforms such as WhatsApp and GoFood also reflect digital activities where consumer interactions with MSMEs are influenced by emotions and trust established through visual content and algorithmic recommendations. Digital sociology provides insights into how MSMEs must adapt to digital technology to remain relevant and reach consumers, especially Gen Z, who have fast, practical consumption patterns. However, digital technology is not neutral because it functions within a broader social context and is influenced by existing social and cultural structures.

The use of digital technologies often creates and exacerbates injustices. For instance, unequal access to technology can marginalize certain groups, particularly those with limited resources. Conversely, those with better access can use technology to improve their social and economic standing, which creates greater inequality.

Additionally, social structures can influence how technology is accepted and implemented. Cultural norms and values, for instance, can influence how people use technology, the competitive atmosphere in business, and the way technology is promoted and consumed. This can lead to algorithmic settings that discriminate against or prioritize certain content and users. The use of digital technologies is inextricably linked to the social and cultural conditions that accompany them. Achieving social justice requires a more comprehensive approach that considers the social impact of technology use. These aspects

demonstrate that, rather than being a tool of liberation, technology can reinforce power and injustice if not managed fairly and ethically.

CONCLUSIONS

The development of digital technology has transformed consumption behavior, especially among Generation Z, leading to fast and instant consumption patterns. Fast food MSMEs in Surakarta City have responded to these changes by implementing digitization strategies, such as using delivery services, actively promoting themselves on social media, using app ratings, and offering discounts and flash sales. From a digital sociology perspective, Lupton's analysis focuses on technology, data, digital media, and the influence of digital devices. The field results revealed that some MSMEs in Surakarta City have recognized the importance of a digital presence as a professional practice, the influence of application ratings on consumer perception and trust, the use of digital data analysis, visual content, reviews, and online interactions that impact the emotional relationship between consumers and producers, and the analysis of digital technology and critical digital sociology. These four aspects reflect the digital effectiveness relevant to Lupton's concept.

Nevertheless, MSMEs still face several obstacles, such as a lack of adequate digital resources, digital insight and literacy, and access to technology and social media marketing, as well as competition in the digital market. On the other hand, positive ratings and reviews that reflect business reputation, digital capacity in using Google Maps, practical digital merchant systems, flexibility in managing prices and products, and ease in following viral trends are driving factors in digitalization strategies. As a policy implication, the government should establish partnerships with digital platforms to market MSME products, provide digital marketing mentors, and organize financial management and digital literacy training. This assistance is expected to strengthen the digital capacity of MSMEs and encourage digital economic growth.

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