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INNOVATION LEVEL OF ADOPTING STORYTELLING FOR MSME'S BUSINESS SUSTAINABILITY IN MARKETING ACTIVITY

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Abstract:
Digitalization adapts to a new demand that MSMEs must comply with, particularly in micro business. Unfortunately, this sector has a lower rate of adopting digital content for promotion purposes. Since the advent of social media, storytelling has become one of the most popular types of digital marketing material, and it also has the added benefit of preventing advertising from being rejected. This quantitative research uses a survey of microbusiness owners in West Java, Indonesia. The results of the hypothesis test show that compatibility and social influence are the two most important predictors of adoption rates, with compatibility showing the highest adoption rate for the acceptance of all indicators of storytelling as digital material except mythology. West Java is one of the areas with aspects of mythology and cultural stories mixed with stories and tales; yet, culture is viewed as an ambiguous notion when connected to consumer behavior intellectually, practically, and legally.

Keywords: Diffusion-Innovation, Adoption Rate, Digital Marketing, Content, MSMEs

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INTRODUCTION

Digitalization requires business people, including microbusinesses, to adapt to new demands, including developing marketing content (McQuail & Deuze, 2020). In many developing nations, including Indonesia, the micro, small, and medium-sized enterprises (MSMEs) sector is a significant source of income and employment. (Falentina et al., 2021). Based on a survey in Indonesia, one MSM that cannot adapt digitally is the micro sector because of trust issues (Azizah, 2021), particularly in digital marketing content or promotion. The success of prior studies must also be considered when microbusinesses embrace digital marketing content, such as how effectively it overcomes expenses and communication hurdles (Stankovska et al., 2016) and exchanges value through interaction (Quinton et al., 2017). New needs on the web can be met via digital marketing. 2.0 as a communication phenomenon in information dissemination (Olvera-Lobo & Castillo-Rodríguez, 2018). Additionally, digital marketing may be used through social media to advance society and knowledge as a step toward co-creation for small firms to increase engagement (Dey et al., 2019).

According to several research findings, MSMEs in Indonesia have difficulty adjusting to digitalization because of issues with digital use and the creation of marketing communication material (Aditya, 2022). Microbusiness owners in the digital marketing industry must innovate to develop fresh concepts, embrace technology, and provide content (Mo, 2016). In addition to these

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two factors, public distrust in digitalization contributes to Indonesia's difficulty in implementing innovative digital marketing strategies (Azizah, 2021). Researchers will concentrate on implementing digital marketing content based on these issues.

In this study, storytelling is one sort of marketing material that is used in the context of marketing communication research, which focuses on digital marketing messaging. Because narrative can help with comprehension, trust, and attitude development, storytelling is thought to be an excellent technique for communicating innovation (Weber & Grauer, 2019). According to an earlier study, using storytelling tactics helps prevent viewers from skipping advertising (Campbell et al., 2017). According to literature, the human brain contains a region known as the lizard brain, which activates when there is a threat. Because of this, advertising is perceived as a threat, and one response is to change the channel when the advertisement appears (Diamond, 2013). This circumstance demonstrates the significance of storytelling in brand management (Ganassali & Matysiewicz, 2021).

Researchers observe a presentation relating to the issues with digital acceptability faced by microbusinesses in Indonesia and the significance of implementing digital marketing content storytelling. Researchers will conduct a survey to determine how much storytelling content is being used by Indonesian micro businesses for digital marketing. Researchers use the diffusion-innovation theory when considering adoption rates (Rogers, 2003). Diffusion-innovation theory discusses innovations related to culture and society (Littlejohn & Foss, 2008); since the Diffusion-Innovation Theory analyzes inventions on culture and society, academics will use Indonesia as an example of a nation where collective culture is predominant. Indonesia, a country with a shared culture, will impact the decision to innovate (Rogers, 2003; Rogers & Steinfatt, 1999). Researchers will look at digital marketing references (Fill & Turnbull, 2016) to analyze the narrative at every step of Adoption in Indonesia. This study's specific goals are to (1) determine the rate at which micro businesses should adopt digital marketing as an innovation and (2) examine the factors that influence storytelling's Adoption as a component of the diffusion-innovation process in the context of microentrepreneurs in Indonesia.

METHODS

Sampling and Data Collection. Researchers sampled this study based on the total population of business actors under the auspices of the BUMN Creative House (RKB), West Java, Bandung, Indonesia, in the micro sector until the end of 2022, 3202. RKB is an organization that accommodates micro, small, and medium enterprises (MSMEs) to empower the people's economy (Metrum, 2019). Data is gathered by implementing instruction as part of a Telkom University community service initiative. Before the training began, participants were asked if they would be willing to complete the questionnaire for 30 minutes, and a computer lab was made available for this purpose.

Researchers use probability sampling approaches to collect data from self-administered surveys and explain each item using construct variables in research models. A research sample of 300 respondents was found at the start of the study using the Slovin formula, which the researchers used to determine the sample size based on population size (Siri et al., 2020). This formula was taken from the number of members registered in the RKB, which was 3202:

$$n = \frac{N}{1 + Nd^2} = \frac{3202}{1 + \left(3202 \times (0,055)^2\right)} = 299,6 \approx 300$$

Information:

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N: population size
n: sample size
D: The desired level of confidence/accuracy is 5.5%.

Researchers received 318 more respondents than the 300 they had hoped to receive for this study. The respondents who completed the survey exhibited traits specific to each gender, with women (60.1%) and men (39.9%), respectively. The majority of people have high school (52.2%), diploma (23.9%), bachelor's (18.9), junior high (3.5%), and master's (1.6%) backgrounds in terms of education. West Java's Bandung Raya (91.5%), Cimahi (3.1%), Cianjur, Garut, and Subang each had a percentage of the informants (0.9%), Cirebon, Sumedang, and Indramayu each had a rate of the informants (0.6%). Majalengka had a percentage of the informants (0.3%).

Researchers may ensure that the quantity of responses satisfies the minimum requirements by utilizing G*Power to evaluate samples based on statistical power and sample type. The model for this investigation has a statistical strength value of XX, which is more than the minimum threshold of 0.8 (Hair et al., 2019). As a result, the study's sample size is appropriate.

Research Instruments. The attitudes, views, and impressions of the study's respondents were gauged using Likert scale assessments. The psychometric scale for each study component was measured by researchers using a scale of 1 to 5 (1 = strongly disagree; 5 = strongly agree) (Keown & Hakstian, 1973). The annual income criterion used by the researchers served as a screening tool to determine if respondents were microentrepreneurs, and additional questions regarding gender and educational background were added for data collection. Researchers compile instruments that they independently source and use as recommendations from numerous prior research libraries and periodicals.

The diffusion-innovation hypothesis, separated into five measuring indicators for Adoption in the questionnaire, accounts for the diversity in adoption rates. (1) relative Advantage, innovation is an action that will make micro-entrepreneurs better than previous activities and is considered an asset ; (2) compatibility, innovation can provide added value, overcome prior problems, and be realized as a necessity; (3) complexity, innovation will provide solutions that micro-entrepreneurs have not previously realized; (4) Innovation is easily accessible and observable, making it necessary to foster innovation by ensuring that it exists among micro business operators; (5) Social Influence and Innovation can affect how microbusiness owners and other people in society are influenced by one another (Min et al., 2019; Rogers, 2003).

The following seven measurement indicators are taken from a library of digital marketing content: (1) Fairy tale, which measures the capacity to present information through stories; (2) Integrated to Real Life, which measures the capacity to integrate stories with real life; (3) Get Involved Emotionally, which measures the capacity to present information that integrates the story with real life; (4) Mythology, which measures the capacity to present information involving myths; (5) Prediction, which measures the capacity to present in a manner that predicts the future (Fill & Turnbull, 2016).

Data Analysis. Researchers used SEM-PLS to evaluate data simultaneously using a particular multivariate technique. Researchers employed SEM-PLS to examine the connections between conceptual model variables, measurement, and structure. Researchers use the cut-off value 0.6 concerning outer loading to implement the measurement model. The average variance extracting's (AVE) acknowledged validity value is 0.5, and according to references, reliability should be at least 0.7 and a maximum of 0.9. Researchers examine reflective constructs that refer to the measurement model for validity and reliability. He noted that the R2, f2, Q2, and path coefficients were assessed using the structural model (Hair et al., 2019).

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RESULT AND DISCUSSION

Since this study initially examined each structure, researchers have collected reliability measurement scale data for each. The data collected is based on indications with each frame to determine the dependability of each indicator item. According to Hair et al. (2019), the researcher's reference value for reliability needs to be higher than 0.708. Except for one indicator, stimulation, which has a value of 0.704, the results in Table 1 demonstrate that most reality values are higher than these provisions.

The researcher then sets the composite reliability (CR) value with a reference value that must be greater than 0.7 (Nunnally & Bernstein, 1994); this shows that the value for each construct was discovered to be greater, indicating that the construct in this study has demonstrated high consistency. An additional step in this investigation was the analysis of the average variance extracted (AVE). According to Fornell and Larcker (1981), researchers only use AVE values greater than 0.5. Through the use of the bootstrap resampling method (5,000 subsamples of the original sample size to obtain statistical t values), the researchers discovered that the AVE value in this study was more significant than 0.5 with a range of 0.638–1,000 (Hair et al., 2019). This study can be categorized as significantly showing a confidence level of 99.9% in each indicator.

Table 1. The result of the Measurement Model

Constructs/items	*Outer loading*	*Composite Reliability*	*Average Variance Extracted (AVE)*
1. RELATIVE ADVANTAGE		**0,847**	**0,735**
Improved	0,852		
Asset	0,862		
2. COMPATIBILITY		**0,877**	**0,782**
Past Experience	0,856		
Necessity	0,911		
3. COMPLEXITY		**0,794**	**0,661**
Ambiguous	0,710		
Unsuitable	0,905		
4. OBSERVABILITY		**0,777**	**0,638**
Reachable	0,884		
Stimulus	0,704		
5. SOCIAL INFLUENCE		**1,000**	**1,000**
Impact	1,000		
FAIRY TALE	1,000	**1,000**	**1,000**
INTEGRATED INTO REAL LIFE	1,000	**1,000**	**1,000**
GET INVOLVED EMOTIONALLY	1,000	**1,000**	**1,000**
MYTHOLOGY	1,000	**1,000**	**1,000**
PREDICTION	1,000	**1,000**	**1,000**
INSPIRATION	1,000	**1,000**	**1,000**
HISTORY	1,000	**1,000**	**1,000**

The researcher continued to find the value of Discriminant Validity in Table 2 by referring to the Fornell-Larcker criterion, where the square must be higher than the correlation of constructs with

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other latent variables (Fornell & Larcker, 1981). After that, the researchers continued the VIF test of full collinearity, which was 1.802, as shown in Table 3, that this study did not show problems with the variant of the method in general (Hair et al., 2019).

Table 2. Discriminant Validity

Constructs /items	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*8*	*9*	*10*	*11*	*12*
1	0,857											
2	0,555	0,884										
3	0,463	0,516	0,813									
4	0,433	0,444	0,511	0,799								
5	0,532	0,439	0,315	0,411	1,000							
6	0,212	0,234	0,032	0,110	0,274	1,000						
7	0,174	0,195	0,026	0,109	0,262	0,900	1,000					
8	0,099	0,222	0,002	0,101	0,227	0,862	0,887	1,000				
9	-0,011	0,027	-0,013	0,052	0,088	0,590	0,624	0,641	1,000			
10	0,131	0,214	0,009	0,063	0,245	0,888	0,907	0,907	0,632	1,000		
11	0,135	0,202	0,011	0,070	0,247	0,879	0,912	0,888	0,614	0,926	1,000	
12	0,144	0,208	0,007	0,084	0,243	0,840	0,846	0,831	0,613	0,867	0,871	1,000

Note: (1). Relative-Advantage, (2) Compatibility, (3) Complexity, (4) observability, (5) Social Influence, (6) Fairytale, (7) Integrated to real life, (8) Get Involved Emotionally, (9) Mythology, (10) Prediction, (11) Inspiration, (12) History.

Table 3. Variance Inflation Factor (VIF)

Constructs/items	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**
1						1,802	1,802	1,802	1,802	1,802	1,802	1,802
2						1,733	1,733	1,733	1,733	1,733	1,733	1,733
3						1,628	1,628	1,628	1,628	1,628	1,628	1,628
4						1,546	1,546	1,546	1,546	1,546	1,546	1,546
5						1,515	1,515	1,515	1,515	1,515	1,515	1,515
6												
7												
8												
9												
10												
11												
12												

Note: (1) Relative Advantage, (2) Compatibility, (3) Complexity, (4) observability, (5) Social Influence, (6) Fairytale, (7) Integrated into real life, (8) Get Involved Emotionally, (9) Mythology, (10) Prediction, (11) Inspiration, (12) History.

Before verifying the hypothesis, researchers tested it using the coefficient of determination (R2), cross-validated redundancy (Q2), and path coefficient (Hair et al., 2019). R2 was measured using benchmark values of (1) 0.75 for the high category, (2) 0.50 for the medium category, and (3) 0.25 for the weak category. Fairy Tale scored 0.096, Integrated to Real Life scored 0.075, Get Involved Emotionally scored 0.082, Mythology scored 0.000, Prediction scored 0.081, Inspiration scored 0.075, and History scored 0.076. This information demonstrates how the adoption rate affects each digital

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marker variable in this study as an exogenous variable in the weak criteria for microbusiness owners in West Java, Indonesia.

Table 4. R Square Adjusted

	R Square Adjusted
11. Fairy Tale	0,096
12. Integrated into Real Life	0,075
13. Get Involved Emotionally	0,082
14. Mythology	0,000
15. Prediction	0,081
16. Inspiration	0,075
17. History	0,076

Table 5. Q Square

	Q Square
6. Fairy Tale	0,097
7. Integrated into Real Life	0,068
8. Get Involved Emotionally	0,063
9. Mythology	-0,036
10. Prediction	0,067
11. Inspiration	0,065
12. History	0,066

Table 6. F Square

	F Square
1. Relative Advantage -> 6. Fairy Tale	**0,004**
1. Relative Advantage -> 7. Integrated into Real Life	**0,001**
1. Relative Advantage -> 8. Get Involved Emotionally	**0,004**
1. Relative Advantage -> 9. Mythology	**0,004**
1. Relative Advantage -> 10. Prediction	**0,000**
1. Relative Advantage -> 11. Inspiration	**0,000**
1. Relative Advantage -> 12. History	**0,000**
2. Compatibility -> 6. Fairy Tale	0,023
2. Compatibility -> 7. Integrated into Real Life	**0,014**
2. Compatibility -> 8. Get Involved Emotionally	0,042
2. Compatibility -> 9. Mythology	**0,000**
2. Compatibility -> 10. Prediction	0,032
2. Compatibility -> 11. Inspiration	0,025
2. Compatibility -> 12. History	0,026
3. Complexity -> 6. Fairy Tale	**0,018**
3. Complexity -> 7. Integrated into Real Life	**0,013**
3. Complexity -> 8. Get Involved Emotionally	**0,019**
3. Complexity -> 9. Mythology	**0,002**

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3. Complexity -> 10. Prediction	**0,014**
3. Complexity -> 11. Inspiration	**0,013**
3. Complexity -> 12. History	**0,016**
4. Observability -> 6. Fairy Tale	**0,000**
4. Observability -> 7. Integrated into Real Life	**0,000**
4. Observability -> 8. Get Involved Emotionally	**0,001**
4. Observability -> 9. Mythology	**0,002**
4. Observability -> 10. Prediction	**0,001**
4. Observability -> 11. Inspiration	**0,001**
4. Observability -> 12. History	**0,000**
5. Social Influence -> 6. Fairy Tale	0,031
5. Social Influence -> 7. Integrated into Real Life	0,034
5. Social Influence -> 8. Get Involved Emotionally	0,030
5. Social Influence -> 9. Mythology	**0,009**
5. Social Influence -> 10. Prediction	0,037
5. Social Influence -> 11. Inspiration	0,037
5. Social Influence -> 12. History	0,032

This study looks at the predictive relevance of models using Q2 Stone-Geisser to complete the structural model assessment (Hair et al., 2019). Except for the Mythology indicator (-0.036), the results indicate Q2 values above zero, demonstrating the model's tolerable predictive power. Table 7 shows the findings of the hypothesis test.

Table 7. Hypothesis Testing

	B	*T value*	*P Values*	*Result*
1. Relative Advantage -> 6. Fairy Tale	0,077	1,075	**0,282**	REJECTED
1. Relative Advantage -> 7. Integrated into Real Life	0,038	0,508	**0,612**	REJECTED
1. Relative Advantage -> 8. Get Involved Emotionally	-0,083	1,075	**0,283**	REJECTED
1. Relative Advantage -> 9. Mythology	-0,089	1,047	**0,295**	REJECTED
1. Relative Advantage -> 10. Prediction	-0,027	0,335	**0,737**	REJECTED
1. Relative Advantage -> 11. Inspiration	-0,017	0,227	**0,821**	REJECTED
1. Relative Advantage -> 12. History	-0,003	0,038	**0,970**	REJECTED
2. Compatibility -> 6. Fairy Tale	0,187	2,625	**0,009**	ACCEPTED
2. Compatibility -> 7. Integrated into Real Life	0,147	2,117	**0,034**	ACCEPTED
2. Compatibility -> 8. Get Involved Emotionally	0,255	3,419	**0,001**	ACCEPTED
2. Compatibility -> 9. Mythology	0,026	0,351	**0,725**	REJECTED
2. Compatibility -> 10. Prediction	0,223	2,916	**0,004**	ACCEPTED
2. Compatibility -> 11. Inspiration	0,198	2,674	**0,008**	ACCEPTED
2. Compatibility -> 12. History	0,203	2,712	**0,007**	ACCEPTED
3. Complexity -> 6. Fairy Tale	-0,160	1,675	**0,094**	REJECTED
3. Complexity -> 7. Integrated into Real Life	-0,140	1,426	**0,154**	REJECTED
3. Complexity -> 8. Get Involved Emotionally	-0,169	1,679	**0,093**	REJECTED

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3. Complexity -> 9. Mythology	-0,052	0,650	**0,516**	REJECTED
3. Complexity -> 10. Prediction	-0,142	1,383	**0,167**	REJECTED
3. Complexity -> 11. Inspiration	-0,138	1,381	**0,167**	REJECTED
3. Complexity -> 12. History	-0,156	1,496	**0,135**	REJECTED
4. Observability -> 6. Fairy Tale	-0,009	0,118	**0,906**	REJECTED
4. Observability -> 7. Integrated into Real Life	0,009	0,117	**0,907**	REJECTED
4. Observability -> 8. Get Involved Emotionally	0,028	0,374	**0,709**	REJECTED
4. Observability -> 9. Mythology	0,057	0,846	**0,398**	REJECTED
4. Observability -> 10. Prediction	-0,045	0,586	**0,558**	REJECTED
4. Observability -> 11. Inspiration	-0,033	0,412	**0,680**	REJECTED
4. Observability -> 12. History	-0,011	0,126	**0,900**	REJECTED
5. Social Influence -> 6. Fairy Tale	0,205	2,997	**0,003**	ACCEPTED
5. Social Influence -> 7. Integrated into Real Life	0,218	3,191	**0,001**	ACCEPTED
5. Social Influence -> 8. Get Involved Emotionally	0,201	2,818	**0,005**	ACCEPTED
5. Social Influence -> 9. Mythology	0,117	1,595	**0,111**	REJECTED
5. Social Influence -> 10. Prediction	0,224	3,139	**0,002**	ACCEPTED
5. Social Influence -> 11. Inspiration	0,226	3,153	**0,002**	ACCEPTED
5. Social Influence -> 12. History	0,209	2,874	**0,004**	ACCEPTED

According to the findings of the hypothesis test, the majority adoption rate for the acceptance of storytelling as digital content as a novel step for microbusiness owners in West Java was rejected. The majority of digital marketing content was accepted, except for the mythology variable for both, according to research, which demonstrated that the adoption rates with the highest acceptance rates happened at the compatibility and social influence levels. The data showed a significant relationship between the adoption rate of compatibility and Fairytale ($\beta = 0{,}187$, $p < 0.01$); Integrated to Real Life ($\beta = 0{,}147$, $p < 0.01$); Get Involved Emotionally ($\beta = 0{,}255$, $p < 0.01$); Prediction ($\beta = 0{,}223$, $p < 0.01$); Inspiration ($\beta = 0{,}198$, $p < 0.01$); and history ($\beta = 0{,}203$, $p < 0.01$). A significant relationship was also seen in the level of Adoption between social influence and Fairytale ($\beta = 0{,}205$, $p < 0.01$); Integrated to Real Life ($\beta = 0{,}218$, $p < 0.01$); Prediction ($\beta = 0{,}224$, $p < 0.01$); Inspiration ($\beta = 0{,}226$, $p < 0.01$); History ($\beta = 0{,}209$, $p < 0.01$); and Get Involved Emotionally ($\beta = 0{,}201$, $p < 0.01$). When tested on micro-entrepreneurs in West Java, Indonesia—a region driven by a collective culture of accepting digital marketing content as an innovation—the results reveal that compatibility and social influence are the two most significant indicators of adoption rates. Figure 1 depicts the direct connection between the factors examined.

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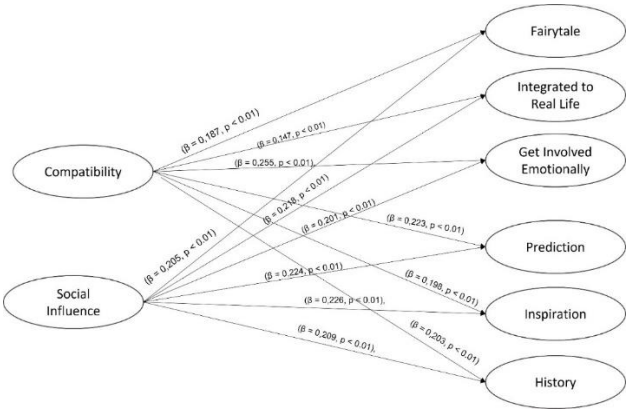

Figure 1. Hypotesis Result

According to this report, storytelling as digital marketing material has reached the highest popularity and cannot be stopped. Compatibility and social impact were the adoption stages that this study found to be most important. Suppose a content innovation can be linked to value, experience, and necessity. In that case, micro-business owners in West Java may desire to use storytelling as an innovation from digital marketing content at the compatibility stage. This is the extent to which micro-entrepreneurs consider innovations consistent with current values (Rogers, 2003). Experience follows compatibility as a type of response to what they embrace. Change agents must recognize that microbusiness owners are potential adopters with various needs. Innovation compatibility demonstrates how well the innovation integrates into the adopter's social environment and adds value (Flight et al., 2011; Jamshidi & Hussin, 2016) to micro-entrepreneurs.

Innovation will be easier to adopt if it fits a person's scheme, needs, or someone's position (Jamshidi & Hussin, 2016; Straub, 2009). Compatibility is vital in examining how micro-entrepreneurs in West Java can adapt previous user experiences with technology (Min et al., 2019). Researchers found that micro-entrepreneurs can overcome past experiences related to costs through each stage of Innovation (Caiazza & Volpe, 2017). If micro-entrepreneurs want to innovate storytelling content at this stage, change agents are needed who can help answer their concerns and uncertainties in the innovations offered (Al-Hadid, 2021).

Even though a new technology or innovation can occasionally be obtained at minimal cost, technology must help micro-entrepreneurs at the social influence stage (Stoneman, 2018). Additionally, innovation is a crucial component of technological advancement, and dissemination is essential for impacting the economy or society (Woo & Magee, 2022). Microbusinesses must innovate, and a facility like Rumah Kreatif BUMN, Bandung, fills one gap. To give microentrepreneurs stability and meaning in social life, the institution forges connections between them and cultural-cognitive, normative, and regulatory aspects (Ma et al., 2019).

In a communal culture where the common aims come before individual ones, the stage of Adoption of social influence becomes a crucial component. (Rogers, 2003; Rogers & Steinfatt, 1999), Where collectivistic cultures such as Korea, China, and Indonesia strongly resent the value placed on individual freedom in adopting an innovation (Rogers, 2003). Researchers ranked the adoption value of digital marketing content in Table 8 of two adoption levels, compatibility, and social influence, because other adoption levels are below 0.

Table 8. Original and Mean Sample

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	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
1. Relative Advantage -> 11. Fairy Tale	0,077	0,068	-0,077	0,204
1. Relative Advantage -> 12. Integrated into Real Life	0,038	0,035	-0,114	0,175
1. Relative Advantage -> 13. Get Involved Emotionally	-0,083	-0,083	-0,238	0,066
1. Relative Advantage -> 14. Mythology	-0,089	-0,079	-0,252	0,084
1. Relative Advantage -> 15. Prediction	-0,027	-0,029	-0,185	0,126
1. Relative Advantage -> 16. Inspiration	-0,017	-0,020	-0,168	0,124
1. Relative Advantage -> 17. History	-0,003	-0,007	-0,155	0,136
2. Compatibility -> 11. Fairy Tale	0,187	0,174	0,033	0,314
2. Compatibility -> 12. Integrated into Real Life	0,147	0,131	-0,008	0,267
2. Compatibility -> 13. Get Involved Emotionally	0,255	0,236	0,087	0,384
2. Compatibility -> 14. Mytology	0,026	0,029	-0,119	0,176
2. Compatibility -> 15. Prediction	0,223	0,206	0,053	0,360
2. Compatibility -> 16. Inspiration	0,198	0,178	0,030	0,327
2. Compatibility -> 17. History	0,203	0,190	0,040	0,338
3. Complexity -> 11. Fairy Tale	-0,160	-0,126	-0,301	0,072
3. Complexity -> 12. Integrated into Real Life	-0,140	-0,110	-0,288	0,086
3. Complexity -> 13. Get Involved Emotionally	-0,169	-0,131	-0,313	0,071
3. Complexity -> 14. Mythology	-0,052	-0,048	-0,205	0,102
3. Complexity -> 15. Prediction	-0,142	-0,116	-0,301	0,090
3. Complexity -> 16. Inspiration	-0,138	-0,104	-0,291	0,086
3. Complexity -> 17. History	-0,156	-0,124	-0,313	0,080
4. Observability -> 11. Fairy Tale	-0,009	-0,004	-0,160	0,147
4. Observability -> 12. Integrated into Real Life	0,009	0,016	-0,144	0,174
4. Observability -> 13. Get Involved Emotionally	0,028	0,026	-0,124	0,170
4. Observability -> 14. Mythology	0,057	0,050	-0,087	0,176
4. Observability -> 15. Prediction	-0,045	-0,032	-0,178	0,117
4. Observability -> 16. Inspiration	-0,033	-0,020	-0,176	0,135
4. Observability -> 17. History	-0,011	-0,011	-0,182	0,167
5. Social Influence -> 11. Fairy Tale	0,205	0,207	0,071	0,337
5. Social Influence -> 12. Integrated into Real Life	0,218	0,217	0,079	0,353
5. Social Influence -> 13. Get Involved Emotionally	0,201	0,200	0,061	0,341
5. Social Influence -> 14. Mytology	0,117	0,118	-0,028	0,258
5. Social Influence -> 15. Prediction	0,224	0,220	0,078	0,361
5. Social Influence -> 16. Inspiration	0,226	0,221	0,078	0,365
5. Social Influence -> 17. History	0,209	0,211	0,065	0,352

The most significant influence of adoption rates at the compatibility stage, sorted from most important to the most minor, is by storytelling indicators with content type: Get involved emotionally (0,255); Prediction (0,223); History (0,203); Inspiration (0,198); Fairy Tale (0,187), Integrated to Real Life (0,147); and Mythology (0,026). Meanwhile, the influence of the adoption rate

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at the social influence stage is sorted from the largest to the smallest by storytelling indicators with the type of content: Inspiration (0,226); Prediction (0,224); Integrated to Real Life (0,218); History (0,209); Fairy Tale (0,205); Get Involved Emotionally (0,201), and Mythology (0,117). This study also demonstrates that, both at the compatibility and social influence stages, microentrepreneurs in West Java, Indonesia, place a low value on the mythology indicator as one of the storytelling materials. For micro-entrepreneurs, mythology must be understood not as a "figment of imagination" but rather as a tale that is intricately integrated into people's lives as the use of myths is still under their capacity of knowledge. The patterns of life and attitudes of human civilization in the past, present, and future (Swaranjali, 2018). can be established and modified utilizing mythology as a point of reference. Microbusiness owners require using mythology to comprehend audience knowledge, collaborative enterprise aspects, and the regional context. For instance, micro-enterprises can blend regional surroundings with global cultures (Nilsson & Zillinger, 2020).

CONCLUSION

Storytelling as a form of digital marketing communication material has gained popularity since it can be used to market the goods of small firms and address consumers' rejection of traditional advertising. Because the human brain is known as the lizard brain and operates in conditional situations when there is a threat, conventional advertising is seen as a threat. (Diamond, 2013). When advertisements occur while watching television, viewers may react as if they were threats by changing the channel. Since storytelling may convey meaning, its use rises as information becomes more widely available (Nilsson & Zillinger, 2020). This situation needs to be changed to qualify as an innovation that calls for adopting storytelling as digital content.

It is essential to go through two primary steps that are considered adequate as a result of this research to make micro-entrepreneurs in West Java innovate on storytelling as digital marketing communication content: (1) Compatibility; at this level, prospective consumers will view innovation as consistent if it can link value, prior knowledge, and necessity (Rogers, 2003). Change agents must possess the ability to persuade micro business owners who are still hesitant to use storytelling and it needs to be convinced (Al-Hadid, 2021); moreover, the Adoption of storytelling as digital content will help their business as a message that can pass through the lizard brain (Diamond, 2013). Additionally, the innovation stage regarded as crucial and impacting its adopters' social lives is called (2) Social Influence (Min et al., 2019). Indonesia is also delighted to receive innovation from the standpoint of unity because it has a shared cultural history (Rogers, 2003). In addition, (2) Social Influence is the stage where innovation is essential and impacts social life for its adopters (Min et al., 2019). Moreover, Indonesia, as a country with a collective cultural background, is pleased to receive innovation from the perspective of togetherness (Rogers, 2003). Thus, storytelling as an innovation of digital marketing content will build relationships together in business, be seen by the surroundings, and be seen as valuable in the social life of micro-entrepreneurs in running their business.

Due to the R square results not meeting acceptable requirements, this study's limitation has yet to fully address the adoption rate of storytelling as digital marketing material. Future studies should investigate the extent to which digital marketing message components are used in other contexts that have yet to be thoroughly examined in a study. West Java is one of the areas having aspects of mythology and cultural stories mixed with stories and tales; yet, culture is viewed as an ambiguous notion when connected to consumer behavior intellectually, practically, and legally (Khan & Dongping, 2017; Soares et al., 2007), This is supported by the study's findings, which show that mythology indicators have little influence. The collective programming of the human mind,

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which tries to separate people according to their individualism and collectivism dimensions, can use cultural factors as content. (Hofstede, 1980; Khan & Dongping, 2017). In other words, businesses from micro-entrepreneurs in West Java can show their product identity and be able to distinguish themselves from competitors from different regions with elements of mythology so that future research can analyze other areas of Indonesia with cultural diversity present from each part that is associated as storytelling content as digital marketing messages and as the development of adoption models.

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