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# **Business Information Needs of Culinary Entrepreneurs in Wonopringgo Village, Pekalongan, Central Java**

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## **Abstract**

Business information, which is generally understood as essential information related to a company's operation, activities and business environment, is fundamental resource for managers. This type of information and communication technology has been practiced by culinary entrepreneurs in Wonopringgo Village, Central Java. There are five categories of defining information needs used by culinary entrepreneurs in operating their business process. There are information on products, product development, training, marketing, and financial information. The purpose of this study was to determine the differences in the level of information needs of culinary entrepreneurs in Wonopringgo Village which have been grouped by type of business. This study uses a mixed approach with an explanatory sequential method. Data was collected through distributing questionnaires, in-depth interviews and observations. The results of this study indicate that the level of information need for culinary entrepreneurs in Wonopringgo Village has differences between types of business. The results also revealed that the level of awareness in group 1 (92.5%) had a higher awareness of the importance of information than group 2 (88.5%) and for the ability of respondents to access information sources, both groups were quite low (4.9 %) and in group 2 of (5.7%).

**Keywords:** *Information need, Business information needs, Culinary entrepreneurs*

## **Introduction**

Humans have a lot of things they consider to be 'needs' in their lives. As a need in general, an effort is needed to satisfy these needs. One of the important needs that must be met by a person is the need for information. Information is an aspect of life that can help humans in making decisions or behavior. Decision making cannot really be done before the information needed by the parties concerned is available.

It is important to provide a definition and description of what is meant by information needs, to ensure that the research focus is understood. Cole (2012) defines the information needs as "*an adaptive human mechanism that drives human to seek out, recognise, and then adapt to changes in their social and physical environments*" or is an adaptive mechanism for the man who encouraged him to find, identify, and then adapt to changes in their social and physical environment. Furthermore, Nicholas and Herman (2009) in their research that focuses on the business sector also add that information needs refer to the information needed for each individual, or is an effort made by individuals to obtain and gain access to that information.

Various business sectors, such as culinary entrepreneurs, of course also need information to support the business activities they undertake, such as in Wonopringgo Village, a village located in Pekalongan, Central Java. When viewed from the Village Population Census Data in 2020, the majority of their livelihoods are culinary entrepreneurs (15.1%) and

casual daily laborers (11.6%). This is reinforced by the declaration of Wonopringgo Village as Nasi Goreng Village with the construction of a monument at the village gate. The construction of the monument is based on the number of Wonopringgo Village residents who are in the profession as fried rice entrepreneurs, as many as 165.

In addition, those who work as entrepreneurs engaged in the culinary sector according to the Village Population Census Data in 2020 have reached 170. Culinary entrepreneurs in Wonopringgo Village are divided into two types of business; Among them are food culinary entrepreneurs (which include fried rice, catering, food stalls, coffee shops) and culinary entrepreneurs who sell a variety of wet and dry cakes (which include traditional snacks, packaged snacks).

This stems from the existence of local cultural traditions in Wonopringgo Village in traditional events such as the tradition of *tahlilan*, *syawalan*, *pengajian*, which requires them to gather and provide a meal in the form of food. The people of Wonopringgo Village believe that the tahlilan tradition is an effort to connect friendships between each others, especially Muslims. Moving on from that, there are many culinary entrepreneurs who have sprung up and depend on this business as their daily livelihood.

Here, it is possible that there is a need for information, especially business information in Wonopringgo Village. Information institutions such as libraries can be used as a means of fulfilling their information needs for business information. The service for business information in this library has previously been running in several libraries. If you take the example of Uncle Sam's country, an example is in Florida, United States. Public libraries provide business information to assist businesses or businesses in the Florida area. This research on services for entrepreneurs was conducted by Franks and Johns (2015) in their article entitled "*Entrepreneur assistance & economic development in Florida Libraries*". In the article it was found that the types of information needed by entrepreneurs are as follows: financial information, skills development or training, competitors, business plan writing, market research, legal forms, business management, assistance e-government and meeting rooms or rooms meeting for discussion.

The findings of Franks and Johns are reinforced by research conducted by Kassim et al. (2016) in Malaysia which reveals that the most common types of information needed for entrepreneurs are information on business opportunities, sources of finance or capital, market trends, business locations, market surveys, sources of raw materials, products, government regulations and policies on business, and competitors. The type of information that is often used to make decisions is information about business opportunities or competitors, followed by finance, suppliers of raw materials for products and technological innovations.

Said, et al (2018) in their research entitled "*Levels of Information Need as Perceived by Women Culinary Entrepreneurs in Depok Municipality, Indonesia*" found that information on types of product information, finance, marketing, product development, and training and their derivatives is the type of information that is very important. needed and very important for culinary entrepreneurs whose research objects have been specified in one gender, namely female culinary entrepreneurs in Depok City.

Based on this research, the implementation of business information services that have been provided by the library has a real impact and role for entrepreneurs who are involved in business activities. However, it is necessary to know in advance and need to be sorted based on the level of business information needs that is needed for culinary entrepreneurs in Wonopringgo Village.

This level of information has been chosen by the researcher based on the results of research that has been obtained from previous studies which form five types of business information needs for food entrepreneurs and are categorized as: product information, training

information, marketing information, financial information and product development information.

This research was conducted as an effort to determine the level of information needs of culinary entrepreneurs in Wonopringgo Village and to find out whether there are differences in the level of need between food culinary entrepreneurs and wet and dry cakes culinary entrepreneurs. The level of information need for business needs to be known before making decisions about what business information services need to be presented at information institutions in Wonopringgo Village such as Perpustakaan Desa CeraH Wonopringgo. Therefore, this makes researchers interested in conducting research on the level of information needs of culinary entrepreneurs.

### **Problems Statement**

Information needs are carried out by everyone to fulfill the knowledge they want, culinary entrepreneurs are no exception. They need information to develop their business such as information related to marketing, capital loans, and so on. To determine the level of information needs of culinary entrepreneurs in carrying out their business processes based on five categories of types of information, namely information on products, product development, training, marketing, and financial information. Moving on from the problems above, the formulation of the problems in this research can be drawn, namely:

1. How high is the level of information needs of culinary entrepreneurs in Wonopringgo Village?
2. How high is the level of information needs of food culinary entrepreneurs?
3. How high is the level of information needed for wet cake and pastry culinary entrepreneurs?
4. Is there a difference in the level of information needs of the food culinary group and the cake and pastry culinary group?
5. What are the differences in the level of information needs of culinary entrepreneurs in Wonopringgo Village?

### **Literature Review**

#### **Business Information Needs**

Needs are generally defined as a necessity that every human being has. According to psychologist Abraham Maslow's theory of needs (1970), the need for information is a manifestation of the need for self-actualization. Maslow's hierarchy of needs is a well-known academic theory in dividing needs into categories such as *deficiency needs* and *being needs*. However, in his hierarchy, Maslow's views are seen as too general by some researchers.

Like humans in general who need information for a variety of different purposes. According to Wilson (2006) information needs originate from basic human needs, namely psychological needs, affective needs, and cognitive needs. Entrepreneurs also need a variety of business information in building or developing their business to be more advanced. Business information is information about the business itself, markets, customers, competitors, and actors as well as other variables in the business environment within a company. The concept of business information is also a fundamental concept for business owners, because usually business owners will make decisions based on the information needs of the business they are living in (Vuori, 2006).

Similar to information needs in general, business information needs are information needs in contexts related to business activities which are elements of

cognition or through thought and affection that describe feelings that "trigger" individuals to find out their information needs regarding the business activities they undertake (Wilson, 2006). Various business sectors that exist certainly require business information with different levels of needs. These differences are determined by the type of business activity being undertaken, the size of the business, the stage of growth and the education level of the business owner (Jarowski, 2012). The diversity of business information needs is categorized into financial and non-financial needs for business activities, such as the results of Feldmann's research (2014).

In recent years, it has become increasingly clear how important small businesses are to the local economy. Therefore, it is very important for entrepreneurs to receive assistance in the form of business information to develop their business. Franks and Johns (2015) in their research on a number of libraries in Florida showed that libraries were able to meet most of the business needs needed by entrepreneurs by providing business information services. The findings from this study indicate that business entrepreneurs need information in the form of financial assistance or assistance, skill development in the form of training, competitors, business plans, and market research, legal forms, business management, assistance *e-government* and meeting rooms.

Information plays such an important role in business. Some of the studies mentioned above focus more on the conditions of developed countries. Developed countries such as the United States of America have tried to create a business information center in an effort to encourage the use of business information and progress in the economic sector. However, these efforts may be less relevant and not representative of the situation in developing countries such as Indonesia.

Mchombu (2000) in his research in Botswana found that business people in the small and medium business sector are rarely aware that they have information needs and even if they dig deeper into their information needs they are rarely known where to look for that information, even though they experience a lack of information. information about their business. Mchombu's findings can be said to have similarities with the situation in Indonesia, because both are developing countries.

### **Culinary Business Information Needs Business**

Information needs for culinary entrepreneurs are divided into needs before starting and when running a culinary business. Furthermore, culinary business information needs are generally divided into five categories, including product information, training, marketing, finance, and product development (Said et al, 2018).

#### **1. Product Information**

Anything that is offered to the market with the aim of attracting attention, being purchased, used, or consumed and can satisfy consumer wants or needs is a general definition of a product according to Kotler, Armstrong & Cunningham (2005). Product information in this study includes pre-production and post-production information. Types of raw materials, availability of raw materials in the market, the nearest market to buy raw materials, variations in recipes and variations in taste are information related to the pre-production process. Meanwhile, post-production information includes variations in form and brand needs or branding.

Product information is everything that has a relationship with the type of raw material, namely the materials needed to be processed into the final form of culinary products. The availability of raw materials in the market includes the availability of sufficient raw materials to produce culinary products adequately or sustainably. Information about the nearest market to get raw

materials is information about the place where the basic materials are sold so that they can be obtained easily. In addition, information on recipe and taste variants is a basic concept to produce varied culinary products that follow consumer trends or tastes.

Other information about the post-production process which includes information about variations in form and the need for branding. In information about variations in shape, it includes information related to the shape of culinary products such as pastries and cakes, which of course makes consumers interested in the uniqueness of these variations. Information about brands or *branding* is also fundamental for some culinary business owners. Such information includes the names of the brands to be sold, symbols, logos, designs to serve as identities or differentiators from other products that have been sold in the market.

According to Kotler & Keller (2016), brand image is the perception and trust of customers, as reflected in associations in consumer memory. In Indonesia, the image of a brand has been reflected in Sari Roti products, which is a company that sells bread and has won the trust of some of its consumers.

## 2. Training Information

Training is a lasting learning experience that will increase the ability to do the work or activities that are undertaken. The definition of training information in this study refers to the definition of training referred to by DeCenzo & Robin (1999). From this understanding, it has its own meaning that having or participating in training can have an impact on increasing one's ability to carry out activities. In culinary terms, what is meant by training is product development training, financial management, product promotion, business management, and self-development for business progress.

Yamit (2003) said that product development training is an effort to create new products and to improve the quality of existing products to meet market demand and consumer tastes. Then, according to Rajagopal (2007) information about financial management refers to how culinary entrepreneurs can use funds and allocate them efficiently. Information about promotion in it refers to the attempt to inform or persuade potential customers to a product with the aim to raise awareness (awareness), create interest (interests), generate sales (sales), or create product loyalty (loyalty) (McCarthy, 1964) . In addition, information about business management is defined by Likert as the way a culinary entrepreneur runs his business in a planned manner. Last one is information about self-development which will later help entrepreneurs to improve their abilities related to the culinary business they are living in.

## 3. Marketing Information

Kotler, Armstrong & Cunningham (2005) mentions marketing is the most important thing in a business. Marketing is also a way of meeting the needs and wants of consumers. In this study, information regarding marketing includes information about the nearest market to sell products, ongoing trends, digital marketing through social media, collaboration or resellers, and the type of courier or transportation to deliver the product.

## 4. Financial Information

In this study, information about finance or financial information is more focused on everything related to business activities in the culinary field which includes information on market prices for products to be sold, prices of raw materials or basic ingredients of products to be sold, prices for other sellers or

prices from competitors's products, information on bookkeeping and information about the cost of obtaining a business license.

Financial recording or bookkeeping in a culinary business is very important. By recording the financial activities that take place in the business being undertaken, it can help MSMEs that need capital from external parties or banks. Financial records that are made carefully can help entrepreneurs to control their business finances, so that the business can be run properly.

#### 5. Product Development Information

In general, product development strategy for company growth by offering modified products or new products to existing market segments is the development of product concepts into physical products in an effort to ensure that product ideas can be transformed into products that can be realized effectively (Kotler and Armstrong, 2008). Product development is a series of processes of changes made to existing products as well as the process of seeking innovation to add value to old goods by converting them into these products. With product development, it means that the company already understands the needs and wants of the market.

### **Research Methods**

This study uses a sequential explanatory mixed methods design, which consists of separate phases. In this design, numerical data obtained through quantitative steps are collected and analyzed first. Meanwhile, the qualitative text data obtained through the interview stage were analyzed later and helped to explain or describe the quantitative results obtained in the first phase. In this study, quantitative data helps identify what information needs are needed. Then, a qualitative multiple case study approach is used to explain why this information is needed, which was tested in the first phase. Therefore, the quantitative data and results will provide an overview of the research problem, meanwhile, the qualitative data and analysis refine and explain the statistical results of the first phase by exploring the views of the participants on the level of information needs of culinary entrepreneurs in depth.

The data collected in the form of primary data and secondary data. Primary data were obtained from distributing questionnaires in the first phase and interviews in the second phase. In the first phase, numerical data was obtained through the distribution of questionnaires which were distributed directly on November 1-14, 2021. The questionnaire was divided into two parts, the first part was a profile of respondents which consisted of 10 questions; name, gender, age, last education, length of business, turnover per month, business income, type of culinary business, number of workers, and places of sale. Then, part two includes 30 questions that are measured using a Likert scale with a value range of 1-5 (5 for strongly agree, 4 for agree, 3 for moderately agree, 2 for disagree, and 1 for strongly disagree). Furthermore, to compare the level of information needs between types of businesses, the existing data were analyzed first using SPSS using a two-way analysis of variance and using a non-parametric test with the Kruskal Wallis test for each type of information.

In this study, analysis was two-way ANOVA used because a lot of information was obtained from the analysis such as: knowing the differences in the information needs of food sellers and sellers of wet and dry cakes as a whole, knowing the differences in information needs based on the type of information, for example differences in information needs about products, training, marketing, finance, and product development as a whole, and knowing the interaction in terms of the interaction between the food seller's information needs about the product is higher than the food seller's information needs about finance or the cake seller's information needs about training.

In addition, to explain the data from the research regarding the types of information in detail, the data were analyzed using simple frequencies (tables and percentages). The number of respondents in each table is converted into percentages and presented in tabular form to make it easier to analyze and interpret information. Cross tabulation is done to find out how the variables affect the subject under study. Comparisons, deductions and conclusions are reached based on the analysis. Cross tabulation is carried out to identify and find out whether there is a correlation or relationship between one variable and another (Ghozali, 2006). The comparisons that have been obtained are then deductions and conclusions are reached based on the analysis.

Then in the second phase, a multiple case study design was carried out (Stake, 1995; Yin, 2003) used to collect and analyze data in the second or qualitative phase. The instrumental plural case aims to illuminate certain problems (Creswell et al., 2018), for example why there are different levels of information needs required by the two types of culinary businesses.

The selection of informants was done by using purposive sampling technique. The informant's criteria for this study were representatives from the two research groups; entrepreneurs aged 20-70 years, know more information than other respondents, and understand the application of business information needs in Wonopringgo Village. Based on the criteria above, four informants were obtained with names that have been disguised as shown in the table below.

**Table 1.** Data of Informant

Informants	Group	Age
Baeti	1	53
Dwi	1	26
Lani	2	68
Widi	2	34

Qualitative data were collected from interviews and observations. Data collection was carried out in the 3rd week of November 2021 directly to the field while still complying with health protocols. Then the data that has been obtained is analyzed using data reduction. From the results of the data reduction analysis, it can be obtained information that is meaningful and makes it easier to draw conclusions.

Therefore, quantitative data and results will provide an overview of the problem in research. Meanwhile, the qualitative data and analysis refines and explains the statistical results of the first phase by exploring the views of research participants regarding business information needs in more depth. The secondary data obtained include: 1) Population Census Data for Wonopringgo Village in 2020; 2) Data on Culinary Entrepreneurs in Wonopringgo Village in 2020.

The target population of this research are culinary entrepreneurs registered in the 2020 Village Population Census Data as many as 170 people. One way to calculate the sample size of a population whose size is known is to use Isaac and Michael's formula, which has been presented in tabular form. The researcher determined the number of samples based on the sample determination table from Isaac and Michael which determined the number of samples based on the error rates of 1%, 5% and 10%. With this table, the researcher took a sample with an error rate of 5% from the population, namely (n = 114). The criteria for selecting participants include: (1) being a culinary entrepreneur domiciled in Wonopringgo Village; (2) over 17 years old (3) are culinary entrepreneurs registered in the 2020 Village Population Census Data (n=170). The breakdown based on the type of their culinary business are: (1) those who are entrepreneurs of wet and dry cakes (traditional snacks, dry snacks, etc.) (n=53); (2) those who become food culinary entrepreneurs (fried rice sellers, food stalls, etc.) (n=61).

## Results

### Demographic Data of Respondents

The respondents in this study were compared with the following demographic characteristics: age, gender, education, number of workers, monthly turnover, business income, place of sale, and length of business. Comparison of demographic characteristics can be seen between the two groups, namely group 1 those who become entrepreneurs of wet and dry cakes and group 2 those who become entrepreneurs of culinary food when seen in table 1 which describes the demographic characteristics of the two groups of respondents with different values.

In general, respondents have the following characteristics: aged between 50 to 59 years, the majority are women, with the latest education in junior high school, are one-of-a-kind businesses, have a turnover of 2,600,000-3,500,000 per month and have experienced a decline in business from last year due to the existence of Covid-19 pandemic has impacted all sectors including the culinary business sector, and this business has been established for 6 to 10 years.

However, when compared between the two groups of respondents there is a significant difference as the first in group 1 (69.57%) aged between 40 to 49 years. While in group 2 (66.67%) aged more than 60 years. Second, the majority of group 1 were women (65.79%) while group 2 was dominated by men (92.11%). Then the third, when viewed from the level of education in group 1, it is very low because the majority are not in school or have attended school but have not completed their education as much as 55.56 percent. Meanwhile in group 2, the majority have completed their last education in junior high school (61.82%). Then the fourth, in group 1 they run their business alone without help from other people or additional workers (53.49%). Meanwhile, group 2 has less than five additional workers in running their business (77.78%). Then the fifth, the turnover that has been obtained per month in group 1 ranges from 1,000,000-2,500,000 (69.57%). Meanwhile in group 2 the monthly turnover is above 3,600,000 (83.33%). Sixth, (50%) from group 1 experienced a decrease in income, this could happen due to the Covid-19 pandemic which led to a decrease in the number of orders for cakes and pastries. Given the situation before the Covid-19 pandemic existed, Wonopringgo Village and the surrounding area often hold events such as tahlilan, recitations, and so on. Meanwhile in group 2, the income from last year tends to be stable or constant (60.61%). This can happen because even though the Covid-19 pandemic is ongoing, the basic need for food is still there. Seventh, in group 1 (56.25%) sell their products online and offline, it is found that there are culinary entrepreneurs of wet and dry cakes who sell their food through social media such as Facebook and WhatsApp, for example in dry snack products on sale of bananas and chips. tempeh. While in group 2 as many as (55.96%) sell their products offline such as opening a food shop or traveling around the village. Finally, the businesses that have been established in group 1 range from 6 to 10 years (58.33%). Meanwhile, businesses that have been established in group 2 have been around for more than 25 years (83.33%).

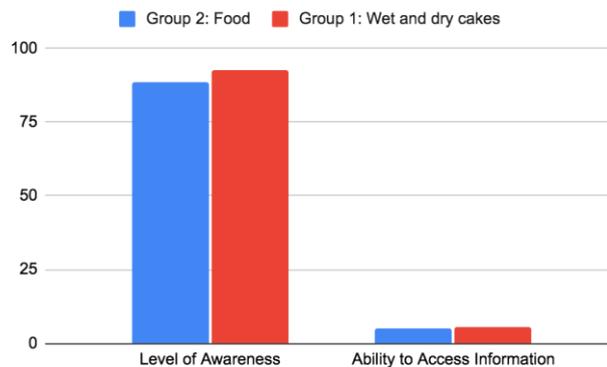
**Table 2.** Respondents Demographic Characteristics (N=170)

Total Percentage of Rows	Group 1: Wet and dry cakes (n=53)	Group 2: Food (n=61)	Total
<b>Age</b>			
20-29 years	50,00%	50,00%	100,00%
30-39 years	43,48%	56,52%	100,00%

40-49 years	69,57%	30,43%	100,00%
50-59 years	41,86%	58,14%	100,00%
> 60 years	33,33%	66,67%	100,00%
<b>Total</b>	<b>46,49%</b>	<b>53,51%</b>	<b>100,00%</b>
<b>Gender</b>			
Male	7,89%	92,11%	100,00%
Female	65,79%	34,21%	100,00%
<b>Grand Total</b>	<b>46,49%</b>	<b>53,51%</b>	<b>100,00%</b>
<b>Education</b>			
Not in school	55,56%	44,44%	100,00%
Primary School	47,83%	52,17%	100,00%
Elementary School	38,18%	61,82%	100,00%
Senior High School	54,17%	45,83%	100,00%
<b>Grand Total</b>	<b>46,49%</b>	<b>53,51%</b>	<b>100,00%</b>
<b>Total manpower</b>			
Individual	53,49%	46,51%	100,00%
<5 orang	22,22%	77,78%	100,00%
<b>Grand Total</b>	<b>46,49%</b>	<b>53,51%</b>	<b>100,00%</b>
<b>Monthly Turnover</b>			
1.000.000-2.500.000	69,57%	30,43%	100,00%
2.600.000-3.500.000	39,39%	60,61%	100,00%
>3.600.000	16,67%	83,33%	100,00%
<b>Grand Total</b>	<b>46,49%</b>	<b>53,51%</b>	<b>100,00%</b>
<b>Monthly Turnover</b>			
Decrease from last year	50,00%	50,00%	100,00%
Same as last year	39,39%	60,61%	100,00%
<b>Grand Total</b>	<b>46,49%</b>	<b>53,51%</b>	<b>100,00%</b>
<b>Place</b>			
Offline	44,04%	55,96%	100,00%
Offline and Online	56,25%	43,75%	100,00%
<b>Grand Total</b>	<b>46,49%</b>	<b>53,51%</b>	<b>100,00%</b>
<b>Established</b>			
1-5 years	41,67%	58,33%	100,00%
6-10 years	58,33%	41,67%	100,00%
11-15 years	55,56%	44,44%	100,00%
16-20 years	44,83%	55,17%	100,00%
21-25 years	43,75%	56,25%	100,00%
> 25 years	16,67%	83,33%	100,00%
<b>Grand Total</b>	<b>46,49%</b>	<b>53,51%</b>	<b>100,00%</b>

Furthermore, the chart shows the level of awareness and ability of respondents to access information. The level of awareness of culinary entrepreneurs in Wonopringgo Village on the importance of information in the two groups will be compared and it can be seen that group 1 (92.5%) has higher awareness of the importance of information than group 2 (88.5%). Then

the respondent's ability to access both sources of information is quite low. In group 1 the ability to access information sources is only (4.9%) and in group 2 it is (5.7%). This is influenced by the low education factor of the research respondents which causes difficulties in finding information about business that is relevant to the needs of each group.

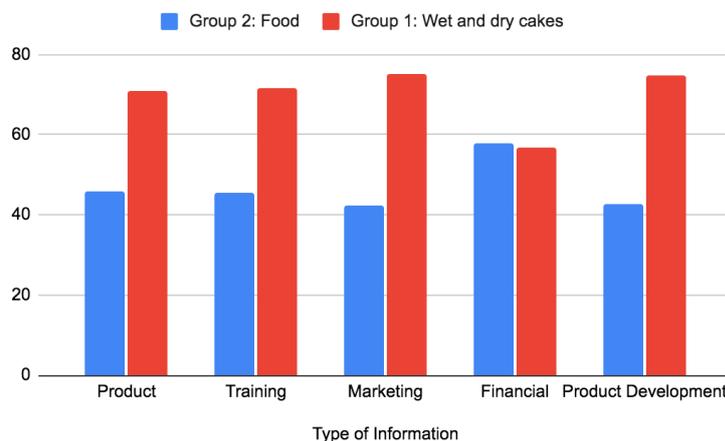


**Figure 1.** Awareness Level and Ability to Access Information

### Level of Information Need

The findings obtained in this study have been identified as the type of information that is considered important for culinary entrepreneurs in Wonopringgo Village, namely the type of information they need in carrying out their culinary business activities. According to culinary entrepreneurs in Wonopringgo Village, the information about the business they get can make their business superior. In this section, the type of information that will be described is divided into two, namely the first between categories to determine the level of types of business information such as product information, training, finance, marketing and product development and the second explains between sub-types of information in one type of information. the five types of information in detail.

#### a. Level of need between types of information



**Figure 2.** Comparison of the level of information needs

The chart above shows the average percentage rating of the information needs of each type of culinary business for each type of information. It can be seen that for product information, wet and dry cake sellers have an average rating of 70.86 while food sellers have an average rating of 45.89. It can be seen that for product information, wet and dry cake sellers have an average rating of 70.86 while food sellers have an average rating of 45.89. For information on training, wet and dry cake sellers have an

average rating of 71.45 while food sellers have an average rating of 45.38. For information on marketing, wet and dry cake sellers have an average rating of 75.02 while food sellers have an average rating of 42.28. For information on product development, wet and dry cake sellers have an average rating of 74.64 while food sellers have an average rating of 42.61. As for financial information, cake sellers and food sellers have almost the same average rating, namely 56.95 and 57.98, respectively.

b. Level of need between sub-types of information

**1. Product Information**

Table 3.1 describes the product information needs in group 1. Most of the culinary entrepreneurs, especially wet and dry cakes in Wonopringgo Village, strongly agree that they need information about recipe variations (70.0%) and product packaging variations (72.3%).

**Table 3.** Product Information Needs in Group 1 (n=53)

No.	Information Needs	Strongly Disagree (%)	Disagree (%)	Moderately Agree (%)	Agree (%)	Strongly Agree (%)
1	Type of raw/basic material	30.2	41.7	20.8	7.3	0
2	Availability of raw/basic materials in the market	36.3	40.2	17.8	4.0	1.7
3	Nearest raw material supplier	37.5	32.3	18.8	9.4	2.1
4	Recipe variations	0	0	2.9	27.1	70.0
5	Product packaging variations	0	0	2.3	25.4	72.3

Based on the results of interviews in the field, they strongly agree that they need information about variations in product packaging.

“What I really need is how to make snack packaging so that it looks more attractive. Since I’m not smart, I just packaged it simply with plastic packaging and makeshift screen printing. I really want that if the packaging is good, it can be sold to souvenir centers or my products can be entered into Alfamart/Indomaret.” (Baeti, November 22, 2021).

From Baeti’s statement, it can be concluded that information about product packaging variations is needed so that their products look attractive to be presented to consumers. This makes the culinary entrepreneurs of wet and dry cakes strongly agree that they need information about variations in product packaging.

On the other hand, based on the type of raw/basic materials (30.2%), the availability of raw/basic materials (36.3%), and the closest basic material supplier (37.5%) according to the survey results and their opinion through interviews stated that they strongly disagreed that they need that information. They assume that they have obtained information about the closest type of basic material supplier.

"For the basic ingredients for my business, I already have a patronize, so it's not proper if you buy it elsewhere." (Dwi, 23 November 2021).

From Dwi's statement, it can be concluded that indeed the information about the closest type of supplier of basic ingredients has been obtained and is not really needed for culinary entrepreneurs of wet cakes and pastries. Then Dwi's statement was supported by Baeti's statement.

"As for the basic ingredients, most of the people here who sell cakes and snacks already have their own customers." (Baeti, November 22, 2021).

Baeti's statement is proof that the majority of cake and pastry entrepreneurs in Wonopringgo Village already have a place they have trusted for years to get the basic ingredients for the products they are going to sell.

Table 3.2 describes the product information needs in group 2. In contrast to the previous group, which requires more information about variations in recipes and product packaging. Group 2, in fact, more strongly agrees that they need information about the availability of raw materials (50.0%) and the nearest supplier of basic materials (43.7%).

Meanwhile, in the variation of recipes for group 2, they strongly disagreed that they needed the information (36.5%) because they considered the recipe for their product to be important and hereditary in nature in order to differentiate them from other food entrepreneurs.

**Table 4.** Product Information Needs in Group 2 (n=61)

No.	Information Needs	Strongly Disagree (%)	Disagree (%)	Moderately Agree (%)	Agree (%)	Strongly Agree (%)
1	Type of raw/basic material	32.3	42.7	18.5	6.5	0
2	Availability of raw/basic materials in the market	0	0	6.2	43.8	50.0
3	Nearest raw material supplier	0	3	18.8	34.5	43.7
4	Recipe variations	36.5	42.8	12.5	6.5	1.7
5	Product packaging variations	20.7	38.5	22.8	13.5	4.5

Based on the results of interviews in the field, they strongly agree that they need information on the availability of raw materials. As can be obtained from interviews with informants.

"If there is information about the availability of raw materials and the nearest supplier of basic materials, I feel very helpful, especially if the information is about raw materials that are sold at low prices." (Lani, November 22, 2021).

From Lani's statement, it proves that he needs information regarding the availability of raw materials and the nearest basic material supplier. Furthermore, Lani's statement was supported by Widi's statement.

"For that, I actually already have a patron. However, sometimes I need information about the availability of raw materials and the nearest supplier of basic ingredients,

especially when the price of chili goes up. So I needed another alternative.” (Widi, November 23, 2021).

Widi's statement proves that even though they already have a place they trust to buy basic ingredients from the products they sell, they actually need information about the availability of raw materials because sometimes the price of raw materials is considered an obstacle for food culinary business groups. Thus, they strongly agree if there is information about the availability of raw materials because they think it can be an alternative place to buy the basic ingredients of the products they are going to sell.

## 2. Training Information

Training information needs in this study were also identified. The two groups in this study have the same needs for training in business financial management, group 1 (73.5%) and group 2 (48.6%).

Both groups also strongly agree that training information on how to promote their products on social media is also important as seen in the percentage results of group 1 (65.2%) and group 2 (43.7%). Expertise in promoting business products on social media during the current Covid-19 pandemic is important for entrepreneurs, including culinary businesses.

**Table 5.** Training Information Needs in Group 1 (n=53)

No.	Information Needs	Strongly Disagree (%)	Disagree (%)	Moderately Agree (%)	Agree (%)	Strongly Agree (%)
1	Training on product development	2.1	9.4	13.5	24.3	50.7
2	Business financial management training	0	0	5.2	21.3	73.5
3	Training to promote products on social media	0	2.5	5.5	26.8	65.2
4	Business management training	41.4	41.6	15.3	1.7	0
5	Self development training	4.5	13.5	20.7	22.8	38.5

**Table 6.** Training Information Needs in Group 2 (n=61)

No.	Information Needs	Strongly Disagree (%)	Disagree (%)	Moderately Agree (%)	Agree (%)	Strongly Agree (%)
1	Training on product development	42.3	39.4	13.5	4.8	0
2	Business financial management training	0	0	9.6	41.8	48.6
3	Training to promote products on social media	0	3.0	18.8	34.5	43.7
4	Business	43.5	32.8	15.5	6.5	1.7

	management training					
5	Self development training	44.7	35.5	14.8	5.0	0

Based on the results of interviews in the field, they strongly agree that they need information on business financial management training, such as from data obtained from informants.

*If there is information on training for managing finances, I totally agree and incidentally I really need it. Sometimes I am confused to think about how my income can be circulated without borrowing from other parties (Dwi, 23 November 2021).*

From Dwi's statement, it can be concluded that he strongly agrees that he needs information on business management training so that the income he earns can be processed efficiently. Then Dwi's statement is supported by Widi's statement.

*Because the business I run is the main source of livelihood for me personally, I need information about managing finances, so that the term is not bigger than a stake. (Widi, November 23, 2021).*

Widi's statement proves that he needs information on financial management training so that the pegs are not bigger than the pillars. Both groups considered that information on training about business financial management needed to be carried out so that the finances in their business could be managed properly, even though the business they were running was in the category of small and medium-sized businesses.

### 3. Marketing Information

Table 7 indicates the results of the need for marketing information in group 1. The entrepreneurs of wet and dry cakes in Wonopringgo Village strongly agree that they need information about digital marketing through social media (58.4%).

**Table 7.** Marketing Information Needs in Group 1 (n=53)

No.	Information Needs	Strongly Disagree (%)	Disagree (%)	Moderately Agree (%)	Agree (%)	Strongly Agree (%)
1	Nearest market to sell products	0	8.6	25.3	29.6	36.5
2	Current trends	8.3	17.8	20.8	23.5	29.6
3	Digital marketing through social media	0	0	11.4	30.2	58.4
4	Collaboration or reseller	3.2	17.7	20.6	25.8	32.7
5	Type of courier or transportation to deliver the product	44.8	35.4	17.7	2.1	0

Based on the results of interviews in the field, they strongly agree that they need digital marketing information through social media, which is shown as statements from informants.

*Some time ago I tried to sell on WhatsApp because there were a lot of orders from there, but most of the ones I bought were my subscriptions. I need information to market. (Baeti, November 23, 2021).*

From Baeti's statement, it can be concluded that he strongly agrees that he needs information on business management training so that he can reach a wider market. Then Baeti's statement is supported by Dwi's statement.

*I haven't tried to market my products digitally or through social media. Incidentally I do not understand and want to know how to market products on social media. Especially in a pandemic like this, we really need information about marketing on social media. (Dwi, 23 November 2021).*

According to statements from the two informants, they need to do information about digital marketing through social media such as Facebook, Instagram and WhatsApp to increase sales during the Covid-19 pandemic. By doing digital marketing through social media, according to them the products they sell will reach a wider market.

Meanwhile, according to data from group 2 which has been described in table 8., they strongly agree that they need marketing information via courier or transportation to deliver the products they sell (72.3%).

**Table 8.** Marketing Information Needs in Group 2 (n=61)

No.	Information Needs	Strongly Disagree (%)	Disagree (%)	Moderately Agree (%)	Agree (%)	Strongly Agree (%)
1	Nearest market to sell products	43.2	27.3	18.2	8.2	3.1
2	Current trends	57.3	35.4	6.3	1	0
3	Digital marketing through social media	0	1	12.5	30.2	56.3
4	Collaboration or reseller	42.7	43.8	8.3	5.2	0
5	Type of courier or transportation to deliver the product	0	0	4.1	23.6	72.3

The results of field interviews indicate that they strongly agree that they need marketing information via courier or transportation to deliver the products they sell, as indicated by statements from informants.

*I need information so that my business can be entered on GoFood or other online transportation applications so that I can sell from home considering limitations of activity because of my age (Lani, 23 November 2021).*

From Lani's statement, it can be concluded that she strongly agrees that she needs marketing information via courier so that she can sell from home. Then Lani's statement was supported by Widi's statement.

*If I could register my sales on the online transportation application, I would find it very helpful. But I don't know how to join. At that time, I tried asking fellow entrepreneurs, but I still don't understand.* (Widi, November 23, 2021).

They need information about how to join or register their food business on platforms such as GoFood, GrabFood, and ShopeeFood. However, because their ability to access sources of information regarding this is limited, they really hope that there is a service that provides complete information about how to register their food business on these various platforms.

#### 4. Financial Information

All information obtained from the data below is the result of the research questions given to the respondents. For information needs regarding finances, both groups have similar needs for bookkeeping in group 1 (53.1%) and group 2 (55.2%). Another similarity lies in the percentage that strongly disagrees with the need for financial information regarding the cost of obtaining a business license (55.2%).

**Table 9.** Financial Information Needs in Group 1 (n=53)

No.	Information Needs	Strongly Disagree (%)	Disagree (%)	Moderately Agree (%)	Agree (%)	Strongly Agree (%)
1	Market price for the product to be sold	44.8	41.7	12.5	1.0	0
2	The price of raw materials or basic ingredients of the products I sell	10.0	42.5	9.4	13.5	23.6
3	Prices of other sellers or prices from competitors's products that I sell	32.3	36.5	18.7	8.4	4.1
4	Bookkeeping	0	0	9.6	37.3	53.1
5	Business license management fee	55.2	37.5	4.2	0	0

**Table 10.** Financial Information Needs in Group 2 (n=61)

No.	Information Needs	Strongly Disagree (%)	Disagree (%)	Moderately Agree (%)	Agree (%)	Strongly Agree (%)
1	Market price for the product to be sold	44.5	43.0	12.5	0	0
2	The price of raw materials or basic ingredients of the products I sell	0	1.0	12.5	56.3	30.2

3	Prices of other sellers or prices from competitors's products that I sell	44.8	35.4	17.7	2.1	0
4	Bookkeeping	0	3.0	11.5	30.3	55.2
5	Business license management fee	55.2	37.5	4.2	0	0

Based on the results of field interviews with informants, they strongly agree that they need information about bookkeeping, as indicated by the following statements from the informants:

*To apply for a loan to the village bank, it is necessary to record the entry and exit of money during the business, at least a monthly financial report. The problem is, I don't know much about bookkeeping and need information about bookkeeping. (Dwi, 23 November 2021).*

From Dwi's statement, it can be concluded that he strongly agrees that he needs bookkeeping information so that he can apply for loans from external parties such as village banks. Then Dwi's statement is supported by Widi's statement.

*For this, I have actually recorded simply my business income. However, I don't know how to do good and correct bookkeeping so that I can apply for assistance from the village bank... (Widi, 23 November 2021).*

According to them, obstacles or obstacles often occur when they want to apply for loans from external parties or banks, namely because of their ignorance of the financial records of the business activities they carry out.

Another similarity lies in their level of disagreement with information regarding the processing of business licenses, as obtained from the following interview results:

*I don't really need a business license, right, because my business is a home-based and small business. So it's not really necessary for that. (Baeti, November 23, 2021).*

They strongly disagreed that they needed information on obtaining a business license because they considered that their business was only home-based production or that they could sell on the roadside or around the village so they did not need any other place that required them to need information about obtaining a business license.

## 5. Product Development Information

The comparison that looks significant between the two research groups lies in group 1 which tends to require more information about product development. If seen from the table below, namely the information needs for product development in group 1, they strongly agree that they need information about product packaging so that the products they sell look more attractive (73.5%). The need for information regarding product development in group 1 looks higher than group 2.

**Table 11.** Product Development Information Needs in Group 1 (n=53)

No.	Information Needs	Strongly Disagree (%)	Disagree (%)	Moderately Agree (%)	Agree (%)	Strongly Agree (%)
1	Management of regulations such as halal certification, IPR registration, etc	0	0	14.5	37.5	48.3
2	Composition of ingredients such as nutritional fact, food hygiene, etc	0	1.0	12.5	56.3	30.2
3	Packaging of the product to make it more presentable	0	0	5.2	21.3	73.5

Meanwhile, group 2 tends to strongly disagree that they need information about product packaging to make it look more attractive (43.1%). Product packaging in group 2 is considered not really necessary because they only want to maintain the original shape of the packaging of the products they sell.

**Table 12.** Product Development Information Needs in Group 2 (n=61)

No.	Information Needs	Strongly Disagree (%)	Disagree (%)	Moderately Agree (%)	Agree (%)	Strongly Agree (%)
1	Management of regulations such as halal certification, IPR registration, etc	35.6	27.8	14.7	9.4	12.5
2	Composition of ingredients such as nutritional fact, food hygiene, etc	42.7	37.5	6.3	5.2	8.3
3	Packaging of the product to make it more presentable	43.1	32.3	5.0	8.1	11.5

## Conclusion

Based on the results of this study, the level of information needs of culinary entrepreneurs in Wonopringgo Village has differences between types of business. This type of business is the main indicator in the grouping of the research subjects, namely the culinary entrepreneurs of wet and dry cakes are grouped into group 1 and food culinary entrepreneurs are grouped into group 2.

The difference is also seen from the number and demographic characteristics of the research respondents. When viewed from various aspects such as age, gender, and level of education, of course there are significant differences between the two groups, such as; group 1 tended to be between 40 and 49 years old. Meanwhile in group 2 over 60 years old, the majority of group 1 are women while group 2 is dominated by men, and the level of education in group 1 is lower than group 2.

The two groups also have different awareness of the importance of information and the ability to access information sources. The level of awareness of culinary entrepreneurs in Wonopringgo Village on the importance of information in the two groups will be compared and it can be seen that group 1 (92.5%) has higher awareness of the importance of information than group 2 (88.5%). Then the respondent's ability to access both sources of information is quite low. In group 1 the ability to access information sources is only (4.9%) and in group 2 it is (5.7%).

The unique finding in this study is that group 1, which is based on the fact that their education level is lower than group 2, is actually more aware that they need information to develop their business. However, due to the low level of education of group 1, the ability to access information sources is lower than group 2. In group 1 the ability to access information sources is only (4.9%) compared to group 2 which has higher ability to access information (5.7%).

Seeing the differences that exist in terms of demographics is also one of the factors causing the different information needs between the two groups. Such as the average rating of the percentage of information needs of the two groups for each type of information.

It can be seen that for product information, group 1 has an average rating of 70.86 while group 2 has an average rating of 45.89. For information on training, group 1 has an average rating of 71.45 while group 2 has an average rating of 45.38. For information on marketing, group 1 has the highest average rating of 75.02 while group 2 has an average rating of 42.28. For information on product development, group 1 has an average rating of 74.64 while group 2 has an average rating of 42.61. However, for financial information, group 1 and group 2 have almost the same average rating, namely 56.95 and 57.98, respectively.

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