

## SELF MARKETING OF ELDERLY-PRENEURS THROUGH SYMBOLIC INTERACTIONISM IN LUMAJANG

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### ABSTRACT

The complexity of the needs requires everyone to work and make the right decisions in meeting the needs in order to ensure an effective and decent life. Self marketing is one of the efforts that can be done by an elderly person to support daily needs. This study aims to determine the meaning of the elderly entrepreneurial activity and to determine the self-marketing pattern of elderly-preneurs in Lumajang. This type of research is a descriptive qualitative research. Determination of informants in the study using purposive sampling method. The data analysis method uses four steps, there are data collection, data condensation, data presentation, and conclusions. This study concludes that there are various meanings of entrepreneurship for elderly including entrepreneurship as a fulfillment of economic needs, as a form of health resilience and as worship. As for the pattern of self-marketing that was found, as an optimization of symbols in influencing consumer behavior, place of business as a support for contrasting social class images, and the linearity of elderly products with local and traditional products. This research is expected to be a reference for science in field of inclusive marketing and as a reference for Government to improve an elderly friendly environment in Lumajang.

**Keywords: Entrepreneur, Elderly, Independent Marketing, Symbolic Interactionism**

### 1. Introduction

Entrepreneurial activity is one of the livelihoods that many people choose to fulfill their economic needs. The difficulty of employment and a challenge for the government as a provider of employment opportunities, the business world is the main option to reduce unemployment and build the people's economy. People's choice to build a business becomes easy to decide, because entrepreneurial activity is an activity that in terms of conditions is not difficult to be fulfilled by business actors from various circles, including the elderly who are entrepreneurs. However, increasing competitiveness among business actors in the current era of globalization is a major challenge for the elderly who are entrepreneurs in marketing their business products. Elderly is someone who has reached the age of 60 years and over (Dahlan and Umrah, 2018: 8). Ideally, someone who has entered old age spends time with their children and grandchildren at home comfortably. As stated by Karni (2019) that ideally at the age of the elderly, individuals spend more time on religious activities, social activities, not doing work

that is in nature to meet the needs of life, gathering together with children and grandchildren, and finding relationships with age groups, so can share stories and not feel lonely. However, not all of the elderly are able to be in the midst of a family, live together with a partner, are able to meet their own needs with their retirement money, and live happily chatting with grandchildren. In total, the elderly in Indonesia in 2019 reached 9.60% or around 25.64 million people from the total population of Indonesia. Meanwhile, the results of the 2020 population census in East Java reached 13.10% of the total population of East Java. The results of the census indicate that in one province, especially East Java, structurally the population is classified as old. In addition, according to data from the Central Statistics Agency, 27.29% of the male elderly population and 33.49% of the female elderly population are active in entrepreneurship in East Java (BPS East Java Province)

These data provide an understandable landscape, that there are many elderlies in their old age who choose to remain valuable by means of entrepreneurship. The elderlies who are still active in doing activities outside the home such as entrepreneurship need more attention. This is based on the character of the elderly who tend to be not as strong as individuals at a young age and have more opportunities and access to a variety of activities. In addition to having a variety of opportunities, entrepreneurs at a young age tend to be healthier and more energetic. Meanwhile, elderly individuals are more susceptible to health problems and do not have many choices in various activities.

There are some research talked about the problems faced by the elderly. Research conducted by Karni (2019) concluded that the problems often faced by the elderly are loneliness because children who work and the elderly are only accompanied by television, no family or children to support them, live alone, and incompatibility with family or children. Izdiha and Kalamika (2018) conducted a study on the age limit in work which said that there were predetermined criteria for working in the industrial sector, including age. When they enter old age, they are considered unable to work anymore. Currently, the global industry is entering the digital era 4.0 which is marked by the rapid movement of various sectors of life, especially the industrial sector towards an all-automatic digital. This is good news for millennials to be more active in picking up opportunities. However, this condition is a difficult challenge for the majority of people who have entered old age. Research on the entrepreneurial model of the elderly has been conducted by Suharti, Iswanti, and Triyanto (2018) which concludes that most of the elderly can still carry out social and economic activities according to their respective abilities. Research related to empowerment and economic aspects of the elderly was conducted by Iswanti (2001) and the results showed that Javanese families, especially *priyayi* families, continued to empower the elderly by providing opportunities to carry out various activities. Priebe and Howell (2014) conclude that the elderly in Indonesia work because of economic factors to meet their basic needs. This can be seen from the proportion of the elderly who work more in the relatively poor group of people. Meanwhile, Giles (2011) explains, the elderly who have pension insurance tend to no longer carry out productive activities. Research from Suharti, Iswanti, and Triyanto (2018) shows that the elderly still have an interest in working, both in the social and economically productive fields such as being administrators of social and religious organizations, opening grocery stalls, making traditional food, making herbal medicine, and opened a salon / bridal makeup, and others. However, based on the results of observations made, it can still be seen that the appearance of the products being sold still looks unattractive, cleanliness still needs to be improved, and business management has not been considered.

Lumajang is chosen as object location of this study because Lumajang is one of city that representing 10 districts/cities in Indonesia of 10 Elderly Heroes SIAP (Spirit Get Complete Vaccination). The impact of the eruption of Mount Semeru is also still a trauma for most Lumajang

residents, especially the elderly who have lost their homes and even family members. Based on the studies that have been done and from the data obtained, the researchers are interested in knowing how the self-marketing pattern of the elderly as entrepreneurs with all the characteristics and limitations to be investigated, this study also uses an approach related to the creation of meaning as an impulse of business interaction action of elderly and see from the perspective of the elderly as a symbol.

## 2. Literature Review

### Self Marketing

Armando (2014) says that self is everything related to himself, including his wife and children, house, work, money, and everything about himself. Self is formed based on experiences of interaction with the environment and will determine how a person communicates with others (Agustiani, 2009; Riswandi, 2013). Marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large (AMA, 2013). Broadly speaking, marketing is a series of transaction processes carried out between sellers and buyers. According to Kotler and Armstrong (2011) marketing is the management of appropriate customer relationships. Thus, marketing is closely related to a person's ability to make efforts to attract other people's interest in him in the context of selling goods or services. Self-marketing is selling one's skills, strengths, knowledge, and abilities to those who need and value them (McNally and Speak, 2003; Montoya and Vandehey, 2003; Roffer, 2002; Shepherd, 2005; Spillane, 2000). Self-marketing is a variety of activities carried out by individuals to make themselves known to the market (Shepherd, 2005).

### Symbolic interactionism

Symbolic interactionism is a theory that has had a major influence on the branch of sociology. This theory is the brainchild of the theorist George Herbert Mead and his book *Mind, Self, and Society* is Mead's single most important work in the symbolic interactionist tradition of thought. The underlying assumption of symbolic interactionism is that people interpret social situations, not just react to them (Mead, 1934). Symbolic interaction examines the meaning that arises from the mutual interaction of individuals in the social environment with other individuals and focuses on the question "which symbols and meanings arise from interactions between humans?" (Aksan, et al: 2009). According to Mead (in Ritzer, 2012: 603) action must recognize 4 basic stages that are interconnected in an action including: impulse, perception, manipulation, and completion. According to Herbert, the thought of symbolic interaction has three premises, there are: first, human behavior is based on the meaning of an object. Second, the meaning of an object results from social interactions in society that are carried out regularly and continuously. Third, along with the development of society, there can be a renewal of the interpretation of the meaning used for the objects it faces (Laksmi, 2017).

### Elderly-Preneur

The elderly in the audience are identical with parents who are weak, helpless, and have many complaints about health (Dahlan and Umrah, 2018:1). In general, the elderly have several biological signs that can be clearly seen in the form of symptoms, as a decline in physical quality, including a) Sagging skin and wrinkled face with permanent signs of fine lines; b) Changes in hair color or gray hair; c) The strength of the teeth begins to weaken and tends to loosen; d) Decreased vision and hearing; e) Easily tired and easy to fall; f) Movement slows down and less agile. In addition to general physical symptoms, the elderly also experience a decline in the quality of cognitive function, including a)

Memory does not work well (forgetfulness); b) Memories of the past are better than things that just happened; and c) Often experiences disorientation to time, place and people.

According to the United Nations, people over the age of 60 in developing countries are categorized as elderly. However, even though there are elderly, there are several stages, namely: Age around 60 – 70 years: Young elderly, Age 75 – 90 years: Elderly, over 90 years old: Older people live long. While in certain countries, the age between 45-60 years is categorized as the early age of the elderly, while the age of 60 years to 90 years is called the elderly period, and over 90 years old is a long-lived elderly (Mahmuda & Jalal, 2021).

Entrepreneurship related to the elderly is included in the category of inclusive entrepreneurship because it is considered less capable due to age (Loretto and White, 2006). An entrepreneur in essence can be said as a leader, in this case it can also be said that an entrepreneur is required to have high confidence in his own abilities, dare to take risks or consequences, have a very strong desire to achieve goals, be flexible and not easy to depend on others (Elliyana and Sulistiyo, 2020: 3). Elderly entrepreneurs are often also referred to as "elderly entrepreneurship". Halabinsky, Potter, and Kautonen (2012) say that entrepreneurship carried out by an elderly person can also bring social and economic benefits not only to the elderly group but also to society. Although elderly entrepreneurs do not necessarily create an innovative business and significantly affect economic growth, they can at least reduce the number of unemployed.

### 3. Method

The type of research used is the type of qualitative-descriptive research using in depth interview as a data compilation method. The data analysis technique in this study is divided into four stages, there are: data collection, condensation data, data display, conclusion: drawing or verification (Miles, Huberman, and Saldana : 2014). The sampling technique in this study used purposive sampling. Taking respondents around Pasar Baru and Alun-alun Lumajang. There are 8 respondent with several criteria that are considered by researchers to support the research objectives, including a) Elderly entrepreneur; b) at least 60 years old; c) having entrepreneur activities in Lumajang.

### 4. Result and Discussion

#### The Meaning of Entrepreneurship for Elderly-preneurs in Lumajang

The elderly with various kinds of experiences and characteristics have always been an attraction and a trigger for many people to find out the meaning of their activities, especially the meaning in activities with their economic activities. Through the data processing process in research activities that have been carried out by elderly researchers as informants, they provide information related to the meaning of entrepreneurship for them, including

#### 1. Entrepreneurship as the fulfillment of the personal economic needs of the elderly

Economic income for everyone has become a general reality as an obligation in meeting the needs of daily life, without exception this also applies to the elderly who are entrepreneurs in Lumajang. Not all the elderly have economic facilities from their families, most of the elderly that the researchers found while running a business gave information that they are entrepreneurs because they do not have a source of income other than the business they are currently engaged in, and they also live far from their children who are already married. Economic facilities from close family are also unlikely to be a definite hope for them, because each family member already has responsibilities and the amount of income cannot be

said to be better. This reality was explained by Mrs. Kartini (Mrs. Kartini, an elderly *kerupuk* seller in Lumajang, in-depth interview 28 May 2022). In addition to the distance between the elderly and several of their children who have moved out of town because they are married, there are other reasons why they are still entrepreneurs, namely because they bear several responsibilities such as taking care of their spouse (husband/wife) who is sick, raising their orphaned grandson (Mbah Endang, an elderly seller of side dishes and snacks in Lumajang, in-depth interview 15 May 2022).

Table 1. Interview with informants

Question	Informant	Answer
How do you give meaning to entrepreneurial activities which have been the main activity?	Mrs. Kartini	I work because to be able to buy rice, to fulfil the basic needs every day. Alhamdulillah
	Mrs. Endang	There are many events at home, ex. birth ceremonies, weddings, deaths, sick people, and many other activities that require money.
Why are you still entrepreneurship at an advanced age?	Mrs. Kartini	My children already have other responsibilities, namely to support their own families. So that I don't become a burden to my children outside the city, as long as I'm healthy I will continue to sell.
	Mrs. Endang	Everyone as long as he is alive his fortune will continue to flow. Where did it come from, from the effort. That's the reason why I'm still working even though I'm this old. Yes, for me, Alhamdulillah, I'm still healthy, many of my friends can't do anything.
	Mrs. Endang	My family inevitably had to accept me to work, because I was the only one who could work. My husband is sick, and my grandson has to go to school. My husband used to be a parking attendant, in an accident there was a mild concussion. So, now at home. But sometimes looking for trash in these areas.

Source: research results (2022)

From the informant's explanation in interpreting his actions in running a business, it shows that there is no other option to earn income other than work, or in this case it is related to entrepreneurship. For the elderly, choosing to continue working is not just a meaning, but is an obligation that focuses on cause and effect situations, if not working, they will burden to buy something to cook and eating, to treat sick families seek, and to raise children and grandchildren. All these needs motivated them to remain valuable in their old age. This is in line with Setyoningrum and Herdawan (2022) who said that entrepreneurship is one way to earn income. Entrepreneurship is an activity to fulfill needs that is in great demand by many parties (Nurfaqih and Fahmi, 2018). So, anyone can become an entrepreneur, including the elderly.

## 2. Entrepreneurship as a form of health quality resilience for the elderly

Physically, the performance of the organ functions of the elderly is certainly not as strong as when they were in their productive age, but with entrepreneurship activities, they believe that even though they are only resilient, they can arouse their passion, which is still strong in carrying out their activities, as explained by Mr. Sukarman with full of enthusiasm (Mr. Sukarman, elderly traveling furniture seller in Lumajang, in-depth interview 5 May 2022).

Table 2. Interview with informant

Question	Answer
How long have you been an entrepreneur?	I forgot it, before Jokowi became President
How do you interpret entrepreneurial activities which have been the main activity?	If I don't work like this, I'm bored at home, many thoughts often make me stressed and sick, by working like this I sometimes forget that I'm old.
Why are you still entrepreneurship at an advanced age?	I'm afraid of stress and illness if I don't work, let alone being unemployed at home without work. If I stop selling, I'm sure I will have a lot of thoughts at home.
What do you know about the benefits of entrepreneurship in old age?	The advantage, with old age I can make a profit in selling it. Instead of me sitting at home doing nothing, my whole body hurts.
What is the attitude of your family towards the choice to remain an entrepreneur in your old age?	At home, I'm the head of the family, my son-in-law works outside the city to support my child, I'm ashamed if I also take my sustenance to my son-in-law, because of that I have to work even though sometimes my family thinks about me when I'm around like this.

Source: research results (2022)

The explanation given by the informant was dominant that feeling bored at home without being busy made them feel a decrease in the quality of their health, because in their daily life they felt less active, and lacked mental function. For the elderly, fear is not being close to their age with death when viewed from the point of view of age, what they are afraid of is the boredom of old age without doing anything that makes them afraid, because they can no longer be like they used to be, and that's what makes them bored in old age. Elderly who remain productive in old age indicate that their life is quality and prosperous and one of the indications of a prosperous individual is the individual with a resilient personality in the process of developing his life (Karni, 2019). The results of this study are also supported by Sari and Nuryoto (2002) who say that mature elderly individuals are able to deal with changes in themselves in an appropriate way according to their age. So, entrepreneurship as a form of health quality resilience for the elderly is the right way

### 3. Entrepreneurship as worship and a means of social morals for the elderly

The majority of the informants from this study are Muslims, and as a Muslim, the elderly always value work as a form of *ibadah* to God.

Table 3. Interview with informant

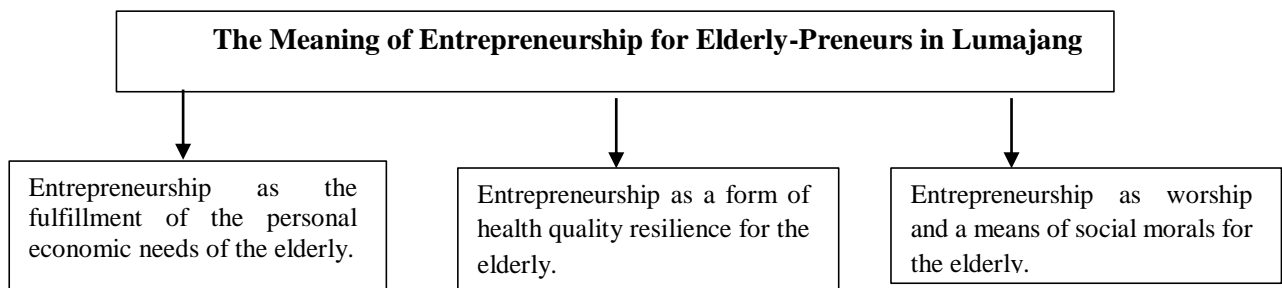
Question	Informant	Answer
How do you interpret entrepreneurial activities which have been the main activity?	Mr. Buang	I work for Ibadah and get money.
	Mr. Hadi	The meaning is the same as Mr. Buang. The only difference is that I've been around for a long time, from before I owned a rickshaw to having my own vehicle now. The head of the family earns a living. If you get a lot, Alhamdulillah, when it's quiet likes Covid, I help out in the fields. Anyway, just try.
What do you know about the benefits of entrepreneurship in old age?	Mr. Buang	To eat everyday, to give my grandchildren if there is more.
	Mr. Hadi	I was directed to provide for the family, I consider it as Ibadah. The advantage is, Alhamdulillah, I can still work to fulfill my needs at home. More or less, Alhamdulillah. By working I can give charity. Even though I have the desire to go to Makkah from this job, until later it is not enough to go to Makkah at least I can give alms with my income.

Source: research results (2022)

As explained by Mr. Buang, who kindly and patiently explained to the researchers (Mr. Buang, an elderly pedicab driver in Lumajang, in-depth interview 1 June 2022). This statement provides another picture related to the meaning of the elderly in their business activities, that not all the elderly are dominant in giving meaning to their business only in terms of fulfilling income. Apart from being a form of worship, entrepreneurial activities carried out by the elderly are also a form of capital for the elderly to realize their social morals for their children and grandchildren. As explained by Mr. Hadi or who is usually called Mbah Wek by his fellow pedicab drivers who always smile when talking to researchers (Mr. Hadi, elderly pedicab driver in Lumajang, in-depth interview 28 May 2022). This explanation provides an affirmation that most of the elderly still have a social moral side which considers that older people have moral decency to give happiness to the younger ones or in this case are children, in the form of material and food which socially becomes a form of social morality that is often done and naturally shown by the elderly to the younger ones. This is in line with Sari and Nuryoto (2002) who say that emotionally mature individuals do not necessarily act based on good and responsible emotional judgments, but rather explain their lifestyles tend to show more mature behavior. In addition, the essence of work is a means to meet spiritual needs, namely to further improve the quality of faith and piety (Wijayanti, 2018).

The following is the meaning of entrepreneurship if it is poured into the picture:

Figure 1. The meaning of entrepreneurship for the elderly-preneurs in Lumajang



Source: research results (2022)

## Self-Marketing Patterns for Elderly-preneurs in Lumajang

### 1. Optimizing symbols in influencing consumer psychology

Symbols in social interaction activities sometimes become more effective in influencing people's feelings. This is especially true for the existence of the elderly in entrepreneurship or work. Elderly is not just a profile of social actors, from another point of view the elderly can be said to be a symbol of limited physical strength and an age period that is approaching death. This factor is well understood by the entrepreneurial elderly, that with the symbols attached to them they optimize it to attract the sympathy of consumers who are not interested in the products they offer to become interested because of the symbols of the elderly.

Table 3. Interview with informant

Question	Answer
Why are you still entrepreneurship at an advanced age?	Because this is my only source of income. If I don't do this, how will my survival be?
Why did you choose this type of business product?	Selling drinking water like this is because it's easy. My eyes aren't very clear now either.
Why did you choose this place?	I move around sometimes at traffic lights while taking shelter under a tree. I chose it because it tastes good to me.
How do you influence people to buy the products offered?	I never influence. Sometimes people buy this drink not because they are thirsty, sorry for me maybe. Because I was often given money.
What do you know about the benefits of entrepreneurship in old age?	I can earn money. That's all I think.

Source: research results (2022)

This was acknowledged by Mr. Asmuni (Mr. Asmuni, elderly mobile drinking water vendor in Lumajang, in-depth interview 10 May 2022). From Mr. Asmuni's confession, it slightly illustrates that the symbol as an elderly influences the psychology of others to enter into feelings that position the other person to feel delusional about the part of him whose status is family. It is from this person's feelings that the elderly benefit by specifying their own symbols to influence others. This result is in line with the research conducted by Josita and Pribadi (2021) which stated that symbolic interaction has an important role in marketing communication planning. Symbolic interactions that occur such as the use of language, regulations, and expectations (Sisyadi and Pribadi, 2020). Symbolic interactions that occur in this study are old, weak, and helpless symbols

### 2. Choosing a place of business to support the contrasting image of social class

The results of an interview with Mr. Man who works as a traveling peanut seller that the determination of the place of business for the elderly also has a big influence in creating a contrasting landscape of social inequality. The elderly run their businesses at moments and situations that dramatize their situation as profiles of individuals who are at a lower social class level than the crowd where the elderly do their business. In terms of determining where to run a business, the elderly always have a tendency to be easily seen by people and the place they hold is always in a place that creates social class contrasts so that the place can dramatize the profile of the elderly through the landscape seen by other people (Mr. Man, an elderly peanuts traveling seller in Lumajang, in-depth interview 28 May 2022).



Table 3. Interview with informant

Question	Answer
Why are you still entrepreneurship at an advanced age?	It is okay. I'm still strong.
Why did you choose this type of business as an entrepreneurial product?	At first, it was because my neighbor was selling peanuts, so I tried to help sell them too.
Why did you choose entrepreneurship in this place?	Usually while going to the bank to buy peanuts from me, sometimes while picking up their children from school. Sometimes I'm just given money by people I don't know, maybe they feel sorry for me.
How do you influence people to buy the products offered?	I usually offer it to people passing around here. If I get permission from the security, I go inside.

Source: research results (2022)

Social class refers to the grouping of similar people in their behavior based on their economic position in the market (Ilham and Hermawati, 2018). This is in line with the 4P's place in the marketing mix (Product, Price, Place, and Promotion). Place or distribution channel is an important element in supporting the optimization of product marketing. This result is also supported by research conducted by Hidayat (2020) which says that location can influence a person's decision to make a purchase. According to Kotler & Armstrong (2016), the place or distribution channel is a set of organizations that are most dependent on each other, which are involved in the process of providing products or services, for use by consumers.

### 3. Linearity of elderly business products with traditional local products

In the patterns explained by the informants, the types of products offered by the elderly contain elements of linearity between age, home environment and also the products they sell. The products offered by the elderly have a tendency to traditional local products. This is relevant to the ability of the elderly who mostly come from the suburbs and their low rate of product renewal.

Table 3. Interview with informant

Question	Answer
Why are you still entrepreneurship at an advanced age?	Because to fulfill daily life at home.
Why did you choose this type of business as an entrepreneurial product?	Because this is all I can make, the ingredients are easy to get. I've been selling for almost 20 years, so I already have a lot of customers.
Why did you choose entrepreneurship in this place?	This market has been around for a long time. My husband used to ride a pedicab here when he was still alive, sometimes helping to lift things. So i already know the people here.

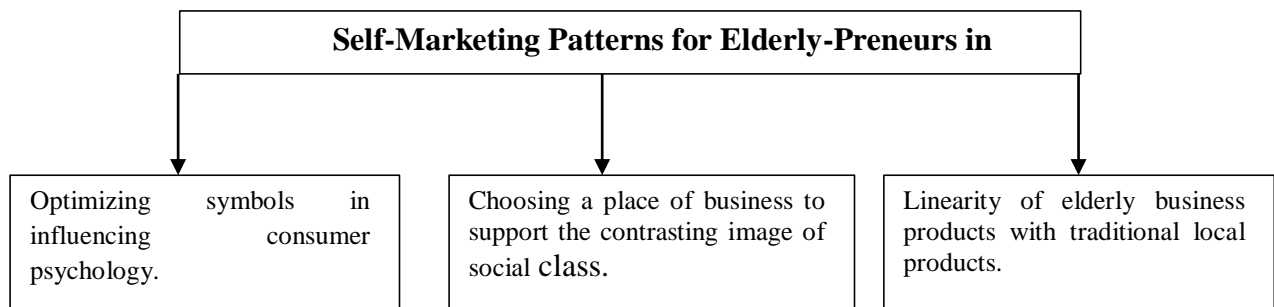
Source: research results (2022)

As explained by Mbah Jum in a friendly manner (Mbah Jum, elderly "Cenil" seller in Lumajang, in-depth interview 2 June 2022). The types of products sold by the elderly often provide benefits for them, especially for potential consumers who are looking for traditional products that they need, both

related to consumer interests due to traditional social events, or those who want to reminisce with traditional snacks. This result is also supported by several studies which state that traditional products are identified with elderly sellers, one of which is indicated as a unique product and comes from recipes passed down from generation to generation. Traditional food is defined as food that shows the characteristics of an area and the values that exist in that area (Aprile et al, 2012). Traditional food is processed based on recipes passed down from generation to generation, the ingredients used come from the local area, and the food produced is also in accordance with the tastes of the local community (Marwanti, 1997). Research conducted by Suharti, Iswanti, and Triyanto (2018) found that elderly people who work in the trade sector mostly carry out their activities in traditional markets by selling local traditional food, traditional household utensils, selling crops picked from rice fields or own farm

The self-marketing patterns of the elderly in entrepreneurship can be outlined in the image below:

Figure 2. Self-Marketing Pattern for Elderly-Preneurs in



Source: Research Results

Symbolic interactionism provides the main idea for attachment to the most basic components of social activity, there are: interactions, symbols, and actions of social actors in building social communication structures. The process of the relationship between interactions, symbols and actions of social actors is an aspect that is an important part in giving birth to a meaning. This provides an explanation that the meaning believed by an individual actor cannot stand alone, but is formed by interactions between individuals and other individuals. In determining the actions of social actors, the impulse aspect as a form of vibration originating from the symbols born by the social actor environment, these impulses provide a stimulus to create perceptions of social actors, these impulses and stimuli intervene in social actors to manipulate the decisions of social actors before deciding an action.

The explanation of the theory provides a landscape for the substance of the content of the results of this study related to the elderly who are entrepreneurs. The elderly as social actors with experience, understand their needs, will symbolize themselves and believe that their decision to act is still valuable by choosing the type of product they are in business. This is the result of the meaning of his specification which consciously needs economic income, fills old age with activities as an effort to get rid of physical weakness in order to stay fit and manifest religious values in the form of building charity. In the symbolic interactionism theory approach, the entrepreneurial elderly, for their consumers and other people in their environment are objects of the form of impulses that have the ability to build stimuli which consequently can interfere with other people which in this theory the effects of impulses, perceptions, manipulations and decisions to act also affect other people and for the benefit of the elderly.

Based on the results of the research that has been obtained, it can also be seen that the role of symbolic interaction is closely related to marketing communication planning. It is undeniable that their

existence indirectly has a magnet for someone to buy the products being sold, whether they are interested in the products being sold or just consumers' compassion for them. In the end, it is recommended to all the elderly in Lumajang, especially business actors, to continue to prioritize health, safety and concern for their own condition by building collaboration, communication with family and relatives so that their activities can be controlled and limited according to their own specifications as the elderly. In addition, for the government, especially through agencies that programmatically have relationships with the elderly and their business activities to be able to facilitate the elderly in their activities to be more scalable, efficient and facilitate access to develop their businesses. Of course, in this case, the role of educational institutions, especially universities, as well as community social empowerment groups can be more innovative and creative in building empowerment programs and partnership programs with the elderly who are active in the business world so that they can develop their businesses and increase their economic welfare, be it in the form of physical containers and virtual containers so that their activities are not only facilitated in the physical environment but also in the virtual environment so that they can benefit from technological developments. This research is expected to be a reference for science in the field of inclusive marketing and as a reference for the Government to improve an elderly friendly environment in Lumajang.

## 5. Conclusion

Departing from the results of research on informants, and refers to the discussion. The results of this research activity can be concluded with an outline that every human action always begins with a process of interpreting the situation, this is a strong impetus for everyone to pursue their desires. This situation also applies to the elderly who are entrepreneurs in Lumajang, interpreting their entrepreneurial activities as an act of fulfilling economic needs, it cannot be separated from the nature of entrepreneurship which aims to earn profit as a process of fulfilling material needs. In addition to meeting economic needs, the elderly interpret their entrepreneurial activities as resilience to ensure health. They believe that by entrepreneurship their physical and cognitive functions work more effectively and avoid lazy and idle activities which they believe can worsen the quality of their health. For the elderly, entrepreneurship is also interpreted as a form of worship to God Almighty, and the results of their efforts that are left over from economic needs are used as a form of social care intended to share fortune with relatives and relatives which is understood as their charity of worship.

The dominant thing they do is to optimize their symbols as elderly individuals, it can be explained that with their characteristics the elderly can influence the psychology of others to sympathize and feel compassion more easily so that they can intervene in the will of others to easily buy their products or give charity to them. In addition to this pattern, the elderly with experience have the ability to find a place to run their business in order to create a contrast of social strata in the environment where they choose so that their business products are more easily sold. The last pattern that is dominantly carried out by the entrepreneurial elderly is to take advantage of their limitations in renewing their types and business products by choosing traditional local products, other than the reason that only raw materials are easily available, indirectly preserving traditional products and creating products that are different from those of the elderly. The average product of modern entrepreneurs, so that the elderly can maintain their type of business with different business characteristics and benefit from products that have nostalgic value with consumers.

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