



Implementation of sustainable business model in mini martabak business innovation

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ABSTRACT

Background: The sustainable business model of mini martabak has emerged as an innovation in the culinary industry that emphasizes sustainable principles to create unique added value and attract wider consumer interest. This study aims to discuss the application of the Sustainable Business Model to the mini martabak business, as well as its impact on local economic development and environmental preservation. **Method:** This study used descriptive qualitative research with a case study approach. This study focuses on an in-depth analysis of the implementation of sustainable business models applied by mini martabak business actors. Data collection techniques include in-depth interviews with business owners, direct observation of operational activities, and documentation studies on relevant business model theories. **Findings:** The results of this study indicate that the use of local raw materials, waste reduction, and the application of environmentally friendly practices in creating added value for consumers. In addition, strategies that prioritize awareness of sustainability have also succeeded in attracting the attention of consumers who care more about the environment. **Conclusion:** This research emphasizes the importance for business actors to continue to innovate and maintain product quality so that sustainable business models can succeed and grow in the long term. **Novelty/Originality of this article:** The study highlights the innovation of applying a sustainable business model to the mini martabak industry, emphasizing environmental awareness and local economic impact as key differentiators.

KEYWORDS: sustainable business model, culinary industry, business innovation.

1. Introduction

In recent years, the Indonesian culinary industry has experienced rapid development, where product innovation is the main key to attracting consumer interest. One of the culinary trends that is increasingly in demand is mini martabak, a variation of the traditional martabak that is smaller in size and comes with a variety of toppings. Mini martabak is not only popular among young consumers, but has also begun to attract the attention of culinary entrepreneurs who want to offer more varied products that suit market tastes. This product is increasingly developing with the presence of creative toppings such as cream, fruits, and ice cream that provide a new taste experience for consumers.

As awareness of the importance of sustainability increases, more and more culinary businesses are starting to adapt the concept of Sustainable Business Model (SBM) in their operations. SBM is an approach that integrates economic, social, and environmental aspects

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in a business strategy to create long-term, balanced and responsible profits. The application of SBM in the culinary industry, including mini martabak businesses, not only focuses on efficiency and profitability, but also considers the impact on the environment and society.

In addition, the global food market is increasingly showing a preference for more environmentally friendly and sustainable products. Consumers are not only looking for good taste, but also products that have a positive impact on environmental and community sustainability (Yulianto & Rahmawati, 2020). For example, in the mini martabak business, various toppings such as cream, fresh fruits, and ice cream are now offered using more environmentally friendly ingredients, such as organic or local ingredients, which reduce the carbon footprint in the production and distribution process.

Business Model as a formal conceptualization of how an organization works and creates value on a regular basis (Nosratabadi et al., 2019). A popular Business Model framework is the Business Model Canvas (BMC). The building blocks in the BMC consist of value propositions that provide an overview of the company from products and services. The BMC is used to analyze business models from a practical perspective that has proven to be a comprehensive approach to business models by covering its nine building blocks that help produce a holistic view and about business models.

Business Model Innovation (BMI) requires changes in corporate strategy that are influenced by external and internal factors, such as technological advances, socio-economic trends, deregulation or decision managers, changes in core components of the Business Model to meet new unmet customer needs, and implementing better ways of offering value to all stakeholders (Berliandika et al., 2022). Companies are required to continue to develop and strengthen their capabilities and innovate business models effectively and timely when there are opportunities or threats. Thus, these efforts will lead to greater competitive advantage based on a redesigned Business Model that is difficult to imitate by incumbents or newcomers (Singh & Kaunert, 2025).

Sustainable Business Model Innovation requires more integrated and reconfigured thinking in several aspects of business such as capabilities, stakeholder relationships, knowledge management, leadership and culture (Sanders & Wood, 2024). Rahman & Sari (2020) reflect sustainable innovation as expected to make real and substantial improvements by developing superior production processes, products and services and by applying strong market influence and social or political influence.

The potential for the development of mini martabak businesses is very large, especially when combined with the implementation of SBM. By using local and environmentally friendly ingredients, mini martabak can be an attractive choice for consumers who care about sustainability. This also opens up opportunities for entrepreneurs to reach a wider market with products that are not only delicious, but also responsible. With a focus on flavor variety, unique presentation, good quality ingredients, and sustainability in the production process, mini martabak can be an attractive choice for various groups. This innovation not only offers a different product, but also provides a new culinary experience, which can increase consumer appeal and help culinary businesses grow in an increasingly competitive market.

Innovation in the culinary industry plays a very important role in maintaining market appeal, especially considering the changing consumer trends that increasingly prioritize sustainability (Chungyalpa & van Rosing, 2025; Comin et al., 2020). As awareness of the environmental impact of food consumption increases, many culinary industry players are striving to not only create new products, but also adopt more environmentally friendly and socially responsible practices. Culinary innovation covers a wide range of aspects, from developing more creative menus to implementing technology to increase the efficiency of food production and distribution.

In the food and beverage industry, SBM has begun to be implemented by several sustainability-oriented business actors (Kumar et al., 2022). For example, restaurants that reduce the use of single-use plastic or choose local and organic raw materials to reduce carbon footprints. The implementation of SBM can create products that are not only of high quality, but also have a positive impact on society and the environment.

One example of significant innovation in the culinary industry is the use of organic and local ingredients. These ingredients not only provide a fresher and more authentic taste, but also contribute to sustainable agricultural practices (Geissdoerfer et al., 2018). By choosing local ingredients, culinary industry players support the local economy and reduce the carbon footprint generated from the distribution of raw materials. In addition, the use of organic ingredients reduces dependence on synthetic chemicals, which are often environmentally damaging.

In a more specific example, innovations in products such as mini martabak show how the culinary industry can adapt to the sustainability trend. For example, the use of natural-based toppings such as organic milk cream, fresh local fruits, and organic ice cream are concrete steps in meeting the needs of consumers who are increasingly aware of the importance of a healthy and sustainable diet. These toppings not only add nutritional value and unique flavors, but also create a more immersive culinary experience for consumers who care about sustainability.

Thus, innovation in the culinary industry is not only about creating delicious and attractive products, but also about how those products are produced and served responsibly (Suryahanjaya et al., 2024). In the future, a successful culinary industry will increasingly depend on the ability to combine creativity in product development with responsibility towards the environment and society. Based on this background, there is a great opportunity for mini martabak businesses to develop their business using the Sustainable Business Model (SBM) concept (Goni & Mardani, 2021). By combining the mini martabak trend with consumer awareness of sustainability, mini martabak businesses can create unique added value and attract wider consumer interest, namely by creating flavor variants that use organic ingredients, this business can also build cooperation with local farmers to obtain fresh and quality raw material supplies (Santoso & Widiastuti, 2023). Thus, mini martabak businesses not only provide benefits for business owners, but also contribute to local economic development and environmental preservation.

The purpose of this writing encompasses several interrelated aspects, aimed at analyzing and providing insights into the implementation of Sustainable Business Models (SBM) in the mini martabak business. SBM in this context refers to business management that not only prioritizes economic profit but also pays attention to social and environmental sustainability. By creating attractive products through unique topping combinations, mini martabak entrepreneurs can attract customers while considering the long-term impact on the environment and society. Additionally, this writing aims to analyze the innovations implemented by mini martabak business actors. These innovations include creating more environmentally friendly and sustainable products through the use of eco-friendly raw materials, efficient energy management, and the application of new technologies in the production process (Nathaniela et al., 2022). Culinary innovation is vital for creating products that are visually and tastefully appealing while supporting sustainability principles (Putri & Nugroho, 2021). Furthermore, this writing provides insight into the relationship between culinary innovation and sustainability. In the context of mini martabak businesses, innovations that focus on sustainability provide economic benefits and positively impact the environment and society, creating a mutually beneficial relationship between the business and its supporting ecosystem.

The purpose of implementing the sustainable model in the mini martabak business is to ensure its long-term sustainability by covering three main aspects: economic, social, and environmental (Geissdoerfer et al., 2018). Economically, the mini martabak business aims to grow stably and profitably over time (Sari & Haryanto, 2023). Socially, it seeks to positively impact the community, such as creating jobs and supporting local welfare. Environmentally, the business aims to reduce its ecological footprint through eco-friendly practices. Efficient resource management, including raw materials, energy, and water, plays a crucial role in implementing SBM. For instance, by utilizing local raw materials that are cost-effective and environmentally friendly and employing technology that reduces energy and water usage, the mini martabak business can be more cost-effective and eco-friendly. Additionally, the business must minimize its environmental impact through better waste

management and the use of environmentally friendly materials. Reducing carbon emissions through energy-efficient technology or renewable energy sources like solar panels or biomass energy is also essential for reducing dependence on non-eco-friendly fossil fuels.

Implementing sustainability principles in the mini martabak business offers short-term and long-term benefits. The use of environmentally friendly packaging and efficient waste management are initial steps. For example, using packaging made from recycled or biodegradable materials and managing waste through recycling or composting can significantly reduce the environmental impact. Moreover, environmentally friendly practices can enhance the brand image of mini martabak businesses, attracting consumers who value sustainability. Integrating sustainability into the business model enhances competitiveness as consumers increasingly seek high-quality and eco-friendly products (Lestari & Nugroho, 2022). Additionally, focusing on sustainability fosters better relationships with local communities and stakeholders. Through corporate social responsibility (CSR) programs, mini martabak businesses can support local welfare and empower the local economy, strengthening customer loyalty and opening opportunities for partnerships.

The significance of this writing lies in its exploration of SBM's implementation in the culinary industry, particularly in mini martabak businesses, highlighting its relevance to business competitiveness in a rapidly evolving market. Amidst intense competition, businesses must innovate to enhance product and service quality while ensuring long-term sustainability. By adopting SBM principles, mini martabak businesses can benefit from sustainability across three dimensions: economic, social, and environmental. Economically, SBM helps businesses achieve greater profits and a stable model resilient to market fluctuations. Efficient resource management and eco-friendly technologies reduce operational costs and enhance long-term profitability. Additionally, economic sustainability through SBM can expand market networks, increase customer loyalty, and attract investment from stakeholders valuing positive social and environmental impact. Socially, SBM strengthens community relations and contributes to Micro, Small, and Medium Enterprises (MSMEs) empowerment, creating sustainable jobs and improving local welfare. Environmentally, SBM ensures responsible operations by using eco-friendly raw materials, reducing carbon footprints, and practicing efficient waste management.

This study contributes to understanding sustainability's importance in the culinary industry, particularly for mini martabak businesses. It emphasizes that sustainability extends beyond business continuity, creating broader positive impacts on society and the environment. By implementing SBM, culinary businesses can generate profits while positively contributing to social and economic development and environmental preservation. This strategic approach supports business sustainability and sets a model for other businesses aiming to operate responsibly and sustainably. Thus, the mini martabak business can enhance its competitive position and ensure long-term success through a comprehensive and sustainable business model.

2. Methods

This study aims to identify and analyze the implementation of sustainable business models, particularly in mini martabak business innovation. A descriptive qualitative method with a case study approach was employed, focusing on an in-depth analysis of sustainable business models applied by mini martabak business actors. The qualitative research approach was chosen because it provides a comprehensive understanding of sustainable business practices within the mini martabak industry. This approach enables researchers to explore various aspects, including strategies, challenges, and innovations implemented in the business.

This study uses descriptive research with a case study method to provide a clear and detailed picture of how sustainable business models are implemented in mini martabak businesses. Through case studies, specific business practices of several mini martabak business actors who have successfully integrated sustainability principles into their

business models are analyzed. The research object is the mini martabak business, focusing on implementing a sustainable business model that emphasizes sustainability principles in economic, social, and environmental aspects.

Data collection in this study was conducted using several techniques. First, in-depth interviews were conducted with mini martabak business owners to gather information about the strategies implemented, challenges faced, and the impact of adopting sustainable business models on their business sustainability. Second, observations were made by directly examining the operations of the mini martabak business, particularly in terms of raw material usage, production processes, and waste management, to understand the application of sustainability principles in daily practices. Third, a documentation study was conducted by reviewing journal articles related to Sustainable Business Model theories, Business Model Canvas theories, Value Proposition Canvas, and other relevant theories to provide a theoretical foundation for the research.

This comprehensive approach allows for a detailed exploration of how sustainable business models are integrated into mini martabak businesses, offering insights into their strategies, operational practices, and the challenges they encounter. The findings of this study are expected to contribute to a better understanding of sustainability in the culinary industry, particularly in small-scale enterprises like mini martabak businesses. Additionally, by analyzing the Business Model Canvas of the mini martabak business, this study provides a structured perspective on how sustainability principles can be effectively incorporated into business models, paving the way for more sustainable practices in the culinary sector.

3. Results and Discussion

3.1 Implementation of SBM in mini martabak business reviewed from economic, social and environmental aspects

A Sustainable Business Model (SBM) is a business concept that emphasizes sustainability in three main aspects: economic, social, and environmental (Mızrak, 2024). In the context of the mini martabak business, implementing SBM focuses on cost efficiency and wise resource management to ensure business continuity that is not only profitable but also beneficial to society and the environment. From an economic perspective, sustainability is achieved through effective cost and resource management. The procurement of raw materials, such as wheat flour, eggs, sugar, and toppings like cream, fruit, and ice cream, plays a crucial role in SBM. To reduce their carbon footprint, mini martabak businesses adopting SBM prioritize local and organic raw materials. For example, sourcing flour from local farmers who practice sustainable agriculture helps minimize high distribution costs while strengthening relationships with local communities. This approach not only supports local economies but also promotes environmentally responsible sourcing practices.

Production management in mini martabak businesses also plays a vital role in implementing SBM. The production process should emphasize energy efficiency, water conservation, and waste reduction. Using efficient and environmentally friendly kitchen equipment is essential for effective production management. For example, energy-efficient ovens and waste management systems that recycle unused materials contribute to environmental sustainability. Additionally, effective production management reduces raw material waste, leading to cost savings and overall operational efficiency. In terms of distribution, SBM requires the use of recyclable or environmentally friendly packaging materials for mini martabak products (Wibowo & Setiawan, 2020). This reduces the negative environmental impact and minimizes packaging costs, demonstrating a commitment to sustainable practices throughout the product lifecycle.

Social aspects are also crucial in SBM implementation within the mini martabak business. SBM positively impacts society by creating jobs and empowering micro, small, and medium enterprises (MSMEs). The growth of the mini martabak business generates employment opportunities across various roles, from production managers to sales staff

and distribution workers. By focusing on economic sustainability, SBM ensures the creation of fair and sustainable jobs, providing local communities with opportunities to participate in the local economy. Furthermore, using local raw materials empowers MSMEs involved in the supply chain, such as farmers, packaging craftsmen, and other raw material producers. This approach not only enhances the local economy but also enables MSMEs to expand and compete in larger markets, fostering sustainable community development and social welfare.

Environmental aspects are equally important in SBM, particularly in selecting environmentally friendly raw materials. In the mini martabak business, SBM is demonstrated through the careful selection of organic ingredients for toppings like fruits and cream. Opting for local seasonal fruits reduces the carbon footprint associated with long-distance transportation. Additionally, choosing milk or cream produced organically using sustainable methods supports environmental sustainability and promotes responsible consumption. Waste management is another critical component of SBM implementation. In the food sector, effective management of food waste and plastic waste is essential. Mini martabak businesses committed to environmental sustainability can adopt efficient waste management systems, such as converting organic waste into compost or using biodegradable packaging materials. These practices not only minimize environmental impact but also support a circular economy, contributing to a more sustainable ecosystem.

The integration of economic, social, and environmental aspects in SBM demonstrates a holistic approach to sustainability in the mini martabak business. By emphasizing cost efficiency, resource management, job creation, MSME empowerment, and environmental stewardship, the mini martabak business achieves profitability while contributing positively to society and the environment. This comprehensive approach not only ensures long-term business success but also enhances brand reputation and customer loyalty. Furthermore, by adopting sustainable practices in procurement, production, distribution, and waste management, mini martabak businesses can effectively respond to consumer demand for environmentally responsible products. This strategic integration of sustainability principles not only strengthens the competitive position of mini martabak businesses but also sets a benchmark for responsible business practices in the food industry.

Martabak product innovation with cream toppings, fruits, and ice cream offers a unique and appealing culinary experience while aligning with the principles of a Sustainable Business Model (SBM). By focusing on sustainability in raw material selection and production processes, mini martabak businesses can enhance their product appeal and contribute positively to environmental and social sustainability. One key element is the use of cream toppings, which provide a rich and delicious taste. In the context of SBM, the diversity of cream flavors, such as vanilla, chocolate, and cheese, can be achieved by utilizing local and organic raw materials. This approach not only enhances product variety but also supports sustainable agriculture. For instance, vanilla cream can be made using organic cow's milk, while cheese can be sourced from local farms that implement sustainable farming systems. The use of local milk or organic products is crucial in SBM implementation, as it supports sustainable agriculture and reduces environmental impact. Collaborating with local farmers ensures that the raw materials used for cream are produced using environmentally friendly methods that do not harm the ecosystem.

Fruit toppings provide a fresh and healthy touch to mini martabak while supporting sustainability goals. In SBM, the selection of local and seasonal fruits is essential to promoting sustainable agriculture and reducing environmental impact. Using locally grown, organic fruits not only minimizes the carbon footprint associated with transportation but also supports the local farming economy. For example, bananas, mangoes, and berries are ideal toppings as they are widely available in local markets and often more affordable than imported fruits. Additionally, choosing seasonal fruits reduces the need for long-term storage and transportation from distant regions, which significantly lowers the carbon footprint. This sustainability practice also enhances the marketing appeal of mini martabak products by emphasizing their environmentally friendly nature.

Ice cream as a topping introduces a unique and exciting flavor dimension to mini martabak. In line with SBM principles, innovation in using local or organic ice cream produced through environmentally friendly processes is crucial. Using ice cream made from local ingredients, such as organic cow's milk or coconut cream, reduces dependence on imported ingredients that require long-distance transportation, thereby decreasing the carbon footprint. Collaborating with local ice cream producers who prioritize sustainability ensures that the product is not only delicious but also environmentally responsible. This approach not only enhances the flavor variety of mini martabak but also strengthens the brand's commitment to sustainability. By emphasizing local sourcing and sustainable production practices, mini martabak businesses can create a unique selling proposition that resonates with environmentally conscious consumers (Setiawan & Hidayati, 2021).

Integrating SBM principles into martabak product innovation not only enhances product appeal but also contributes to sustainability in economic, social, and environmental dimensions. By leveraging local resources, supporting sustainable agriculture, and minimizing the carbon footprint, mini martabak businesses can achieve profitability while making a positive impact on the community and environment. This holistic approach to product innovation not only ensures long-term business success but also enhances brand loyalty by meeting the growing consumer demand for sustainable products. Consequently, the strategic implementation of SBM in martabak product innovation serves as a model for responsible business practices in the food industry, driving growth while fostering environmental and social sustainability.

Table 1. Sustainable business model driving factors

Micro-trend	Drivers of sustainable innovation	Where does it drive innovation in the business model?	Implementation in the mini martabak business
Awareness of health and nutrition	Organic raw materials	Supply chain	Using organic raw Materials for martabak, such as organic flour, offering local fruit topping variants, and local and organic ice cream toppings made from local ingredients such as organic cow's milk and coconut cream.
Environmental concern	Waste reduction	Production process	Using biodegradable or recyclable packaging to reduce plastic waste, such as the use of paper and banana leaves.
Local pride	Local products	Marketing and branding	Building a strong brand by highlighting the use of local ingredients by working with farmers and offering flavors inspired by local tastes.
Digitalization	Information Technology	Marketing and distribution	Leveraging social media to improve customer relationships and promote products
Personalization	Product customization	Products and services	Offers customization options for martabak fillings or toppings, so customers can choose according to their wishes.

3.2 The importance of SBM implementation in mini martabak business

Some of the reasons why implementing a sustainable business model in mini martabak businesses is important include efficient natural resource management. The use of raw materials for mini martabak, such as flour, eggs, oil, and sugar, can have a significant environmental impact, especially if not managed wisely. For example, repeated use of

cooking oil can add to waste, while environmentally unfriendly food products can worsen carbon impacts. Integrating more environmentally friendly raw material sources and implementing efficient waste management can help reduce these impacts. Improving Social Welfare, in a sustainable business model, the social aspect is also very important. Mini martabak entrepreneurs can improve social welfare by ensuring fair working conditions for employees, providing opportunities for local MSMEs to partner as suppliers of raw materials, or even participating in social activities that support the surrounding community.

More environmentally conscious consumer preferences, today's consumers are increasingly aware of the importance of choosing products that are not only quality, but also environmentally and socially responsible. By offering mini martabak products that use local raw materials, environmentally friendly packaging, and sustainable production processes, entrepreneurs can attract consumers who care about sustainability. Regulation and pressure from stakeholders, governments in various countries are increasingly tightening regulations related to environmental management, so that businesses that do not apply the principles of sustainability can face legal and reputational risks. The implementation of a sustainable business model in the mini martabak business will also prepare businesses to face increasingly stringent regulatory challenges.

However, implementing a sustainable business model in a mini martabak business certainly requires careful planning. The challenges faced include higher initial investment to use more environmentally friendly raw materials, more transparent and ethical supply chain management, and adaptation to consumer preferences that may not yet fully realize the importance of sustainability in the culinary industry. Overall, the implementation of a sustainable business model in mini martabak business innovation not only has a positive impact on the environment and society, but can also increase the competitiveness of the business itself. By prioritizing the principle of sustainability, mini martabak businesses can create greater value, both in terms of economy, social, and environment, which will ultimately contribute to long-term business success.

3.3 Obstacles and challenges in implementing SBM in mini martabak business

Implementation of SBM (Sustainable Business System) in culinary businesses such as mini martabak presents various challenges and obstacles that need to be overcome to achieve success. Adopting SBM means that a business does not only focus on financial profit, but also on the social and environmental impacts generated by its operations (Sari & Haryanto, 2023). Some of the challenges faced in implementing SBM include higher production costs for sustainable raw materials, limited consumer understanding of sustainability, and challenges in maintaining consistency of taste and product quality.

First, higher production costs for sustainable raw materials, one of the biggest challenges in implementing SBM is the high cost of more environmentally friendly sustainable raw materials. In the case of mini martabak businesses, the raw materials used to make martabak dough and toppings such as flour, eggs, sugar, and other organic or sustainable ingredients are often more expensive than conventional raw materials. For example, organic wheat flour or eggs from free-range chickens are generally more expensive than similar products produced conventionally.

These higher production costs can result in smaller profit margins, which in turn makes the product price higher than similar products using conventional raw materials (Yulianti & Prasetyo, 2023). In a highly competitive market such as the culinary industry, consumers often prefer products with more affordable prices, even though these products may not have sustainability advantages. This can be an obstacle for mini martabak businesses that want to maintain competitiveness in the market without sacrificing sustainability principles.

In addition, sustainable raw material supplies are often unstable, depending on the season or the availability of local farmers who produce the raw materials. This supply uncertainty can lead to price fluctuations that make production planning more difficult. Businesses that prioritize SBM must think about ways to manage these higher production

costs, such as by increasing operational efficiency, finding more stable suppliers, or building long-term relationships with local raw material producers.

Second, limited consumer understanding of sustainability, despite the global trend towards sustainability and increasing consumer awareness of the environmental and social impacts of the products they purchase, public understanding of the SBM concept is still limited. Many consumers do not fully understand what sustainability means in a culinary context, or even why choosing environmentally friendly products is important. Therefore, one of the main challenges for mini martabak businesses implementing SBM is how to increase consumer understanding and awareness of the importance of choosing environmentally friendly products and supporting the local economy.

Consumer education about SBM and sustainability should be done in an interesting and easy-to-understand way. Mini martabak entrepreneurs can use various communication channels such as social media, advertising, or even directly in stores to provide information to consumers about the benefits of choosing sustainable products, whether in terms of the environment, health, or local economy (He & Ortiz, 2021). In addition, consumers need to be convinced that the slightly higher price for sustainable products is worth the long-term benefits they will get, both for themselves and for the environment. In some cases, consumers may be hesitant to pay more for a product that is considered “eco-friendly” because they are not aware of how the production process and supply chain contribute to sustainability. Therefore, it is important for mini martabak entrepreneurs to provide tangible evidence of their commitment to sustainability, such as through organic certification, transparency in the supply chain, or by showing the story behind the raw materials used. However, this challenge is not without a solution. As public awareness of sustainability issues grows, it is expected that consumers will value products produced with sustainability and local economic principles more. Therefore, entrepreneurs who adopt SBM can reach new markets that are increasingly concerned with these issues.

Third, challenges in maintaining consistency of taste and quality, another challenge that culinary entrepreneurs often face in implementing SBM is maintaining consistency in taste and product quality. The use of sustainable raw materials, especially organic or local ones, can provide variations in the taste and texture of the product. For example, organic flour or other natural raw materials often have slightly different characteristics than conventional raw materials, which can affect the final taste of the mini martabak product.

In addition, the limited supply of raw materials or depending on a particular season can also cause discrepancies in the quality of the products produced. In certain seasons, the quality of raw materials can vary, and this risks affecting the quality of the products sold to consumers. If the quality of the product is inconsistent, this can damage the reputation of the mini martabak business, especially if consumers have high expectations of the products they buy.

To overcome these challenges, mini martabak entrepreneurs must develop a strict quality control system, even when using natural raw materials that are often not uniform. The use of flexible techniques and recipes and training for staff in handling variations in raw materials can help maintain consistency in taste and product quality. In addition, it is important to maintain good relationships with sustainable raw material suppliers to ensure stable supply and maintain quality.

Although these challenges are great, with proper management, consistency of taste and product quality can be maintained. Innovation in the use of sustainable raw materials can also enrich the variety of flavors and provide added value to the products sold. Therefore, mini martabak entrepreneurs who implement SBM must be ready to adapt to existing changes and continue to innovate in maintaining the quality of their products.

3.4. Marketing strategy to support SBM on mini martabak

Marketing strategy plays a very important role in the success of a business venture, including in the culinary business such as mini martabak (Hidayat & Kurniawan, 2021). As public awareness of environmental and sustainability issues increases, it is important for

mini martabak businesses to adopt an approach that supports sustainability principles in every aspect of operations and marketing. In below, the several marketing strategies that can be applied to support sustainability in mini martabak, which will be discussed in more detail in three main sections: a marketing approach that emphasizes sustainability aspects, collaboration with local farmers or suppliers of raw materials that support sustainability, and loyalty programs that support consumer awareness of sustainable products. First, marketing approaches that emphasize sustainability aspects marketing that emphasizes sustainability has become an increasingly popular trend among modern consumers, especially millennials and Gen Z, who are very concerned about environmental issues. Therefore, a marketing approach that emphasizes sustainability can be a major draw to attract consumers who are aware of the environmental impact of their consumption. One way to implement this approach is through the use of eco-friendly branding. Eco-friendly branding, branding is the first element that can communicate a business's commitment to sustainability to consumers. Martabak mini can use a logo or symbol that illustrates a commitment to environmental preservation, such as a recycling symbol, a tree, or a natural image that represents a harmonious relationship between business and the environment. In addition, consistent brand communication with sustainability messages through various marketing channels—whether it's social media, a website, or product packaging—can strengthen the business's image as a responsible company (Kurniawan & Pramudito, 2021).

In addition use of environmentally friendly packaging, packaging is one of the most important elements in building a sustainable brand. In the mini martabak business, choosing environmentally friendly packaging such as biodegradable or recyclable materials can be a major attraction for consumers. This not only shows the company's social responsibility but also addresses consumer concerns about the impact of plastic waste on the environment. Marketing campaigns that raise awareness of environmentally friendly packaging can be an effective strategic step. Highlighting Local and Organic Ingredients

In addition, it is important for mini martabak businesses to highlight the use of local and organic ingredients in their marketing. Ingredients such as flour, eggs, sugar, or chocolate that come from local farmers or producers who support organic farming will have a positive impact on both business sustainability and environmental sustainability. In marketing communications, businesses can promote these ingredients to convey the impression that the products sold are not only delicious, but also support the local economy and reduce the carbon footprint of shipping raw materials from outside the area (Widyastuti & Santoso, 2020).

Second, collaboration with local farmers or raw material suppliers that support sustainability. Collaboration strategies with local farmers or raw material suppliers that support sustainability are important steps in creating an environmentally friendly and economical supply chain. In the context of the mini martabak business, this kind of collaboration is not only beneficial in terms of environmental sustainability, but also helps empower the local economy.

Collaborating with local farmers has many benefits. First, it allows mini martabak entrepreneurs to get fresher and better quality raw materials, because they are directly connected to the producers. Second, by supporting local farmers, mini martabak businesses contribute to local economic development and create a stronger bond between consumers and the products they buy. Additionally, working with farmers who practice sustainable farming principles can help reduce negative impacts on the environment. For example, farmers who use organic farming techniques that avoid chemical pesticides can reduce soil and water pollution, which directly contributes to environmental sustainability. Another example is partnering with Suppliers Committed to Sustainability Suppliers of raw materials such as flour, sugar, and chocolate who are committed to sustainability are also valuable partners. Suppliers who ensure their production processes are environmentally friendly and sustainable can help maintain the image of a mini martabak business as a business with positive values. Therefore, it is very important for entrepreneurs to choose suppliers who not only offer competitive prices but also have policies that support sustainability. This kind of collaboration can also create mutual benefits, where both

farmers, suppliers, and mini martabak entrepreneurs benefit from the improved image and demand of consumers who are increasingly concerned about environmental issues.

Third, loyalty programs that support consumer awareness of sustainable products. One way to increase consumer awareness and loyalty towards sustainable products is to develop loyalty programs that not only benefit customers but also educate them about the importance of sustainability (Prasetyo & Lestari, 2022). It is a rewards program for consumers who participate in sustainability for example, loyalty programs that provide discounts or rewards for consumers who bring their own packaging can be an effective way to encourage environmentally friendly behavior changes. In addition, mini martabak entrepreneurs can offer discounts or additional points for customers who choose not to use plastic bags and choose environmentally friendly packaging.

In addition to giving awards, it is important for mini martabak businesses to educate consumers about environmentally friendly production processes. Through marketing channels such as social media, websites, or even through product packaging, information about how mini martabak is produced using organic raw materials or through processes that do not damage the environment can be conveyed (Kurniawan & Pramudito, 2021). This education will make consumers feel more connected to the products they buy, because they know that they are contributing to environmental sustainability through their consumption choices.

With the development of technology, digital loyalty programs based on applications or websites can be a very effective choice. Loyalty applications can collect consumer behavior data, provide personalized offers, and simultaneously convey messages about the importance of sustainability (Broccardo et al., 2023). For example, through the application, consumers who frequently buy products with environmentally friendly packaging can earn points that can be exchanged for free products or discounts.

In developing a marketing strategy to support SBM in mini martabak, an approach that emphasizes sustainability plays a very crucial role. By combining eco-friendly branding, collaboration with local farmers or sustainable raw material suppliers, and loyalty programs that educate consumers, mini martabak businesses can build strong relationships with consumers who care about sustainability and the environmental impact of their consumption. This approach is not only beneficial for the environment, but also improves the business image, attracts more consumers, and creates a positive social impact.

4. Conclusions

Market is increasingly showing a preference for more environmentally friendly and sustainable products. The potential for the development of mini martabak businesses is very large, especially when combined with the implementation of SBM. By using local and environmentally friendly ingredients, mini martabak can be an attractive choice for consumers who care about sustainability. This innovation not only offers a different product, but also provides a new culinary experience, which can increase consumer appeal and help culinary businesses grow in an increasingly competitive market.

The implementation of SBM in mini martabak businesses presents significant challenges, ranging from higher production costs, limited consumer understanding of sustainability, to difficulties in maintaining consistency of taste and product quality. However, with the right approach and mature strategy, entrepreneurs can overcome these challenges and create a business that is not only profitable, but also sustainable. Therefore, it is important for entrepreneurs to continue to innovate, improve consumer understanding, and maintain product quality, so that the SBM business they run can succeed and grow in the long term.

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Author Contribution

The contributions of each author are explained as follows. First, data analysis, A.A.A. collects relevant data and analyzes the information obtained to ensure the validity of the findings. Second, substantive revisions, E.L.H provides important input in the revision process, helping correct and improve the manuscript before submission. Third, compilation, A.N. was responsible for systematically compiling the content for this research. Fourth, draft preparation, R.O. prepared an initial draft regarding the introduction of this paper and references for this research. Fifth, guidance, Mr. Micki Watulandi provided comprehensive guidance and assistance throughout the research process.

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Ethical Review Board Statement

Not Available

Informed Consent Statement

Informed consent was obtained from all subjects involved in the study. Prior to participating in the study, individuals were provided with detailed information about the aims, methodology, and potential implications of the study. The consent process includes a thorough explanation of each party's rights. This process reassures participants that their contributions are valued and that their perspectives will play an important role.

Data Availability Statement

The data generated and analyzed during this research will be publicly available to serve as a reference for further research related to sustainable business models, especially in the culinary industry. All relevant data that supports the findings of this study will be accessible through a special repository.

Conflicts of Interest

In conducting this research, the author declares that there is no conflict of interest. To maintain transparency, the authors have established clear communication channels between various parties.

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