

THE INFLUENCE OF DIGITAL ADVERTISING AND ATTRACTIVENESS ON THE INTEREST OF FLOATING MARKET MSMEs ACTORS IN SOUTHERN KALIMANTAN

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ABSTRACT

This study aims to analyze the effect of digital advertising and attractiveness on the interest of MSME players in the Floating Market of South Kalimantan. Digital advertising has become a strategic tool in increasing the visibility of MSMEs, especially in the Floating Market which is a local cultural icon. However, the unique traditional appeal of the market remains a dominant factor in maintaining the interest of business actors. This study uses a quantitative approach with multiple linear regression methods to measure the relationship between variables. The results showed that simultaneously, digital advertising and attractiveness have a significant effect on the interest of MSME players. However, partially, only the attractiveness variable has a significant effect, while digital advertising does not show a significant impact. The local cultural attractiveness factor proved to be the dominant variable in motivating entrepreneurs to run their businesses in the South Kalimantan Floating Market.

KEYWORDS Digital Advertising, Attractiveness, MSMEs, Floating Market, South Kalimantan.



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INTRODUCTION

Advertising in Indonesia has undergone a major transformation, starting from simple marketing for local businesses to becoming a key element in the digital landscape. The development of technology and the popularity of social media have enabled advertising to reach a wider audience in a more effective way. Consumers can now access ads anytime through mobile devices, which not only increases brand awareness but also changes their purchasing behavior and preferences. In this context, digital advertising is a strategic tool capable of driving the sustainability of

How to cite: Anas Mahdhori, et al. (2024). The Influence of Digital Advertising and Attractiveness on The Interest of Floating Market MSMEs Actors In Southern Kalimantan. Journal Eduvest. 4(12): 11757-11774
E-ISSN: 2775-3727

micro, small and medium enterprises (MSMEs), including in the South Kalimantan Floating Market.

The Floating Market as a traditional icon of the Banjar community faces great challenges in maintaining its appeal in the modern era. The uniqueness of the market that uses boats as a trading place still attracts tourists, despite having to compete with contemporary markets. The shift to digital advertising is one of the solutions to increase the visibility of MSMEs in Pasar Terapung. This medium allows local merchants to expand market access and attract the attention of tourists, although there are still obstacles such as the lack of supporting infrastructure and adequate information about the destination.

Research shows that digital advertising is not only effective in building brand awareness but also in increasing the sales volume of MSMEs. With attractive visuals and relevant messages, advertising is able to significantly influence consumer purchasing decisions. This provides an opportunity for MSMEs to develop more targeted marketing strategies, including utilizing digital media to build better relationships with customers.

The younger generation is an important actor in adopting digital technology to support the sustainability of floating markets. As future business actors, they have a strategic role in optimizing the use of digital advertising to expand market reach and maintain the uniqueness of local culture. This transformation also opens up opportunities for changes in MSME business models, from conventional systems to more modern and technology-based approaches.

This study aims to analyze the effect of digital advertising and attractiveness on the interest of MSME players in the Floating Market of Lok Baintan and Siring in Banjarmasin City, South Kalimantan, both simultaneously and partially, and identify variables that have a dominant influence. The focus of the research is limited to micro, small and medium enterprises in this area to understand how marketing strategies can support the sustainability of the floating market as a local cultural icon. The research results are expected to provide theoretical benefits by increasing tourist attraction through innovation in advertising science, as well as practical benefits as a reference for similar research in the future.

Literature Review

Digital advertising is a form of marketing that uses digital media such as social media, applications, and blogs to reach consumers widely and quickly (Heidrick & Struggles, 2009 in Wiliana, 2022). With strategies such as creativity in content, selection of the right platform, and customer research, digital advertising not only conveys information but also influences consumer behavior persuasively (Swastha, 2002 in Apilia & Nainggolan, 2021). However, its effectiveness requires proper budget management to avoid spending that is not proportional to the results. Digital advertising is now an important tool for companies to increase product appeal and demand.

Attraction, according to KBBI, is the ability to captivate attention, which contributes significantly to tourism. The Floating Market of Lok Baintan and Siring of Banjarmasin City has a unique attraction through the process of buying and selling on the water using boats, making it a distinctive tourist experience (Utama,

2017 in Tanjung et al., 2022). Law of the Republic of Indonesia No. 10 Year 2009 emphasizes that tourist attractions include uniqueness, beauty, and value that support economic, social, and cultural growth. This uniqueness is a magnet for tourists, which in turn supports the sustainability of traditional markets as part of local cultural identity.

The interest of businesses in the Floating Market reflects their desire to make profits through trade with tourists, while preserving local cultural values (Icek Ajzen, 2006 in Ziana, 2023). According to Law Number 8 Year 1999, business actors include individuals or legal entities that carry out economic activities. This interest is influenced by needs, benefits obtained, and consumer satisfaction (Novianto, 2019 in Subagyo, 2021). With the increasing interest of business actors, it is hoped that trading activities in the Floating Market will remain sustainable and attract the next generation to be involved in preserving the tradition.

Previous research by Damayanti et al. (2023) shows that digital advertising, visual merchandising, and influencer collaboration marketing strategies simultaneously have a positive and significant effect on brand awareness. Using a quantitative approach, the regression analysis results show that the digital advertising variable has a t-count of 5,438 with a significance of 0.000, which confirms its strong influence on brand awareness. Meanwhile, Dewi S.R et al. (2023) found that digital advertising has no significant effect on brand image or purchasing decisions for Ms. Glow products, even though this variable is combined with brand ambassadors. This study underlines the importance of the influence of intervening variables such as brand image in building purchasing decisions through digital advertising.

Research by Putri et al. (2021) and Yudiawan (2022) revealed that promotional attractiveness, ease of use, and security have a significant effect on e-money user interest and consumer purchase intention. Putri et al. asserted that attractive promotions play an important role in driving e-money adoption among university students, while Yudiawan showed that promotion and attractiveness contribute significantly to the purchase intention of micro business consumers in Cawang, with an F-count of 28.803 greater than the F-table of 3.28. In addition, Persulesy et al. (2020) emphasized that attitudes, subjective norms, and behavioral control simultaneously have a significant effect on the interest of MSME actors to prepare financial reports, providing empirical evidence of the factors that encourage financial management of MSMEs in Ambon City. These studies highlight the importance of promotional and behavioral variables in shaping consumer and business interests in various contexts.

Hypothesis

H1: *Digital Advertising* and Attractiveness simultaneously have a significant effect on the interest of Floating Market MSME Players in South Kalimantan.

H2: *Digital Advertising* and Attractiveness have a significant partial effect on the interest of Floating Market MSME Players in South Kalimantan.

H3: Attractiveness has a dominant effect on the interest of Floating Market MSME Actors in South Kalimantan.

RESEARCH METHOD

This study uses a quantitative approach with an observational design to analyze the impact of digital advertising and attractiveness on the interest of MSME players in the Floating Market of Lok Baintan and Siring in Banjarmasin City, South Kalimantan. Data were collected through a structured questionnaire using a Likert scale that measured variable indicators such as information provision, attractiveness, and business interest. The study population included 110 traders, with 86 traders as the sample selected through simple random sampling technique. Data collection was conducted through observation, questionnaires, and documentation, while data analysis was conducted using multiple linear regression to measure the relationship and influence between variables.

The operational definition of variables includes digital advertising, attractiveness, and business interest. Digital advertising is measured through indicators such as providing information, influencing attitudes, creating impressions, and satisfying desires (Heidrick & Struggles, 2009). Attractiveness is measured based on uniqueness, beauty, natural wealth, culture, and tourist attractions (Utama, 2017). Meanwhile, business interest is defined as the desire, readiness, and planning of MSME players in increasing profits through trade. Validity and reliability tests ensure the data collected is accurate and consistent, while classical assumption tests such as normality, multicollinearity, and heteroscedasticity ensure a good regression model.

The research method also involves hypothesis testing using the t-test and F-test to evaluate the partial and simultaneous effects of the independent variables on the dependent variable. The results of the coefficient of determination (R-Squared) analysis are used to measure the extent to which the independent variable is able to explain the dependent variable. Primary data was obtained directly from respondents through questionnaires, while secondary data came from literature and documentation. This research was conducted at the Floating Market of Lok Baintan and Siring in Banjarmasin City, with a research schedule that includes the preparation, data collection, analysis, and report preparation stages during 2024.

Data analysis techniques used the SPSS program to calculate validity, reliability, and other statistical tests. The validity test ensures that the questions in the questionnaire are relevant to the research objectives, while reliability is tested through the Cronbach Alpha method with a threshold of >0.70 . Classical assumption testing was conducted to ensure the absence of problems such as multicollinearity and heteroscedasticity in the regression model. This research also includes partial and simultaneous significant hypothesis testing, which provides insight into how digital advertising and attractiveness variables individually and jointly affect the interest of MSME players.

This study aims to provide theoretical and practical contributions in optimizing digital advertising and attraction strategies to support the sustainability of floating markets. The empirical data obtained can help MSME players understand the role of digital technology in expanding markets and increasing competitiveness. In addition, the results of the study are expected to provide recommendations for policy makers and business actors to utilize the potential of local tourism to encourage economic growth. This research was conducted in a

strategic location with unique local culture, so as to illustrate the relevant context for tourism-based MSME development.

RESULT AND DISCUSSION

Research Results

Respondent Characteristics

1. Number of Respondents

Table 1. Number of Respondents

N Valid	86
Missing	0

Source: Processed by Researchers, 2024

Based on the above Statistical Data Valid (entered) amounted to 86 Respondents, and Missing (missing) amounted to 0. Then the overall tabulation data has been processed in SPSS26.

2. Characteristics by Gender

Table 2. Gender of Respondents

Valid	Total	Percent
Male	23	26.7%
Female	63	73,3%
Total	86	100%

Source: Processed by Researcher, 2024

Based on the gender table, most of the respondents in this study were women, totaling 63 people or 73.3%. while the remaining 23 respondents were male or 26.7%. Based on this tabulation, most floating market business actors in Lok Baintan and Siring Banjarmasin City are women.

3. Characteristics Based on Age of Business Actors

Table 3. Age of Respondents

Valid	Total	Percent
Under 20 years old	1	1,2%
20-25 years old	12	14%
26-30 years old	18	20,9%
31-35 years old	26	30,2%
Above 35 years old	29	33,7%
Total	86	100%

Source: Processed by Researcher, 2024

Based on the Age of Actors table, most of the respondents in this study were over 35 years old, namely 29 people or 33.7%. while the rest are 26 respondents aged 31 - 35 years or 30.2%, 18 respondents aged 26-30 years or 20.9%. 12 respondents aged 20-25 years or 14% and 1 respondent aged under 20 years or 1.2%. Based on this tabulation, the dominant business actors in the floating market of Lok Baintan and Siring, Banjarmasin City, South Kalimantan are above 35 years of age.

4. Characteristics Based on Length of Business

Table 4. Respondents' length of business

Valid	Total	Percent
Under 1 year	3	3.5%
1 - 5 years	22	26.6%
6 - 10 years	26	30.2%
11 years and above	35	40.7%
Total	100	100%

Source: Processed by Researcher, 2024

Based on the Business Period table, most of the respondents in this study had a business period of over 11 years, totaling 35 people or 40.7%. while the remaining 26 respondents had a business period of 6 years - 10 years or 30.2%, 22 respondents with a business period of 1 year - 5 years or 26.6% and 3 respondents with a business period of under 1 year or 3.5%. Based on this tabulation, the dominant business actors in the floating market of Lok Baintan and Siring, Banjarmasin City, South Kalimantan are in the business period for more than 11 years.

5. Characteristics Based on Floating Market Location

Table 5. Floating Market Location

	Total	Percent
Valid Lok Baintan	48	55.8%
Siring Banjarmasin City	38	44.2%
Total	86	100%

Source: Processed by Researcher, 2024

Based on table 4.5, it is known that business respondents in the Lok Baintan Floating Market totaled 48 respondents or 55.8% and business respondents in the Banjarmasin City Siring Floating Market totaled 38 respondents or 44.2%.

6. Results of Respondent Answer Tabulation

Table 6. Respondent Answer Tabulation Data

Variables	Total	Average
Digital Advertising		
Digital advertising information about floating markets in South Kalimantan raises awareness of business opportunities	358	4,16
Digital ads about floating markets in South Kalimantan foster a drive to do business	362	4,21
Digital advertising makes the existence of the floating market in South Kalimantan increasingly recognized by many people	352	4,09
Digital advertising builds a positive image of South Kalimantan's floating market in the eyes of businesses	352	4,09
Digital advertising helps businesses offer their products	340	3,95
Digital advertising is able to create a positive impression of the potential of floating markets in South Kalimantan	359	4,17
Digital advertising meets the wants and information needs of businesses	351	4,08
Digital advertising helps businesses offer their products	350	4,07
Attractiveness		
Diverse products and unique culinary offerings at South Kalimantan's floating market	348	4,05
Floating market in South Kalimantan offers a unique experience of shopping on a traditional boat	359	4,17
Sales at the floating market in South Kalimantan are conducted in the morning with cool natural conditions.	344	4
A calm and peaceful atmosphere, accompanied by stunning natural beauty around the floating market in South Kalimantan	340	3,95
Products sold by floating market businesses in South Kalimantan from local plantations	332	3,86
Abundant availability of natural resources, such as garden produce, freshwater fish, and other natural products around the South Kalimantan floating market	284	3,30

Business actors are important in maintaining the local cultural heritage of floating markets in South Kalimantan	287	3,34
The rich and well-preserved cultural heritage and local traditions of South Kalimantan's floating markets	286	3,33
Culinary tourism activities and cultural festivals that occur in the floating market are factors driving the interest of business actors.	767	3,10
Welcoming tourists with pantun makes a special characteristic for floating market businesses in South Kalimantan.	297	3,45
Business Interest		
I have a strong intention to open a business in the floating market in South Kalimantan.	394	4,58
I have support from my family to start a business on a floating market in South Kalimantan.	380	4,42
I am ready to face challenges and risks in running a business on a floating market in South Kalimantan.	324	3,77
I am willing to learn and develop the skills necessary to run a business on a floating market in South Kalimantan.	370	4,30
I have identified the sources of funding that I will use to support the floating market business in South Kalimantan.	355	4,13
I have established relationships with local farmers to source products to sell at the floating market in South Kalimantan.	325	3,78

Source: Processed by Researcher, 2024

Based on Table 6, it can be seen that there are 3 variables studied, namely Digital Advertising, Attractiveness, and Business Actor Interest. By looking at the average respondent's answer to the Digital Advertising variable with an average value of 4, it means that the tendency is to agree. This indicates that the statement is indeed approved and strongly approved by the respondents. The digital advertising statement about the Floating Market in South Kalimantan fosters encouragement to do business is the statement most chosen by respondents, which amounted to 4.21, with this digital advertisement it will foster encouragement for MSME players because they know the opportunities that will be obtained to do business at the Floating Market. And the lowest average statement is in the statement that digital advertising helps business people offer their products, totaling 3.95, this is because some business respondents do not understand the potential and

effective use of digital advertising, so they hesitate to involve themselves in digital promotion.

In Attractiveness, it shows that the average value is +3, meaning that the tendency of consumers to answer is neutral and agree. This indicates that Attractiveness has an effect in attracting MSME players to make sales at the Floating Market. The statement most chosen by respondents is that the Floating Market in South Kalimantan offers a unique experience, namely shopping on a traditional boat with a total of 4.17. Because it is true that sales at the Lok Baintan Floating market are carried out on traditional boats, this is one of the attractions of the Lok Baintan Floating Market. And the lowest average statement is in the statement of culinary tourism activities and cultural festivals that occur in floating markets being a driving factor in the interest of business actors with a total of 3.10. This is because participation in culinary tourism activities and cultural festivals in floating markets can make competition between traders tighter, so that business actors find it more difficult to highlight their products in the crowd.

In the Interest of Business Actors, it shows that the average value is +4, meaning that the tendency of consumers to answer agrees. This indicates that business actors are interested in running a business in the floating market. The statement I have a strong intention to open a business in the floating market in South Kalimantan is the statement most chosen by the respondents, which amounted to 4.58, indicating that the sellers in the Floating Market on average have a strong intention to do business and the lowest average statement is in the statement I am ready to face challenges and risks in running a business in the floating market in South Kalimantan, namely 3.80. This is because within the scope of the risk of natural disasters, the floating market is located along rivers and is vulnerable to natural disasters such as flooding, business people are worried about this risk and do not feel ready to face it.

Instrument Testing

1. Validity Test

Table 7. Validity Test Results

Variables	Item	r _{count}	r _{tabel}	Description
Digital Advertising (X1)	X1.1	0,850	0.212	Valid
	X1.2	0,841	0.212	Valid
	X1.3	0,846	0.212	Valid
	X1.4	0,752	0.212	Valid
	X1.5	0,801	0.212	Valid
	X1.6	0,854	0.212	Valid
	X1.7	0,854	0.212	Valid
	X1.8	0,749	0.212	Valid
Attractiveness (X2)	X2.1	0,771	0.212	Valid
	X2.2	0,671	0.212	Valid
	X2.3	0,688	0.212	Valid
	X2.4	0,657	0.212	Valid

	X2.5	0,690	0.212	Valid
	X2.6	0,793	0.212	Valid
	X2.7	0,823	0.212	Valid
	X2.8	0,744	0.212	Valid
	X2.9	0,682	0.212	Valid
	X2.10	0,658	0.212	Valid
Business Interest (Y)	Y1	0,707	0.212	Valid
	Y2	0,785	0.212	Valid
	Y3	0,826	0.212	Valid
	Y4	0,844	0.212	Valid
	Y5	0,735	0.212	Valid
	Y6	0,826	0.212	Valid

Source: Processed by Researcher, 2024

A questionnaire is said to be valid if the correlation value for the variable is compared with the r table at $n = 86$ with the formula $df = n-2$ with a significance level of 0.05, so the r table is 0.212.

- If the Pearson Correlation r count > 0.2 with a significance of 0.5% then the data is declared Valid.
- If the test sig. (2-tailed) < 0.05 (alpha) then the data is declared valid.

2. Reliability Test

Table 8. Reliability Test Results

Variables	Cronbach's alpha	Description
X1	0,929	Reliable
X2	0,894	Reliable
Y	0,876	Reliable

Source: Processed by Researcher, 2024

If the Cronbach Alpha coefficient > 0.70 , the question is declared reliable or a construct or variable is declared reliable. Conversely, if the Cronbach Alpha coefficient < 0.70 then the question is declared unreliable.

Classical Assumption Test

1. Normality Test

Table 9. Normality Test Results

	Unstandardized Residual
N	86
Normal Parameters ^{a,b} Mean	.0000000
Std. Deviation	3.36770141
Most extreme Absolute Differences	.074
Positive	.067
Negative	-.074

Test Statistic	.074
Asymp. Sig. (2-tailed) ^c	200 ^d

Source: Processed by Researcher, 2024

Kolmogorov-Smirnov formula with the provision of normally distributed data if Asymp. Sig. (2-tailed) > 0.05. Then the data can be said to be Normal.

Kolmogorov-Smirnov formula with the provision that the data is not normally distributed if Asymp. Sig. (2-tailed) < 0.05. Then the data can be said to be Not Normal.

2. Multicollinearity Test

Table 10. Multicollinearity Test Results

Variables	VIF	Tolerance	Description
Digital Advertising (X1)	1.648	0.607	No multicollinearity
Attractiveness (X2)	1.648	0.607	No multicollinearity

Source: Processed by Researchers, 2024

The regression model is said to be free from multicollinearity if it has a tolerance value for the independent variables of more than 0.1 with VIF less than 10.

3. Heteroscedasticity Test

Table 11. Heteroscedasticity Test Results

Variables	Significant	Description
Digital Advertising (X1)	0.633	No heteroscedasticity
Attractiveness (X2)	0.127	No heteroscedasticity

Source: Processed by Researcher, 2024

1. If the significant value > 0.05 then the data does not occur heteroscedasticity.

2. If the significance value < 0.05 then the data occurs heteroscedasticity.

Conclude that there are no symptoms of heteroscedasticity, because the significance value obtained is greater than 0.05 (95% statistical confidence level or 0.05).

Multiple Linear Regression Test

1. Partial Test (t Test)

Table 12. Partial Test Results (t Test)

Mode	B	Unstandardized coefficients std.error	Standardized coefficients Beta	T	Sig.
(Constant)	19.985	2.528		7.906	<,001

Total_X1	-.059	.096	-.081	-0.613	.542
Total_X2	.189	.067	.376	2.830	.006

Source: Processed by Researchers, 2024

1. If the value of $t_{count} < t_{tabel}$ then H_0 is accepted and H_a is rejected so it can be concluded that partially the independent variable has no significant effect on the dependent variable.

2. If the value of $t_{count} > t_{tabel}$ then H_0 is rejected and H_a is accepted so it can be concluded that partially the independent variable has a significant effect on the dependent variable.

Formula: $(\alpha/2 : n-k-1)$

$(0,05/2 : 86-2-1)$

$(0,025 : 83)$

$t_{Table} = 1.989$

2. Simultaneous Test (F Test)

Table 13. Simultaneous Test Results (F Test)

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	118.875	2	59.438	5.117	.008 ^b
Residuals	964.020	83	11.615		
Total	1082.895	85			

Source: Processed by Researcher, 2024

1. If $F_{count} > F_{table}$, then H_0 is rejected and H_a is accepted so it can be concluded that simultaneously the independent variable has a significant effect on the dependent variable.

2. If $F_{count} < F_{table}$, then H_0 is accepted and H_a is rejected so it can be concluded that simultaneously the independent variable has no significant effect on the dependent variable.

Formula $(k:n-k)$

$(2 : 86 - 2)$

$(2 : 84) (df 2 : 84 F table)$

$F_{table} = 3.11$

3. Determination Coefficient Test

Table 4.14 Test Results of the Coefficient of Determination

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.331 ^a	.110	.088		3.408

Source: Processed by Researcher, 2024

The results of the Model Summary have the use of knowing the relationship between two or more variables in the regression equation. Here what is seen is the R-Square value. The R-Square value in these results shows a value of 0.110 or 11%. This value means that the effect of Digital Advertising (X1), Attractiveness (X2), on business interest (Y) is 11%, the remaining 89% is influenced by other variables outside the model. The terms of the relationship between variables are good or not if the R-Square value is above 50%, it means good, if it is below 50%, it means not good.

Discussion

The Effect of Digital Advertising on Business Interest

Based on the test results, it shows that there is no positive and significant influence between *Digital Advertising* (X1) on the interest of Floating Market business actors in South Kalimantan (Y).

Based on the results of partial calculations in table 4.12, the effect of *Digital Advertising* on the interest of floating market business actors obtained t count of -0.613 with a significance level of 0.542. Because the value of t count < t table 1.989 and the significance value is greater than 0.1, it can be concluded that the *Digital Advertising* variable has no significant effect on the interest of floating market business actors in South Kalimantan.

The results of this study are in line with (Dewi S.R et al., 2023) in his research entitled "The influence of Brand Ambassador and Digital Advertising on purchasing decisions with brand image as an intervening variable on Ms. Glow skincare products. Where it can be concluded that the Digital Advertising Variable has no significant effect on purchasing decisions through brand image in the skincare field.

The survey results consider several factors that make the occurrence of insignificance / no effect between *Digital Advertising* variables on the interest of Floating Market business actors in South Kalimantan. Among others:

- Limited Digital Access: limited access to or adoption of digital technology in the area, resulting in ineffective digital marketing efforts. Businesses rely more on conventional or direct marketing channels due to limited digital infrastructure.
- Priorities and Preferences of Businesses: Businesses in the floating market sell their merchandise using a jukung canoe, which is a small boat that is run using human power. And almost all floating market traders are people who are arguably no longer young (elderly) as evidenced by the respondent data in the age table, where they have very little knowledge in the field of social media so that not a few of them think the local way is more effective to offer their wares on boats that have become local wisdom from generation to generation.

The Effect of Attractiveness on the Interest of Business Actors

Based on the test results, it shows that there is a positive and significant influence between Attractiveness (X2) on the interest of Floating Market business actors in South Kalimantan (Y).

Based on the partial calculation results in table 4.12, the effect of Attractiveness on the interest of Floating Market business actors obtained t count of 2.830 with a significance level of 0.006. Because the value of t count > t table 1.989 and the significance value is smaller than 0.1, it can be concluded that the variable Attractiveness has a significant influence on the interest of Floating Market business actors in South Kalimantan. From the answers to the questionnaires filled in by respondents, Floating Market business actors in South Kalimantan consider Attractiveness very important, especially in order to maintain the heritage passed down from ancestors and as a characteristic of traditional floating markets in South Kalimantan.

According to (Tanjung et al., n.d.) Attraction is everything that has uniqueness, convenience, and value in the form of diversity, natural wealth, culture and man-made products that are the target or visit of tourists.

The results of this study are in line with (Yudiawan, 2022) in his research entitled "The Effect of Attractiveness and Promotion on Consumer Purchase Interest". Where it can be concluded that the variable attractiveness has a significant effect on consumer buying interest.

Attractiveness plays an important role in influencing the interest of Floating Market businesses in South Kalimantan, showcasing the uniqueness of local culture and traditions that appeal to businesses. The existence of a floating market on a river reflects the daily life of the community and offers an authentic experience for tourists and visitors. The appeal of this uniqueness can motivate businesses to engage in businesses related to the Floating Market in South Kalimantan.

The Effect of *Digital Advertising* and Attractiveness on the Interest of Business Actors

Based on the calculation results in table 4.13 simultaneously (simultaneously) the effect of *Digital Advertising* (X1) and Attractiveness (X2) on the Interest of Business Actors (Y) obtained F count of 5,117 with a significance level of 0.008. Because the value of F count > F table 3.11 and the significance value is smaller than 0.1, it can be concluded that the variables of *Digital Advertising* and Attractiveness simultaneously have a significant influence on the Interest of Floating Market Business Actors in South Kalimantan.

According to Heidrick & Struggles (2009) in (Michael, 2020) digital advertising uses the development of technology and the digital world to conduct promotions or advertising that is not heralded directly, but has a very influential effect. And attractiveness according to (Tanjung et.al, 2022) is everything that has uniqueness, convenience, and value in the form of diversity, natural wealth, culture and man-made products that are the target or visit of tourists.

The results of this study are in line with research (Persulesy, 2020) in his research entitled "Analysis of the Influence of Attitudes, Subjective Norms and Behavioral Control on the Interest of MSME Actors to Compile Financial Statements". Where it can be concluded that all independent variables in this study have a significant effect simultaneously.

CONCLUSION

The results showed that the variables of digital advertising and attractiveness jointly had a positive and significant effect on the interest of MSME players in the South Kalimantan Floating Market. However, partially, only the attractiveness variable has a significant effect, while digital advertising does not show a significant impact on business owners' interest. Attractiveness proves to be the dominant variable with a higher beta coefficient value, indicating that the unique elements and local culture of the Floating Market are more attractive to MSME players to run their business.

Based on these findings, MSME players in the Floating Market are expected to continue to maintain and preserve local cultural heritage to maintain the attractiveness of the floating market as a tourist destination. Proposals to increase attractiveness include organizing cultural festivals, art performances, cooking competitions, and craft workshops that can increase visitor enthusiasm. Future research is expected to explore the factors of community needs that influence interest in maintaining the sustainability of the Floating Market, so that this market remains a traditional icon typical of South Kalimantan.

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