



# MSMEs go digital: Marketing assistance for batik tulis products through e-commerce


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ARTICLE INFO	ABSTRACT
<p><b>Article history</b>            Received: 2023-05-15            Revised: 2023-05-19            Accepted: 2023-05-22            Published: 2023-06-20</p> <p><b>Keywords</b>            Digitalization            MSME            Product branding</p>	<p><i>The use of conventional marketing methods has a negative impact on the marketing of MSME Batik Tulis Mugissae products in Ngentakrejo Village. This is the background for Universitas Muhammadiyah Yogyakarta to carry out a community service program with the aim of assisting the marketing of digital based Batik Tulis MSME products. The mentoring implementation method is carried out in four stages, including: the stages of preparation, implementation, monitoring and evaluation and follow up plans. The results of the implementation provide assistance and education in strengthening understanding of digital based marketing. The preparatory stage is carried out through FGDs to produce a mature concept. The implementation phase is carried out by providing assistance in the form of product photos as MSME product branding, strengthening understanding of the use, marketing and promotion of Batik Tulis products through E-Commerce.</i></p>
<p><b>Kata kunci</b>            Branding produk            Digitalisasi            UMKM</p>	<p>Penggunaan metode pemasaran konvensional berdampak negatif terhadap pemasaran produk UMKM Batik Tulis Mugissae di Desa Ngentakrejo. Hal ini yang menjadi latar belakang Universitas Muhammadiyah Yogyakarta (UMY) melaksanakan program pengabdian dengan tujuan mendampingi pemasaran produk UMKM batik tulis berbasis digital. Metode pelaksanaan pendampingan dilakukan secara empat tahapan, meliputi: tahapan persiapan, implementasi, monitoring dan evaluasi dan rencana tindak lanjut. Hasil pelaksanaan memberikan pendampingan dan edukasi dalam memperkuat pemahaman pemasaran berbasis digital. Tahap persiapan dilakukan melalui FGD untuk menghasilkan konsep yang matang. Tahap implementasi dilakukan dengan memberikan pendampingan berupa foto produk sebagai branding produk UMKM, penguatan pemahaman terhadap penggunaan, pemasaran dan promosi produk batik tulis melalui E-Commerce.</p> <p style="text-align: right;">Copyright © 2023, Nugroho et al.            This is an open access article under the <a href="#">CC-BY-SA</a> license</p> <div style="text-align: right;">  </div>

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## INTRODUCTION

The creative industry plays role which influential in economy Indonesia. According to Ministry Cooperative and MSMe, amount industry creative in Indonesia will grow become 64,19 million on 2021, And share product domestic gross (GDP) become 61.97 percent or Rp 8,6 trillion (Modal, 2021). The existence of the Covid-19 pandemic has had a negative impact on the decreased income of MSMEs and other creative industry players. This problem is caused by a series of policies issued by the government to limit people's social interactions (Oktaviani et al., 2022). Of course, this policy has direct implications for MSME actors who market their products conventionally or through direct interaction with buyers. This is the main factor in the decline in the income of MSMEs and creative industries because they cannot market their products (Noviani Hanum & Sinarasri, 2018).

Nevertheless, the outbreak of the Covid-19 pandemic has directly affected the transformation of MSME marketing methods from conventional to digital. This digital-based product marketing is intended to revive the MSME economy

which has been dimmed after the pandemic outbreak (Setyorini et al., 2019). The benefits obtained from marketing digital-based products include easier market access because there is no need to interact directly but it is done online, wider market access, makes it easier to do product branding so that it makes it easier to interact directly with customers. However, the challenge in implementing digital-based product marketing is growing understanding of MSMEs in operating technology (Imam Pamungkas Walton & Nurmandi, 2021). Not a few MSMEs are still stuttering about technology which in turn influences the use of technology in marketing MSME products (Nurwidodo et al., 2023).

One of these problems was identified in a number of MSME actors in Padukuhan Mirisewu, Ngentakkrejo Village, Kulon Progo Regency, Special Region of Yogyakarta (Hanim et al., 2022). It has been identified that one of the potential MSMEs most affected by the Covid-19 pandemic is the creative industry engaged in hand-drawn batik. Padukuhan Mirisewu has unique and distinctive written batik, with different patterns and colors depending on the motifs and manufacturing techniques (Board, 2021). One of these types of batik is batik eight which is also a typical Kulon Progo written batik. Batik eight has a pattern in the shape of the number eight, which is considered to have a deep philosophical meaning in Javanese culture (Anggraeni et al., 2021). The pattern on batik eight usually consists of two connected circles, which symbolize the unity and harmony of the universe (Apriliani, 2018).

Nevertheless, problems such as product marketing which was constrained by the Covid-19 Pandemic had a negative impact on decreasing the income of hand-drawn batik MSMEs in Padukuhan Mirisewu. Not a few batik MSMEs do not realize that branding can help businesses increase product value and expand the market (Lestari et al., 2021). As a result, many of the batik products produced do not have strong brands and find it difficult to compete with better-known batik brands (Fitriana, 2017). Another problem faced by batik SMEs related to product branding is the lack of access to a wider market. Many batik MSMEs can only sell their products in the local market and find it difficult to market their products online or internationally (Perdana et al., 2021). This makes it difficult for local batik products to compete with imported batik products or products from better known batik brands (Putri, 2019). Assistance and collaboration are needed from various parties to re-grow the economy of hand-drawn batik MSMEs in Padukuhan Mirisewu through product branding and digital-based marketing through e-commerce (Octavina & Rita, 2021).

This problem is the background for Universitas Muhammadiyah Yogyakarta (UMY) to contribute and collaborate with MSMEs in Padukuhan Mirisewu to restore marketing through assistance with MSME product branding. Product branding assistance was chosen as a way to regenerate the MSME economy by providing strengthening understanding to MSME actors, especially regarding digital-based product marketing (Della Monika et al., 2022). This problem was factored in by the identification of problems with MSME actors who had not utilized technology in marketing their products. In addition to strengthening understanding, this program is carried out to assist MSME actors in marketing MSME products through E-Commerce and social media (Sya'diyah, 2020). This is intended to create wider market access for MSMEs in marketing their products.

The implementation of this service program aims to re-grow the economy of batik tulis MSMEs, which were affected after the Covid-19 pandemic. The application of digitalization in marketing batik tulis products are considered to help and facilitate MSME actors in branding, promoting and marketing. So, product marketing reach is not only in a smaller scope; more than that, it can access a broader market. Implementing this mentoring program is an effort to improve people's welfare, one of which is expanding employment opportunities and employment. In addition, empowering MSMEs is UMY's effort to achieve SDGs number one, namely alleviating poverty and number eight, namely ensuring livelihoods and economic growth.

## METHOD

This service method uses the ABCD (*Asset Based Community Development*) approach model. The ABCD approach is a community empowerment model by prioritizing the use of assets and potential owned by the community or community who are empowerment partners (Maulana, 2019). The potential in question is in the form of creative economic potential that exists in this service partner, namely hand-drawn batik at Padukuhan Mirisewu, Ngentakrejo Village, Kulon Progo Regency, Special Region of Yogyakarta which will be developed to become a medium for sustainable economic improvement. Then, the implementation method for the Community Service Program will be divided into 4 stages, namely preparation, implementation, and program evaluation (Idah & Pinilih, 2020). These stages are sorted based on the problems that must be resolved immediately and the time management for implementing the most feasible stages. The following are the stages of implementing the service program activities that will be carried out:



Figure 2. Service Program Implementation Flow

### Preparation phase

This section begins with discussion and coordination of the finalization of the activity implementation plan, which is intended to mature concepts and understanding between members. Next, a *focus group discussion (FGD)* will be held between the implementation team and the beneficiary partner group, namely hand-drawn batik. This is done to equate each perception or a particular issue or topic, so that later it will give birth to a mutual agreement.

### Implementation Stage

At this stage it begins with the deployment of the community service team to the location of the program partners, namely the MSME group in Ngentakrejo Padukuhan. Then, in the implementation of this program there are 2 main focuses that will be carried out in this service. First, assistance in creating a logo design product (Prasetyo & Nugroho, 2022). This activity will later involve a team of experts in the field of graphic design in assisting with the creation of these designs so that later they can produce designs that suit your needs. Second, assisting the use of digital media in branding MSME products (Syafutra et al., 2022). This activity is carried out through intensive assistance in utilizing e-commerce media and social media that have the potential and according to needs so that it can assist in branding the product (Triatmanto et al., 2021). In addition, technical guidance and intensive training will also be carried out in terms of digital product branding so that it can encourage community economic development in a sustainable manner through product branding that is carried out widely and optimally (Diningrat et al., 2017).

### Monitoring and Evaluation Stage

The implementation of the monitoring and evaluation phase will be carried out in two ways, namely internal and external. Implementation of internal monitoring and evaluation will be carried out as a form of monitoring the activity of the service team in carrying out their duties and responsibilities while participating in this series of Community Service Program activities (Octavina & Rita, 2021). Then for external monitoring and evaluation, it will be carried out to find out the role and involvement of partners in participating in this series of Community Service Program activities (Afa et al., 2022). The results of the monitoring and evaluation that have been carried out will later be used as an effort to make improvements to the next program (Rahman Safitra et al., 2021).

### Follow up plan

Seeing that there is such a big chance for sustainability, it is necessary to make an effort to guarantee the follow-up of the existence. After carrying out a series of activities above as well as a form of maintaining the sustainability of the program, a follow-up plan was carried out (Widadi et al., 2022). During its preparation, the RTL will be compiled in the form of digital documents according to the needs and agreements between the team and partners (Luaylik et al., 2022).

## RESULTS AND DISCUSSION

### Preparation phase

This section begins with discussion and coordination of the finalization of the activity implementation plan, which is intended to mature concepts and understanding between members. Next, a *focus group discussion (FGD)* will be held between Muhammadiyah University of Yogyakarta (UMY) and MSMEs, namely hand-drawn batik. This is done to equate each perception or a particular issue or topic, so that later it will give birth to a mutual agreement. The Yogyakarta Muhammadiyah University (UMY) Community Service Team has held a product digitization branding socialization with resource person Reezky Pradata SIP as Head of Digital Marketing Gurulnovatif.id and Digital Content Creator.

Making product branding for batik SMEs cannot be done haphazardly. There are several preparatory stages that must be carried out so that product branding can be carried out properly (Handayani, 2018). The first stage is to determine the target market and find out the characteristics of consumers who will be the target market, also batik SMEs must pay attention to the marketing strategy that will be used. Marketing can be done through social media, websites, or also by participating in batik exhibitions held by the government or the private sector (Cinthya et al., 2020). It is very important to determine the value to be conveyed through the product brand to be made. The next stage is to determine product positioning. An example of a product from eight batiks can be seen in Figure 2.

Product positioning must be able to differentiate batik products from other batik brands, so as to provide added value to consumers. Batik SMEs must also determine the value to be conveyed through the product brand. The value conveyed must be related to product quality, affordable prices, and also the uniqueness of batik products (Dewi, 2018). The next stage is to determine the name of the batik product and create a unique and attractive logo. This batik MSME has had a name since the 1990s, namely Manggala Batik which was renamed Mugissae which means "Mugi sae" in Javanese means "good luck" or "hopefully always good". This term is often used as a prayer or a good wish. It is hoped that this Mugissae batik will become the best batik. By carrying out the mature preparation stages, it is hoped that the branding of batik UMKM products can be carried out properly and have a positive impact on the development of the batik UMKM business (Magvira et al., 2023).

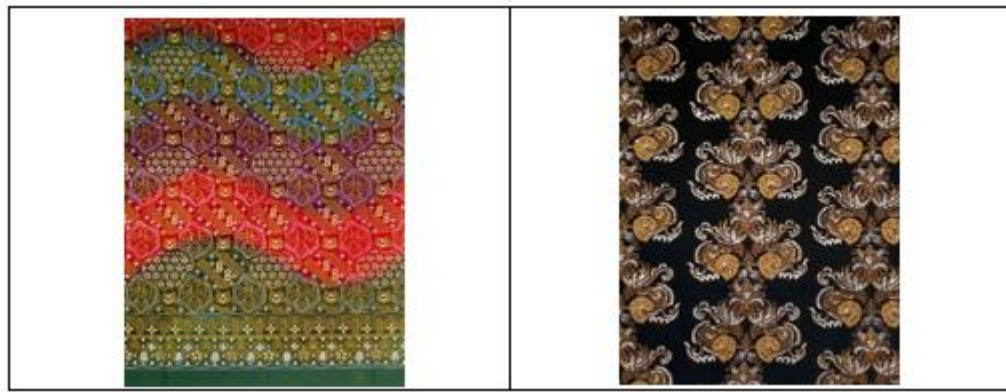


Figure 2. Examples of Batik Tulis and Stamped Batik with Eight Typical Kulon Progo Motifs

### Implementation Stage

At this stage it begins with the deployment of the community service team to the location of the program partners, namely the MSME group at Padukuhan Ngentakrejo Mugissae Batik. Then, in the implementation of this program there is a main focus that will be carried out in this service. Assistance in the use of digital media in branding MSME products. This activity is carried out through intensive assistance in utilizing e-commerce media and social media that have the potential and according to needs so that it can assist in branding the product. In addition, technical guidance and intensive training will also be carried out in terms of digital product branding so that it can encourage community economic development in a sustainable manner through product branding that is carried out widely and optimally (Bulqiyah & Sukarno, 2022).

The first stage, according (Wibowo, 2020) to the implementation of product branding through social media, is to create a professional and consistent social media account, namely Instagram "@mugissaebatik" with 166 followers and 239 posts. The Yogyakarta Muhammadiyah University (UMY) service team also educated that batik MSMEs must pay attention to profile appearance, product photos and posted content in order to attract consumer interest. Batik SMEs must also actively interact with their followers and maintain the quality of the content so that it remains relevant and interesting (Suwarno & Pramono, 2020). The next stage is optimizing the use of social media features to promote product brands and increase *engagement* with consumers. For example, the live streaming feature and Instagram stories can be used to provide real-time information about batik products and MSMEs batik activities.

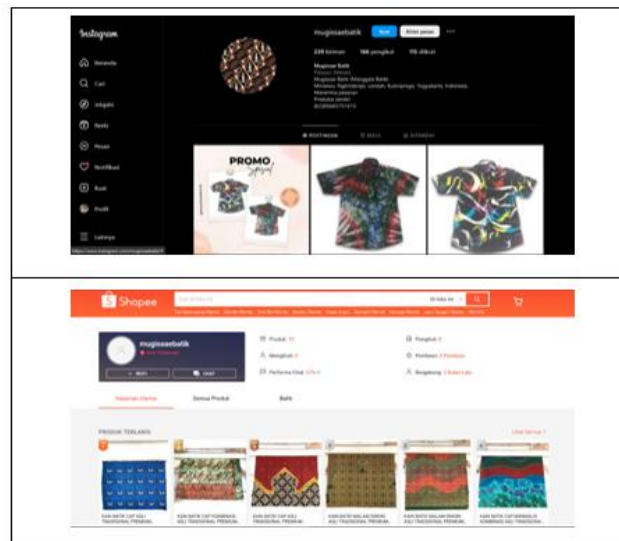


Figure 3. E-Commerce of Written Batik Products

Apart from social media, the Yogyakarta Muhammadiyah University (UMY) service team also assists in marketing their products through marketplaces or e-commerce platforms such as creating e-commerce Shopee for the implementation of professional and user-friendly product branding that can be accessed by anyone at any time. The first step is to create a Shopee account with the name "mugissaebatik", as well as accompanying photos of attractive and *eye-catching batik products* which can provide complete information about prices and batik products being sold, as well as being able to take advantage of the promotional and discount features provided by the marketplace to increase sales product (Artanto et al., 2021). By properly implementing product branding through social media and e-commerce, it is hoped that batik MSMEs can significantly increase brand awareness and product sales (Pratama, 2020).

### Monitoring and Evaluation Stage

The implementation of the monitoring and evaluation phase will be carried out in two ways, namely internal and external. Implementation of internal monitoring and evaluation will be carried out as a form of monitoring the activity of the service team in carrying out their duties and responsibilities while participating in this series of Community Service Program activities (Nawang Sari, 2017). Then for external monitoring and evaluation, it will be carried out to find out the role and involvement of partners in participating in this series of Community Service Program activities. The results of the monitoring and evaluation that have been carried out will later be used as an effort to make improvements to the next program. This stage is very important to do to ensure product branding goes well and is in accordance with predetermined goals. The first stage in monitoring and evaluation is monitoring the performance of Instagram social media and Shopee e-commerce used.

Batik MSMEs must monitor the number of followers, *engagement*, and product sales that occur through Instagram and Shopee. This can be done using the analytical and statistical features provided by the platform. Furthermore, batik MSMEs can evaluate content that has been posted on Instagram and Shopee. Evaluation is carried out to find out which content is most in demand and has a positive effect on product sales (Apriliyani, 2018). In addition, evaluation can also help batik MSMEs to improve content that is not successful or less attractive to consumers. The final stage in monitoring and evaluation is to make improvements and develop product branding that has been done. Batik MSMEs must continue to improve the content, strategy, and social media and e-commerce used to market their products. This is done so that the branding of batik UMKM products continues to run well and is able to compete in an increasingly tight market (Ratnasari, 2020).

### Follow up plan

Seeing that there is such a big chance for sustainability, it is necessary to make an effort to guarantee the follow-up of the existence. After carrying out a series of activities above as well as a form of maintaining the sustainability of the program, a follow-up plan was carried out. In its preparation, the RTL will be compiled in the form of digital documents in accordance with the needs and agreements between the Yogyakarta Muhammadiyah University Service Team (UMY) and Batik UMKM Partners. One follow-up that can be done is to improve the quality of content posted on social media and e-commerce. Batik SMEs need to create content that is more creative, interesting and informative to attract consumers' interest. In addition, batik MSMEs also need to develop more innovative and targeted marketing strategies to increase the number of product sales. Furthermore, batik MSMEs need to continue to monitor market trends and the latest consumer needs in order to be able to adjust the products and marketing strategies used. Batik SMEs can also improvise to expand market reach by utilizing broader social media and e-commerce (Ramadhanti et al., 2022).

Another thing that needs to be considered in the follow-up plan is to improve the quality of service and product delivery in order to gain consumer trust and increase loyalty to the brand. In this follow-up plan, batik MSMEs can create a special team to manage and monitor social media and e-commerce used to market products. This team can also be responsible for developing marketing strategy and product innovation. By carrying out planned and targeted follow-up plans, batik MSMEs can improve their product branding and strengthen their position in an increasingly tight and competitive market. (Kotler, 2016).

### CONCLUSION

Creative industry own role Which influential in economy Indonesia, especially in level village. Appearance pandemic Covid-19 bring up problem Which faced by perpetrator MSMEs like constraint marketing product. Matter This because owner business Do not have good branding and marketing methods. The use of conventional marketing is the main factor in product marketing **problems**. Matter This Also felt by one of the creative industries for hand-drawn batik in Padukuhan Mirisewu, Ngentakrejo Village, Kulon Progo Regency, Special Region of Yogyakarta. Based on this, this service seeks to develop the potential of the creative industry by optimizing marketing through branding and utilizing digital-based marketing (e-commerce). The Yogyakarta Muhammadiyah University (UMY) service team aims to improve the marketing and branding of Mugissae batik UMKM products through digital media. The preparatory stage is carried out through discussions, focus group discussions, and socialization with resource persons to produce mature concepts and understanding. The implementation phase was carried out by sending a team to partner locations and intensive assistance in utilizing digital media for branding Mugissae batik UMKM products. Implementation is carried out through assistance in utilizing e-commerce media and social media that have the potential and according to needs so that it can assist in branding the product. In marketing the product, the UMY service team educates that batik MSMEs must pay attention to profile appearance, product photos and posted content in order to attract consumer interest. In addition, the service team also helps batik MSMEs to optimize the use of social media features to promote product brands and increase engagement with consumers. It is hoped that by carrying out mature product branding through digital media, Mugissae batik SMEs can expand market reach and have a positive impact on the business development of written batik SMEs.

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