

## **Digital Marketing of Batik Enterprises in Serasi Batik Community, Sutorejo Village, Surabaya City, Indonesia**

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### **ABSTRACT**

*This Community Service activity was carried out with the aim of providing skills to the Batik Serasi MSME group in Sutorejo Village Mulyorejo Surabaya City about Digital marketing strategies so that they can market their products online so that they can expand their market network. The method used in this community service is to provide assistance and training in making online marketing applications as one of the batik marketing strategies in order to brand and sell batik products. The results obtained in this activity are that Batik Serasi MSMEs have the skills to make online marketing applications as one of the marketing strategies, namely by creating Instagram and Facebook accounts to market Batik Serasi, besides that they are also skilled in creating content, so that they can promote their products on social media and marketplaces so that they can sell Batik products. Business management skills are also provided so that Batik MSMEs who join Batik Serasi can manage their businesses appropriately able to plan, organize and control the business and provide financial bookkeeping skills so that MSMEs will know how much profit is obtained from the results of their business, thus it is expected that they can improve the welfare of all members of Batik Serasi, Sutorejo, Surabaya Indonesia.*

**Keywords:** *marketing strategy, digital marketing and sales*

### **INTRODUCTION**

MSMEs have an important role in the Indonesian economy, especially during the Covid-19 Pandemic. MSMEs are part of the independent Indonesian economy and have great potential to improve the welfare of the community, seen from the three roles of MSMEs in the Indonesian economy, including a means of equalizing the economic level of small people, a means of alleviating poverty and a means of earning foreign exchange for the country (Sulastri, 2022). Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (Ministry of KUKM) in 2021, the number of MSME players in Indonesia reached 64.2 million with a contribution to gross domestic product (GDP) of 61.07 percent or IDR 8,573.89 trillion. MSMEs are able to absorb 97 percent of the total labor force and are able to raise up to 60.4 percent of the total investment in Indonesia. Based on the data above, Indonesia has the potential for a strong national economic base because the number of MSMEs is very large and the absorption of labor is very large. The percentage of MSMEs is increasing every year so that the reduction in the number of unemployed in Indonesia will also be reduced. MSMEs have a big role in dealing with the global recession because MSMEs have contributed greatly to GDP, a lot of labor absorption is done by MSMEs, MSMEs are potential markets for the financial services industry, MSMEs are fast in finding potential export markets, and MSMEs absorb the largest credit (Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno). This awareness of the importance of MSMEs must be accompanied by policies and regulations from the government in managing and increasing the role of MSMEs so that they can grow and develop. Strategic policies implemented by the Government

include the National Economic Recovery Program (PEN), the implementation of the Job Creation Law and its derivative regulations, as well as the Proudly Made in Indonesia (BBI) program. Small and medium enterprises are an integral part of the national business world and have a very important and strategic position, potential and role in realizing the objectives of national economic development. So that economic improvement activities through the development of small businesses are one way to overcome unemployment and improve the welfare of the people in East Java Province. Marketing activities are an important part of increasing sales, because marketing is a process carried out by companies to find out the wants and needs of the market about products or services so as to produce sales. a product/service that is in accordance with the wishes of the market. For this reason, it can be said that marketing is carried out with the aim that the company can find out the needs of the market so that it can meet the demand for goods or services produced that have the quality and value that is in accordance with the will, able to make changes and establish relationships well, as a result of which these goods and services can be accepted by the market.

The unavoidable job in business is to market the results of products and services to sell, this activity must be carried out in order to successfully sell the product, the marketing strategy is to determine Segmentation, Targeting, and Positioning (STP). Therefore, in order to run smoothly, there are several stages that must be carried out by marketing to determine STP. These stages can be explained as (1) Market Segmentation, (2) Market Targeting, (3), Positioning for Competitive Advantage, according to Philip Kotler (2015) marketing strategy is a mindset that will be used to achieve marketing goals in a company, it can be about specific strategies for target markets, positioning, marketing mix, and the amount of a marketing expenditure. Meanwhile, Guiltinan and Paul (2020) state that marketing strategy is the main statement regarding the impact or effect that is expected to achieve demand in a predetermined target market. Meanwhile, Stanton Marketing strategy is something that includes the entire system related to the aim of planning and pricing a product to market it and distribute goods and services that can satisfy actual and potential buyers. According to Christian Homburg (2025), marketing strategy is all efforts made both short and long term in the field of marketing. This effort relates to analyzing the initial strategic situation of the company, where the strategy begins with formulation. Then evaluate and select strategies and contribute to the goals of the company or business.

Developing a Marketing strategy is important because it can be used to determine the appropriate Target Market, who is the target market for our products, whether the general public in which everyone can buy our products for their daily needs, or products specifically for teenagers, or children or housewives, for that determining the target market is very important. In addition, marketing strategies are also arranged to make it easier to convey information or carry out promotions about their products. Or it is also easy to influence or persuade so that the products or services offered can be sold. This persuasion is tailored to the culture, habits, and characteristics of the target. Marketing must be carried out for any product/service if the business is to grow, as well as the Sersi batik group which consists of a group of women SMEs who have a passion for batik in Sutorejo Village, Mulyosari District, Surabaya City. Initially, they carried out batik activities when they came to the Village Office and finally after being able to now become MSMEs who are engaged in batik, however, after they routinely produce batik, it

turns out that they are constrained by marketing, for this reason, assistance is needed in marketing Batik products that have been made.

## **IMPLEMENTATION METHOD**

The implementation of this PKM activity is to use the problem-solving method, namely identifying existing problems and then finding solutions. The problem-solving method is a way of solving problems by encouraging someone to study and examine, and think about the problems they face and then analyze the problem in an effort to solve it (Abdul Majid, 2013). The problem-solving method is one of the theoretical bases that makes the problem the main issue in the discussion. Utomo Dananjaya (2013) also explains that the Problem-Solving Method is an effort to improve results through a scientific process to assess, analyze, and understand success. Therefore, to solve problems one must be accustomed to critical thinking (Riyadi Nugroho, 2022). The problem faced by MSMEs joining the Batik Serasi group is that they have not been able to sell their Batik to a wide market. For this reason, the solution is to help find the right marketing strategy and provide assistance on business management. The implementation of this activity is based on situation analysis and problem solving so that it is carried out by compiling several alternatives that can be chosen so that the marketing strategy chosen can be appropriate and increase sales. In this activity, partners must always actively participate in every training activity and jointly implement activities into selling activities.

## **RESULT AND OUTPUTS**

This community service activity begins with prior coordination to identify problems experienced by MSMEs that join Batik Serasi in Sutorejo Village, Surabaya City, so as to find solutions that will be carried out. In this initial activity, the problem has been identified, namely the slow marketing experienced by Batik Serasi even though there has been assistance from the Surabaya City Government, but because the place is not strategic, namely behind the village office so that it is not immediately known by the wider community. From the coordination, Serasi got an agreement that this community service activity was carried out by providing business management assistance and determining marketing strategies. Activities are carried out by providing training on business management and creating activities to market Batik Serasi products.

The main target of this activity is to assist UMKM Batik Serasi in determining and preparing a marketing strategy for Batik Serasi. Marketing strategy is a strategy to serve the market or market segment targeted by the company. Before we determine what kind of marketing strategy will be used by the Batik Serasi craftsmen group, several things must be known first from the batik product itself, including the following:

Pay attention to product and service quality, before implementing a product marketing strategy or marketing process, be sure to pay attention to quality and service. By having quality batik products, the marketing strategy is also easier to carry out and can even exceed the desired target due to good sentiment that can encourage other consumers to buy batik offered by the Serasi batik group.

Examine Competitor Strategy, Batik is a product that has mushroomed in Indonesia, ranging from very low prices to very expensive ones, so we must identify which of our competitors are at the

same level as Batik Serasi products and we pay attention to the strategies used by our competitors. Product innovation and marketing innovation must always be done in order not to lose the competition. we must strengthen the marketing strategy so as not to lose consumers.

Set Appropriate Targets, before implementing a marketing strategy, we should set the target of the strategy. The target set must be realistic and have clear measurements. Maybe you can use the SMART principle (Specific, Measurable, Actionable, Relevant, and Time-bound) Niko Ramadani (2019), this Smart Principle is explained as below.



**Figure 1** Training on Creating a Business Management Applicationtries found.

Mapping the Consumer Journey, before establishing a marketing strategy for Batik Serasi, it is best to map out the consumer journey first. Basically, sales are usually made from several stages starting from brand awareness, consideration in buying, purchase, valuation, and retention. Before conducting a marketing strategy, make sure the promotions designed are tailored to the consumer journey. For example, when consumers enter brand recognition, then we can do promotions that are soft selling. Then when entering the consideration stage, we can do promotions that convey product advantages by providing quality service. After As a customer, you can conduct hard selling promotions to encourage customers to make repeat purchases and become loyal customers.

Choosing the Right Marketing Media choosing the right marketing media. There are several media that we can use to carry out product marketing strategies, after determining several things as above, the Batik Serasi craftsmen group determines what kind of marketing strategy we can do, as a marketing strategy Batik Serasi can choose online marketing or Digital Marketing. Digital marketing can be interpreted as a marketing activity or promotion of a brand or brand of products or services carried out through digital media. The goal of this marketing is to reach as many customers as possible in an efficient, relevant, and efficient way. If traditional marketing uses print media as its means, digital marketing uses a lot of online media. There are several types of digital marketing that are commonly used.

Training on Business Management and Financia Bookkeeping the Last One in this activity, business management and financial bookkeeping training is carried out by the service team, which is indeed their expertise. Business management training is carried out by providing an understanding of how to manage a business starting from planning, organizing, to the evaluation that must be carried out. Meanwhile, financial bookkeeping is given practical training in making records of incoming and outgoing

money Furthermore, in this PKM activity, financial bookkeeping training is carried out, which has never been done at all, and they even feel that their business has never had any results, even though the only source of finance in the family is from this cracker business to meet their daily needs, their children's schooling and even to renovate the house to be better. Given these conditions, this research provided training in simple bookkeeping so that the profitability of the business could be determined.



**Figure 2** Training on Creating a Business Management Application

## **CONCLUSION**

This Community Service activity was carried out in Sutorejo Village, Mulyorejo Village, Surabaya City on Digital marketing strategies so that they can market their products online so that they can expand their market network. The results obtained from this activity are assistance and training in the field of digital marketing for batik MSMEs who joined the Serasi batik group established by Sutorejo Village, Surabaya City.

This Batik Serasi MSME started as an association of mothers who existed and had a passion for batik so that it was supported by the village office and had been assisted by LPPM Untag Surabaya by providing equipment and batik training at the time before Covid 2019. However, with the passage of time this batik has developed so that it is able to develop itself by continuing to make batik activities. For this reason, the activities are strengthened by marketing, business management and bookkeeping.

With the training provided about online marketing, Batik Serasi has the skills to make online marketing applications as one of the marketing strategies, namely by creating Instagram and Facebook accounts to market Batik Serasi, besides that it is also skilled in creating content, so that it can promote its products on social media and marketplace so that it can sell Batik products.

Business management skills are also provided so that Batik MSMEs who join Batik Serasi can manage their businesses appropriately able to plan, organize and control the business and provide financial bookkeeping skills so that MSMEs will know how much profit is obtained from the results of their business, thus it is expected that they can improve the welfare of all members of Batik Serasi, Sutorejo, Surabaya Indonesia.

## ACKNOWLEDGMENTS

The Community Service Team would like to thank LPPM Universitas 17 Agustus 1945 and University of Technology MARA for facilitating this community service activity.

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