



Assistance in Digitalization of Marketing and Customer Satisfaction Programs at MSMEs Batika Indonesia

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ABSTRACT

Batik is one of Indonesia's cultural heritages that is already very well-known at the international level and has been designated by UNESCO as an intangible cultural heritage. Technological developments have a strong impact on business strategies carried out by MSMEs, one of which is in the aspect of marketing strategy. The purpose of this community service activity is to assist MSMEs in developing marketing strategies through promotion and measuring customer satisfaction. The activity partner is MSMEs Batika Indonesia, which is mainly engaged in batik bags. The mentoring program implemented is to develop digital marketing content, develop promotional tools and compile instruments to measure customer satisfaction. The achievements of this activity are the increasing variety of digital marketing content and the level of consumer satisfaction is measured.

INTRODUCTION

Batik is one of Indonesia's cultural heritages that is already very well-known at the international level and has been designated by UNESCO as an intangible cultural heritage. The popularity of batik has also had an impact on the increasing growth of batik MSMEs, one of which is in the province of the Special Region of Yogyakarta. Based on data from the Department of Cooperatives and Small and Medium Enterprises of the Special Region of Yogyakarta Province, it is stated that the number of Batik MSMEs in 2023 reached 1,687 MSMEs (Azizah & Nuvriasari, 2024)

Batik produced by MSMEs are currently very diverse in terms of raw materials, patterns, designs and functions. One of the innovations in batik products that is being developed is a bag product made of batik cloth. This product was also developed by MSMEs Batika Indonesia which is located at JL. Mataram No.4-24, Nanggulan, Maguwoharjo, Depok District, Sleman Regency, Yogyakarta Special Region. Batika Indonesia was founded in 2018 and dedicated to promoting and appreciating the richness of Indonesian culture with combines expertise in bag making with the beauty of batik motifs to create products that are not only elegant and modern, but also filled with cultural meaning. The batik bag business not only inherits the beauty and uniqueness of batik motifs, but also becomes a symbol of the sustainability of local culture and the development of creative industries (Ramadhania, 2019)

The main focus of Batika Indonesia is to create batik bags that use various types of materials, including synthetic leather and genuine leather, using hand made batik and stamped batik as the main basic materials. This combination is not just on the materials, but is also an effort to maintain and advance the cultural heritage of Indonesian batik. In each product, Batika Indonesia presents traditional values passed down from generation to generation, while adapting them into bag designs that suit today's tastes and needs. The prices offered by Batika Indonesia range from: Rp. 50,000 to Rp. 900,000. Batika Indonesia mostly empowers women in its production process. The following is an overview of production activities and the variety of products offered at MSMEs Batika Indonesia.





Figure 1. Production and Packaging Activities at Batika Indonesia



Figure 2. Batik Bags made by MSMEs Batika Indonesia

Batika Indonesia products are not only marketed domestically but have reached international markets. Along with technological developments, it has an impact on the marketing and promotional strategies carried out by MSMEs, one of which is adopting digital marketing. Digital marketing is marketing activities including promotions that utilize digital media or are carried out online with the aim of attracting consumer buying interest. Digital marketing that is practiced effectively in MSMEs will have an impact on improving business performance (Juliani & Nuvriasari, 2024). Digitalization can encourage Batik MSMEs for expand market reach and maintain market share so that it has the potential to increase income and sustainability of MSMEs and enrich consumer shopping experiences with high-culture products (Azizah, 2023). Batika Indonesia has utilize the platform digital such as Website , Instagram, Facebook, Shopee and TikTok to promote their products.

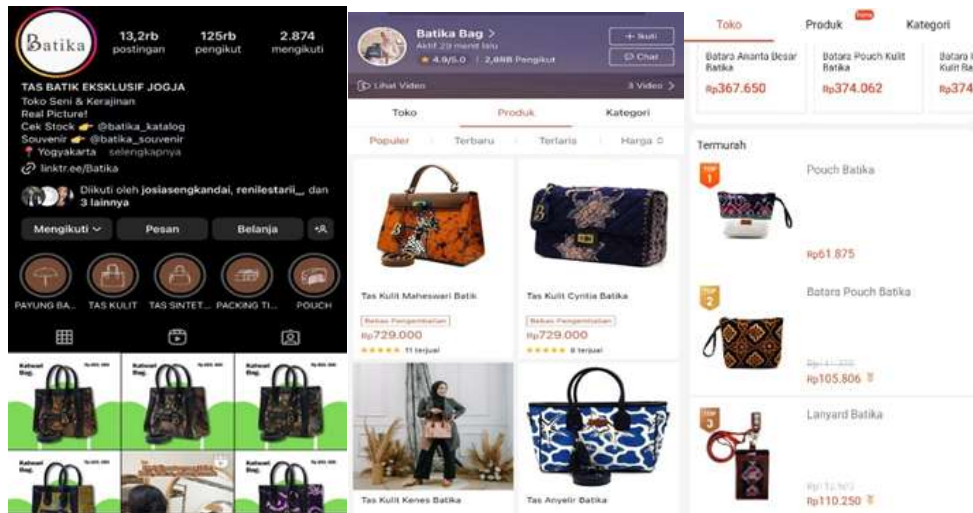


Figure 3. Batika Indonesia's Social Media and Marketplace

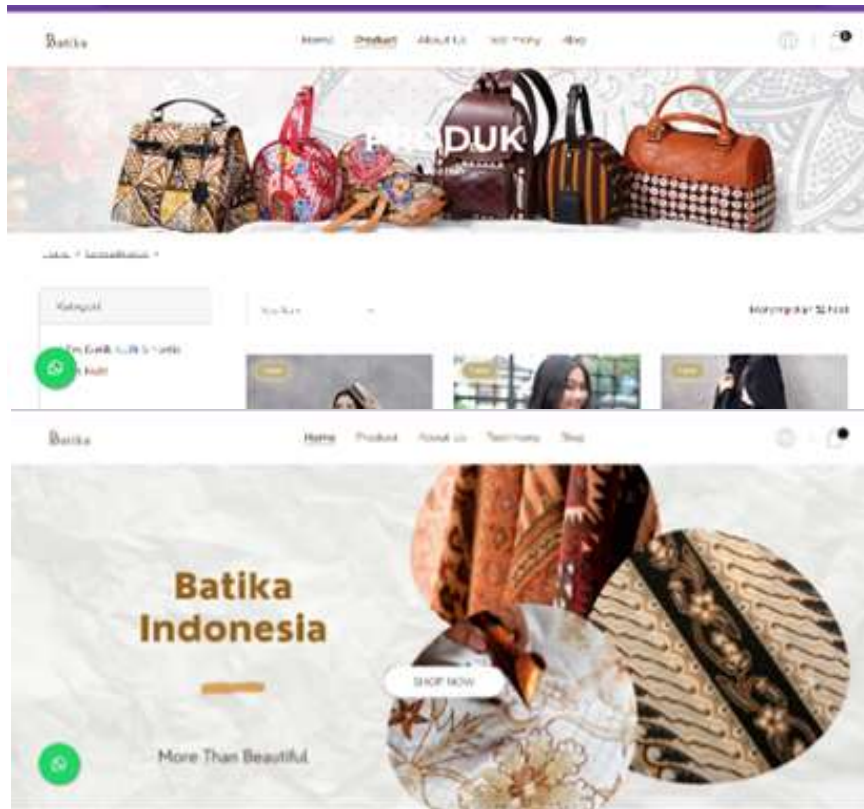


Figure 4. Official Website of Batika Indonesia

The development of Batika Indonesia's business in the last three years has increased on average. However, based on the results of interviews with Batika Indonesia's management, it can be said that there are still a number of obstacles in the marketing sector faced in developing its business. These obstacles include: less than optimal promotion carried out through digital media caused by less varied promotional content and the level of consumer satisfaction has not been measured so that it can be difficult to collect feedback from consumers. These obstacles need to be overcome immediately to improve the marketing performance of Batika Bags and achieve the desired business growth targets.

To overcome these problems, in this community service activity, a number of programs are carried out as follows: (1). Developing digital promotional content so that it can be more varied and increase consumer appeal to purchase products from Batika Indonesia and (2). Creating an instrument to measure the level of consumer satisfaction so that it is expected to be used as one of the inputs for developing marketing strategies. In implementing this activity, active participation from partners is involved so that the designed program can be implemented properly and can be an effective solution to overcome partner problems. This community service program is implemented for one month at Batika Indonesia. A number of materials needed to support the program are documentation of a number of Batika Indonesia products that will be used as promotional content and equipment to support live streaming activities to promote products from Batika Indonesia. The methods of implementing the activities include:

Preparation Stage

The preparation stage is carried out by conducting observations and interviews with community service partners "Batika Indonesia" to study the business activities of partners and explore information related to a number of problems encountered in their business operations. In addition, this activity also held discussions with Batika Indonesia management to formulate a number of work programs that can be realized to overcome these problems. Furthermore, an agreement was made regarding the schedule for implementing the activities along with the materials needed.



Figure 5. Discussion of Activity Programs with Community Service Partners

Implementation Stage

This stage is carried out using training methods, actions and application of instrument. Training activities are carried out by providing education to partners in developing digital promotions. In this activity, digital marketing strategies are also learned including the use of social media such as Instagram and TikTok, SEO optimization, online advertising management, and digital performance analysis that have been used by Batika Indonesia. The community service team helps in creating interesting and relevant promotional content using high-quality photos and videos that show the uniqueness and beauty of Batika Indonesia products. The program implementation was also realized by testing a questionnaire

instrument aimed at measuring the level of satisfaction of Batika Indonesia consumers.

Evaluation Stage

The evaluation stage is intended to assess the effectiveness of the implementation of community activity programs so that their impact on partners can be known. At this stage, if the program being run is considered lacking, follow-up action is needed through program improvements.

RESULTS AND DISCUSSION

The results of implementing this community service activity can be described as follows:

Digital Marketing Optimization

The focus of this activity is on increasing the effectiveness of digital marketing strategies to expand reach and increase interaction with online audiences. Digital marketing involves utilizing internet technology to reach, engage, and influence existing customers while reaching new audiences. Digital marketing refers to marketing strategies that use websites to promote products or services to consumers. As a distribution platform product, digital marketing facilitates sellers and buyers in sharing information and carrying out transactions for a product or service.

Digital marketing can be used on platforms such as YouTube, TikTok, Instagram, Twitter, and Facebook, depending on the target audience. MSMEs that utilize digital marketing media effectively can encourage increased business performance (Juliani & Nuvriasari, 2024). By improving the quality and consistency of content, we see an increase in the number of followers and positive engagement from the audience (Azizi et al., 2022). The steps taken to increase brand awareness of Batika Bags and expand the customer base and increase sales through online channels are:

Creating online promotional content

Online promotion will provide benefits for marketers because it can reach a wider market, is more efficient and cost-effective and can be designed with interesting content. Effective online promotion will be able to attract purchasing interest from potential consumers and ultimately encourage increased sales (Nuvriasari et al., 2024).

This activity is intended to create more interesting and effective online promotional content to increase the appeal of batik bag products on digital platforms. The implementation of the activity includes: the process of creating various types of visual content that highlight the beauty of batik motifs, and short videos that describe the production process or use of the product.

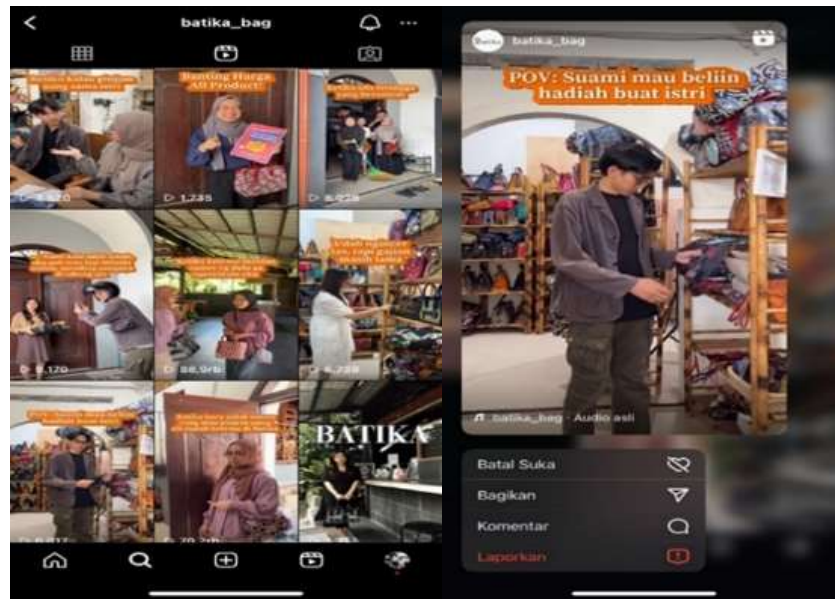


Figure 6. Improving Digital Promotion Content

This interesting content creation aims to attract and maintain the attention of potential audiences on social media, such as Instagram, Facebook and TikTok, where Batika Bags actively promotes their products. By tailoring content style and messaging according to target consumer preferences, interns help build a compelling and authentic brand image in the digital world. The content developed not only highlights the uniqueness of the product, but also reflects the cultural values and quality of batik bag products from Batika Bags. The importance of creating engaging content lies in its ability to capture the attention of potential consumers, build strong brand awareness, and increase positive online interactions. With this strategy, Batika Bags can expand their market share, increase engagement with their followers, and increase the possibility of sales conversions through digital platforms.

Create Digital Poster

Digital poster is an important part of the online marketing strategy to improve product visualization with digital marketing, where he expressed his own opinion that digital marketing is a technology that is applied to form an online channel that is able to connect to the market (Sari & Rani, 2021). This poster not only displays batik bag products in an interesting and intriguing way, but also conveys relevant messages about the uniqueness and cultural values promoted by Batika Bags through its batik designs. The use of attractive and creative visual elements in the poster helps differentiate Batika Bags from competitors in a competitive market.



Picture 7. Creating Digital Posters

The success of creating this attractive digital poster is reflected in the positive response from the online audience, which is reflected in the increase in the number of interactions, live joins, likes and shares on the posted content. Thus, digital posters not only function as a tool to increase awareness of the Batika Bags brand, but also as a tool to influence potential consumers' purchasing decisions, which ultimately contributes to increasing sales of their products.

Live Streaming Sales

Implementing live streaming sales as a strategy to increase promotion and sales of Batika Indonesia's products. Live streaming sales has become a very effective method in the e-commerce industry to interact directly with consumers, show products in real-time, and explain product features and advantages directly to the audience. During the live streaming session, the community service team will introduce various batik bag products from Batika Bags, highlighting the design details, quality of materials and uniqueness of the batik motifs offered. writers will also answer questions from the live audience, provide style recommendations, and offer special offers or discounts during the live sessions.



Figure 8. Improving Promotion trough Live Streaming

The goal of live sales streaming is to increase interaction with the audience, build trust, and encourage direct sales conversions. By utilizing the comments and direct message features, the author can directly interact with potential buyers, clear their doubts, and encourage them to make direct purchases or visits to the physical Batika Indonesia store.

Additionally, live streaming of sales also helps in building deeper brand awareness, broadening the reach of potential audiences, and strengthening the emotional connection between brands and consumers. Thus, live streaming sales is not only an effective tool to increase sales promotions in real time, but also to strengthen Batika Indonesia' position in the increasingly competitive batik bag market.

Measuring Customer Satisfaction

Customer satisfaction refers to the degree of match between consumer expectations and what is received after purchase (Andalusi, 2018). Customer satisfaction is an individual's expectations regarding the purchase of a good or service, where customers anticipate that their desires will be fulfilled (Natalia & Suparna, 2023). Customer satisfaction can be showed by several factors such as alignment of expectations, intention to revisit and willingness to recommend.

In this community service activity, to measure the level of consumer satisfaction at Batika Indonesia, a questionnaire was created which was then tested on a number of consumers who made purchases at Batika Indonesia. This questionnaire instrument was designed with the aim of obtaining in-depth feedback from customers regarding the products and services they receive from Batika Indonesia. The questionnaire consist some questions related to product quality, shopping experience, customer service, and perception of the Batika Bags brand. The questions in this questionnaire are designed to identify the strengths and weaknesses of Batika Indonesia's products from the customer's perspective, as well as to express their expectation for the future.

The process of collecting data through online platforms, as well as analyzing the results to gain deeper insight into customer preferences and perceptions of Batika Indonesia products and services. Batika Indonesia can use the collected data to identify areas that need improvement in their services and products, as well as to continuously measure the level of customer satisfaction. This helps Batika Bags to continuously improve customer experience and maintain their loyalty in a competitive market.

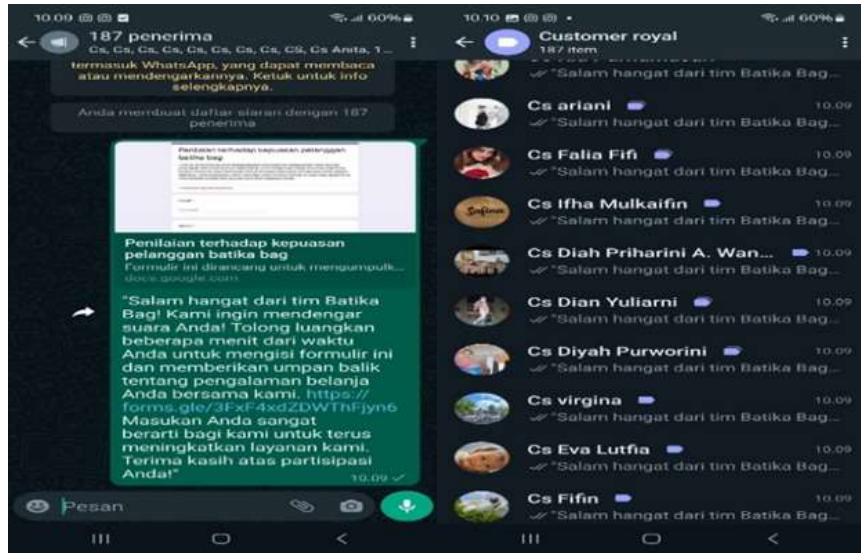


Figure 9. Questionnaire Distribution using Google Form

A1	Temestamp	Email Address	Nama	Usia	Bagaimana pendapat An	Seberapa mudah Anda n	Menurut anda bagaimana	Apakah Anda merasa ha	Bagaimana penc
2	03/05/2024 19:56:24	masterkitchen31@gmail.com	Nurmayanti	39	Sangat Baik	Sangat Baik	Baik	Baik	Sangat Baik
3	03/05/2024 20:08:40	nurlela@gmail.com	Nur	35	Sangat Baik	Baik	Baik	Sangat Baik	Sangat Baik
4	04/05/2024 10:12:35	andimuridanur@yahoo.com	Any	51	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik
5	04/05/2024 10:14:24	neni.subandi@gmail.com	Neni	55	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik
6	04/05/2024 10:16:33	kristinaevania02@gmail.com	Kristina Evania	37	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik
7	04/05/2024 10:22:23	ghwangkara2511@yahoo.com	Nurlistia	38	Sangat Baik	Baik	Baik	Sangat Baik	Sangat Baik
8	04/05/2024 15:58:26	ranicahyani76@gmail.com	Rani	48	Baik	Sangat Baik	Baik	Baik	Sangat Baik
9	04/05/2024 16:54:21	septiani.arlisah290980@artalisahseptiani.com	Septiani Arlisah	43	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik
10	04/05/2024 18:46:12	Bundaamy1981@gmail.com	Lesmi	42	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik
11	04/05/2024 19:44:06	sherydevita64@gmail.com	Shery	22	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik
12	05/05/2024 5:02:54	komalawatius1@gmail.com	Euis Komalawati	32	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik	Sangat Baik

Figure 10. Questionnaire Results

From the results of the questionnaire was revealed that the level of customer satisfaction with products and services was very good. These findings show that customers are satisfied with the quality of batik bag products offered by Batika Indonesia, as well as with the shopping experience and services provided. This high customer satisfaction has great potential to create strong customer loyalty. Satisfied customers tend to return to shop at Batika Bags regularly and are more likely to recommend the brand to others in their network. Thus, customer satisfaction not only influences customer retention, but also contributes to long-term business growth through positive word-of-mouth and repeat purchases.



Figure 11. Photo with Community Service Partners

CONCLUSIONS AND RECOMMENDATIONS

This community service program aims to improve the performance of partner businesses through the development of online promotions and measuring consumer satisfaction at Batika Indonesia MSMEs. The results of the activity show an increase in the variety of digital promotional content in the form of videos or digital posters displayed on Batika Indonesia's digital platform. In addition, the level of consumer satisfaction with the products and services offered by Batika Indonesia MSMEs is also measured. The results of the activity evaluation can be concluded that it is necessary to continuously develop promotional content so that it can increase the attractiveness of potential consumers. Consumer satisfaction measurement activities also need to be carried out periodically either through Google forms or printed questionnaires when consumers visit the Batika Indonesia store.

For the future, it is recommended to continue optimizing the use of social media and other digital platforms as the main means of communicating with customers, improving the quality of promotional content, and consistently measuring and improving customer satisfaction levels. Furthermore, Batika Indonesia can consider developing a regular live streaming sales strategy as part of an integrated promotional effort, as well as strengthening the customer loyalty program by offering more attractive and relevant incentives for their loyal consumers. With these steps, Batika Indonesia can strengthen its position in the market and build a solid foundation for long-term business growth in the batik bag industry.

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