

Digital Marketing Socialization on the Development of Batik Nagari Tanjung Bonai Aur in Improving Marketing

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Abstract: Tanjung Bonai Aur Batik, a mainstay product from Nagari Tanjung Bonai Aur in Sijunjung district, is a type of written batik that carries typical motifs from local culture. The rich culture of Minang inspires this batik motif. Even though we already have meetings at batik houses, further efforts are needed to increase Tanjung Bonai Aur Batik's understanding and popularity. One method of expanding the batik market is through digital marketing. By looking at these problems, this service activity was carried out to increase the marketing of Batik Tanjung Bonai Aur through socialization and digital marketing assistance. The results of this community service have implications for improving marketing and are expected to increase competitiveness and product sales more widely. The welfare of the people of Nagari Tanjung Bonai Aur can be further improved.

Keywords: batik; digital marketing; featured products

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INTRODUCTION

Small and Medium Enterprises (SMEs) play a strategic role in the Indonesian economy, contributing significantly to

job creation and local economic growth (Sulaksono, 2020). Among the MSME sectors, the batik industry stands out as one with immense potential. Batik

represents cultural heritage and holds broad market appeal domestically and internationally (Hariyoko et al., 2021; Tunggal et al., 2022).

Nagari Tanjung Bonai Aur is 167 km from Andalas University (Figure 1) (Mardiansyah, Akmal et al., 2023). Tanjung Bonai Aur, a Nagari rich in culture and tradition in Indonesia, has a long history of batik making (Mardiansyah, Andini et al., 2023). However, with technological developments and a shift in consumer behaviour towards digital, SMEs Batik Nagari Tanjung Bonai Aur with the Awang Tikuluok Batik Group need to update their marketing strategies in order to remain competitive and be able to access a broader market (Amalia et al., 2012; Riani et al., 2015). In this case, one effective way is to implement a digital marketing strategy (Rosyada & Tamamudin, 2020).

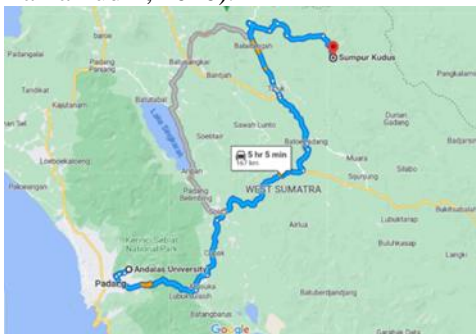


Figure 1 Distance between Andalas University and Nagari Tanjung Bonai Aur

However, many SMEs in Tanjung Bonai Aur still need to improve their understanding and implementation of digital marketing strategies (Mardiansyah, Fikri et al., 2023). They may need more access or knowledge to exploit the potential of social media, e-commerce platforms, and other online marketing strategies. This limitation can hamper the potential growth and expansion of Batik Nagari Tanjung Bonai Aur SMEs in this digital era. Therefore, there is an urgent need to disseminate information about digital

marketing to SMEs Batik Nagari Tanjung Bonai Aur. The following is documentation of a visit to the Tanjung Bonai Aur Batik House as shown in Figure 2.



Figure 2 Tanjung bonai aur batik house

By understanding the basics of digital marketing, SMEs can utilize online platforms to promote their products, reach new customers, and increase sales. Social media, SEO optimization, and other digital campaign strategies can help increase these SMEs' exposure and brand image (Tunggal et al., 2022; Nawangsari, 2017).

Organizing digital marketing outreach activities becomes very relevant (Christiana & Putra, 2022; Hermawan et al., 2021). Through this activity, Batik Nagari Tanjung Bonai Aur SMEs will better understand the importance of digital marketing strategies and how to implement them effectively (Mirzam, 2021). They will be introduced to digital branding, audience targeting, and online performance analysis (Ariska et al., 2021; Junaidi, 2020).

Some of the things that the Tanjung Bonai Aur Batik Group complained about were basic packaging or packaging that could be said to lack aesthetic value; consumer reach is limited to a small area because the promotion process was still conventional, namely word of mouth.

Thus, this activity aims to make a real contribution to developing Batik Nagari Tanjung Bonai Aur SMEs through the use of appropriate digital marketing strategies. It is hoped that, through this new understanding and skills, SMEs

players can strengthen their businesses amidst increasingly dynamic global competition.

METHOD

The implementation of this activity uses the Participatory Action Research (PAR) method. The first stage is the committee's delivery of material. The next stage is a two-way discussion session with a group of batik craftsmen. In the discussion session, the batik group complained about the obstacles encountered while distributing the product to consumers (buyers).

The stages of service activities were carried out according to the plan prepared by the team members. The stages carried out are:

Preparation Stage

The preparation stages carried out included:

- a. A location survey and exploration of collaborative activities are to be carried out with the relevant partners. This activity was held on July 15, 2023.
- b. Preparation of training materials, which include PowerPoint modules for training activities and design samples for logos and packaging.

Schedule of Activity Stages

This activity was held on Saturday, 22 July 2023, from 11.00 – 13.30 WIB at the Pasar Sabtu Nagari Tanjung Bonai Aur.

Evaluation

To measure the success of this activity, an evaluation was carried out using the interview method for all participants. The participants were asked to answer questions that the committee members had prepared.

RESULTS AND DISCUSSION

On Saturday, July 22, 2023, at 11.00 WIB, a socialization activity was held at the Saturday Market Hall, the written

batik house of Nagari Tanjung Bonai Aur, Jorong Pauh. This activity aimed to introduce the concept of implementing digital marketing to the managers of Nagari Tanjung Bonai Aur batik SMEs to improve the marketing of their products (Figure 3). The event was attended by the Nagari Tanjung Bonai Aur batik SMEs group, which consisted of eight craftswomen and a community service team from Andalas University.



Figure 3 Submission of design samples for the tanjung bonai aur batik logo and packaging

Members of the batik SMEs group stated that they still depend on capital from personal sources and carry out marketing manually using the word-of-mouth method. Therefore, this socialization is considered important to help them understand how effective digital marketing is in expanding market coverage and increasing product sales (Mardiansyah, Fardela et al., 2023; Mardiansyah, Maulana et al., 2023; Septian et al., 2021).

The Community Service Team introduced the batik craftsmen to how social media can influence the market, especially in the textile industry in Indonesia. Especially since the Covid-19 pandemic hit in 2020, the online market share has experienced significant growth (Rachmawati et al., 2021; Sari & Setiyana, 2020). This encourages industry players to adapt quickly to these changes. Various platforms such as

Instagram, Facebook, and Shopee have become widely used tools to keep up with developments in this increasingly digital economy (Akbari, 2023; Mudrikah et al., 2024).

From the discussion results, the SMEs work program group proposed improvements in external production aspects, especially regarding packaging. They suggested several logo and packaging samples, which were then discussed on the same day, according to the standards and preferences of the

batik craftsmen group. The batik craftsmen group also complained about access difficulties in creating accounts on digital platforms for their businesses. This obstacle is caused by the batik craftsman group's need to understand the account creation procedure. Currently, account creation is still handled by Community Service Students.

The results of evaluation process was carried out with several questions as listed in Table 1.

Table 1 Questions given to the participants

Questions	Agree	Doubtless	Disagree
Can this activity increase your knowledge?	90	10	0
Does this activity need to be continued?	75	20	5
What are your suggestions for this activity?	70	25	5

Table 1 shows that 90% of the participants answered that this activity could increase their knowledge, especially on how to improve marketing in digital marketing. 75% of participants answered that this activity needed to be continued, that it required assistance, and that it should be carried out sustainably.

CONCLUSION

The socialization activities carried out received very high enthusiasm from the Batik Nagari Tanjung Bonai Aur SMEs group. This activity also received a positive response from various parties. This high level of enthusiasm reflects the desire of the SMEs group to adopt changes and innovations to improve production processes and expand their market coverage. The follow-up to this activity is to provide regular assistance and evaluation.

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