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Analysis of the Role of Social Media in Business Centers in Kampoeng Batik Laweyan, Surakarta City

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Abstract: This research aims to analyze the role of social media in developing business centers in Kampoeng Batik Laweyan, Surakarta. Social media is now a strategic tool in introducing products, building brands, and increasing interaction between business actors and consumers. In the context of Kampoeng Batik Laweyan, which is famous as one of the batik centers in Indonesia, the use of social media is considered important to expand the market and maintain the sustainability of batik traditions. The method used is a qualitative approach by interviewing batik business actors and analyzing social media content used in the center. The results of the study show that social media plays a major role in increasing the visibility of batik businesses, expanding market networks, and introducing the values and philosophy of Laweyan batik to domestic and foreign consumers. In addition, social media is also a means of interaction that allows direct suggestions and criticism from consumers, which also contributes to improving product and service quality. This study is expected to provide insight for other batik business actors in utilizing social media as an effective and sustainable marketing tool.

Keywords: Social Media, Batik, Digital Marketing, Social Commerce.

INTRODUCTION

In the era of globalization, the development of technology and information is very rapid, today's mobile phones are not only used for communication media but can also be used to access the internet. This advancement in technology and information is a new challenge for business actors. Business actors will take advantage of existing opportunities by using social media as a promotional medium for the business they run. The large number of existing social media creates business opportunities for the community (Asriyani, 2022).

The community can take advantage of various opportunities that arise with the existence of social media. Not only to get the latest information, social media can also be used to market business products owned by the community so that other people can know that they have business products. Social media is widely used by the community to find out developing information, as entertainment, and can also be used for business (Puji Astuti et al., 2020).

Social media is the right place to open up business opportunities by spreading information very quickly and without limits. Social media can develop with interaction and

communication. The communication and interaction carried out are different from before which could only be done face to face and also by telephone. Now social media can share videos, share photos, comment on a post, and interact with other users (Rachmawaty, 2021). The rapid development of social media allows everyone to have their own media. In the past, the media used were only television, radio, or newspapers. Now all social media users can access social media with an internet network without having to spend a lot of capital. Social media users can freely edit, add, modify both writing, images, videos, graphics, and various other content (Sukarnoto, 2020).

The progress of social media that we are experiencing now makes it easier for people to express various ideas they have with the existence of this platform. Not only for entertainment, social media can also be used to promote and sell products that they have using advertisements so that they can carry out buying and selling activities and provide information about a product (Kusumawardani & Rohmah, 2021). Social media is the right place for a product promotion media because the costs incurred are more affordable, the target market is wider and unlimited, has good relationships with customers, can provide comments on products, information is spread faster. The development of social networks is what changes people's shopping patterns from what was originally only done in the market, now it can be done at home without being limited by space and time. On the other hand, we must also pay attention to how to survive in the midst of increasingly global competition (Reken et al., 2024).

In order to compete with its competitors, sellers continue to strive to increase sales of their products. Increasing product sales indicate an increase in the company's profits. To obtain maximum profit, product sales must be in accordance with previously determined targets. To increase sales to meet targets and generate maximum profits, the company needs to implement an effective strategy. Sales volume depends on how sellers implement strategies in the marketing aspects of their products. Therefore, marketing is one of the most important functions in a business (Rusdi, 2019).

A product marketing strategy is essential to attract buyers. Sales promotion is a form of marketing communication that aims to attract new consumers, influence consumers to try new products, encourage more consumers, attack competitors' promotional activities, increase unplanned purchases, and seek closer cooperation with retailers (Nurdianto & Suranto, 2020). The type of marketing media used also affects consumer appeal and purchasing decisions for a product, such as new promotional and advertising media such as social media and other promotional media that influence consumer buying interest. To market a product, a marketer must develop an effective communication program aimed at consumers to communicate existing information and designed to generate consumer actions that lead to seller profits (Sulistiyani, 2020).

The marketing strategy carried out by social media allows for the use of rich user data to target audiences with high precision. Platforms such as Facebook, Instagram, and TikTok offer a variety of customizable ad formats, from photos and videos to carousels and interactive ads. The ability to present highly relevant and personalized content increases the opportunity to attract consumers' attention and influence their purchasing decisions (Efita Sari et al., 2022).

The great potential of digital marketing in Indonesia is very helpful for several fashion companies. Social media is used in marketing its products because the development of social networks, digital marketing activities are also carried out through chat apps such as Whatsapp. While for online sales using Social Media. To continue to strive to innovate and meet needs, social media platforms have integrated various new features, including more sophisticated live streaming and advertising systems. The novelty of this feature can create real-time interactions between sellers and audiences, creating new, interesting and transparent experiences. Through live streaming, consumers can see product samples directly, ask questions, and make purchases online, all at one time (Mulya Prajana et al., 2021).

However, the effectiveness of this strategy depends on several factors, including content quality, timeliness, branding consistency, and the ability to adapt to changing audience preferences. By combining the power of social media advertising and live streaming, brands and sellers can create a stronger marketing ecosystem, where consumers not only receive information but are also actively involved in the process of discovering and purchasing products. This phenomenon has also created new business models and economic opportunities that did not previously exist (Budi Santoso & Utami Dewi, 2022).

Based on this background, this study aims to determine how to convey sales on social media to attract consumer attention. By using live streaming media, as well as advertisements carried out on various social media, it shows that it can have a positive effect on purchasing decisions so that increasing sales through e-commerce has been proven and empirically tested for a successful digital marketing strategy. The reason I am interested in conducting research in Laweyan is because Laweyan has a famous batik business center icon in the Solo Raya area, especially Surakarta City (Isma, 2022). To test this research, a study was used, namely with an in-depth interview methodology.

METHOD

This study uses qualitative research with a case study approach. Data collection was carried out through interviews, observations, and documentation. Interviews were conducted with business actors at Kampoeng Batik Laweyan in Surakarta City, Central Java Province, which is engaged in batik fashion. This research will be conducted in November 2024. This study uses data triangulation to obtain reliable information and a complete picture of certain information (Alfansyur & Mariyani, 2020).

RESULTS AND DISCUSSION

In this study, informants provide sufficient information related to the analysis of the role of social media in the business center in Laweyan batik village. To obtain relevant information, researchers include informant data, the following is the research informant data:

Table 1. Research Informant

Informant	Information	Platform
i	Head of Arkanza Batik Shop, Employee	Facebook, Instagram, Tiktok, Shopee, Lazada, Whatsapp, dan Tokopedia.
ii	Head of Hadinata Batik Shop, Employee	Facebook, Instagram, Tiktok, Shopee, Lazada, Whatsapp, dan Tokopedia
iii	Owner of Batik Adityan, Employee	Facebook, Instagram, Whatsapp, dan Tiktok
iv	Head of Putra Bengawan Batik Shop, Employee	Faceboook, Instagram, Tiktok, Shopee, dan Whatsapp

Laweyan Batik Village is one of the famous villages in Surakarta (Solo), Central Java, which has a long history as a center for batik production in Indonesia. This village is known as one of the oldest and largest batik making centers, and is one of the places that plays an important role in the history of batik in Indonesia, especially during the colonial and post-independence periods. This research site is an area separated by a road. Technological advances have a major impact on the batik industry. Batik entrepreneurs can take advantage of technological advances such as social media, social commerce, and e-commerce for marketing purposes.

> "With social media, we are greatly helped because initially we started online by selling in a car garage, the impact was very large regarding our sales on social media to reach customers outside the island or abroad to market our products."

Utilization of several effective social media stages used by batik entrepreneurs in Kampoeng Batik Laweyan to increase the visibility and sales of their products (Nursansini & Armiani, 2023). Instagram is one of the main choices because of its visual nature, allowing craftsmen to showcase their batik works through interesting photos and videos. Facebook also plays an important role, providing a space for direct interaction with customers and building a community. In addition, WhatsApp facilitates communication and transactions, making it a practical tool for customer service. TikTok has emerged as an attractive platform for the younger generation, where craftsmen can show the batik-making process in creative video arrangements. Finally, E-Commerce serves as a place to promote products, helping craftsmen promote designs and direct activity to online stores. By utilizing these platforms strategically, batik craftsmen in Laweyan can reach a wider audience and increase sales of their products. This is very beneficial, especially for batik craftsmen who have limitations in terms of physical distribution or who are in remote areas.

In addition, the paid advertising feature on social media allows craftsmen to target specific audiences, expanding their marketing reach. Direct interaction through messages and comments also makes it easier for craftsmen to answer questions and build relationships with potential customers. Thus, social media not only increases sales but also strengthens the presence of batik craftsmen's brands in a wider market (Ariyanto & Sofyan, 2022).

Batik artisans utilize social media to increase interaction with customers through various effective strategies. First, they are active in posting interesting content, such as photos and videos of the batik making process, which not only show their skills but also educate customers about the artistic value of batik. In addition, artisans often use features such as Instagram Stories and Facebook Live to interact directly with the audience, answer questions, and provide upgrades on the latest products. The use of quizzes, surveys, or giveaways is also an effective way to encourage customer participation and engagement.

> "Our live streaming hosts have their own characteristics so that the audience does not get bored when watching our live streaming, there are hosts who are cheerful, there are hosts who like to play games, there are hosts who like to listen to your stories while live. During live streaming, we also provide discount subsidies to attract buyers. Especially if there is a double date event or pay day sale, the number of our orders increases and can even be 2x the total usual orders."

In addition, responding to comments and messages quickly creates a more individual experience, strengthening the relationship between artisans and customers. In this way, social media not only serves as a marketing stage, but also as a tool to build a good community around their batik brand (Herdiyani et al., 2022).

Batik artisans face various challenges in utilizing social media as a promotional tool for their products. One of the main challenges faced is limited access and knowledge of technology. Many batik artisans, especially in rural areas, do not yet have adequate skills or sufficient access to devices that can support the use of social media. This makes it difficult for them to optimize digital platforms to market their products. In addition, in the highly competitive world of social media, batik artisans must also compete with various similar products from other business actors, both domestic and foreign. This tight competition requires batik artisans to be more creative in creating promotional content in order to stand out and attract the attention of consumers (Farrel et al., 2025).

> "We combine things that are currently viral with our characteristic batik. In order to get our batik, we even have customers from Papua who even buy products at a price cheaper than the shipping cost. They are willing to pay more for shipping costs to get our products."

Another challenge is the difficulty in producing quality visual content. Batik is an art that relies heavily on visual aesthetics, so the quality of photos or videos is very important to

attract buyers. However, many artisans do not have adequate photography skills or equipment to produce attractive images. On the other hand, in an effort to build brand awareness, batik artisans often have to work hard to stay consistent in posting content and building relationships with their audiences, while on the other hand they also have to manage time for batik production itself. This can be an additional burden, especially for artisans who have limited resources (Sumarni et al., 2020).

In addition, the use of paid advertising on platforms such as Instagram or Facebook is a challenge for artisans who have a limited budget. The fairly expensive advertising costs are an obstacle for artisans who do not have more funds to increase their promotional reach. Artisans also often find it difficult to understand the best way to manage and run e-commerce transactions through social media, which slows down the conversion of audiences into buyers. Finally, batik artisans who want to penetrate the international market also face major challenges related to understanding the global market, including the culture and preferences of consumers abroad. This requires a deeper knowledge of global consumer behavior and the ability to adjust promotional content to suit international audiences. Nevertheless, social media remains a very potential tool for introducing batik to a wider audience. Therefore, batik artisans need to continue to learn and adapt to technological developments and viral trends to overcome these challenges and maximize their promotional potential on social media (Andini et al., 2024).

The ability of artisans to interact directly with consumers through social media is one of the most profitable strategies in increasing sales, allowing them to build closer and more personal relationships (Faldi Ilsyah Pratama et al., 2022). Consumers feel more connected to the batik-making process and the story behind the product, which in turn increases loyalty and trust in the brand. In addition, the use of social media features such as stories, live streaming, and marketplaces helps artisans to provide more detailed information about products, including prices, manufacturing methods, and design variations, which makes it easier for consumers to make purchasing decisions.



Figure 1. Documents during observation
Source: Live Streaming Tiktok Batik Arkanza

The image is a combination of viral motifs to welcome Chinese New Year with typical Arkanza batik. This is used to attract buyers because the Chinese New Year is approaching.

With this motif, it is hoped that they will no longer be confused about what kind of fashion to use during the Chinese New Year celebrations.

Utilizing digital platforms for promotions using visual content, both photos and videos, plays a very important role in social media marketing strategies for batik products. Batik, as a textile art that relies heavily on detail and visual beauty, requires accurate and attractive representation in order to attract consumers attention (Hendayana et al., 2024). Based on observations, the use of high-quality photos and videos has proven effective in attracting audience interest and increasing interaction with potential buyers. Clear photos that show the uniqueness of the batik design, pattern details, and material quality can help consumers understand the product better, which in turn increases their trust and purchase intention.



Figure 2. Documentation during observation
Source: Instagram Batik Hadinata

In the picture, she is creating content related to trending things combined with Hadinata's typical batik. With this content, the audience is expected to be clearer about the details of the product provided and the motifs it has.

In comparing the effectiveness of social media to promote Laweyan batik, several platforms have shown that they have special characteristics regarding which audience they want to reach and the marketing strategies they apply. Based on observations and analysis of information, Instagram and Facebook are two effective platforms in marketing Laweyan batik. Instagram, with its main focus on visuals, is perfect for batik products that prioritize aesthetics and design. Features such as Instagram Stories, Posts, and Reels allow craftsmen to display batik collections in various forms, from detailed images to videos that describe the batik making process. This is very important considering that many consumers buy batik based on the visuals and narratives that are built from the images and videos displayed. In addition, Instagram has a fairly large and segmented audience, especially design and culture lovers who are interested in traditional products with a modern touch, which is very relevant to Laweyan batik which is thick with cultural values but remains fashionable (Aisyah & Rose Rachmadi, 2022).

Meanwhile, Facebook also remains an effective platform, especially for reaching a wider and more diverse age audience. The use of community groups or marketplaces on

Facebook allows Laweyan batik artisans to reach more specific consumers or even local markets that are more connected to community activities. Facebook also allows for more affordable paid advertising-based promotions, as well as the ease of making direct transactions through chat and marketplace features. However, several artisans reported that despite its wide reach, interactions on Facebook tend to be less intense than Instagram, where audiences like, comment, and share more on interesting visual content (Sukma Donoriyanto et al., 2023).

Meanwhile, TikTok, which emphasizes more on short video content, is starting to show great potential, especially in attracting the attention of the younger generation. However, for Laweyan batik which has a deeper tradition and unique design, TikTok may require a more creative and indirect approach to educate the audience about the cultural value of batik. Using TikTok for "behind the scenes" or creative tutorials using Laweyan batik can be interesting, but it needs to be accompanied by extra effort in building a relevant audience (Rambe et al., 2024).



Figure 3. Documentation during observation
Source: Tiktok Batik Putra Bengawan

The images are content and photos used to attract buyers. They create attractive visual content that can introduce popular batik. The content also contains promotions for the motifs that will be released.

In using social media, we also have a strategy to overcome the increasingly tight competition on social media with other business actors who also sell similar batik products, batik entrepreneurs in Kampoeng Batik Laweyan apply several effective strategies to differentiate themselves and attract consumers' attention. One of the main approaches they use is to strengthen brand identity through content that highlights the uniqueness and history of Laweyan batik. Many batik entrepreneurs there emphasize the story behind each motif and the batik making process, and associate their products with strong cultural values. This helps them not only sell products, but also convey deep narratives, which can create emotional attachments with the audience (Fauzi et al., 2023).

In addition, Laweyan batik entrepreneurs also utilize design diversity and product innovation to attract a wider market. By combining traditional designs with modern or contemporary elements, they are able to create more varied batik products, thus appealing to a wide range of people, from those who prefer classic designs to those who prefer a contemporary

touch. Many craftsmen also introduce limited collections or special editions that give an exclusive impression, thus increasing the appeal of their products in the eyes of consumers looking for goods with added value.

On the other hand, batik entrepreneurs are also getting smarter in using collaboration strategies to expand their market reach. Collaborating with influencers, fashion bloggers, or even well-known designers who have large audiences on social media is an effective step to introduce their products to a wider market (Upik Djaniar et al., 2023) In addition, several Laweyan batik craftsmen also collaborate with local businesses or communities to create joint campaigns that can strengthen promotions and increase product visibility.

> "We often collaborate with several influencers to attract buyers who are fans of the influencers who are collaborating with us. Even if they want to buy the product, they don't mention the name of the batik motif but instead mention the name of the influencer."

No less important, to face the tight competition, they also maximize the use of paid advertising on platforms such as Instagram and Facebook. Laweyan batik entrepreneurs often target their ads to a more specific audience, such as culture lovers, traditional fashion enthusiasts, or tourists who are interested in local products. This allows them to narrow their market focus and be more efficient in reaching an audience that is truly interested in their batik products.

Finally, good customer service is key to maintaining consumer loyalty. Laweyan batik entrepreneurs not only focus on product quality, but also maintain good interaction with customers through fast and individual responses on social media. They also often hold giveaways or promotions to attract new customers, as well as maintain intense communication with old customers to build long-term relationships.

CONCLUSION

The role of social media in the business center in Kampoeng Batik Laweyan is crucial in expanding market reach and increasing the visibility of batik businesses in the area. Social media provides opportunities for batik artisans to introduce their products more widely, not only limited to local customers, but also reaching the international market. Platforms such as Instagram, Facebook, and TikTok are the main channels for displaying the batik making process, the story behind each design, and the unique quality of the products. Through interesting photos and videos, batik business actors can showcase their handicrafts, while building a strong narrative about the traditions and cultural values in Laweyan.

In addition, the interactions that occur on social media allow batik artisans to directly get feedback from consumers, either in the form of comments or private messages, which can help improve the quality of products and services. Not only that, the use of social media also supports strengthening brand awareness and business reputation, especially through marketing campaigns involving influencers or collaboration with batik communities. Overall, social media not only acts as a promotional tool, but also as a bridge that strengthens the relationship between business actors and consumers, and creates significant growth opportunities for the batik business center in Kampoeng Batik Laweyan.

Entrepreneurs in Kampoeng Batik Laweyan said that the role of social media is very important in building strong customer engagement. Social media provides an effective platform for batik business actors in Laweyan to interact directly with customers, both existing and potential. Through social media, batik business actors can introduce new products, hold quizzes or giveaways, and share stories behind the process of making batik which is full of art and tradition. This creates an emotional closeness between the brand and consumers, which in turn strengthens customer loyalty. In addition, social media also allows customers to provide feedback, suggestions, or testimonials that can increase the credibility of the batik business in

Laweyan. Fast and communicative responses from business actors on social media further strengthen relationships with consumers. Moreover, with features such as comments, direct messages, and live streaming, the interaction process becomes more individual and direct, providing a more in-depth experience for customers. Thus, social media is not only a promotional tool, but also an important channel for building and maintaining ongoing relationships with customers (de Oliveira Santini et al., 2020).

In addition to social media, they also use social commerce and social selling. Social commerce is an e-commerce concept that involves the use of social media as a platform for conducting buying and selling transactions, expanding market reach, and increasing product sales. Social Selling is one of the best promotional methods for corporate brands to collaborate with social media celebrities. Social commerce is different from social selling because it has more complete features, ranging from displays or catalogs, promotions, providing shorter product information, to buying and selling transactions. Marketing strategies on social media, such as Facebook, Instagram, and TikTok, are key to creating consumer trust and influencing their purchasing decisions. The use of influencers or famous figures on social media can also increase product popularity and consumer trust. Influencers play an important role in social media marketing. Some celebrities and influencers have quite a lot of followers and are emotionally attached to them. When a celebrity or influencer recommends a company's product or service, consumers tend to be more interested in trying the product or service. Social commerce indicators are measured directly to determine business performance in running sales operations through social media, namely conversion rate, income from social media, number of transactions, engagement rate, number of product reviews and ratings, customer retention rate, share rate, page load time, customer activity, and average purchase value (Yoesoep Edhie Rachmad, 2022).

By using social media to promote their products. Indirectly, they have used the unique selling point method and the impact of the unique selling point (USP) method in Kampoeng Batik Laweyan is very large, especially in differentiating batik products from competitors in the market. Social media provides a platform for batik artisans to highlight the uniqueness and characteristics of each product, such as distinctive traditional motifs, natural coloring techniques, or manufacturing processes that are carried out manually and with great care. Through visual content such as photos and videos, batik entrepreneurs can display(Shih, 2022).

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