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Online Marketing Effects: Social Media Engagement in Promoting Batik among MSMEs

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Abstract: The batik industry, which MSMEs dominate, is one of Indonesia's strengths of cultural heritage and economic growth. The development of technology and information has changed business processes, one of which is the marketing process to become completely digital. Selling via social media has opened up opportunities for some MSMEs in the batik industry, a potential industry in Indonesia, to market their products by targeting consumers of various ages and social statuses. This research aims to understand the effectiveness of social media marketing and consumer engagement with sellers through social media marketing. This research will provide insight for MSMEs in the batik industry to optimize their marketing strategies through social media engagement. This research uses a triangulation method by combining the results of interviews with batik entrepreneurs, consumers of batik products, and theory. Analysis of interview results reveals that young consumers feel that selling batik via social media is very effective and is their primary choice. Batik entrepreneurs in Banyuwangi feel that promotions through online social media and offline promotions through physical stores, festivals, and exhibitions are equally important promotional media for attracting customers from various groups. The current analysis highlights excellent and effective social media promotion strategies for batik entrepreneurs in Banyuwangi to increase consumer engagement and desire to buy products.

Keywords: MSMEs, Batik Industry, Promotions, Social Media, Engagement

INTRODUCTION

MSMEs have a considerable role in economic growth in Indonesia. The number of MSMEs reaches 99% of all business units in Indonesia. The contribution of MSMEs reaches 60.5% of the country's GDP and 96.9% of the total national workforce absorption (Public Relations of the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, 2023). MSMEs in Indonesia are essential for absorbing labor, so MSMEs have a strategic role in reducing unemployment and poverty. MSMEs are always present in the Indonesian economy

and prove their resilience, especially when an economic crisis hits the nation (Jin et al., 2019). MSMEs are one of the main supporting sectors for Indonesia's economic growth from time to time (Putra, 2018). MSMEs have a role in providing safety net facilities related to running economic activities, especially for people with low incomes (Adhistryan Sopyan et al., nd).

Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UMKM), there will be 8.71 million MSME units in 2022 in Indonesia. This figure continues to increase from time to time. The rapid and massive development of MSMEs in Indonesia shows intense competition in this business sector. The batik industry is one type of MSME in Indonesia, which has also been named an Intangible Cultural Heritage of Humanity or Intangible Cultural Heritage since 2009. According to data from the Ministry of Industry's Center for Crafts and Batik (BBKB), around 3,159 batik business units are registered throughout Indonesia. Referring to this data, the number of batik industries on a large-medium scale is 208 units in 2021, and the number of batik businesses on a micro-small and medium scale is 2,951 units in 2018. Then there is the batik industry, with a small business class of 815 units and a medium business class of 342. Batik has some roles in the lives of Indonesian people. Not only as everyday clothing, batik is also used as clothing for important events and rituals. Batik is present as the identity clothing of the Indonesian people with characteristic cultural motifs in each region in Indonesia. Batik wear at informal and formal events such as wedding ceremonies, business environments, academics, pregnancy celebrations, and art performances.

Banyuwangi Regency is one of the areas that has developed the batik industry and has even penetrated the international market. Typical types of Banyuwangi batik motifs include Gajah Uling, Kangkung Setingkes, Alas Kobong, Paras Gempal, Kopi Pecah, Gedekan, Ukel, Moto Pitik, Sembruk Cacing, Blarak Semplah, Gringsing, and Sekar Jagad. The batik industry, empowered by the Banyuwangi district government, continues to upgrade its products and marketing through social media promotions to expand its market. The Banyuwangi district government supports the development of the batik industry in Banyuwangi by conducting various training and batik festivals as a forum for promoting Banyuwangi's typical batik motifs to local and international tourists visiting Banyuwangi. Through the Banyuwangi Batik Festival (BBF) organized by the Banyuwangi district government, traditional batik artisans from all batik industry MSMEs in Banyuwangi can collaborate with national fashion designers. It manifests the government's seriousness in marketing the batik industry in the Banyuwangi area (Novi Husdinariyanto, 2022).

Strengthening marketing strategies is one solution for MSMEs to compete among other business units (Hadi et al., 2021). In today's digital era, marketing via social media is the right choice for MSMEs in the batik industry to expand their business so that it is better known to the Indonesian people and even abroad. Using promotions via social media needs an appropriate strategy to increase social media engagement so that the promotional media delivered can achieve business goals, namely attracting consumers' attention to buy a product. (Tayibnapis et al., nd).

According to Supriyanto and Rosmalia (2021), The social media networks Facebook and Instagram are an effort to increase marketing so that a company can compete in the digital era and increase awareness of its business. Online marketing (e-marketing) is a channel someone can reach via computer (Kotler & Keller, 2016). According to (Silviana Batubara et al., 2022), social media is a new media paradigm in the context of the marketing industry. In 2021, the use of social media will become the highest digital marketing media tool. The benefits resulting from the use of social media are many and varied. Among them are facilitating transaction activities, minimizing operational costs, facilitating sales, benefiting revenue, and saving space or space in promotional activities. Promotion via social media for the batik industry is

appropriate for minimizing marketing costs while optimizing marketing efforts through existing potential.

Research on social media discusses how social media influences the image of a company (Dijkmans et al., 2015), how Instagram influencers can influence their followers to buy a product (Jin et al., 2019), and how social media influences the desire to buy a product (Dehghani & Tumer, 2015). Previous relevant research regarding social media is clear evidence that social media is a strategic promotional medium for MSMEs to compete and attract consumer interest in buying a product so that they can increase sales through an excellent social media engagement strategy.

Therefore, analyzing the management and optimization of social media accounts through batik MSME owners and consumer experiences in visiting social media accounts belonging to relevant MSMEs is very important. Use a qualitative approach to find insights from informants and search for appropriate promotional strategies through interview methods. Choosing the right promotional strategy will help understand how effective consumer social media engagement is for MSME owners of the batik industry in Banyuwangi. This research will provide the proper insight and insight for MSMEs in Banyuwangi to analyze and optimize social media engagement strategies that impact their business.

METHOD

Interview Method

This research uses a qualitative approach with the interview method. This research will collect data from May 2023 to August 2023. The collection method is through data collection from interviews with informants who are owners of batik industry MSMEs in Banyuwangi and followers on selected MSME social media who are also relevant consumers of the batik industry. The interview method is obtaining information for research purposes through face-to-face question-and-answer activities between researchers or interviewers and informants with or without using interview process guidelines (Sanola, 2022). This interview method is essential to get insights from MSME owners and consumers regarding their opinions on MSME social media in Banyuwangi. The insights obtained will give rise to several possible solutions to improve marketing so that it can have an impact on increasing the social media engagement of related MSMEs.

Recruitment of Informants

This research aims to recruit 3 MSME owners of the batik industry in Banyuwangi and five consumers who are social media followers of batik MSMEs in Banyuwangi. The informants for this research are MSME owners as social media managers and consumers as MSME social media followers. The target informants are MSME owners with social media to market their businesses. Then, the target of consumer informants who are also followers of batik MSME social media is consumers who actively use social media in their daily activities, especially when shopping for clothes online.

Data Collection

Interviews are a qualitative data collection technique that can be carried out individually, in groups, or at conferences (Augina et al., nd). In this research, interviews were conducted per individual to gain specific insight from each MSME owner of the batik industry, which generally has different characteristics and challenges in its business because each business has different management and characteristics. The interview technique in this research was asking questions by the interviewer or researcher, which the informant will answer.

Data Analysis

Inductive data analysis was used in this research to analyze the verbal responses of informants from both informants and theory, starting from specific facts and then drawing general conclusions. This research uses a triangulation method by combining the results of interviews with batik entrepreneurs, consumers of batik products, and theory. Analysis was carried out on two types of informants as a whole, and comparisons were made from the interview results using the same question guide for each type of informant. Analysis of the two types of informants who are batik MSME owners in Banyuwangi who actively use social media and batik consumers who actively use social media to shop for clothes, is interpreted collectively in the overall development. Researchers will analyze all interview results and theories to obtain insight and insights from each informant. The analysis focuses on social media, the batik industry, and social media engagement.

RESULTS AND DISCUSSION

Results

While analyzing the results of interviews with informants, the author formulated the same themes related to the level of audience involvement in batik sales via social media and offline stores.

Social Media Promotion Engagement

Almost all informants believed that they were very aware of the products promoted to them in everyday life. They are aware that the products promoted to them are targeted based on their search history and interests. Batik business owner informants know that promotion is essential in building a business, primarily regarding product expansion. Informants who are batik consumers realize that interesting promotional content will interest them in buying batik products. "Promoting batik through social media, batik festivals or exhibitions, or word of mouth promotion is very important for us to attract consumers among young people, especially now that times have changed, namely the digital era, so we have to adapt to this to continue progressing." (Informant 1, batik entrepreneur, 40 year old woman).

Even though social media is currently an effective promotional strategy among MSMEs, several MSMEs consider offline promotion essential, considering that some of these batik entrepreneurs have various consumer segments. According to batik entrepreneurs, for upper-class consumers and older consumers, promotion through word of mouth or offline and particular batik exhibitions is effective promotion. "For exclusive superior products, for me, word of mouth promotion has been very effective considering this business has been around for four generations. On average, it already has several loyal consumers, even in government circles. "Mother consumers also prefer to come and see fabric motifs in person rather than having to order online." (Informant 2, batik entrepreneur, 56-year-old woman).

Successful Promotion Strategies

Certain aspects of fashion promotions appeal to batik consumers generally. Interesting and up-to-date content is quite attractive to active consumers on social media. "Very contemporary content is exciting for me to see. "Moreover, in terms of the goods displayed, it is also good, so I will stay for a long time to find out more about the batik online shop until finally I am interested in buying it." (Informant 3, consumer, 22 year old female)

Visually attractive promotions will make fashion goods, especially batik, appear more attractive. Moreover, good product visuals are combined with photos or videos of other people or fashion models using the product, increasing consumer interest and trust. "I like fashion content that is packaged simply through short videos. I also always look at how the product looks when used by the model for selling the product. With a model, it becomes easier for me

to imagine what the real product will look like and decide whether the product is suitable for me or not." (Informant 4, consumer, 22 year old female).

Unsuccessful Promotion Strategies

In reality, not all promotions are well received by consumers. Informants, especially consumers, have many choices of online stores when they want to buy a product. Therefore, it is effortless for them to compare the quality of products and services from one store to another, and it is also straightforward for consumers to change stores if the results of searching for products or services differ from what they expected. "If the service response from the seller takes a long time when I ask about the product via Instagram DM message, I will tend to forget about it and prefer to look for another shop that responds more quickly" (Informant 5, consumer, 22-year-old female)

Batik consumers want products that are always available and have responsive service when negotiating purchases. The incompatibility of information between social media and store inventory will disappoint consumers and immediately look for other options. "When I asked about the product stock on the batik shop's Instagram feed, and they answered that the goods were out of stock, I was very disappointed; they should have updated it on their social media so that I did not have to waste time waiting for their answer and immediately looked for other batik shop options." (Informant 4, consumer, 22 year old female).

Effectiveness of Social Media for Promotion of New Innovation Products

Batik entrepreneurs will tend to exhibit motifs and models that are familiar to consumers to attract their interest. A model that sticks in consumers' memories will make them more interested. However, it does not rule out the possibility that batik business shops will also introduce their exclusive batik models. A batik shop with exclusive design characteristics will be a unique attraction for consumers because of its uniqueness. "The products that I display on social media are superior products that consumers most seek after in terms of motifs and models. In my opinion, this has been effective in attracting consumers to buy my products. "My products have their advantages, namely that I maintain ancient motifs with contemporary designs so that they are attractive to consumers." (Informant 2, batik entrepreneur, 56-year-old woman)

Consumers need clear, detailed product descriptions when buying fashion products. Consumers who are considered active in purchasing fashion products on social media consider that the description written by the seller is the most important thing for them to decide whether or not the product they see suits the consumer's needs and interests. "Captions on online shop posts, especially fashion, are essential for me to see whether the size of the product matches what I am looking for or not. The more detailed the product explanation, for example, the fashion product is suitable for a certain body weight and chest circumference, the clearer the information I receive. With this clear information, I am more confident about the items I will buy." (Informant 3, consumer, 22 year old female)

Some consumers also prioritize product choices that are contemporary and constantly updated with existing fashion trends. The young people are active on social media and sensitive to fashion trends. Online stores with up-to-date product uploads will increasingly attract the interest of consumers from young to adult ages. "When I want to buy batik, I will look at the model first because I look for models that are currently trending. If the clothing model and motif are trendy, then I will be interested in buying it." (Informant 5, consumer, 22-year-old female)

Transaction Process Efficiency Through Online Interaction

For batik entrepreneurs, several types of batik have their segments. The price is relatively high for batik with unique, exclusive motifs, premium materials, and a long work process. Meanwhile, more general motifs with a short processing process will be cheaper. Purchasing exclusive batik at a high price will require a more complex negotiation process than a relatively cheaper one. When buying expensive batik products, consumers consider raw materials, quality, motifs, and uniqueness. The online transaction process makes it easier for both parties.

"For batik with a more expensive price, it depends on the processing process, which takes a long time with the type of written batik. The material and exclusivity of the motif also greatly influence the price. Upper-class consumers looking for these goods will also not hesitate to buy them if my previous consumers are loyal. Consumers will immediately place orders via social media and confirm payment. "For batik at low prices, I also always have ready stock with types of printed batik that are in demand by young and old people." (Informant 2, batik entrepreneur, 56-year-old woman)

Some consumers use social media as a medium to compare prices. They will look for cheaper prices with good quality. They consider social media efficient and valuable for finding fashion items that suit their needs. "I will compare batik prices via social media. I will look for a price that suits my pocket with quality that is no less competitive than other products. Compared to coming directly to the shop, it would be more practical if I researched social media, so selling on social media was very helpful for me." (Informant 3, consumer, 22-year-old female).

Balance between Online and Offline Promotions

For some batik entrepreneurs, online shops are a practical medium for attracting consumers. Online stores can attract consumer interest without reducing their interactions with sellers to negotiate or ask for product information. However, offline sales are also a choice for batik business owners because their consumers are diverse, and some prefer to shop in person. "Online sales are very effective for me, and many people ask about products online too, and many orders come in online. "There are also consumers who like to come to places directly or through festivals, so sales online and offline still have to be done because consumers have their interests." (Informant 1, batik entrepreneur, 40 year old woman)

Batik entrepreneurs consider that the existence of offline shops is essential to provide a tourist experience for consumers who want to see or be directly involved in the batik-making process. Batik entrepreneurs will provide their knowledge about the batik process and the motifs made to consumers so that this provides an enjoyable cultural tourism experience for several consumers. "Offline shops are, of course, important because these batik shops are also used as tourism for consumers who want to experience the process of making batik directly so that it becomes a special attraction for them." (Informant 2, batik entrepreneur, 56 year old woman)

Some consumers prefer shopping online rather than offline because it is practical and more accessible. Shopping online provides various choices for consumers regarding the qualifications of the products they want. Online shopping also has a series of benefits, including consumers being able to save time, energy, and costs. "I prefer shopping online because I do not need to come directly to the batik shop, so I do not have to spend more. "Online shopping is also very comfortable to do while relaxing or doing other activities wherever I am." (Informant 4, consumer, 22 year old female).

Summary of Analysis of Interview Result

Batik entrepreneurs realize the importance of promotion through social media with the strategies implemented therein. They are targeting young consumers with contemporary batik

models for promotion via social media. *Attractive social media promotions* are advertisements packaged with contemporary content currently viral. Promotion of trending products among the public will more easily attract consumer interest. Meanwhile, promotions that are not accompanied by responsive service will have the potential to lose potential consumers because of the large number of preferences for batik shops on social media.

Another thing that makes online promotions ineffective is the mismatch in information between social media and product reality, which disappoints consumers, and they will not be interested in revisiting the online shop at another time. Although social media has much potential in attracting consumers, offline promotion strategies through shops, festivals, exhibitions, or word of mouth are also crucial for batik entrepreneurs because each consumer has a shopping experience. Upper-class consumers who are older adults will choose to shop directly in stores, which is different from young people who prefer to shop online.

Detailed product descriptions in promotions on social media are critical for consumers to know which products suit their needs. Promotion by directly applying the product by fashion models will make it easier for consumers to see clothing details. Products that suit current trends will attract the interest of many consumers, especially young consumers. Exclusive high-quality products will interest consumers, especially those from middle to upper economic levels, who are quick to buy exclusive products at high prices. Some consumers commonly use social media as a medium for comparing product prices from one shop to another. Consumers will look for cheap products in stores that they compare with good quality. Online stores are the primary choice for young consumers because they are more practical than offline ones. Shopping for batik online can save time, energy, and costs. Offline shops are still necessary for batik entrepreneurs to attract consumers from different segments, especially older adults or consumers who want to get direct experience of the batik-making process.

Discussion

This qualitative analysis explores the experiences of batik entrepreneurs and consumers regarding batik MSME products. Promotion involves conveying messages from sender to recipient and includes connected and open communication techniques. Promotion on social media can take the form of content presented related to the products offered. According to consumer informants, good promotion is accompanied by responsive social media services, especially regarding social media engagement, which includes comments, likes, and shares. In this research, promotions that implement online marketing have attracted the attention of consumers to glance at and even buy the product. Supriyanto & Rosmalia (2021) stated that promotions through social media, Facebook and Instagram, can attract awareness for potential consumers to pay attention and look for information about the products sellers offer, according to Dehghani & Tumer(2015). Social media can influence the purchase of a product. It is proven by statements from consumer informants and batik entrepreneurs who said that social media has proven effective in attracting consumers among young people. Batik industry entrepreneurs in Banyuwangi can use social media to introduce superior products with various attractive offers.

Auto-sourced content and user-generated content are widely used by social media platforms to influence consumer engagement by embedding and customizing ads based on consumer interests (Dunlop et al., 2016). Batik consumer informants in Banyuwangi stated that advertisements packaged with contemporary content and products were persuasive and able to initiate consumers to search further and even buy related products offered. Batik MSME entrepreneurs in Banyuwangi can increase consumer engagement on social media with content that is packaged up to date and also responsive communication to consumers. Having a responsive and interactive online business account is essential for consumers when considering

purchasing a product. Less responsive accounts will tend to be abandoned by consumers because they have many preferences for other online stores that sell or offer the same product.

CONCLUSION

In conclusion, promotion via social media effectively increases consumer interest in exploring information about MSME products in the batik industry in Banyuwangi up to the stage of making a purchase. The promotional strategy by MSME entrepreneurs in the batik industry in Banyuwangi with contemporary content has attracted consumer interest to learn more about the products in the content. Promotional strategies to increase social media engagement go hand in hand with online shop services responding to consumer responses regarding products that interest them. The faster and more interactive the online shop owner responds to consumer responses, the higher the engagement in the online shop will be. Offline promotions through physical stores, batik festivals, and exhibitions are also considered adequate for batik entrepreneurs to target consumers who want a batik shopping experience accompanied by a direct batik-making experience, especially tourists, older adults, loyal customers who are used to visiting physical stores in person, and customers who are less active in the media social.

So that promotions run effectively and can attract consumers in various circles, batik MSME business actors in Banyuwangi can realize online promotional strategies by increasing social media engagement and also realize offline promotional strategies through word-of-mouth promotions, batik festivals, exhibitions, and opening an offline store which essentially involves a pleasant in-person shopping experience, and customers who are less active on social media. So that promotions run effectively and can attract consumers in various circles, batik MSME business actors in Banyuwangi can realize online promotional strategies by increasing social media engagement and also realize offline promotional strategies through word-of-mouth promotions, batik festivals, exhibitions, and opening an offline store which essentially involves a pleasant in-person shopping experience.

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