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## Digital Marketing Assistance for *Sembung* Batik SMEs during the COVID-19 Pandemic

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**Abstract.** Small and Medium Enterprises (MSMEs) are one of the sectors most affected by the Covid-19 pandemic. One of the affected MSMEs is the *Sembung* Batik MSME batik craftsman. The problems faced by *Sembung* Batik SMEs are declining sales turnover and not being able to adapt quickly to using technology. To deal with these problems, there is a solution offered, namely training in the use of marketing technology so that it can increase sales turnover. The method of implementing this service program is to reactivate social media, improve digital marketing, improve the quality of product photos, and build branding and digital marketing training. The results of the community service program activities show the enthusiastic enthusiasm of the participants in receiving the material as many as 85.00% of the participants can understand the material and until now there has been an increase in turnover from sales using social media and websites.

**Keywords:** mentoring, marketing, batik products, *Sembung* Batik SMEs, the COVID-19 pandemic

### Introduction

Batik is an Indonesian cultural heritage that has been officially recognized by UNESCO on October 2, 2009 [1]. This recognition made people aware of wearing batik products, so it had a positive impact on the development of batik in Indonesia. However, awareness to preserve and maintain culture is still underestimated, especially for the younger generation. This is due to the rapid flow of modernization in Indonesia which facilitates influence on social changes in people's thinking patterns. Modernization is a challenge through the development of information technology as an opportunity to imitate modern dress modes [2].

Indonesia has a variety of batik motifs that show the characteristics of each region [3].

The uniqueness of batik motifs is a strength of Indonesian batik culture. The difference in motifs is influenced by the culture and expertise of batik craftsmen who have traditional values and philosophical meanings [4]. The variety of motives created encourages people to create a system that can recognize diverse motives.

One area that produces and develops batik is Lendah District, Kulon Progo Regency. Previously, the majority of the community members were farmers, but until now not a few worked as batik craftsmen. Along with its development, Lendah District has become a batik center in Sidorejo Village, Gulurejo Village, and Ngentakrejo Village, Lendah District, Kulon Progo Regency.

*Sembung* batik is one of the batik craftsmen in Gulurejo Village.

MSMEs are one of the sectors most affected by the pandemic. One of the affected SMEs is *Sembung* Batik. *Sembung* Batik is located in Gulurejo Village, Lendah District, Kulon Progo. *Sembung* Batik SMEs during the pandemic experienced a drastic decline in turnover, almost reaching 75.00%. In addition, marketing is still conventional through product sales in galleries and has not utilized social media optimally. Therefore, this service aims to provide digital marketing assistance through social media and websites.

## Methods

### *Planning Stage*

At this stage, the first thing to do is a survey to determine the condition of the community of *Sembung* Batik craftsmen in Gulurejo Village, Lendah District, Kulon Progo Regency. Next, collaborate with partners, namely confirming, asking for permission, and signing the Implementation Arrangement (IA) with the owner of *Sembung* Batik. At this stage of cooperation, the aims and objectives of the training are conveyed so that data regarding the state of human resources and supporting facilities in the place that will be used as the target of training and mentoring is obtained. Next, collect data on the target of training and assistance on digital marketing through social media and websites. Furthermore, the service team made a program of a series of activities. From the preparation of training, the preparation of training materials, the arrangement of the implementation of training activities, the evaluation of training activities, and the preparation of

the final training report and planned outputs. Next, collaborate with partners.

### *Implementing Stage*

At this stage, what is done is to provide guidance in the form of training to *Sembung* Batik SMEs regarding the importance of digital marketing which is equipped with knowledge about media that can be used for promotion through social media. This training activity was carried out at the house of the owner of *Sembung* Batik by involving the service team and five students. The next step is to create a website account. In this activity, it facilitates and directs partners in using the website media, then partners will continue to operate for the process of selling batik products. Then conduct Focus Group Discussions through discussions and question and answer sessions regarding training and monitoring by providing ongoing assistance and providing input if there are problems.

### *Evaluating Stage*

At this stage, monitoring and evaluation of training are carried out on all community service program activities. Furthermore, controlling the results of increasing product sales by using digital marketing

## Discussion

### *Desain dan training pada Digital Marketing*

The first stage designs, namely analyzing marketing needs to increase the productivity of batik sales. So far, the marketing strategy used by *Sembung* batik is carried out through resellers from members of the local government who order batik clothes for uniforms or the general public, exhibitions, and not yet

fully promoted using online media. The discussion results from the marketing division that so far there have been difficulties in controlling digital marketing (see Figure 1). They have 5 workers in the marking division and 4 of them are working online and offline (conventional). So far, the problem in selling batik products is different from other products [5], [6]. Batik motifs must change every week. According to them, buyers do not like the same batik motifs but tend to prefer premium batik motifs. Even when there is a production failure in the batik motif, the material becomes a premium batik motif. Furthermore, with the marketing of the new motif, the admin marker must have the ability to produce motifs according to user tastes. The renewal of the batik motif is difficult when sold online because each production is very limited, namely 10 (ten) pieces of cloth.



Figure 1. Sharing marketing problems and data entry to the Website

However, if online sales are not made through digital marketing, then buyers will have difficulty recognizing *Sembung* batik. So, several alternatives were carried out, namely (1) designing and developing the *Sembung* batik website as an identity (see Figure 2); and (2) marketing through TikTok, YouTube, etc

(See Figure 3). The second stage is designing website needs based on problems and integration with other social media. The goal is that consumers do not experience confusion when looking for information about *Sembung* batik. Furthermore, they are trained to recognize the features of the website to be filled with batik products. They also divide the team to develop other social media. In this training, the focus is on filling out data-based websites and sales via TikTok, YouTube, Sophee, etc. which will then be analyzed for sales levels.



Figure 2. Digital Marketing Using Website Sources:

<https://Sembungbatik.business.site/>

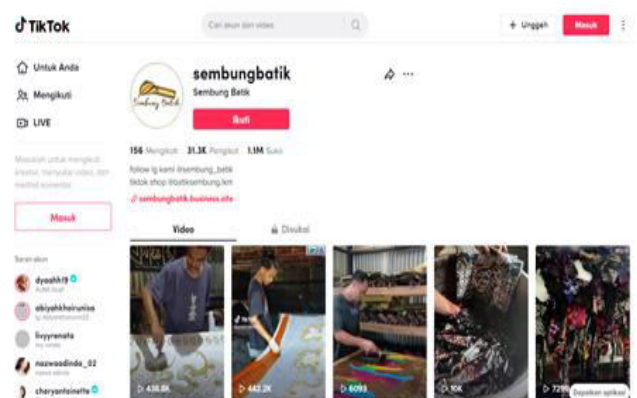


Figure 3. Digital Marketing Using TikTok Sources:

<https://www.tiktok.com/@Sembungbatik?t=8UxPQwblmVe& r=1>

The achievement of the training targets can be seen from the participation of the training participants. The targeted number of participants was 4 (four) people, in fact, 5 (five) people participated so that the target of the number of participants could be met. Furthermore, regarding the implementation of the training, the overall material was conveyed both in theory and discussion. The results of the training evaluation regarding the understanding of the material 74.00% stated it was clear, the implementation of the activities 80.00% stated it was good and in the presentation of the material 79.00% stated it was very clear

### Evaluation of Training Implementation

The implementation of training program activities for the community has been in accordance with user needs. This can be seen from the enthusiasm of the trainees in participating in a series of activities. Furthermore, partners also experienced an increase in sales turnover of around 25.00% of sales through digital marketing platforms. The impact of this training program is presented in table 1.

Table 1. Impact of digital marketing training programs

| No | Activity   | Before Training   | After Training   |
|----|--|---|--|
| 1  | Application Development and Digital Marketing Training | Passive towards online marketing, relying on conventional       | Active and have an awareness of the importance of online marketing |
| 2  | Digital marketing content development                  | Already using social media but don't have a website account yet | Already integrated website and other social media                  |

### Conclusion

The findings from the results of community training activities that have been carried out are: (1) this community service activity is carried out at the house

of the owner of *Sembung Batik* with a target audience of 5 (five) people; *Sembung Batik* admins; (2) the method of implementing activities using training methods and creating website accounts; and (3) community service activities based on indicators of activity achievement, this activity is considered successful.

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