

## Digital Marketing Challenges: Damar Batik Jogja and Utilizing the Shopee, Tiktok, and Instagram Platforms

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### ABSTRACT

The large number of internet users in Indonesia is a major factor for UMKM Damar Batik business actors to utilize digital marketing to reach wider consumers. Damar Batik, as one of the prominent brands in batik products, needs to optimize its digital marketing strategy in order to compete in an increasingly competitive market. In this community service program, the focus is directed at utilizing digital marketing to build brand awareness for Damar Batik. The results of this service show that the use of digital marketing through social media, e-commerce, has great potential to build brand awareness for Damar Batik. The use of consistent slogans or messages can help shape public perception of Damar Batik as a strong brand rooted in local batik culture. Platforms such as shopee, tiktok and Instagram and e-commerce are considered to play an important role in strengthening the position of the Damar Batik brand in the eyes of the public as an authentic batik brand that is relevant to the times

**Keywords:** Damar Batik Jogja, Digital Marketing, E-commerce.

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## INTRODUCTION

The development of information technology in this modern era is increasingly rapid, which has also encouraged various business sectors, including MSMEs, to adapt to a digital approach. According to Sutabri (2014:3), information technology can be defined as a technology used to process data, involving the process of collecting, compiling, storing, and manipulating data to form quality information. This information is important because it plays a role in strategic decision-making, both at the individual, business, and government levels. This transformation, as expressed by Raniswara (2021), greatly affects trade by making it more practical, efficient, and developing rapidly. (Fauzi et al., 2023)

Digital marketing is an integral part of technological adaptation in modern commerce. Coviello, Milley, and Marcolin (2001:26) define digital marketing as the use of the internet and other interactive technologies to build relationships between companies and consumers. This strategy allows MSMEs to strengthen interactions and encourage purchases through various digital marketing methods, such as e-commerce and social media, which offer ease of transactions and broad access to consumers. (Fauzi et al., 2023)

In Indonesia, marketplaces such as Shopee, which has been active since June 2015, offer a digital platform that makes it easier for businesses to reach a wider market. Shopee makes it easy for businesses to interact with consumers through fast delivery services, price guarantees, and marketing campaigns. Marketing strategies such as push, pull, and pass-through marketing allow businesses to build loyalty and increase consumer engagement. (Fauzi et al., 2023)

This community service program, entitled "Digital Marketing Challenges on Shopee, TikTok, and Instagram: The Concept of Ing Ngarsa Sung Tulada, Tut Wuri Handayani in Damar Batik Business," aims to help MSMEs, especially Damar Batik, in facing digital marketing challenges. By implementing the principles of Ing Ngarsa Sung Tulada (setting an example from the front) and Tut Wuri Handayani (giving encouragement from behind), it is hoped that MSMEs can be more effective in utilizing digital platforms to strengthen their brands, reach wider consumers, and compete in this digital era.

1. Damar Batik Jogja faces challenges in optimally utilizing social media and e-commerce platforms to expand market reach and attract more customers. Currently, the use of social media and e-commerce such as Shopee, TikTok, and Instagram has not been fully optimized for promotion and sales. Limitations in digital content strategies and a lack of understanding of the platform's algorithms have resulted in Damar Batik Jogja's brand awareness being less than optimal. As a result, the business is missing out on a huge opportunity to reach a wider audience and compete in an increasingly competitive digital market.
2. Damar Batik Jogja needs support to optimize digital marketing, because currently the skills and knowledge of partners in managing social media and e-commerce are still limited. Although Damar Batik products are of high quality, the lack of understanding of digital marketing strategies means that the

potential of these products is not being optimally utilized on platforms such as Shopee, TikTok, and Instagram. This community service is important to help partners master effective digital promotion strategies and understand marketing techniques that are relevant to today's audience. With this assistance, it is hoped that partners will be able to increase their competitiveness and expand their market reach significantly.

3. Research conducted on the Damar Batik Jogja business shows that local batik industry players face major challenges in adopting digital marketing effectively. The authors Wardani and Kusumo (2021) revealed that batik MSMEs in Yogyakarta have great potential to develop with digital marketing, but limitations in knowledge and marketing strategies often hinder their achievements. Many traditional batik business actors do not yet understand how to optimize social media or e-commerce platforms to introduce their products to a wider audience. This is due to the lack of training and assistance in managing digital content and understanding platform algorithms, such as on TikTok and Instagram, which has an impact on their limited competitiveness.

And the challenges in digital marketing among batik MSMEs include the difficulty of creating interesting and consistent content, as well as understanding consumer behavior in the digital era. Research by Rahmawati (2022) shows that relevant content, such as the story behind the batik motif and the cultural values contained, can be the main attraction for digital consumers. However, the lack of skills in creating visual content and storytelling often makes marketing ineffective. Damar Batik Jogja, which carries the traditional values of Yogyakarta batik, actually has great potential to attract consumers with creative and in-depth content. Thus, dedication is needed that focuses on improving the understanding of digital content strategies, so that partners are able to promote their products in a more attractive and effective way on digital platforms.

This service is also in line with government policy in the Strategic Plan of the Ministry of Cooperatives and SMEs for 2020-2024, which targets increasing digital transformation for MSMEs as one of the strategic steps to strengthen the technology-based economy. Through training and mentoring, Damar Batik Jogja can overcome digital marketing challenges, not only to increase sales but also to preserve batik culture by introducing it to a wider market.

4. To expand the market and increase the competitiveness of Damar Batik Jogja in the batik industry, concrete steps are needed in digital marketing. The solution includes creating a Shopee account and optimizing marketing strategies through the Shopee, TikTok, and Instagram platforms, which are expected to increase product visibility and sales online.
5. a. The main objective of Damar Batik Jogja's business is to increase brand recognition in the wider community, so that this batik product is known by various groups, both inside and outside Yogyakarta. As a unique product that reflects cultural richness, Damar Batik Jogja wants to bring batik into modern trends without leaving behind strong traditional values. Through this effort,

Damar Batik hopes to become one of the leading batik brands that is the pride of the local community while attracting the attention of consumers from various regions.

b. In today's digital era, Damar Batik is determined to expand its existence on e-commerce and social media platforms, such as Shopee, TikTok, and Instagram. By utilizing the right digital marketing strategies, Damar Batik aims to reach new consumers and increase the visibility of its products effectively. Strengthening its position in the digital market will provide a competitive advantage, allowing Damar Batik to reach a wider audience more efficiently.

c. In addition to being widely known, Damar Batik Jogja aims to be number one in batik sales on various digital platforms. By optimizing marketing techniques and utilizing the features available on Shopee, TikTok, and Instagram, Damar Batik hopes to achieve the top ranking in the batik category. This not only measures success in terms of sales volume, but also in terms of customer satisfaction, which is an important indicator in building a reputation on these platforms.

d. Building customer loyalty is also an important goal for Damar Batik. Through responsive and friendly customer service, and by offering quality products, Damar Batik wants to build a close relationship with its consumers. With positive interactions, attractive promotions, and relevant content, Damar Batik hopes to create a loyal and dedicated customer base, who will eventually become ambassadors for the brand.

e. Overall, Damar Batik Jogja wants to become a leading batik brand that is not only famous but also trusted by consumers throughout Indonesia. Through this achievement, Damar Batik hopes to continue to grow as a sustainable business, contribute to the preservation of batik as Indonesia's cultural heritage, and strengthen its competitiveness in the national batik market. With this vision and goal, Damar Batik is ready to compete in the digital era, welcome positive growth, and strengthen its position in the increasingly competitive batik industry.

## METHOD

In this implementation, the paradigm used is constructivism, which focuses on the view that each individual develops an understanding and knowledge of the world through experience and reflection on that experience. Based on this principle, individual understanding is largely formed from the experiences they have had. The implementation method was chosen to answer questions about the role of digital marketing in increasing brand awareness. This method produces descriptive data related to facts, both in written and spoken form, obtained from controlled situations. It

is hoped that this method can describe in detail the elements in digital marketing.(Fauzi et al., 2023)

Data in this implementation is obtained through observation, information collection, and relevant documents. After the data is collected, the data is selected and sorted to ensure its suitability in answering the objectives of the implementation. Researchers use technical triangulation and source triangulation. Technical triangulation is the collection of data through various methods from the same source, including participant observation, interviews, and documentation. Source triangulation is a technique that combines various types of data and existing sources.(Fauzi et al., 2023)

## RESULTS AND DISCUSSION

This community service program carries the theme "Digital Marketing Challenges: Damar Batik Jogja and the Utilization of the Shopee, TikTok, and Instagram Platforms," which was chosen based on observations and interviews by the Sarjanawiyata Tamansiswa University Community Service Team with batik industry players to understand the obstacles they experience. This activity was held on October 16, 2024 at Damar Batik which is located on Jl. Perumahan Kp. Ambarukmo, Jaranan, Banguntapan, Kec. Banguntapan, Bantul Regency, Special Region of Yogyakarta. In this activity, students of the Management Study Program from Sarjanawiyata Tamansiswa University discussed the problems faced by the Damar Batik MSME, especially in facing the challenges of digital marketing on the Shopee, TikTok, and Instagram platforms.

As a step to overcome this problem, the community service team introduced the concept of "Ing Ngarsa Sung Tulada, Tut Wuri Handayani." Through this concept, the community service team acts as an example or role model (Ing Ngarsa Sung Tulada) in providing education about the right digital marketing to Damar Batik MSMEs. By showing effective digital marketing strategies, it is hoped that MSME actors can see firsthand the correct implementation in product promotion on digital platforms. Then, the team also encourages active participation and independence of MSMEs (Tut Wuri Handayani) in utilizing digital platforms, and the solution identified is the creation of an appropriate digital marketing strategy so that Damar Batik businesses can compete effectively on e-commerce platforms, while building a strong brand identity on social media.



Picture 1. Interview Process



Figure 2. Photo With the Owner

## CONCLUSION

This conclusion provides a clear and comprehensive picture of the importance of information technology development, especially in the context of digital marketing for MSMEs. The explanation of the definition and role of information technology and digital marketing is very relevant and connected to the topic discussed. The information presented also supports the understanding of how digital platforms such as Shopee, TikTok, and Instagram provide convenience and opportunities for business actors to develop their businesses. The mention of the concept of "Ing Ngarsa Sung Tulada, Tut Wuri Handayani" as a basis for helping MSMEs adds a philosophical dimension that enriches the practical approach that will be applied.

Suggestion: Although this introduction is quite informative, it would be better if there was a further explanation regarding the specific challenges faced by MSMEs in implementing digital marketing. For example, are there any technical obstacles, resource limitations, or other problems that often arise in the process of adapting digital

technology. The addition of concrete examples or case studies from MSMEs that have succeeded or struggled in implementing digital marketing can also provide a deeper picture for readers. Thus, readers will better understand the real context of the topic discussed and how the proposed solutions can be implemented effectively.

#### Thank-you note

We would like to express our deepest gratitude to the community service institutions that have supported and organized this program, namely "Digital Marketing Challenges on Shopee, Tik Tok, and Instagram: The Concept of Ing Ngarsa Sung Tulada, Tut Wuri Handayani on Damar Batik Business." Thank you for the opportunity given to help MSMEs, especially Damar Batik, in facing digital marketing challenges. We also appreciate the contributions and attention of all parties involved in the implementation of this program, which not only provide new knowledge and insights, but also provide motivational encouragement so that MSMEs can be better prepared to compete in the digital era. Hopefully this program can have a positive and sustainable impact on the development of MSME businesses in Indonesia, especially in utilizing digital platforms to strengthen brands and increase competitiveness.

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