

Strengthening Traditional Batik Marketing Through Empowerment Based Digital Marketing: The Role Of The Giriloyo Batik Association In Yogyakarta

Fitria Dita Kurniasari^{1,*}, Ratih Hesty Utami Puspitasari²

¹ Management Study Program, Faculty of Economics and Business, PGRI University Semarang, Semarang City, Indonesia

² Management Study Program, Faculty of Economics and Business, PGRI University Semarang, Semarang City, Indonesia

* Corresponding Author: ditaf3391@gmail.com

Abstract.

This community service activity aims to strengthen the marketing strategy for traditional batik in Kampung Batik Giriloyo, Yogyakarta, through community-based digital empowerment. The main obstacle overcome was the low utilisation of digital media by batik artisans. The initiative employs a participatory approach involving problem identification, practical digital marketing training (including the use of WhatsApp Business), promotional content creation, marketplace introduction, and collaborative evaluation. The results show an increase in participants' understanding and skills in digital marketing despite technical constraints such as limited devices and internet access. The enthusiasm of the participants is an important asset in the development of a sustainable digital marketing strategy. This initiative has produced an integrated digital empowerment model that includes participatory needs identification, contextual training, and collaborative evaluation, which has the potential to be replicated to strengthen other traditional MSMEs in the era of digital transformation.

Keywords: *Community Empowerment; Digital Marketing; Giriloyo; MSMEs Traditional Batik*

I. INTRODUCTION

The Giriloyo Batik Association in Yogyakarta is one of the oldest and largest centres for hand-drawn batik in the Bantul region. The association oversees hundreds of batik artisans, the majority of whom are women, who have played a significant role in preserving the traditional culture of hand-drawn batik since the 17th century (Goma et al., 2022). In this era of rapid globalisation and digitalisation, the Giriloyo Batik Association faces the major challenge of strengthening its marketing strategy to ensure that batik products remain in demand in both domestic and international markets (Yunanto, 2022).

This situation is exacerbated by the low utilisation of digital media by artisans in developing their product marketing, even though consumer behaviour is now increasingly shifting towards digital-based transactions (Ivan, 2021). A number of empowerment and digital training programmes have been initiated by associations to enhance artisans' capabilities; however, the effectiveness and sustainability of these programmes still need to be evaluated systematically and within the local context (Wulandari, 2024).

Several recent studies highlight the development of marketing networks and communication strategies during the COVID-19 pandemic that have impacted the sustainability of batik businesses in Giriloyo (Goma et al., 2022; Nuvriasari, A., et al, 2022). However, there are still limitations in research that explores the role of associations in integrating digital-based community empowerment approaches as a sustainable marketing strategy.

This study aims to examine the role of the Giriloyo Batik Association in strengthening traditional batik marketing through community-based digital empowerment, with a focus on developing an applicable and contextual empowerment model amid the dynamics of globalisation and digitalisation.

II. METHODS

This community service activity was carried out in Kampung Batik Giriloyo, Wukirsari Village, Imogiri Subdistrict, Bantul Regency, Special Region of Yogyakarta, from 19 to 22 May 2025. The implementing partner was the Paguyuban Batik Giriloyo, which represents local batik artisans. The method used was a participatory approach that emphasised the active involvement of the community in every stage of the activity, from problem identification through field observations and in-depth discussions with the association's management, programme design, implementation of digital marketing training, to evaluation obtained through participant feedback (Wulandari, 2024).

Information gathering was conducted through literature studies as a theoretical basis, direct observation in the field, and documentation of activities during training. Data collection instruments took the form of evaluation observation sheets compiled based on community empowerment and digital marketing guidelines to support the collection of relevant and in-depth data.

A descriptive qualitative approach was used to describe in depth the social, cultural, and economic conditions of the batik artisan community. The data obtained was then organised through a thematic coding process, which involved grouping important information into main themes relevant to the challenges and potential of digital empowerment in batik marketing. This process was carried out carefully by involving multiple data sources to strengthen the authenticity of the information and ensure accuracy in describing the phenomena in the field (Chinmi & Marta, 2020).

This approach is expected to produce an appropriate and sustainable empowerment model for improving the competitiveness of traditional batik MSMEs in the digital era.

III. RESULT AND DISCUSSION

Result

1. Problem Identification and Outreach on Strategies for Strengthening Community Based Digital Marketing

The problem identification stage revealed the main obstacle to be the low utilisation of digital media in batik marketing by Giriloyo artisans. This finding is consistent with previous studies showing the digital divide as a barrier for traditional MSMEs facing the digital market (Ivan, 2021). Initial efforts, such as raising awareness of the importance of digital marketing strategies and community empowerment, reflect an effective participatory approach in building awareness and readiness for change (Mirzam, 2021).

Documentation of the activity implementation can be viewed in the following image:



Figure 1. Digital Marketing Strategy Training for Batik Crafters

2. Digital Marketing Training to Strengthen the Capacity of Batik Crafters

Practical training involving the use of WhatsApp Business, promotional content creation, and marketplace introduction successfully improved the digital skills of artisans. This is in line with literature that emphasises the importance of direct and contextual learning approaches in empowering SMEs with technology (Chinmi & Marta, 2020). The implementation of practice-based training enabled significant changes in marketing behaviour and accelerated the adoption of digital technology in daily activities (Nuvriasari, A., et.al, 2022)

Documentation of the activity implementation can be viewed in the following image:



Figure 2. Training activities alongside the process of making batik with a canting.

3. Evaluation

The evaluation showed a positive response from participants to the improvement in digital competence, despite technical constraints such as limited devices and internet access. These conditions indicate that the motivation and enthusiasm of the artisans are determining factors in the success of the programme, making further training and digital infrastructure support very important. This reinforces the argument that sustainable digital empowerment requires the integration of technological and social support in order to maximise its impact and ensure its longevity (Goma et al., 2022).

Documentation of the activity implementation can be seen in the following image:



Figure 3. Final Documentation of Activities

Discussion

The results of the community service activities indicate that the problem identification and initial outreach stages successfully raised awareness among artisans about the urgency of utilising digital media to strengthen batik marketing strategies. The training, which was conducted in an applied and practice-based manner, enabled participants to immediately master the use of WhatsApp Business, techniques for creating attractive promotional content, and the utilisation of marketplaces as distribution and promotion channels for batik products.

Based on evaluations, most participants reported gaining new insights and feeling supported in applying digital technology to enhance their business activities. Despite technical challenges such as limited devices and internet access, the participants' enthusiasm and willingness to continue learning represent significant potential for long-term capacity development.

This improvement in digital skills encourages artisans to begin expanding their marketing reach not only at the local level but also toward national and international markets (Griyandari & Niesha Ayu Fortuna Wardhannie, 2023). Additionally, ongoing support through mentoring and collaboration among association members further strengthens independence and cooperation in building a more adaptive digital marketing ecosystem. Overall, the community empowerment-based marketing strengthening strategy has proven to be a strategic step in maintaining the existence and enhancing the competitiveness of traditional Giriloyo batik in the era of globalisation and digital transformation.

IV. CONCLUSION

The community service activity in Kampung Batik Giriloyo successfully identified that the low utilisation of digital media is a major obstacle in the batik marketing strategy of artisans. Through practical and contextual participatory training, participants gained an increased understanding and skills in using digital platforms such as WhatsApp Business, social media, and marketplaces to support the marketing of batik products.

The positive impact of this activity was evident in the increased digital awareness and enthusiasm for adopting marketing technology among artisans. In the long term, this opens up wider market opportunities and strengthens collaboration among community members as part of community-based economic empowerment efforts.

To ensure the sustainability of the programme, it is recommended that intensive mentoring and adaptive advanced training be provided in line with technological advances, accompanied by improvements in adequate digital infrastructure. In addition, the integrated digital empowerment model developed, which includes participatory needs identification, contextual practical training, and collaborative evaluation, demonstrates important practical and theoretical innovations. This model has the potential to become a reference for capacity building for other traditional MSMEs in facing the challenges of digital transformation.

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