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# Digitalization and Global Marketing Strategies for Yarn Knitting Crafts in Serangan Village

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***Abstract***.
*Micro, Small, and Medium Enterprises (MSMEs) in the handicraft sector in Indonesia face significant challenges in expanding their market reach globally during the digital era. This study aims to formulate digital marketing and global expansion strategies for yarn knitting artisans in Serangan Village by adapting an integrated e-commerce model. The research employs a qualitative descriptive method, relying on in-depth observations, interviews with handicraft MSME actors, and documentation of the production ecosystem. The results indicate that utilizing global e-commerce platforms (such as Etsy and Amazon Handmade) and optimizing domestic and transnational features (live streaming, affiliate programs, and local SEO) effectively broaden market penetration. Although limitations in human resource capacity regarding technological literacy and international logistics exist, continuous training and strategic collaboration with digital aggregators serve as key drivers for Serangan Village knitting products to compete internationally in a sustainable manner.*
***Keywords:*** *Digitalization; E-commerce; Global marketing; Knitting craft; MSMEs.*

## I. INTRODUCTION

In an era of globalization driven by technological disruption, the international business landscape has undergone a significant paradigm shift. Advances in information and communication technology have not only altered transaction methods but have also fundamentally transformed operational marketing models. Micro, Small, and Medium Enterprises (MSMEs) play a crucial role as pillars of national economic stability, particularly in absorbing labor and reducing poverty in rural areas (Tambunan, 2019). Governments and stakeholders continue to prioritize MSME empowerment programs through assistance, mentoring, and technical guidance to escalate the competitiveness of local products in broader markets.

Serangan Village possesses extraordinary creative industry potential, particularly in the production of yarn knitting crafts. Knitting craft products from this village feature high aesthetic value, unique designs, and cultural values highly sought after by domestic and international markets. However, as experienced by most rural handicraft MSMEs, knitting artisans in Serangan Village still face structural obstacles such as limited physical capital, low understanding of global

logistics systems, and minimal digital marketing literacy (OECD, 2021; Rahayu & Day, 2015). Consequently, product marketing channels remain conventional and heavily reliant on middlemen or local physical exhibitions with limited reach.

Through the adoption of electronic commerce (e-commerce) and social platforms, geographical constraints can now be efficiently minimized (Gnyawali & Fetscherin, 2009). E-commerce acts as a digital bridge connecting local artisans directly with global consumers (cross-border commerce) without long intermediary distribution chains (Lafrenz & Buxmann, 2022). To optimally actualize the potential of Serangan Village's knitting craft, an adaptive, systematic global digital marketing strategy rooted in the unique characteristics of handicraft products must be formulated. This study examines the implementation of such marketing strategies by referencing tactical e-commerce approaches successfully applied to similar MSME sectors in Indonesia.

## II. METHODS

This study utilized a qualitative descriptive approach to explore the phenomenon of marketing digitalization in the yarn knitting craft of Serangan Village in depth. The qualitative descriptive method was selected because it objectively and systematically presents field facts while depicting the real conditions of business actors during the research (Creswell & Creswell, 2018). The analytical focus was directed toward identifying digitalization barriers, marketing infrastructure readiness, and the potential for integration into the global e-commerce market.

Data collection techniques were conducted through three primary instruments (Yin, 2018):

1. **Observation:** Direct observation of the knitting craft production process, packaging quality standards, and internet infrastructure readiness in Serangan Village.
2. **Interviews:** In-depth face-to-face dialogues with yarn knitting MSME actors, community leaders driving the village economy, and local business aggregators.
3. **Documentation:** Collection of secondary data including MSME profiles, product catalogs, production process visualizations, and existing sales transaction records.

Data analysis was conducted through data reduction, thematic data display, conclusion drawing, and data trustworthiness verification to formulate applicable global marketing strategy recommendations (Miles et al., 2014).

## III. RESULT AND DISCUSSION

Based on the analysis, strengthening digital capabilities is an absolute prerequisite for Serangan Village knitting craft products to compete competitively in international markets (Teece, 2018). Knitting craft possesses a comparative advantage in its high-artistic-value handmade aspect. Therefore, applied digital marketing strategies must not merely display products visually; they must be reinforced with storytelling marketing techniques (the narrative behind product creation) that emphasize uniqueness, intricate craftsmanship, and the empowerment of female artisans in Serangan Village (Lundqvist et al., 2013).

To reach international markets, MSME actors in Serangan Village need to adopt global e-commerce platforms specifically facilitating handicraft products, such as Etsy, eBay, and Amazon Handmade (Fillis, 2002). These platforms possess audience bases that highly value artistic knitted products and are willing to pay premium prices (niche market valuation) (Kabadayi et al., 2019). Meanwhile, for domestic and regional Southeast Asian markets, integration into Shopee,

Tokopedia, and TikTok Shop is maintained to ensure the daily cash flow stability of the knitting business group.

In alignment with research findings on other creative MSMEs, modern interactive features have been proven to significantly increase sales conversions:

- **Live Streaming:** Conducting live broadcasts during the knitting process to demonstrate product authenticity to prospective global buyers while building consumer trust (Sun et al., 2019).
- **Affiliate Programs (Affiliate Marketing):** Collaborating with local and international content creators in eco-friendly fashion niches to recommend knitting products through sales-based commission systems (Duffett, 2017).
- **Google Business Profile & Local SEO:** Creating an official digital identity for the Serangan Village craft center to enable easy discovery by foreign tourists or importers seeking authentic Indonesian knitted crafts (Chaffey & Ellis-Chadwick, 2019).

The primary obstacle faced by Serangan Village MSMEs is limited Human Resource (HR) capacity in managing global digital store operations, constrained by English language barriers and complex export shipping administration (Javalgi & Todd, 2011). A tactical solution to address this challenge is establishing a village digital cooperative or aggregator. The cooperative acts as a single entity managing global e-commerce accounts, handling foreign-language customer service, performing quality control, and coordinating export logistics collectively, allowing artisans to focus entirely on enhancing the production quality of their knitted goods (FAO, 2020; Humphreys, 2006).

## IV. CONCLUSION

Digitalization and global marketing strategy implementation represent crucial steps for yarn knitting craft MSMEs in Serangan Village to scale up and enter international markets. By optimizing global handicraft e-commerce platforms and maximizing interactive features like live streaming, affiliate marketing, and strong product storytelling, the competitiveness of knitting crafts can be sustained. Digital HR capacity limitations among artisans can be resolved through collaborative models based on village cooperatives or partnerships with digital business aggregators. This synergy is expected not only to enhance the economic welfare of artisans in Serangan Village but also to preserve local knitting craft cultural heritage on a global stage.

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