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## Implementation of Digital Marketing as a Global Marketing Media To Increase Sales of Bandar Kediri Ikat Woven Fabrics

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**Abstrak:** Tujuan penelitian ini adalah untuk menganalisis pengaruh strategi pemasaran digital terhadap peningkatan penjualan produk tenun Ikat Bandar Kediri dan juga mengidentifikasi kendala yang dihadapi pelaku usaha dalam penerapan pemasaran digital agar penerapan strategi dapat berjalan secara optimal. Metodologi penelitian yang digunakan adalah deskriptif dengan pendekatan kualitatif. Jenis data yang digunakan adalah data primer yang dikumpulkan melalui wawancara. Hasil pembahasan adalah bahwa upaya penerapan pemasaran digital memberikan dampak positif terhadap penjualan produk tenun Ikat Bandar Kediri. Strategi pemasaran digital, meliputi penggunaan media sosial, toko online, dan konten kreatif, dapat meningkatkan visibilitas merek, menjangkau pasar global, dan menarik konsumen. Namun, pelaku usaha tenun Ikat Bandar Kediri perlu mengatasi beberapa kendala, antara lain kurangnya pengetahuan dan keterampilan dalam mengelola platform digital, serta keterbatasan sumber daya manusia.

**Kata Kunci:** Digital Marketing, Peningkatan Penjualan, Strategi Digital Marketing

**Abstract:** The purpose of this study is to analyze the impact of digital marketing strategies on increasing sales of Ikat Bandar Kediri web products, identify the obstacles faced by business actors when implementing digital marketing, and optimize the implementation of strategies that must be carried out. The research method used is descriptive with a qualitative approach. The type of data used is primary data collected through interviews. From the discussion it was revealed that efforts to implement digital marketing have a positive impact on sales of Ikat Bandar Kediri textile products. Digital marketing strategies, including the use of social media, online stores, and creative content, can increase brand awareness, reach the global market, and attract consumers. However, the Ikat Bandar Kediri Weaving Factory needs to overcome several obstacles, such as lack of knowledge and skills in using digital platforms, and lack of human resources.

**Keywords:** Digital Marketing, Increasing Sales, Strategy Digital Marketing

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### INTRODUCTION

In the context of digital marketing, traditional-based industries face a major impact (Setyawati et al., 2023). This impact can be felt by business actors with marketing systems that are still conventional due to the competitive advantages in marketing activities that are currently developing (Gherghina et al., 2020). Marketing activities that are currently developing and being implemented are digital-based marketing activities or what is known as digital marketing. In the last few years, many business people have chosen digital marketing to market their products (Kolo & Haumer, 2018). They are gradually starting to leave the conventional marketing model

and switch to modern marketing, namely through digital marketing. Businesses or businesses that do not follow the changes will be left behind and abandoned by their consumers, because in this era, consumer desires and behavior patterns have also changed (Hardianti et al., 2023). Digital marketing is a promotional activity to reach the market through digital media online by utilizing various means such as social networks (Saad et al., 2021). Digital marketing usually consists of interactive and integrated marketing to facilitate interaction between producers, market connectors, and potential consumers (Hardianti et al., 2024). The virtual world today is not only able to connect individuals with devices, but also able to connect one individual with other individuals all over the world (Purnomo et al., 2021).

By utilizing digital media, which is very popular today, it will greatly help a business in marketing a product or service more quickly, widely, and relatively without incurring too much cost (Rath et al., 2024). Business competition in various sectors in the era of globalization encourages a business to always make breakthroughs and new strategies (Hernita et al., 2021). One of the business actors who are now in the market competition arena is Bandar Ikat Kediri woven fabric. Bandar Ikat Kediri woven fabric was chosen because it is one of the traditional woven fabrics that is a work of art, identity, and cultural heritage of the Bandar Kidul Village community that is unique and deserves to be preserved. It is important to understand and fight for the preservation of Bandar Kidul Kediri ikat woven fabric as a valuable cultural heritage, not only to maintain the cultural identity of Bandar Kidul Kediri, but also to ensure that this heritage is maintained and can be enjoyed by future generations. This needs to be done so that the sustainability of ikat woven fabric can be guaranteed and is able to compete in the free market by implementing the right marketing communication strategy to increase the number of buyers.

Digital marketing is carried out, supported by effective marketing communication, making this weaving very popular. Now transactions can be done in real time so that Ikat Bandar Kidul Kediri weaving is able to go global or worldwide compared to before. With the number of social media users increasing day by day, it opens up opportunities for MSMEs to develop their market just through the grip of a smartphone. To increase sales and marketing of Ikat Bandar Kidul Kediri woven products, namely by utilizing digital marketing through social media as a medium for promotion and introducing Ikat Bandar Kidul Kediri woven products with the aim that the products sold can reach a wider market share and make it easier for consumers to find out about Ikat Bandar Kidul woven products themselves.

Research is needed as a solution to the problems faced. Most of the people of Bandar Kidul Kediri Village are only workers because the costs needed to buy weaving equipment and tools are quite large, because of that, business owners provide capital in the form of equipment so that people have jobs and earn income. To increase sales and marketing of Bandar Kidul Kediri woven products, namely by using social media as a means of promotion. Through the use of digital marketing media, weaving workers can earn more income than before, through this income, weavers can renew and/or improve their weaving equipment.

#### RESEARCH METHODOLOGY

This research is classified as descriptive research with a qualitative approach to the research object of Ikat Bandar Kidul Kediri woven cloth (Sürücü & Maslakci, 2020). The type of data used is primary data which is a method of collecting data directly by researchers in the field by conducting in-depth interviews with sources in Ikat Bandar Kidul Kediri woven cloth.

Qualitative research methods are research methods used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions and people, both individually and in groups (Liu et al., 2020).

## RESULTS AND DISCUSSION

Based on the results of an interview with one of the weavers of Ikat Bandar Kidul Kediri woven cloth, it was explained that the marketing efforts that had been made for Ikat Bandar Kidul Kediri woven cloth were through fashion shows. The results of the study stated that the marketing activities for Ikat Bandar Kidul Kediri woven cloth had not been running optimally. There have been no efforts to market Ikat Bandar Kidul Kediri woven cloth through the use of digital media. The marketing strategy carried out to increase sales of Ikat Bandar Kidul Kediri woven cloth is through the use of the internet and digital media, namely social media and e-commerce. On Facebook, YouTube, and TikTok, Ikat Bandar Kidul Kediri woven cloth is marketed and introduced through interactive videos that attract audiences; such as making fashion show videos using Ikat Bandar Kidul Kediri cloth, recording the process of making woven cloth consisting of the dyeing and weaving processes, and making videos containing information that increases and plays with the audience's psychology with a sense of amazement and admiration that the process of weaving Ikat Bandar Kidul Kediri woven cloth.

On TikTok media, there will also be a live broadcast when the weavers weave Ikat Bandar Kidul Kediri woven, because the audience can witness firsthand the weaving process of the unique Ikat Bandar Kidul Kediri woven cloth which is considered a rare woven cloth. In addition to holding live broadcasts, products from Gringsing woven cloth will also be sold on the TikTok Shop e-commerce which is automatically directly connected to the TikTok account of the Ikat Bandar Kidul Kediri woven weaving business. When the audience or potential consumers watch videos on TikTok, consumers can also immediately buy woven cloth products. Based on data on the time spent by all social media users around the world, video content creation can be done optimally because many users are willing to spend a lot of time on social media which can be seen from the data mentioned above.

On Instagram social media, it is necessary to introduce more deeply about Ikat Bandar Kidul Kediri woven fabric such as its history, meaning and values contained, types, and so on. The goal is to increase product and brand awareness. Defining brand awareness is the ability of potential consumers to recognize or remember that a brand is included in a certain product category. If a person is aware and knows about a brand or product, of course that person will be interested and have the intention to try to buy that brand, unlike people who do not know about the brand, of course people will be hesitant and may not want to buy products from that brand.

In other words, high brand awareness will increase the brand memory in the minds of consumers when consumers think about a product. The importance of product awareness in this case is that customers do not hesitate about what they decide to buy. Therefore, Instagram media plays an important role in creating product and brand awareness Ikat Bandar Kidul Kediri woven fabric woven fabrics. Meanwhile, through WhatsApp social media, there is a process of communication and transactions between sellers and buyers. Digital marketing is one of the effective strategies to attract consumers. This is because the benefits obtained are not only limited to a place to promote products and the completeness of the information obtained, but also allow for more interactive dissemination of information, creating awareness of brands and



products, and obtaining information as a reference for conducting market research. Therefore, utilizing social media such as Instagram, Facebook, WhatsApp, and so on as a place to sell products is the right step, proven by 43.1% of users shopping through media. When products enter the digital platform, then electric words of mouth (WOM) will influence people's trust and purchasing decisions.

### ***Obstacles to the Bandar Kidul Kediri Ikat Woven Fabric Business in Implementing Digital Marketing***

This discussion aims to determine the obstacles faced by business actors in implementing digital marketing. The results of the study indicate that there are several obstacles faced by the Bandar Kidul Kediri Ikat woven cloth business in implementing digital marketing, namely:

1. Limited resources are a challenge for the Ikat Bandar Kidul woven fabric business, both in terms of budget, workforce, and technological infrastructure. This situation can be an obstacle in implementing an effective and adequate digital marketing strategy.
2. Lack of understanding of digital marketing is an obstacle for Ikat Bandar Kidul Kediri woven cloth business owners. Due to limited young human resources, older pegrisngan woven cloth weavers do not yet have adequate understanding in creating creative content and using social media, thus affecting their ability to utilize the potential of digital marketing to promote products effectively.
3. Another challenge faced is in creating original, engaging content in digital marketing. Unique and original content is the key to successful digital marketing, but the Bandar Kidul Kediri Ikat woven fabric business can experience obstacles in creating consistently engaging and original content, especially if they are limited in new ideas or constrained by time.

### ***The Impact of Implementing Digital Marketing in Increasing Sales of Ikat Woven Fabric Products in Bandar Kidul, Kediri***

The impact of global marketing through the use of digital marketing is very large in a positive way on economic development and can be a media to help increase product sales, especially products from traditional art. Significant sales increases are very important for weavers to improve and update weaving facilities, including more modern and efficient weaving equipment. In global marketing, the use of digital marketing allows weavers to reach potential consumers in various countries without geographical limitations. Through online platforms, such as online stores, websites, or social media, Bandar Kidul Kediri Ikat Woven Fabric products can be widely known throughout the world. By using the right marketing strategy, weavers can display the beauty and cultural values of Bandar Kidul Kediri Ikat woven fabrics, attract global consumers, and significantly increase sales. In addition, global marketing through digital marketing can also open up opportunities for cooperation and collaboration with business actors or designers abroad. By building networks and partnerships at the global level, Ikat Bandar Kidul Kediri weavers can expand their potential market, increase their brand visibility, and increase their opportunities to be involved in international projects that can enhance their reputation and product appeal.

Global marketing through digital marketing also has the potential to have a positive impact on the local economy. With the increasing sales of Bandar Kidul Kediri Ikat Woven Fabric products in the international market, there will be an increase in income for weavers and

encourage the growth of the Bandar Kidul Kediri Ikat Woven Fabric industry as a whole. This impact can also create new job opportunities, increase local income, and strengthen the economy in the Gringsing woven fabric production area. Overall, the application of digital marketing in global marketing has a very significant positive impact on increasing sales of Bandar Kidul Kediri Ikat Woven Fabric products. By utilizing the potential of digital marketing to reach the global market, weavers can bring their cultural heritage to a wider market share, gain economic benefits, and preserve and promote the beauty of traditional Indonesian art to the world.

## CONCLUSION

Based on the results of this study, the conclusion that can be drawn is that the application of digital marketing has a positive impact on efforts to increase sales of Bandar Kidul Kediri ikat woven fabric products. Digital marketing strategies, such as the use of social media, online stores, and creative content, can increase brand visibility, reach the global market, and attract potential consumers. However, Bandar Kidul Kediri ikat woven fabric business actors need to overcome several obstacles, including lack of knowledge and skills in managing digital platforms and limited human resources. The limitations of this study only explore qualitative studies, a more complete quantitative analysis of digital marketing strategies is needed. However, in general, this study makes a major contribution to efforts to improve the brand image of Bandar Kidul Kediri ikat woven fabric in the eyes of the world.

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