

PKM Digitization and Commercialization of Batik Products: Strategies for Strengthening Selowaty Batik MSMEs in a Creative Economy Based on Local Culture

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Abstract— *The Student Creativity Program (PKM) aims to support the strengthening of Selowaty Batik MSMEs through a strategy of digitization and product commercialization, in order to increase competitiveness in the era of the creative economy based on local culture. Selowaty Batik is one of the typical Probolinggo batik MSMEs that has great potential to develop because of its superior product quality, the richness of regional motifs, and its cultural appeal. However, these MSMEs still face challenges in expanding marketing and utilizing digital technology optimally. This service activity includes assistance in digitizing product catalogs, optimizing the use of social media, and training in digital content creation. In addition, the KKN team also assists in the creation of concrete digital marketing accounts, such as opening a shopee account, as well as designing promotional strategies through TikTok and Instagram so that products are better known by a wider market segment. Based on the results of the implementation of the mentoring program, it can be concluded that the digitization process which includes the creation of digital catalogs, marketplace optimization through Shopee, Tiktok and Instagram as a means of promotion has made a real contribution in expanding the market reach of Selowaty Batik MSMEs. With a neatly arranged and attractive catalog, more attractive product packaging that strengthens branding, and the presence of an online store on the marketplace platform, Selowaty Batik can now increase the marketability of products and be more accessible to potential buyers from various regions and choices. Thus, this program has the potential to create a sustainable impact for MSMEs in facing the dynamics of a competitive creative market.*

Keywords— *Digitalization, Commercialization, Local Culture*

1 Introduction

In today's era, MSME actors should be able to utilize digital media as one of their product marketing efforts so that consumers are more familiar with the products produced by these MSMEs. MSMEs that have online access, are involved in social media, and develop their e-commerce capabilities. However, there are still many MSMEs that have not implemented information technology, especially using digital media and do not understand how much benefit and role the use of digital media is (Stuttgart, 2018). One of them is

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Selowaty Batik MSMEs, which are still not fully utilizing digital marketing for the marketing of their products. In fact, with this digital marketing, it can make it easier for MSMEs to expand their market reach (Nsiah et al., 2021).

Selowaty Batik MSMEs were established in 2013 and are engaged in the production of written batik fabrics typical of Probolinggo Regency, East Java. The name "Selowaty" itself is not just a label, but a reflection of its philosophy and social mission. "Selo" is taken from Selogudig Village, the location where this business was established. While "Waty" refers to the tough women who are the backbone of the production (Yunitasari et al., 2020). This name represents the spirit of women's empowerment around Selogudig Village, giving them the opportunity to fill their free time with productive activities and significantly increase their family income. Selowaty is not only about batik, but also about a real contribution to the well-being of the community through cultural heritage (Maeyangsari, 2023).

Selowaty offers a rich product portfolio, including stamped batik, written batik, innovative souvenirs from written batik patchwork, to natural color batik and ecoprint techniques (Nurcahyo, 2011). The commitment to quality does not stop only at the materials, but also at the final process. In addition to fabrics, Selowaty also produces ready-to-wear batik clothing, involving professional tailors who specialize in batik clothing. This is important, considering that sewing batik requires special skills that are different from conventional tailors, in order to maintain the harmony of motifs and neatness of the product (Lubis et al., 2019). In the local market of Probolinggo Regency, Selowaty products have been very well received. Selowaty's target market is widespread, ranging from students, teachers, students, to government agencies and health centers, showing the high interest of the Probolinggo community in quality batik products (Assya'bani et al., 2022).

Micro, Small and Medium Enterprises (MSMEs) are one of the business sectors that can develop and survive in the national economy. MSMEs are a good forum to create productive jobs. MSMEs are labor-intensive businesses, do not impose special requirements such as the level of education or skills of their employees, consume relatively little business capital, and the technology used is usually simple (Rizanta & Arsanti, 2022). MSMEs continue to play an important role in improving the Indonesian economy, both in terms of the number of businesses, job creation, and national economic growth as measured by gross domestic product (Murdayanti & Indriani, 2019).

MSMEs "Selowaty Batik" as one of the local batik business actors have great potential in supporting the regional economy while preserving the nation's culture. However, in practice, Selowaty Batik faces various challenges in the process of digitizing and commercializing its products. One of the main obstacles is the lack of maximum use of digital promotion through e-commerce platforms (Dorojati & Triwidaryanta, 2024). This is due to the limitations in creating digital content that is attractive and relevant to the target market, another reason is that online consumers tend to prioritize price over quality, which is a dilemma for Selowaty who prioritizes premium quality. This demands a stronger communication strategy to educate consumers about the long-term value and investment of high-quality batik (Utami & Hartono, 2016). In addition, the absence of a digital catalog that can make it easier for consumers to recognize product variations is also a serious obstacle in

expanding marketing reach. Another problem that is no less important is the ignorance of the perpetrators

Efforts in designing packaging or product packaging, especially box designs that can add aesthetic value and marketability of batik products (Stephen, 2016). In fact, in the context of the creative economy, the visual appearance of products, including packaging design, is one of the important aspects in creating a strong brand appeal and image in the eyes of consumers. Members of the OBE KKN Group of Nurul Jadid University examined the extent of the use of digital marketing that has been carried out by Selowaty Batik MSME actors. The activities we carry out in this Digital Marketing work program aim to market the handicrafts of Batik Tulis MSMEs and see how the progress of increasing sales volume by using digital marketing strategies and product branding updates (Assya'bani et al., 2022).

2 Method

Digital Marketing Assistance is carried out for 2 months, from May 8 to July 8, 2025. The preparation for the implementation of this Digital Marketing work program began with a survey at the residence of the MSME actors "Selowaty Batik" located in Selogudig Kulon village, Pajarakan District, Probolinggo Regency, East Java, to find out what are the needs and obstacles experienced by the MSME actors, as explained in the introduction above. After conducting a survey with MSME actors, it is determined what is needed by the MSMEs in the implementation of this digital marketing, including creating a shopee account, creating and uploading interesting video content on Instagram and TikTok, creating digital catalogs, and making product packaging designs. In this Digital Marketing mentoring activity, MSME actors are taught how to upload products on their Shopee account, create interesting content using capcut, and how to create digital catalogs using Canva and Picsart (Putra & Setiawan, 2021).



Figure 1: sharing session with the owner

Some tips are given for creating interesting posts, such as using high-resolution photos to keep the image clear when uploaded, using relevant and clear hashtags, interesting captions that usually have their own core story, and choosing the right time for uploading photos and videos. The results of this Digital Marketing work program were carried out with direct interviews with Selowaty Batik MSME actors. This service activity applies digital marketing methods to measure the success of the work program, whether there is an increase in the sales of the MSMEs. That way it can measure the success rate of this service activity (Saefiana et al., 2022).

3 Findings And Discussion

The assistance of Selowaty Batik MSME actors is carried out so that MSME actors can get an increase in sales figures and knowledge about Digital Marketing. In its implementation, there are several activities carried out, including creating a shopee account, creating and uploading interesting video content on Instagram and TikTok, creating digital catalogs, and making product packaging designs.

3.1 Shopee Account Creation

In the midst of the increasing trend of online shopping, the existence of online stores in marketplaces such as Shopee can provide a great opportunity for MSME players to increase sales and introduce their products to a wider range of consumers. Selowaty Batik MSMEs previously did not have an official account on the Shopee platform, so product marketing is still limited to offline sales and social media. This is one of the obstacles in facing market competition which is now increasingly shifting towards digital. Lack of understanding of the stages of account creation and its management is the main cause of the lack of optimal utilization of this marketplace.

In response to these problems, the OBE KKN group of Nurul Jadid University provides direct assistance to MSME owners in the process of creating a Shopee account, starting from the registration stage, filling out the

store profile, uploading products (description, price, photos, and stock), to setting shipping and payment methods.



3.2 Creating and Uploading Content on Instagram and Tiktok

In today's digital era, the use of social media such as Instagram and Tiktok is one of the most effective marketing strategies for MSME actors. Selowaty Batik MSMEs have not previously optimally utilized Instagram and Tiktok platforms to promote their batik products. Limitations in the creation of visual content, such as promotional videos, as well as a lack of understanding in social media management are major obstacles in expanding marketing reach.

To answer these problems, the OBE KKN group of Nurul Jadid University provides assistance and training to MSME owners related to creating creative content using the CapCut application. This app was chosen because it has a simple interface, complete features, and is easy for beginners to use. This activity includes basic training on taking product videos, editing using CapCut templates, adding music and text, to content upload techniques that are in accordance with the Instagram and Tiktok algorithms to reach more audiences.



Figure 3. Content Creation Training

3.3 Digital Catalog Creation

The creation of digital catalogs is one of the important strategies in increasing the competitiveness of MSME products in the digital era. Catalogs not only serve as a promotional medium that displays product information visually and informatively, but also plays an important role in building a strong and professional brand image.

Selowaty Batik MSMEs previously did not have a structured and attractive digital catalog. The absence of this catalog is one of the obstacles in the process of promoting and marketing products to the maximum. In response to this problem, the OBE KKN group of Nurul Jadid University provided a solution through the creation of a digital catalog designed using the Picsart and Canva applications. The process of making this catalog starts from collecting product data, visual photography of batik products, to designing attractive visual layouts. With this digital catalog, it is hoped that Selowaty Batik MSMEs can more easily market their products to potential consumers and strengthen their position in market competition, especially in the digital realm.



Figure 4. Digital Catalog

3.4 Product Packaging Design Creation

Packaging is an important part of a product. Where, packaging has a value that can add to the attractiveness of a product, so that it can increase the marketability of the product. Apart from increasing the attractiveness and marketability of a product, this packaging update also aims to strengthen product branding to compete in the market with similar competitors and is used as a container to keep the product maintained and protected. There are (Apriliandini et al., 2022).

Previously, Selowaty Batik MSMEs still did not have special packaging for premium batik products. Therefore, the OBE KKN group of Nurul Jadid University provided an offer to make the desired packaging design. The packaging is in the form of boxes and paper bags, which after we design using the Picsart application, we then print them (on screen printing).

3.1 Discussion

The results of digitalization and commercialization assistance for Selowaty Batik MSMEs show that digital-based marketing transformation has a strategic role in strengthening the competitiveness of MSMEs based on local culture. These findings confirm that digitalization does not only function as a promotional tool, but also as an instrument to strengthen the creative business ecosystem that includes aspects of production, branding, distribution, and communication of cultural values to a wider range of consumers.

First, the creation and optimization of the Shopee marketplace account has proven to be a fundamental step in expanding the market reach of Selowaty Batik MSMEs. Previously, limited market access caused products to only circulate in the local sphere and certain social networks. The presence of an online store in the marketplace allows Selowaty batik products to be accessed by consumers across regions without geographical barriers. These findings are in line with the literature that states that the integration of MSMEs into e-commerce platforms is able to increase product visibility, transaction efficiency, and opportunities to increase sales in a sustainable manner. Marketplaces function as market enablers that connect small producers with national and even global markets, without demanding large infrastructure investments.

Second, assistance in creating promotional content through Instagram and TikTok has a significant impact on increasing the digital literacy of MSME actors. Social media, especially visual-based platforms and short videos, has proven to be effective in building brand awareness and emotional attachment with audiences. The content that displays the batik process, regional motifs, and philosophical values behind Selowaty Batik products serves as a cultural narrative that distinguishes this product from mass commercial batik. In the context of the creative economy, visual storytelling is a key element in creating added value for culture-based products. Training on the use of the CapCut application also contributes to the independence of MSME actors in producing promotional content consistently, so that the sustainability of digital marketing strategies can be maintained after the mentoring program ends.

Third, the existence of digital catalogs makes an important contribution in improving the professionalism of the appearance of Selowaty Batik MSME products. Digital catalogs not only make it easier for consumers to recognize product variations, prices, and specifications, but also serve as a visual identity of brands. A neatly organized and aesthetically pleasing catalog helps build consumer trust, especially in online transactions that rely heavily on visual representation. These findings reinforce the view that in digital marketing, visual quality and design consistency have a positive correlation with consumer purchasing decisions.

Fourth, the update of product packaging design shows that visual and aesthetic aspects have a strategic role in increasing the perception of the value of batik products. Packaging in the form of boxes and paper bags not only functions as product protectors, but also as a brand communication medium that represents the quality, exclusivity, and cultural identity of Selowaty Batik. In the context of MSMEs based on local culture, well-designed packaging is able to bridge the perception gap between price and quality, especially for online consumers who tend to be sensitive to price. With more premium

packaging, Selowaty batik products have a greater opportunity to compete with similar products in the digital market.

Furthermore, the results of this activity show that the main challenge for the digitalization of MSMEs does not only lie in the technological aspect, but also in the change in the mindset of business actors. Participatory and applicable assistance has proven to be effective in increasing the confidence of MSME actors to utilize digital technology independently. This emphasizes the importance of a community service approach that is not just knowledge transfer, but also sustainable empowerment.

Conceptually, this PKM program shows the synergy between digitalization and the preservation of local culture. Digital marketing does not eliminate the traditional value of batik, but rather expands the space for appreciation of cultural heritage through modern mediums. Thus, digitalization can be understood as an adaptive strategy for cultural MSMEs in facing the dynamics of the creative economy that is increasingly competitive. These findings strengthen the argument that strengthening MSMEs based on local culture through a digital approach has great potential in supporting inclusive and sustainable regional economic development.

4 Conclusion

The Student Creativity Program (PKM) entitled Digitalization and Commercialization of Batik Products: Strategies for Strengthening Selowaty Batik MSMEs in a Creative Economy Based on Local Culture has succeeded in making a real contribution to increasing the marketing capacity and competitiveness of Selowaty Batik MSMEs. Through an applicative and participatory mentoring approach, this program is able to answer the main problems of MSMEs, especially limitations in the use of digital technology and product commercialization strategies. The results of the activity show that marketing digitalization through the creation of Shopee marketplace accounts, Instagram and TikTok social media optimization, digital catalog preparation, and product packaging design updates have a positive impact on expanding market reach and improving the professionalism of MSME branding. The presence of online stores and digital catalogs makes it easier for consumers to access product information, while more attractive visual content and packaging are able to increase the perception of the value and attractiveness of Selowaty batik products in the midst of digital market competition. In addition to having an impact on the marketing aspect, this program also increases digital literacy and confidence of MSME actors in managing promotions independently. MSME actors are not only users of technology, but also able to understand the basic strategies of digital marketing, ranging from content creation, marketplace management, to communicating product cultural values to consumers. This is an important capital for business sustainability after the mentoring program ends.

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