

Sales Transformation of Giriloyo Batik: From Traditional Market to Digital Ecosystem

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Abstract

This service program aims to support the transformation of Batik Giriloyo sales from the traditional gallery-based system to a more adaptive digital ecosystem. Kampung Batik Giriloyo, as the oldest hand-written batik center in Yogyakarta, has been relying on direct sales through galleries, which is highly dependent on tourist visits. The changing consumer behavior that now prefers online shopping drives the need for a digital marketing strategy. Using a participatory-collaborative approach, this activity directly involved the managers and craftsmen in the change efforts. The results showed that business actors began to understand basic digital marketing techniques and most of them already had digital promotion accounts. However, utilization of large marketplaces such as Shopee and TikTokShop is still not done due to doubts about the quality of batik products and concerns about consumer trust. This digital transformation requires a gradual approach that takes into account the cultural values and capabilities of the community. With the right strategy and assistance, Batik Giriloyo has the potential to become a good practice example in digital-based local economic empowerment.

Keywords: Batik; Transformation; Digitalization; Marketing; Community.

I. INTRODUCTION

Bantul Regency, located in the Special Region of Yogyakarta, is one of the strategic areas known as the center of cultural activities, arts, and crafts that grow from the roots of local community traditions. The region is not only rich in cultural heritage, but also has a high entrepreneurial spirit in developing the potential of the local wisdom-based creative economy (Harsoyo & Kakanita, 2023). According to official data from (Dinas Koperasi UKM Perindustrian dan Perdagangan Bantul, 2022), there are 75 small industry centers scattered throughout the village. Of these, 15 centers are specifically engaged in handicrafts, such as pottery centers in Kasongan, hand-written batik in Wukirsari and Wijirejo, and batik wood art in Kreet. The existence of these centers is not only the backbone of the local economy, but also plays an important role in maintaining cultural identity and attracting tourists, both domestic and foreign.

Industry Branches	Centers
Craft Industry	15
Chemicals and Building Materials	22
Metals and Electronics	4
Foods	25
Clothing and Leather	9
Total	75

Table 1. Data on SME Centers in Bantul Regency by Industry Branches
Source: Office of Cooperatives, SMEs, Industry & Trade of Bantul Regency

Bantul Regency has great potential in the tourism, craft and local economy sectors. This potential grows thanks to the rich culture and diversity of regional superior products driven by the active role and strength of the local community. One of the icons that has developed and has a high economic value in Bantul Regency is the Kampung Batik Tulis Giriloyo. Giriloyo Batik Village is the center of the hand-written batik industry located in Giriloyo Hamlet, Wukirsari Village, Imogiri District. Giriloyo Batik Village was established in 2007 as an effort to revive the economy of Wukirsari residents after being affected by the Bantul earthquake in 2006 (Ma'tia et al., 2024).

Giriloyo Batik association was formed after the 2006 earthquake and supported by the construction of a gallery by the Department of Industry and Trade in 2015, traditional batik sales rely almost entirely on the physical presence of buyers in the gallery. According to (Azqia et al., 2024), There are still few batik businesses in Yogyakarta that utilize mass media and digital platforms to promote their products. From the results of the initial interviews of the service team with local managers, it is known that currently the craftsmen have never marketed their products independently through popular digital platforms such as Shopee and TiktokShop, which are currently becoming the main online shopping centers, due to perspectives on product quality and the level of trust from consumers. Of course, this is a big challenge for batik MSME players in Giriloyo.

(Asri, 2021) revealed that batik MSMEs in the Yogyakarta area generally have not been optimal in utilizing information technology to market products widely. In fact, data from (Badan Pusat Statistik, 2022) shows a significant increase in digital trade activities, where more than 60% of MSME players who carry out digital transformation experience an increase in turnover. This shows that there is a real need to strengthen the digital capacity of Giriloyo Batik players in order to compete and survive in the midst of market disruption. The implementation of the right marketing strategy, including the use of social media to reach international markets, can have a positive influence on the development of the batik creative industry in Yogyakarta (Azqia et al., 2024).

Giriloyo Batik Village has several challenges, such as dependence on direct sales at the gallery and low utilization of sales through the marketplace, causing sales growth to be stagnant and less competitive. According to (Sy Goma et al., 2022), changes in consumer preferences towards online shopping encourage businesses to adapt and meet these needs. Therefore, to avoid the negative impact of changes in market behavior and competition from competitors, an effective digital-based sales transformation strategy is needed. Based on this background, this program is designed to help the Giriloyo community shift towards an inclusive digital ecosystem, in order to maintain the sustainability of the batik business, create new economic opportunities, and improve community welfare in a sustainable manner.

II. METHODS

This community service activity took place in Giriloyo Batik Village, located in Wukirsari Village, Imogiri District, Bantul Regency, in May 2025. This activity applies a participatory-collaborative approach, which involves the community as active partners in every activity process. This approach was chosen because it is considered effective for empowering the community, by inviting them to be directly involved in the change efforts made. Based on the previous description, the priority problem to be solved is the development of digital marketing as a transformation from traditional sales. The service is carried out in various systematic stages.

1. The first stage, preparation, involved field observation and initial coordination of Giriloyo Batik marketing conditions directly in the gallery, related to the limitations of digitalization and the tendency of consumers to move to online platforms.
2. The second stage, planning, where the team develops an activity plan based on the results of field observations that have been made.
3. The third stage, socializing the program to the community, especially the active batik artisans in Giriloyo.
4. The fourth stage, finding strategic solutions as an effort to develop Giriloyo Batik sales transformation from conventional to digital.
5. The last stage is periodic monitoring and evaluation to measure the effectiveness of the digital strategy that has been implemented.

Based on the initial conditions before the program was implemented, it was found that sales still depended directly through the gallery, and had not utilized the popular online marketing platform. Through this program, it is hoped that sales can be made widely through the marketplace, and a sustainable online marketing system is formed and managed collectively by the local community.

III. RESULT AND DISCUSSION

History and Development Analysis of Giriloyo Batik Sales Transformation

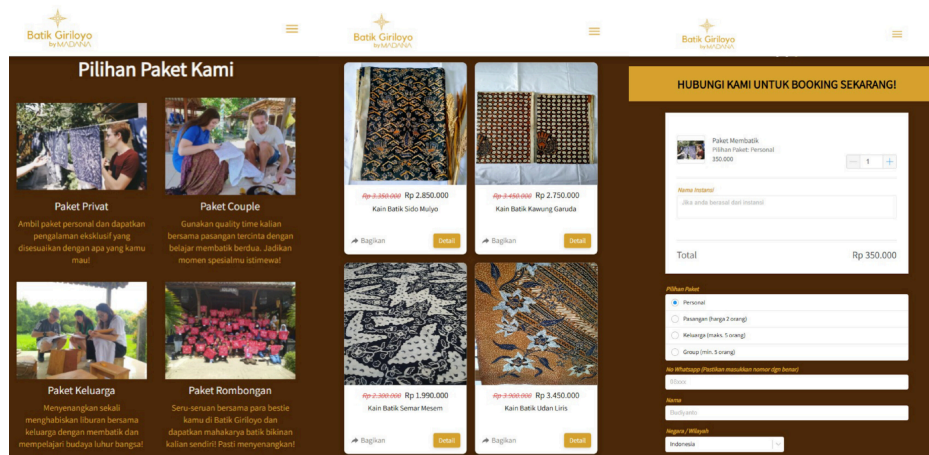
(Prabowo et al., 2023) suggested that Giriloyo Batik dates back to the 17th century, in 1634, when Sultan Agung of the Mataram Sultanate instructed the construction of the king's tomb in Imogiri, at the top of Merak Hill above Giriloyo. However, the Giriloyo community lost its cultural momentum when the 2006 earthquake struck, and bounced back with the support and assistance of NGOs and the government, resulting in more than 1200 people becoming batik artisans. Giriloyo Batik Center has been widely recognized as the oldest traditional hand-written batik center in Yogyakarta that is still active and surviving today, and has become an important part of the local community's economic empowerment.

According to (Suhairi et al., 2024) Giriloyo Batik sales rely heavily on trust and perceived quality, where potential buyers come directly to the physical gallery to view and purchase directly. Along with the development of technology and the increasing need for consumer convenience, the Batik Giriloyo community must also take the first step of transformation to the digital world.. Retrieved from (Anisa et al., 2021), Giriloyo Batik artisans apply four types of promotional strategies, namely by selling directly in the showroom, participating in exhibitions, utilizing digital media, and through the distribution of business cards and brochures/leaflets. In addition, there are also marketing strategies that have been carried out by the Giriloyo Batik Association, including offering batik tour packages in collaboration with travel agents (visits to exhibition halls and batik classes) (Suhairi et al., 2024).



Picture 1. Giriloyo Batik Showroom or Sales Gallery

In an effort to respond to the challenges, craftsmen and gallery managers began to create official websites and Instagram accounts as new platforms to expand market reach. Currently, they have a website that includes a product catalog, prices, and how to order via WhatsApp. The existence of this website marks the initial transition from a purely offline method to the online era.



Picture 2. Official Website of Batik Giriloyo

For communication and transactions, they use WhatsApp Business to receive orders, answer questions, and provide proof of delivery via expeditions such as JNE. However, this community has not yet ventured into broader digital platforms such as Shopee or TikTok Shop, even though these platforms are currently in the top spot as e-commerce with the highest number of visitors (Setiawan et al., 2025). This is due to several obstacles, including a lack of technical knowledge in management, fear of competition, and concern about the security of digital transactions (Harsoyo & Kakanita, 2023).

Stages	Channels and Media	Characteristics
Traditional (<i>offline</i>)	Physical gallery in the village	Direct interaction, cultural education, high trust
Early digital	Website, Instagram, WhatsApp	Broader market coverage, semi-online process
Digital continued (forthcoming)	Marketplace (Shopee, TikTokShop)	Still in strategy formulation, not yet implemented

Table 2. Sales Transformation Stages of Batik Giriloyo Bantul

The transition of Batik Giriloyo's sales from conventional to digital system is an adaptive step. However, not being available in major marketplaces such as Shopee and TikTokShop is a limitation in reaching a wider market segment. The main challenge faced is maintaining cultural values and consumer trust in a competitive digital ecosystem. According to (Azqia et al., 2024), as part of the development strategy towards marketing digitalization, SWOT analysis is a relevant tool to evaluate the readiness and challenges faced by the Giriloyo Batik community. With SWOT analysis, we can identify possible factors that may affect the management's efforts in determining future plans.

Aspect	Factor
<i>Strengths</i>	<ol style="list-style-type: none"> 1. High quality and distinctive hand-written batik (classic Mataram motifs) 2. Community support through a solid association 3. Long experience in the production of hand-written batik from generation to generation
<i>Weakness</i>	<ol style="list-style-type: none"> 1. Digital literacy of business actors is still low 2. There is no special team to manage digital media and marketplace 3. Reliance on direct sales in physical galleries
<i>Opportunities</i>	<ol style="list-style-type: none"> 1. Increasing trend of online shopping in Indonesia 2. Availability of digitization training and assistance 3. Potential national and international markets through digital media
<i>Threats</i>	<ol style="list-style-type: none"> 1. Highly competitive rivalry on platforms such as Shopee and TikTokShop 2. Culture without a strong educational narrative

Table 3. SWOT Analysis of Giriloyo Batik Sales Transformation to Digital Ecosystem

By considering the results of the SWOT analysis, we can know the efforts to develop the digital transformation of Batik Giriloyo to be directed selectively and strategically. Some strategic solutions that can be developed include:

1. Digital marketing and e-commerce training to equip artisans with skills in utilizing platforms such as Shopee and TikTok Shop, including product photo techniques, creating attractive descriptions, and catalog management.
2. Strengthening the cultural narrative in promotion so that Giriloyo Batik has a strong identity and strengthening the community's digital infrastructure such as internet access, supporting devices, and marketplace account management.
3. Establishing partnerships with tourism agencies, cultural institutions, and travel agents to organize exhibitions and tour packages.
4. Promotional collaboration with influencers and tourism partners can be an effective strategy to expand market reach, by involving travel vloggers, cultural communities, or social media personalities.
5. Periodic monitoring and evaluation are mandatory to measure the effectiveness of the digital strategy that has been implemented.

By implementing these various strategies, the transformation of sales from conventional to digital is expected to thrive and compete in an increasingly competitive market. Innovation and adaptation to change will be the key to success in the future.

IV. CONCLUSION

This service program shows that the transformation of Giriloyo Batik sales from a conventional gallery-based system to a digital ecosystem is a strategic and relevant step. Although batik marketing has been highly dependent on direct interaction and perceived quality through physical galleries, the increasingly digital market dynamics require businesses to transform. Through a series of trainings, mentoring, and participatory approaches, artisans began to expand their market reach by utilizing websites, Instagram, and WhatsApp Business as digital promotional tools.

This transformation is still in its early stages and faces various obstacles. The SWOT analysis conducted shows that the main strengths of Batik Giriloyo lie in the quality of the products and the strength of the community, while the weaknesses are related to the lack of digital technology readiness and online marketing strategies. For this reason, it is necessary to strengthen digitalization, support partnerships and collaborations, and continuous evaluation so that this transformation runs in a directed and sustainable manner.

Overall, this service activity strengthens the empowerment of the Giriloyo community to remain relevant in the midst of changes in people's consumption patterns. Giriloyo batik is expected to maintain its cultural value while actively competing in the national and global digital market.

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Hopefully this activity will become the initial foundation for the formation of a broader, sustainable collaboration, and have a real impact on society. This service does not receive special funding support from funding agencies in the public, private, or non-profit sectors.

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