

# DIGITAL MARKETING AS AN EFFORT TO INCREASE THE PRODUCTION CAPACITY OF GIRILOYO WUKIRSARI IMOIRI BANTUL YOGYAKARTA BATIK

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## ***Abstract.***

*Batik is one of the ancestral legacies from the Hindu era that must be preserved. In addition to being a cultural heritage, batik also supports the economy of the local community. Batik also has its own philosophical values in each motif. Batik Giriloyo is estimated to have been established in the 17th century and has become the main source of income for the community. This community service activity aims to explore the role of digital marketing for batik artisans so they can effectively utilise social media as a promotional and sales tool. The methods used include observation, interviews, and documentation within the batik industry, employing a qualitative approach. The results of the activity indicate that some artisans, particularly younger generations, are actively using platforms such as Instagram and Facebook. However, there are still obstacles in terms of digital literacy, especially among senior artisans. The recommendation from this activity is that digital marketing training and guidance are essential to improve the artisans' competence in managing online promotions. This activity is expected to expand the market reach of Giriloyo hand-drawn batik, increase income, and strengthen the sustainability of the traditional batik industry in the digital era.*

***Keywords:*** *Giriloyo Handwritten Batik, digital marketing, batik artisans, community service*

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## **I. INTRODUCTION**

Wukirsari Village is one of the villages in Imogiri Subdistrict, Bantul, Yogyakarta. Geographically, Wukirsari Village is located south of Yogyakarta City and covers an area of approximately 15 square kilometres. Most of the residents of Wukirsari work in the handicraft and agricultural sectors. One of the handicraft industries in Wukirsari is the Giriloyo Handwritten Batik industry.



*Image 1. Giriloyo Wukirsari Batik Village*

The Giriloyo Handmade Batik Industry in Wukirsari village has long been one of the main sources of income for the local community, alongside the agricultural sector. In addition to being a production site for handmade batik, the Giriloyo Handmade Batik Industry also serves as a place for tourists to learn about the batik production process. The existence of the Giriloyo Handmade Batik Industry enables the government to promote the empowerment of local residents and elevate Wukirsari village as an educational tourism destination.

To support these activities, a batik gallery has been opened to showcase their batik products. Additionally, with advancements in technology, the Giriloyo Handwritten Batik Industry has implemented marketing activities to promote and increase their batik production capacity. The Giriloyo Handwritten Batik Industry also allows local residents to digitise their sales personally.

Rapid technological advancements have made it easier for industry stakeholders to sell their products, particularly in the batik art industry. Digitalisation has become an integral part of society. In fact, people from various age groups, genders, social classes, economic backgrounds, and cultures can interact with one another without any limitations, and the ownership of smartphones has increased (- et al., 2020). Digital Marketing, or often referred to as digital marketing, is a tool for marketing products or promotions using electronic devices or the internet, aimed at expanding the consumer market reach (Cucus et al., 2022) However, the rapid advancement of technology can also have negative impacts on industry players if technology is misused, such as intensified sales competition. Referring to this issue, the solution needed for the Giriloyo Handwritten Batik Industry is to explore the role of digital marketing in enhancing competitiveness and production capacity.

## **II. METHODS**

This study was conducted in Wukirsari Village, Imogiri Subdistrict, Bantul Regency, Yogyakarta on 20 May 2025, located at the Giriloyo Hand-drawn Batik Centre. This study used a qualitative approach and in-depth analysis. The main focus was on collecting data on digital marketing to increase batik production capacity.

The sample in this study was selected using a purposive sampling method, by choosing informants with in-depth knowledge of batik production. The data collection techniques used in

this study were observation, interviews, and documentation in the form of photo archives of the production process. The stages of this activity included observation and interviews with partners as informants. This step aims to explore important information from partners in the form of problems faced, formulation of solutions to these problems, and determining the method of data collection (Parwoto et al., 2022).



*Image 2. Interview with the manager of the Giriloyo Wukirsari Batik Industry*

### **III. RESULT AND DISCUSSION**

Based on field observations and direct interviews with Batik Tulis industry players in Giriloyo, it is known that they have utilised digital marketing through platforms such as Instagram and Facebook. These social media platforms are not only used as a means of promotion, but also as a medium for building brand image and conveying the story behind the batik-making process. Content such as videos of the batik-making process, stories about batik motifs, and customer testimonials are able to attract public attention and increase trust in their products. Some young artisans have even utilised live streaming features to sell their products in real-time, which has proven effective in attracting new customers.

From interviews with the managers of the batik group's digital accounts, it was revealed that their presence on marketplaces like Instagram and Facebook has been instrumental in expanding their market share. Currently, consumers are not only from the Yogyakarta region but also from major cities and even overseas. The implementation of these digital strategies has also made the transaction process more practical, from payment to shipment tracking, and simplified order management, which directly impacts increased production and income for the artisans.



However, in practice, there are many challenges to be faced. Based on interviews conducted, some of the obstacles include limited mastery of digital technology, difficulties in creating attractive visual content, and challenges in dividing time between batik-making and managing digital media. A number of artisans stated that they still need guidance and training in running digital marketing, creating promotional materials, and understanding marketing strategies.

Overall, the implementation of digital marketing among Giriloyo Handmade Batik artisans has had a positive impact on the development of their businesses. Not only has it expanded their market and improved efficiency, but this strategy has also served as a bridge towards a more modern and sustainable batik industry, while encouraging the regeneration of businesses in this sector.

Aspect	Descriptions
Strengths	<ul style="list-style-type: none"> <li>• Already has social media accounts as marketing assets.</li> <li>• Uniqueness of products and high cultural value..</li> </ul>
Weaknesses	<ul style="list-style-type: none"> <li>• Lack of digital literacy among some craftsmen, especially the older generation.</li> <li>• Lack of understanding of digital marketing trends.</li> </ul>
opportunities	<ul style="list-style-type: none"> <li>• Growth of live commerce platforms.</li> <li>• Consumer trends towards local and sustainable products.</li> </ul>

Threats	<ul style="list-style-type: none"> <li>● Competition with batik printing or inexpensive batik.</li> <li>● Challenges related to transaction security and online fraud.</li> </ul>
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SWOT analysis is used to make logical decisions and develop new goals in line with market trends. This approach is particularly relevant when applied to the Giriloyo Hand-drawn Batik Industry, especially in developing digital marketing to increase production capacity (Riyanto et al., 2021).

Currently, most artisans already have social media accounts such as Instagram and Facebook, which can be leveraged to expand market reach. The uniqueness of hand-drawn batik, particularly its cultural value and manual production process, is a key factor in attracting consumer interest, especially among those who prefer local products. With the growing trend of live commerce, such as live sales broadcasts on TikTok and Shopee, artisans have the opportunity to demonstrate the batik-making process directly. This activity not only introduces batik to potential buyers but also fosters a closer relationship between producers and consumers.

However, challenges still exist in the field, such as low digital literacy among older artisans. Not all batik business operators understand how to market their products online effectively. To address this challenge, training and mentoring are needed, particularly in social media account management, taking attractive product photos, and digital marketing strategies. Additionally, young people in the artisan community can be involved as key supporters in managing digital activities, fostering mutually beneficial intergenerational collaboration.

Externally, a real threat comes from batik printing products sold at lower prices. This competition can be overcome by prioritising the authenticity of the process and the story behind each hand-drawn batik piece. Creating educational content about the differences between hand-drawn and printed batik is important so that consumers can better appreciate the quality.

To address these challenges, a more structured work system is needed, such as creating simple guidelines related to promotion schedules, the types of content to be published, and how to respond to messages from potential buyers. Additionally, artisans need to be educated about the importance of protecting batik motifs as a form of cultural heritage to prevent them from being easily copied by others. With these steps, it is hoped that Giriloyo Hand-drawn Batik artisans will be able to increase their production capacity while adapting to changing marketing trends that are increasingly moving towards the digital world.

#### **IV. CONCLUSION**

Based on observations and in-depth interviews, the writing team sees that the Giriloyo Wukirsari Hand-drawn Batik industry has great potential to grow in digital marketing to increase production capacity through social media. The use of social media such as Instagram and Facebook has already shown an increase in batik production and strengthened product competitiveness. Unfortunately, many senior artisans still lack digital literacy. With the implementation of digital marketing training, it is hoped that artisans can keep pace with trends in the digital age.

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