



Digital Marketing Strategy to Increase Promotion and Sales of Banana Stem Craftsmen in Kedungkeris Village

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ABSTRACT

Through a digital marketing strategy, this community service activity focuses on optimizing the promotion and sales of banana stem craft products in Kedungkeris Village, Nglipar, Yogyakarta. The background of this program is based on the potential of unique crafts from banana stems, such as mini photo frames, baskets, flip-flops, songkok, sling bags, and pencil cases, as local MSME products with high value. However, these products still have limited market reach and promotion due to a minimal understanding of utilizing digital platforms. The shift in consumer behavior towards the courage to shop post-pandemic also further emphasizes the importance of a digital presence for their business desires. The main objective of this service is to improve the craftsmen's understanding and digital marketing skills. The activity was carried out at the Kedungkeris Village Hall and involved 26 participants who were banana stem craftsmen. The material provided includes the basics of digital marketing, utilization of social media (especially Instagram and Facebook), e-commerce strategies (Shopee and Tokopedia), and practical tips for optimizing promotion and sales. The approach used is interactive lectures and discussions, helping participants understand essential concepts such as determining target markets, product innovation (including combining crafts with culinary products as hampers), and ease of access to purchases through digital channels. The implications of this activity are expected to increase the capacity of digital craftsmen significantly, expand the market reach of Kedungkeris banana stem products, and ultimately increase sales turnover and the economic welfare of the local community sustainably.

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A. INTRODUCTION

Handicrafts are a micro, small, and medium enterprise (MSMEs) sector with great potential to drive the local economy. In Kedungkeris Village, this potential is reflected in the existence of banana stem craftsmen. Banana stems, which are often considered waste, are processed into various craft products with high artistic and economic value by the creative hands of the Kedungkeris community, such as bags, hats, tissue holders, and home decorations. This initiative supports the circular economy and opens up livelihood opportunities for local residents, especially housewives and young people.



However, despite their uniqueness and good quality, the promotion and market reach of banana stem craft products in Kedungkeris are still relatively limited. Craftsmen still rely on conventional marketing methods, such as word of mouth, local exhibitions, or consigning products to souvenir shops. These limitations mean that sales turnover is not optimal, and the wider market potential has not been fully explored. Craftsmen have difficulty reaching consumers outside Kedungkeris, even outside the Yogyakarta area, due to the lack of knowledge and access to modern marketing platforms.

In today's digital era, digital marketing has emerged as a critical factor for SMEs success and sustainable growth. Various studies have shown that digital marketing strategies, including social media marketing, search engine optimization, and customer engagement through digital channels, positively impact SMEs' performance and productivity (Kishor, 2022; Sharabati et al., 2024). The adoption of digital marketing tools can result in increased revenue, business model transformation, and increased desirability for SMEs (Nichifor et al., 2022). Factors influencing the adoption of digital marketing include compatibility, owner/ manager support, IT employee skills, financial costs, government policies, and social influence (Ullah et al., 2023). SMEs increasingly use data-driven strategies to improve their bold marketing performance (Saura et al., 2023). However, the impact of digital marketing on SMEs varies, and there is no one-size-fits-all strategy (Jadhav et al., 2023). Overall, implementing digital marketing significantly increases the sustainable growth of SMEs, especially in developing countries (Bruce et al., 2023).

In addition, the COVID-19 pandemic that hit some time ago has further emphasized the urgency of digital transformation for MSMEs. Mobility restrictions and changes in consumer behavior have forced many business actors to switch to the brave realm to continue operating. Although the situation has improved, changes in consumer behavior in online shopping tend to be stable, and even continue to grow. This is an opportunity and a challenge for banana stem craftsmen in Kedungkeris to adapt and utilize digital platforms to avoid being left behind in the increasingly tight market competition.

Considering that Kedungkeris is located in the Special Region of Yogyakarta, which is rich in tourism and arts and culture potential, banana stem craft products have value that can be highlighted. However, this added value will not reach a broader market without the right marketing strategy. Digital marketing is not just a means of promotion, but also a tool to build brand awareness, create engagement with consumers, and open new, more efficient distribution channels. Thus, increasing the capacity of craftsmen in digital marketing will be a long-term investment to stop their businesses and improve their welfare.

Based on these conditions, this community service program is here to bridge the gap. We realize that the lack of understanding and skills of banana stem craftsmen in Kedungkeris in implementing digital marketing strategies is a significant challenge. Therefore, through this program, we aim to provide comprehensive training and mentoring on Digital Marketing Strategies to increase the Promotion and Sales of Banana Stem Crafts in Kedungkeris Village. It is hoped that with this knowledge and direct practice, banana stem craft products from Kedungkeris can be widely known, attract more buyers, and ultimately improve the welfare of craftsmen and the village economy.

B. LITERATURE REVIEW

Digital marketing has emerged as a transformative force in modern business, enabling companies to engage with customers anytime and anywhere (Makrides et al., 2020). This field encompasses digital or electronic media communication between companies and consumers,



encompassing B2C, B2B, C2C, and C2B interactions (Shankar et al., 2022). The evolution of digital marketing can be traced from early information transmission technologies to high-speed Internet platforms and online resources (Morokhova et al., 2023). Digital marketing leverages various channels to reach consumers, including search engines, social media, email, and mobile apps (Theodorakopoulos & Theodoropoulou, 2024). Common strategies include search engine optimization (SEO) and pay-per-click (PPC) advertising (Kritzinger & Weideman, 2013).

Digital marketing allows businesses to reach a global audience, eliminate geographical boundaries, and facilitate direct consumer interactions. This broad reach is especially beneficial SMEs seeking to expand their market share (Ellitan, 2023; Lady et al., 2023). Digital marketing is often more cost-efficient than conventional marketing strategies, generating higher returns on investment (ROI) through targeted campaigns and measurable results (Almestarihi et al., 2024). Additionally, digital marketing provides a deeper understanding of consumer behavior and preferences through data analytics, allowing businesses to refine strategies and improve customer experiences (Mohamad, 2022). Digital marketing has significantly impacted brand awareness, customer engagement, and startup growth (Rizvanović et al., 2023). Research shows that digital marketing initiatives influence consumer purchase intentions and are increasingly integrated with traditional marketing methods (Dunakhe & Panse, 2022). However, as more and more businesses venture into digital marketing, the competition to capture consumers' attention is fiercer, demanding innovative and creative approaches to stand out (Gogia & Nanda, 2020).

Social media has revolutionized the digital marketing landscape, demanding innovative approaches from businesses. These platforms have changed the interactions between companies and customers, with consumers taking control of the marketing process (Baumöl et al. 2016). Social media enables cost-effective, sophisticated, and interactive brand-consumer engagement (Parveen et al., 2024). To succeed in this environment, marketers must adapt their strategies to local consumer behavior and leverage data analytics to design targeted campaigns (Parveen et al., 2024). Businesses are also evolving their social media marketing capabilities through various digital engagement strategies and tactics, especially in the B2B context (Drummond et al., 2020). The overall evolution of digital technology has significantly impacted companies' marketing behavior and consumers' search and purchasing patterns (Varadarajan et al., 2022).

Adopting e-commerce is crucial for MSMEs to improve their performance and competitiveness in the digital era. Various studies have shown the positive impact of e-commerce on MSME business transactions, customer satisfaction, and marketing performance (Parvin et al., 2022; Yacob et al., 2021). Moreover, the implementation of e-commerce combined with entrepreneurial orientation and market orientation has been shown to significantly affect the overall business performance of MSMEs (Octavia et al., 2020). Rapid technological developments and changes in consumer behavior have driven the digital market to demand a more innovative and creative marketing approach. The presence of popular e-commerce and marketplace platforms such as Shopee and Tokopedia further strengthens this phenomenon (Saputri et al., 2023). The presence of these platforms has revolutionized digital marketing strategies, especially for MSMEs (Saputri et al., 2023). They provide a variety of innovative features that greatly facilitate product promotion and directly contribute to increased sales (Uva et al., 2024).



C. METHODS

The implementation method in this community service program has three stages:

1. Preparation Stage

Before the implementation of the activity begins, a thorough preparation stage is crucial to ensure the smooth running of the program. This stage starts with intensive coordination with various related parties in Kedungkeris. The community service team met with representatives of Kedungkeris Village and banana stem craftsmen to align the schedule, determine the most strategic location for the activity, and discuss relevant training materials that suit their needs. In this coordination, administrative aspects were also discussed in detail. Furthermore, as part of the agreement, it was agreed that the Kedungkeris Village would be responsible for providing official invitations, preparing the venue for the activity, and completing the equipment needed during the training. Meanwhile, the community service team took over the responsibility for providing food. In addition to administrative coordination, the team also conducted repeated field observations. This observation aims to dig deeper and identify specific problems the craftsman partners face, so that the training information materials and approaches can be adjusted optimally. The team prepared various needs for the implementation of community service activities, including the preparation of materials.

2. Implementation Stage

This community service is focused on banana stem craftsmen in Kedungkeris Village. The activity was conducted through counseling and training at the Kedungkeris Village Hall, Nglipar, Yogyakarta, on Thursday, September 5, 2024. A total of 26 participants who are banana stem craftsmen participated in this activity. The training method is designed comprehensively, combining material presentation through lectures with interactive models. This aims to explain the marketing concept, especially digital marketing strategies, which are combined with real illustrations of their application to MSMEs. This counseling aims explicitly to increase the understanding and awareness of craftsmen about the importance of digital marketing in marketing their products. In addition, the team also provides material on product sales strategies that partners can directly apply to boost their sales.

3. Evaluation Stage

Evaluation is carried out after delivering the material by allowing the partner audience to ask questions and discuss various problems the speaker faces

D. RESULTS AND DISCUSSION

The implementation of this community service focuses on increasing the understanding of digital marketing as a basis for implementing potential promotional and sales strategies for banana stem craftsmen in Kedungkeris Village. To achieve this goal, thorough preparations have been carried out before the core activities began. These preparations include:

1. Conducting a literature study on digital marketing: The team thoroughly reviewed various concepts, trends, and best practices in digital marketing that are relevant to the scale of MSMEs and handicraft products.
2. Preparing materials and tools for counseling on digital marketing: Making easy-to-understand material presentations, relevant case examples, and visual and interactive aids to support the counseling process for banana stem craftsmen in Kedungkeris Village.

3. Determining the time and duration of the community service implementation: Scheduling is carried out carefully so as not to interfere with the routine activities of the craftsmen and to ensure sufficient time for the delivery of materials and practical sessions.
4. Determining and preparing the materials to be delivered: The materials are arranged systematically, covering the basics of digital marketing, social media, e-commerce, and practical tips for optimizing the promotion and sales of banana stem products.



Figure 1. Digital Marketing Material Presentation

The devotee explains digital marketing material, which begins with an explanation of the definition and function. Digital marketing has developed significantly, utilizing various channels and technologies to connect businesses with consumers globally (Makrides et al., 2020; Shankar et al., 2022). This concept encompasses multiple forms of communication, ranging from business-to-consumer (B2C), business-to-business (B2B), consumer-to-consumer (C2C), to consumer-to-business (C2B), utilizing various platforms and strategic content (Shankar et al., 2021). This digitalization of marketing has fundamentally changed traditional business models, how to build relationships with customers, and strategies to increase brand awareness (Makrides et al., 2020).

For MSMEs such as banana stem craftsmen in Kedungkeris, digital marketing offers great opportunities to overcome the limitations of conventional market reach. Research shows that digital marketing efforts greatly influence consumer purchase intentions and have blurred the boundaries between traditional and digital marketing (Dunakhe & Panse, 2022). This means that artisans can reach a broader market with a digital presence without having physical stores in various locations. Utilizing social media platforms such as Instagram or Facebook and online marketplaces such as Shopee or Tokopedia allows artisans to display their products, interact directly with potential buyers, and conduct transactions efficiently.

Instagram has become a powerful digital marketing tool for small and medium businesses, offering great potential for banana stem artisans to expand their promotional reach and sales. Successful marketing on Instagram relies heavily on several key factors, including brand awareness, cultural awareness, and effective communication practices. High-quality images on Instagram significantly increase product quality perceptions and purchase intentions, making it essential for artisans to showcase their crafts with compelling visuals. Engaging content and clear messaging encourage user engagement and participation, which



can be achieved through effective strategies such as persuasive text, emojis, and even collaboration with mega-influencers if relevant to the business scale.

Instagram also allows for various forms of engagement, expanding the process of co-creating value between craftsmen and customers. To optimize the use of Instagram, banana stem craftsmen can apply several practical strategies. First, make the most of Instagram Stories; this feature offers direct customer interaction, allowing craftsmen to share the product-making process, buyer testimonials, or even hold short Q&A sessions. Adding direct links to Stories is essential so buyers can easily access the purchase page. Second, use the Instagram Shopping feature, which allows customers to buy banana stem craft products directly without having to leave the application, making the transaction process simpler and more efficient. Third, consistently create content; the audience will stay engaged by compiling a content calendar and posting regularly, and the Instagram algorithm will display products more often. Fourth, use the right hashtags; research to find hashtags relevant to products and the target market so that potential customers can more easily find banana stem crafts when searching on Instagram. Finally, collaborate with local influencers in the Yogyakarta area or its surroundings. Choosing influencers who match brand image and target market can help reach new, relevant audiences and increase product visibility.

In addition to using Instagram, Facebook offers various strategies for MSMEs, such as banana stem craftsmen, to optimize digital marketing. The key is to have a clear goal when sharing content; each post should encourage the audience to take a specific action, such as visiting a website or contacting a contact. Content must be valuable, high-quality, unique, and different from competitors to attract attention. To maintain consistency, set a posting schedule using a content calendar so that promotions are planned and organized. In addition, optimize your Facebook profile page with brief information about your business and products, highlight their advantages and benefits, and include positive customer reviews to build trust. Don't forget to be active on Facebook Stories by sharing essential moments such as product launches or discounts, and don't forget to embed links to make it easier to make purchases.

Furthermore, Facebook provides advanced features to strengthen marketing strategies. Take advantage of Facebook Shopping so customers can directly buy products without leaving the application. Build a community on Facebook by having and managing a special group to carry out direct promotions and interact with parties who need each other. Make sure the group name chosen is right to attract the audience's interest. Use Facebook as a customer service by responding to inquiries and messages quickly and satisfactorily, building rapport with customers. For a wider reach, run Facebook Ads yourself or with professional help, and narrow down the target market to make ads more effective. Finally, create an attractive and informative product catalog, and use Facebook Pixel to track, measure, and optimize ads. Facebook Custom Audiences also help find potential customers and store data about audiences likely to make repeat purchases, allowing for more personalized offers.

In addition to social media, e-commerce platforms such as Shopee and Tokopedia are digital marketing channels that have great potential to be utilized by banana stem craftsmen. Shopee, for example, offers a holistic selling experience for local brands and MSMEs, supported by various campaign programs, product categories, payment methods, and delivery service options that make transactions easier. Likewise, Tokopedia continues to innovate to support MSMEs. In the ever-growing e-commerce landscape, craftsmen can also take advantage of the live streaming and short video trends that are now increasingly popular. These features allow craftsmen to create a real-time shopping experience close to a physical store's atmosphere, but remain digitally flexible, displaying banana stem products directly to

potential buyers. To successfully sell on this platform, craftsmen must determine the best-selling products, conduct competitor research to determine competitive selling prices, and create brand awareness through paid advertising features such as TopAds or an attractive pricing strategy. Speed in responding to customer questions and chats is also the primary key to building trust and encouraging purchases.



Figure 2. Documentation of The Implementation of The Community Service Team

Digital marketing for banana stem craftsmen in Kedungkeris Village can be focused on sales to specific demographic segments. Consumers aged 18-60 years with female gender are the main target segment, because this group tends to be more active in shopping boldly and is highly interested in handicraft products and home decorations. Furthermore, the determination of the target market will be strengthened through product innovation. Craftsmen are encouraged to add variations in the form of banana stem craft products. This includes developing existing products such as mini photo frames, baskets, rose baskets, flip-flops, songkok, sling bags, and pencil cases and creating new, attractive variants. In addition, it is better to combine craft products with local culinary products, such as packaging or hampers, thus creating added value and unique appeal that is suitable as a gift or souvenir.

Market position will be strengthened by providing convenience for consumers to make purchases. This will be realized through optimizing social media such as Instagram and WhatsApp, where craftsmen can display product catalogs, interact directly with customers, and receive orders. In addition, using e-commerce platforms such as Tokopedia will be key to expanding market reach and facilitating safe and efficient consumer transactions throughout Indonesia. Thus, focusing on the right market segment, product innovation, and easy access to purchases through digital channels will significantly increase the potential for promotion and sales of banana stem crafts from Kedungkeris.

E.CONCLUSION

Several important conclusions can be drawn based on the community service activities that have been carried out at the Kedungkeris Village Hall, Nglipar, Yogyakarta, focusing on increasing the understanding of digital marketing for banana stem craftsmen. First, the entire series of activities that have been planned has been carried out well. The method of delivering material through interactive lectures combined with question and answer sessions has proven effective, allowing all participants to understand the material presented by the community service team. Second, the participants showed a significant increase in understanding the importance of digital marketing and the use of supporting platforms from social media and



e-commerce as one of the fundamental marketing strategies crucial for their businesses' sustainability. Third, the enthusiasm of all participants was evident through the active discussions during the session, indicating their strong interest and desire to explore the material provided. Finally, through this activity, all craftsmen began to get to know digital marketing strategies in more depth, including examples of their relevant applications and their development potential, especially for the context of banana stem craft MSMEs in Kedungkeris. This is an essential foundation for them to optimize product promotion and sales in the digital era.

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G. AUTHOR CONTRIBUTIONS

This community service activity is organized with a clear division of tasks in time to ensure the program's success. The community service coordinator (IM) holds the central control of the activity. Their responsibilities include conducting surveys and analyzing specific needs relevant to partners from the Kedungkeris village banana stem craftsmen, then preparing and presenting proposals. The community service coordinator also oversees publishing scientific journals based on the service results. Finally, the community service coordinator organizes the final service report with the team.

Team members (NPS and MI) play an essential role in supporting all stages of the activity. Their main task is to assist the coordinator in planning and implementing the program. This includes preparing community service materials that meet the needs of partners and conducting monitoring, data analysis, and evaluation. Members also contribute to the preparation of community service reports. More specifically, some members focus on preparing the fund allocation, which is also related to journal publication. Other members are responsible for creating visual documentation, such as activity videos, and ensuring the publication of program information in electronic and mass media to spread the reach and positive impact of community service.

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