

Digitization of Jetis Batik MSME Marketing as a Transformation of Local Cultural Products

Adellia Eka Wandira¹, Isna Fitria Agustina²

^{1,2} Muhammadiyah University of Sidoarjo, Indonesia



DOI : <https://doi.org/10.61796/icossh.v2i2.361>



Sections Info

Article history:

Submitted: April 15, 2025

Final Revised: May 01, 2025

Accepted: May 11, 2025

Published: May 24, 2025

Keywords:

Digitization of Marketing

Batik MSMEs

Transformation

Agile

ABSTRACT

Objective: This study aims to analyze and describe the digitalization of Jetis Batik MSME marketing as a transformation of local cultural products. **Method:** A qualitative descriptive approach was employed with data collection techniques including observation, documentation, and interviews, using purposive sampling to select informants based on specific objectives. The analysis applied Talcott Parsons' AGIL framework to assess adaptation, goal achievement, and integration in the digitalization process. **Results:** The findings show that adaptation remains limited, as Jetis Batik MSME owners still rely on conventional systems and lack a dedicated online sales platform, though partial adjustments are made through reseller networks. Goal achievement is hindered by concerns over price disparities with resellers, preventing optimal realization of marketing targets. Meanwhile, integration has been relatively successful, as evidenced by coordination between owners and resellers and the implementation of training programs that support sustainability in digital marketing. **Novelty:** The study contributes originality by combining economic perspectives with cultural preservation, framing digitalization not merely as a marketing strategy but also as an effort to safeguard and promote Jetis Batik as a valuable element of local cultural heritage.

INTRODUCTION

In this modern era, digitalization has become one of the main forces in changing various aspects of life, including in the business world. Marketing digitalization, especially in the context of Micro, Small, and Medium Enterprises (MSMEs), provides ease of access to a wider and more efficient market. MSME actors are required to be part of the global community by utilizing information technology through e-business when facing competition [1].

In recent years, the world of marketing has changed due to the advancement of information technology. Digital marketing is a term that is often used to describe marketing activities that use advances in digital technology. Digital marketing includes an interactive integrated marketing that facilitates interaction between market intermediaries, potential consumers, and producers (Purwana et al., 2017) [2].

MSMEs themselves are a type of business that is separated based on asset and turnover criteria. Previously, the MSME Law applied MSME criteria based on net worth and annual sales results. However, this criterion was changed through the Ciptaker Law. In the Ciptaker Law, the size used is based on business capital or annual sales results. The Job Creation Law has amended some of the existing provisions in Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSME Law) [3]. One of the provisions that was changed was regarding the criteria of MSMEs themselves. But the Job Creation Law only sets the criteria, without describing them in detail. So, it is only

mandated to be further regulated in Government Regulation (PP). This is answered in the MSME PP, precisely in Articles 35-36 of the 2021 MSME PP. In that article, it is stipulated that the grouping of MSMEs is based on business capital or annual sales results [4].

The business capital criteria are applied to the grouping of MSMEs that are only to be established after the MSME PP takes effect. Meanwhile, the annual sales criteria are used for the grouping of MSMEs that already existed before this PP came into effect. Marketing strategies and promotion of MSME products through social media on the internet are an important step to expand market reach. Digitalization has also affected the changing shopping preferences of consumers, who now prefer to shop online through digital apps or platforms because they are more practical, fast, and at no additional cost, even though conventional markets offer the convenience of physical facilities that are almost unaffordable [5].

Micro, small, and medium enterprises (MSMEs) play an important and strategic role in national economic growth. Small and medium industries (MSMEs) occupy sixty percent (60%) of the Indonesian economy, and the number of MSMEs in Indonesia continues to increase significantly every year. MSMEs are one of the economic pillars that drive the wheels of the Indonesian economy. According to research conducted by the Ministry of Industry, small and medium industries (MSMEs) contributed 60.34% to Indonesia's GDP in 2016. In addition, during the same period, the sector absorbed 97.22% of Indonesia's workforce [6]. (According to Andrew Betlehn and Prisca Oktaviani Samosir, in 2018), based on the above, the government issued Law Number 20 of 2008, concerning Micro, Small, and Medium Enterprises (Amendment to Law Number 9 of 1995, concerning Small and Medium Enterprises). As a legal basis that facilitates small businesses. Meanwhile, Article 19 of Law No. 20 of 2008 concerning MSMEs, Article 16 paragraph (1) letter (c) states that development in the field of human resources is carried out in the following ways: 1. encouraging entrepreneurship: 2. improving the technical skills of a business so that it can develop properly and 3. provide MSME training to encourage business creativity and create new entrepreneurs (Feni Dwi Anggraeni & Hayat, 2018) [7].

Table 1. Regarding the Contribution of MSMEs in Indonesia from 2021 – 2023

| Yes | Year | MSME Labor Absorption Percentage | Sum |
|-----|------|----------------------------------|-------------|
| 1. | 2021 | 97,90% | 121.000.000 |
| 2. | 2022 | 98,00% | 122.000.000 |
| 3. | 2023 | 98,10% | 123.000.000 |

Source: Ministry of Industry (MSME General Data, 2023)

Table 1. Showing detailed data on the contribution of Micro, Small, and Medium Enterprises (MSMEs) in absorbing labor in Indonesia from 2021 to 2023. This data shows that MSMEs play a significant role in the absorption of the workforce in the country, and the percentage continues to increase every year. In 2021, MSMEs absorbed around 97.90% of the workforce, or 121 million people. This figure continues to increase, and will reach 98.10% in 2023, with the number of absorbed workforce estimated at 123 million people [8].

This increase shows the large role of the MSME sector in the Indonesian economy, both as a job creator and as a catalyst for economic growth. Data provided by the Ministry of Industry shows that the information presented is very accurate and consistent. This reinforces the idea that MSMEs are the main pillars in the provision of jobs. Therefore, it is very important to support the strengthening and development of MSMEs so that they can increase their ability to absorb the workforce more effectively, thereby helping to reduce the unemployment rate and improve people's living standards [9]. This data clearly underlines the position of MSMEs which are very important and strategic in providing jobs and becoming the backbone of national economic growth.

One of the MSMEs that is developing in Sidoarjo is Kampoeng Batik Jetis which has existed since 1675. Kampung Batik Jetis is an MSME that produces traditional Sidoarjo batik [10]. The location is in Jetis Hamlet or Jetis Neighborhood in Lemah Putro Village, Sidoarjo District, Sidoarjo Regency, East Java. Jetis Market was inaugurated by the Regent of Sidoarjo on May 3, 2008 as a batik industrial area with a total of 143 MSMEs [11]. During the administration of Regent Win Hendrarso (1999–2010), the government received many orders for Jetis batik, both companies and individuals. In contrast, Kampoeng Batik Jetis has many domestic and international visitors, including from Australia, Japan, and Switzerland. However, the batik artists are still unable to use this place's batik products as their source of income. Jetis Batik is only promoted at certain events, such as government and private exhibitions. There is no consistent promotion that makes Jetis batik less known to the public, even in Sidoarjo itself, even though many people open shops in the Jetis area to market their products [12]. However, the batik artists are still unable to use this place's batik products as their source of income.

Jetis Batik is only promoted at certain events, such as government and private exhibitions. There is no consistent promotion that makes Jetis batik less known to the public, even in Sidoarjo itself, even though many people open stores in the Jetis area to market their products. To increase the potential of the village, the Jetis community has developed the idea to build a Jetis Batik Village which aims to help market and maintain the selling price of Jetis batik in a stable manner as well as managed by the local government [13]. Therefore, Jetis Batik Village, located in Jetis Hamlet in Lemah Putro Village, Sidoarjo Regency, East Java, is one of the cultural heritage that needs to be preserved and supported to develop.



Figure 1. Jetis Batik Village

Source: Documentation by the author 2025

"Batik" comes from the Javanese words "amba", which means "to write", and "point", which means "point." One of the methods of making clothes is batik. Batik can also refer to two things, namely the first dyeing of the fabric is done at night to prevent some of the fabric from being dyed. This technique is called wax-resistant color in international literature[14]. Batik also means making dots on mori cloth if the use and presentation of batik remains in accordance with current trends, it will attract the interest of young people. Because they do not understand the meaning and philosophy of batik, the young generation of Indonesia has lost Indonesia's cultural heritage (Agustina, 2021)[15]. Traditional Jetis Batik, also known as Jetis Batik, is different from Solo and Yogyakarta Batik which only has two-color motifs and only has green, yellow, and red colors. Many Batik collectors who have visited Kampung Batik Jetis in the 1920s, the golden age of Jetisan Batik, admit that the Batik Jetis Sidoarjo motif is very famous. Many of them even have 80 to 100-year-old Jetis Batik[16].

For generations, Jetis Batik MSMEs have been the economic pillar of the Sidoarjo community. Typical motifs of Jetis Batik, such as wutah rice and spinach flowers, as well as other motifs, show the rich culture and local values of the Sidoarjo people. However, as the development of Batik Jetis MSMEs still uses conventional marketing strategies that are usually limited to direct sales and word-of-mouth marketing. In order for MSMEs to survive and thrive in today's digital era, they must change the way they market. Batik Jetis MSMEs have opportunities through marketing digitalization to increase the added value of products, preserve and introduce local cultural richness to domestic and international markets, and expand market reach[17]. To transform local goods into goods that have high economic value without losing their cultural value, digital marketing

strategies such as the use of social media, e-commerce, digital content, and search engine optimization can help.

Indonesian culture has many philosophical, historical, and aesthetic values from the written arts. However, written batik faces major challenges in marketing, batik regeneration, and global competition amid modernization and digitalization currents. On the contrary, digital technology has provided business actors with new opportunities to improve efficiency and reach a wider market. In this case, using digital technology through e-business platforms is an important strategy to maintain and develop the written batik business in a sustainable manner [18].

In 2009, UNESCO recognized Batik as a Humanitarian Cultural Heritage for Oral and Intangible Culture (Intangible Cultural Heritage of Humanity). The traditional batik industry faces many challenges to survive amid the current of globalization and rapid technological advancements [19]. The most prominent is the marketing and competitiveness of the product. And, one of them, Jetis Batik Village in Sidoarjo, East Java, is a batik making place that has historical value and characteristics. In general, Jetis batik products are in great demand by the surrounding community. If studied in depth, Jetis Batik has a great opportunity to increase sales. However, in this case there is a problem in the marketing media (digital) used by Jetis Batik MSMEs that is still not optimal, so few people know about batik that has existed since 1675. Due to the lack of continuity of promotion on social media, Batik Jetis is not known to the wider community even among the people of Sidoarjo itself. In this case, social media if it can be used better, the village will become more attractive to the general public and become a center for educational tourism, which in turn will keep local batik alive and prevent the extinction of Indonesian local batik because Indonesia is famous for its jetish batik [20].

Based on the explanation that has been described above, it shows that there are still obstacles such as the lack of digital activities carried out by the owner of Batik Jetis MSMEs himself (but he has a permanent reseller who will later help with online sales through social media). Therefore, this study aims to analyze and concretely describe "Digitalization of Jetis Batik MSME Marketing as a Transformation of Local Cultural Products" by using the theory according to Talcott Parsons AGIL, namely: (Adaptation) Adaptation, (goal attainment) goal achievement, (integration) integration [21].

There are several previous studies that discuss related to digital marketing, the first of which was conducted by Annisa Alifia Darsinandra, et al (2024) with the title "Branding of the East Java Cooperatives and SMEs Office in Developing the Batik MSME Industry to Increase Competitiveness in the Global Market". This research was conducted using a qualitative method using interviews. The results of this study show that the East Java cooperative and MSME office has carried out various branding initiatives, ranging from digital marketing training programs, the use of logos, to improving product quality according to international standards [22].

The second was carried out by Lilla Silviatul Hikmah, et al. (2023) with the title "Digitalization Marketing as a Marketing Strategy for MSMEs in Sidoarjo City". The methodology used includes the first introduction phase (pre-mentoring phase), followed

by the mentoring phase (training and mentoring), and finally the post-mentoring phase. The results of this study reveal that marketing digitalization has a considerable impact on increasing the marketing effectiveness of MSMEs. By utilizing social media, company websites, MSMEs can reach a wider market and increase interaction with potential customers [23].

The third was conducted by Ulfa Afrianti, et al. (2024) with the title "Digitization of Marketing Through Instagram and Facebook Ads in Increasing the Business Scale of MSMEs: Systematic Literature Review". This study applies the Systematic Literature Review method. The findings show that social media Instagram and Facebook Ads have contributed to increased business scale. Instagram and Facebook social media have played a role in increasing the scale of businesses and influencing consumer engagement and behavior, and generating data that supports marketing strategies [24].

The fourth was carried out by Lilla Silviatul Hikmah, et al related to the title "Digitalization Marketing as a Marketing Strategy for MSMEs in Sidoarjo City". The purpose of this article is to learn how marketing digitalization serves as an effective marketing strategy for Micro, Small, and Medium Enterprises (MSMEs). In today's technological era, MSMEs must implement marketing strategies that are in line with trends in communication and information technology. Small and medium-sized businesses (MSMEs) can reach a wider market and establish relationships with more customers by leveraging social platforms and media such as their websites. Therefore, this article provides advice for MSMEs to address this issue, including digital skills training and the use of appropriate tools and platforms [25]. The fifth was carried out by Maya Setiowati, et al (2024) with the title "The Effectiveness of the Use of the Siskeudes Application in Financial Reporting in Permisan Village, Jabon District" related to research on the Use of the Siskeudes Application. The purpose of this study is to measure the extent of the effectiveness of the use of the Siskeudes application in financial reporting in Permisan Village [26].

The purpose of this research is to analyze and explain in real terms how marketing digitalization can be applied by Batik Jetis MSMEs. This aims to transform local cultural products so that they can adapt and compete in the digital era. This research will explore the challenges and opportunities in the process of digitizing the marketing of Jetis Batik, as well as examine the extent to which digital strategies are able to increase competitiveness, expand market reach, and maintain local cultural values. Using the theory of AGIL Talcott Parsons, this study will also analyze how Batik Jetis MSMEs adapt, achieve goals, and integrate in the context of digitalization to maintain their existence in the midst of modernization.

RESEARCH METHOD

This study applies a qualitative approach with a descriptive method. This research aims to find out and describe in detail and in depth related to the Digitalization of Jetis Batik MSME Marketing as a Transformation of Local Cultural Products. The location of this research is located in Jetis Village, Sidoarjo District, Sidoarjo Regency. According to

Sugiyono (2018), the Qualitative Research method is a research approach that is based on a certain philosophical foundation and is used to research in natural situations, not experiments. In this method, the researcher plays the role of the main instrument, with data collection and analysis techniques carried out qualitatively and more focused on understanding meaning [27]. In obtaining information or data needed to support the research, an informant is needed as the research subject, which is determined using the purposive sampling method where the source has been determined by the researcher. The informants involved in this study are, Mrs. Tutik, one of the owners of Jetis Batik MSMEs in Jetis Batik Village, Sidoarjo. The data sources used in this study are primary and secondary data sources. Primary data is data obtained directly by researchers by digging up information sources (informants) that are relevant to the problem through observation and interviews. Meanwhile, secondary data is obtained from documents, literature studies or related archives. In order to obtain the form of data this research uses various sources such as books, journals, articles, other information documents and mass media related to research problems. In this study, data collection techniques include observation, interviews, and documentation to obtain relevant information. The focus of this study is using the data analysis model proposed by Miles and Huberman (1984) referring to several stages, including data collection, data reduction, data presentation, and drawing conclusions or verification [28].

RESULTS AND DISCUSSION

Results

Regarding the above statement from the results of research conducted through observation, interviews, and data analysis, the identification results show that the implementation of Digitalization of Jetis Batik MSME Marketing as a Transformation of Local Cultural Products related to the lack of digitalization in Mrs. Tutik's Jetis Batik MSMEs is the main problem. In this study, the three-element approach proposed by Talcott Parsons AGIL will be used, namely: Adaptation, Goal Achievement, Integration.

The results of the interview conducted with the owner of Batik Jetis MSMEs, namely Mrs. Tutik, on the Adaptation indicators are as follows:

Interview 1 result: "Yes, it's good, with technology it makes it easier for people to sell online, however, my MSME marketing, Mrs. Tutik is only through word of mouth and regular resellers. But sometimes resellers sell through live streaming on social media, with that batik sales are still stable, although sometimes they have decreased". (Interview results, May 12, 2025)

Interview 2: "Yes, we must keep watching, especially I, the owner of this jetis Batik MSME, always take care and be careful, especially in the size of written batik, it must still have a size of 2 meters, the length is 1.5 meters and the color must always be bright and of course it must still be loved by the people of Madura". (Interview results, May 12, 2025)

The results of the interview conducted with the owner of the Jetis Batik MSME, namely Mrs. Tutik, on the Goal Achievement indicators are as follows:

Interview results: "Yes for MSMEs in Sidoarjo as a whole, maybe yes, but the existence of digital in your business does not apply digitalization because yes because we have a permanent reseller. But, in other efforts, I believe that this digital has helped many MSMEs in Sidoarjo in achieving their targets. Especially in terms of increasing marketing, revenue, and cultural preservation, if online marketing is clear, Mrs. Tutik will not be possible because she has a permanent reseller, and therefore if Mrs. Tutik does digital marketing, she is afraid that it will damage the price of her batik to the reseller". (Interview results, May 12, 2025)

The results of the interview conducted with the owner of Batik Jetis MSMEs, namely Mrs. Tutik, on the Integration indicators are as follows:

Interview results: "Yes, there used to be and marketing training was often but now it is no longer there because it is no longer running. And currently, I only have a permanent reseller and if digital has been implemented at my consumer reseller I am sold online such as on E-Commere, it is nothing like Shopee and its TikTok account". (Interview results, May 12, 2025)

Discussion

Based on the results of research conducted through observation, interviews, and data analysis, the identification results show that the implementation of Jetis Batik MSME Marketing Digitalization as a Transformation of Local Cultural Products related to the absence of digitalization is the main problem. Jetis Batik can be said to have not become the main livelihood for the Jetis people in this place because not many people know about this product. In fact, with the rapid development of telecommunications at that time, it was very possible to use promotional media to improve people's finances, especially for batik makers. In addition, this is a way to preserve the local cultural richness of Sidoarjo. Therefore, this research aims to increase the market share of MSMEs that are squeezed by optimizing web-based digital marketing. In this study, a three-element approach will be used proposed by Talcott Parsons (AGIL), namely: adaptation (the ability to adapt to changes in technology and the digitalization environment), goal achievement (the success of an entity (business), in digital technology) and, integration (to produce more efficient solutions, increase ease of access to data, and optimize the digitization process of jetis batik)[29]. Jetis batik has a great opportunity to increase sales if researched thoroughly. Small and medium businesses (MSMEs) Batik Jetis still use less effective marketing methods, so not many people know that this batik has been around since 1675. Because there is no consistent promotion on social media, Jetis Batik may not be well-known in the general public, even among the residents of Sidoarjo themselves [30].



Figure 2.

1. Adaptation

The ability to adapt to the environment is the ability to adapt to change. Intensity is one of the reasons why a company must have the ability to adapt to a good environment of competitors. The adaptability of MSMEs can be seen from the extent to which MSME business actors can take advantage of existing digitalization technology [31]. There are still many Batik Jetis MSME actors who have not used digitalization both in marketing, production and digital application, one of which is Mrs. Tutik (owner of Jetis batik MSMEs), the informant of this research. MSME actors are still comfortable with conventional patterns, the main factor is the current sophisticated "Technology Stutter".

The system must be able to adapt to the external environment and manage available resources, this includes the ability of the system to adapt to external changes and to allocate resources efficiently. Adaptation itself is very important because the digital world is moving fast and constantly changing. Without adaptability, businesses can lag behind, lose competitiveness, and even fail to survive[32]. In the Implementation of Digitalization of MSME Marketing in Batik Jetis itself owned by Mrs. Tutik, it can be said that it is going quite well, even though the owner of Batik Jetis MSMEs has not implemented marketing in a digital way, but she has a permanent reseller who will later help with online sales through social media.

However, even though it has adapted to the times, the owners of jetis batik MSMEs themselves do not have a personal sales website. But all sales are done offline by Mrs. Tutik, and the results of her batik work are sold to a permanent reseller of the owner of the Batik Jetis MSME itself (Mrs. Tutik). Not only that, even though Mrs. Tutik's batik MSME business is competitive in the current digital era and does not have a web for online sales (digital-based), she still maintains the quality of her batik products among modern batik or other batik.



Figure 3. Jetis Batik
Source: Detik.com

Based on the results of the interview, it can be concluded that in the adaptation indicators put forward by Talcott Parsons (AGIL), it is considered quite adaptable to the theory, where the owners of Batik Jetis MSMEs still do not have a web to make online sales. Meanwhile, adaptation itself is the ability of the social system to adapt to the environment, both by managing resources and responding to external changes in order to survive. In simple terms, the adaptation function emphasizes that a system (including an organization or state) must be able to live in its environment by adapting dynamically, both through resource management and socio-cultural transformation [33].

When juxtaposed with previous research conducted by Golan and Jesseline (2024) entitled "The Implementation of Digital Marketing Strategies in Sari Laut KPK MSMEs in Batam City" shows that the application of digital technology in marketing can increase the efficiency and effectiveness of small and medium businesses. The study shows that MSMEs can facilitate interaction with consumers, reach a wider market, and increase product visibility. As a result, Batik Jetis MSME owners must consider the use of digital technology in their marketing strategies [33]. Thus, implementing a digital marketing strategy can be an important step in supporting the growth and development of MSMEs in the midst of existing challenges because this will not only help them adapt to market changes, but will also improve their competitiveness and the sustainability of their business in the current digital era.

4. Goal Achievement

Within the framework of AGIL, Goal Attainment is the ability of social systems to determine collective goals and organize resources and actions to achieve those goals. In addition, the achievement of goals also helps ensure that digital sales are not only active, but also targeted, measurable, and sustainable. In the implementation of the digitalization of the sale of jetis batik MSMEs itself, it is said that it has not gone well,

because there is still no implementation of digitalization carried out by the MSME owners themselves because if they implement the digitization process, they are afraid that it will damage the market price, therefore MSME owners still do not dare to implement the transaction process digitally. But even so, the sales of jetis batik itself are still stable.



Figure 4. Jetis Batik MSME Website Training
Source: TIMES Indonesia

Based on the results of the interview, it can be concluded that the Goal Achievement indicator put forward by Talcott Parsons AGIL shows that the goal achievement indicator has not been fully realized. This shows that there is a difference between theory and practice. In these cases, the existing social system cannot set collective goals and direct resources to achieve them. Every social system needs the ability to determine the goals to be achieved and strive for these goals to be realized concretely.

When juxtaposed with previous research conducted by Tayibnapis, A. Z. (2021) with the title "The Rise of MSMEs in Indonesia" also highlights the distrust and doubt of business actors towards e-commerce due to potential price conflicts and reseller margins. The potential price and margin conflicts faced by e-commerce resellers often lead to this mistrust. Businesses may be reluctant to invest or actively participate in e-commerce if they have doubts about the fairness and stability of the pricing system. This hinders the social system from achieving its goals. Therefore, social systems are essential for fostering trust and creating an environment that supports business cooperation. In this way, collective goals can be achieved more efficiently [34].

5. Integration

According to Talcott Parsons AGIL. Integration itself is the ability of the social system to maintain coordination, order, and internal stability between parts of the system, so that various components of society can work together harmoniously and not contradict each other. Every social system requires a certain degree of integration to maintain balance and cooperation between its components. Without integration, the system will not be able to overcome internal conflicts and is at risk of disintegration. In

the implementation of digitalization in Batik Jetis MSMEs, it has been running well, MSME owners have carried out internal coordination with resellers by conducting training.



Figure 5. Jetis Batik
Source: Detik.com

Based on the results of the interview, it can be concluded that in the Integration indicator put forward by Talcott Parsons AGIL. It has gone well and is in accordance with the theory. Integration itself is related to the ability of the social system to maintain coordination, order, and internal stability between parts in the system, in this case the owner of Batik Jetis MSMEs themselves has conducted training that is carried out internally with resellers.

When juxtaposed with previous research conducted by Sebastian, D., Kathleen, F., & Hartono, F. E. (2024) with the title "The Effectiveness of Marketing and Operational Strategies on the Development of MyHazza MSME Business" Focusing on reseller integration and digitalization in MSME business operations, it shows that internal collaboration increases market penetration [35]. The results of the study show that effective internal cooperation can increase market penetration; The findings of this interview are in line with this: Batik Jetis Small and Medium Businesses (MSMEs) can better handle market challenges and take advantage of opportunities with training and strengthening relationships between owners and resellers.

In the Integration indicator itself, there are no obstacles found to be running well. This shows that the existing system is operating well and that everyone involved in the integration process can work well together. This success shows that the strategies used are effective and there is an opportunity to advance on a larger scale, increase production capacity and expand distribution networks. Thus, a good integration will provide a strong foundation for the growth and sustainability (MSMEs) of Batik Jetis in the future.

CONCLUSION

Fundamental Finding : This study concludes that Jetis Batik MSMEs in Sidoarjo Regency possess strong potential for digital development, as evidenced by their adaptability through reseller-based online marketing and the effective integration of cooperation and training, although challenges remain in directly achieving marketing goals due to concerns over price disparities with resellers. **Implication :** These findings highlight the importance of enhancing digital capacity and promoting inclusive marketing strategies, suggesting that greater utilization of digital platforms, independent website development, and innovative solutions for price alignment are critical to optimizing digital transformation and sustaining cultural product preservation. **Limitation :** However, the study is limited by its single case focus and reliance on qualitative insights, which may not fully capture broader patterns of digitalization among similar MSMEs or quantitatively measure consumer perspectives. **Future Research :** Further studies are recommended to adopt comparative and mixed-method approaches across multiple MSMEs, exploring customer satisfaction, digital readiness, and the interplay between economic sustainability and cultural heritage preservation in advancing the digitalization of local cultural industries.

REFERENCES

- [1] U. Hartono, A. Kistyanto, F. Fatoni, Y. Isbanah, and I. D. C. Arifah, "Increasing the Market Share of Batik MSMEs through Web-Based Digital Marketing Optimization," *J. Abdi Insa.*, vol. 9, no. 2, pp. 381–389, 2022, doi: 10.29303/abdiinsani.v9i2.540.
- [2] R. J. NAIMAH, M. W. WARDHANA, R. HARYANTO, and A. PEBRIANTO, "The Application of Digital Marketing as a Marketing Strategy for MSMEs," *J. IMPACT Implement. Action*, vol. 2, no. 2, p. 39, 2020, doi: 10.31961/impact.v2i2.844.
- [3] Z. Febriansyah, M. Giosefi, J. T. R. Saputro, A. G. Aristito, and F. Siswajanthly, "Evaluation of the Job Creation Law in the Development of the MSME Sector (Whether New Regulations Support Local Economic Empowerment)," *Management Balance, Ekon.*, vol. 9, no. 8, 2024, [Online]. Available: <https://doi.org/10.1234/jtb.v12i1.890>
- [4] M. C. Iman Kalis, M. I. Hendri, and H. Safitri, "MSME Development Strategies Based on Local Wisdom in Supporting Regional Economies After the Covid-19 Pandemic," *Mbia*, vol. 22, no. 2, pp. 230–244, 2023, doi: 10.33557/mbia.v22i2.2384.
- [5] Hamsinah, H. Sjahrudin, and M. Gani, "Journal of organization and management.," *J. Organ. And Manaj.*, vol. 1, no. 2, pp. Id. at 62–77, 2017, [Online]. Available: <https://doi.org/10.31227/osf.io/p8e5z>
- [6] A. Betlehn and P. O. Samosir, "Legal Protection Efforts for MSME Industry Brands in Indonesia," *Law Justice*, vol. 3, no. 1, pp. 1–11, 2018, doi: 10.23917/laj.v3i1.6080.
- [7] A. H. Heryanti, A. Pasca Arnu, U. Singaperbangsa, and K. Abstract, "The Effect of Entrepreneurial Competence on the Performance of MSMEs in Telagasari District (Study on the Household Industry)," *J. Ilm. Educator Ride.*, vol. 10, no. 11, pp. 14–22, 2024, [Online]. Available: <https://doi.org/10.5281/zenodo.12176560>
- [8] U. Suhada and M. Ridwan, "The Influence of the Number of Informal MSMEs and Other Factor Factors on Labor Absorption in Indonesia," *J. Ilm. Management, Ekon. Accounting.*, vol. 8, no. 3, pp. 2602–2614, 2024, doi: 10.31955/mea.v8i3.4791.

- [9] Fitri Nurul Aftitah, Jacinda Labana. K, Kamaliatun Hasanah, and Nur Lailatul Hadi. F. M, "The Influence of MSMEs on Economic Growth in Indonesia in 2023," *J. Study. and Penal. Management Science.*, vol. 3, no. 1, pp. 32–43, 2024, doi: 10.59031/jkpim.v3i1.511.
- [10] Mucholil, I Gede Oka R, Iman Iswari, Fahmi RS, Indra BP, and Linggar MS, "Marketing Development of Jetis Batik Village in the Digital Era," *Prapanca J. Abdimas*, vol. 1, no. 1, pp. 60–68, 2021, doi: 10.37826/prapanca.v1i1.135.
- [11] L. Yudhi, "Batik Tulis as a World Cultural Heritage in Instilling a Sense of Love for the Homeland of the Young Generation of Indonesia," *Commed J. Commune. and Media*, vol. 4, no. 1, pp. 01–15, 2019, doi: 10.33884/commed.v4i1.1297.
- [12] S. D. Purnamasari and M. F. Ma'ruf, "COMMUNITY EMPOWERMENT THROUGH VILLAGE-OWNED ENTERPRISES (BUMDES) (STUDY OF BUMDes MAWAR KEPUL VILLAGE, NGETOS DISTRICT, NGANJUK REGENCY)," *Published*, vol. 8, no. 5, pp. 1–2, 2020, [Online]. Available: <https://ejournal.unesa.ac.id/index.php/publika/article/view/36725>
- [13] A. P. Dewantoro, "Batik Micro, Small and Medium Enterprises (MSMEs) Development Strategy in Improving Economic Welfare (Case Study on Kampung Batik Jetis Sidoarjo)," *Bharanomics*, vol. 2, no. Vol 2, No 2: April 2022, pp. 117–123, 2022, doi: 10.46821/bharanomics.v2i2.256.
- [14] B. A. B. II, "BATIK AS ONE OF THE CULTURES A . The History of World Batik," *Batik as one of the kebuds. Indonesian*.Pp. 17–56, 2016.
- [15] A Falaqil Isbakhi and Wahyu Eko Pujianto, "Revitalization of Jetis Sidoarjo Batik at Amri Shops," *Digits. Business J. Publ. Management Science. and E-Commerce*, vol. 2, no. 3, pp. 168–182, 2023, doi: 10.30640/digital.v2i3.1314.
- [16] Y. Susilaningtyas, A. Suprijono, and M. Jacky, "Symbolic Meaning and Motive Values in Jetis Batik Motifs: An Ethnopedagogic Study of Local Culture for Strengthening the Education of the Nation's Character of Grade IV Elementary School Students," *J. Educ. Dev.*, vol. 8, no. 3, pp. 237–241, 2020.
- [17] M. A. J. Yusuf Hariyoko, Adi Soesiantoro, "Empowerment of Written Batik MSMEs in Kampong Batik, Sidoarjo Regency," *Adm. State Sciences*, vol. 11, no. 1, pp. 1–10, 2021, [Online]. Available: <http://ejournal.upnjatim.ac.id/index.php/jdg/article/view/2478>
- [18] Rasenda, G. Santoso, M. Rizal, N. Rini, and M. I. Adam, "The Application of Technology in the Written Batik Business: Mitrabatikputra E-Business as a Sustainable Business Model," *JUBISDIGI J. Digit Business.*, vol. 01, no. 01, pp. 31–40, 2025, [Online]. Available: <https://ejournal.utmj.ac.id/jubisdigi/about%0APenerapan>
- [19] Y. N. Evita, A. Trihartono, and A. Prabhawati, "UNESCO Recognition of Batik as Intangible Cultural Heritage (WBTB)," *Maj. Ilm. Dian Ilmu*, vol. 21, no. 2, p. 113, 2022, doi: 10.37849/midi.v21i2.260.
- [20] I. Susanti and R. Handayati, "The Influence of Product Quality, Price, and Promotion on Buying Interest in Jetis Batik Products in Sidoarjo," *J. Ilm. Edunomics*, vol. 5, no. 02, p. 842, 2021, doi: 10.29040/jie.v5i2.2748.
- [21] N. Nasrul, "Implementation of Talcott Parsons' AGIL Scheme in Family and Community Education: A Case Study in the Era of Globalization," *Int. Int. Conf. Islamic Proceeding. Interdisciplinary. Stud.*, 2024.
- [22] A. A. Darsinandra and S. Azizah, "Branding of the East Java Cooperative and SME Office in Developing the Batik MSME Industry to Increase Competitiveness in the Global

- Market," *Econdynamics J. Ekon. Religion.*, vol. 6, no. 4, pp. 29–42, 2024, [Online]. Available: <https://journalpedia.com/1/index.php/jed>
- [23] L. S. Hikmah and R. S. Wijaya, "Digitalization of Marketing as a Marketing Strategy for MSMEs in Sidoarjo City," *Community J. Pengabd. To Masy.*, vol. 3, no. 2, pp. 54–59, 2023, doi: 10.31506/community:jpkm.v3i2.21016.
- [24] U. Afrianti, M. Isa Anshori, and N. Andriani, "Digitizing Marketing Through Instagram and Facebook Ads in Increasing the Scale of MSME Businesses: Systematic Literature Review," *J. Masharif al-Syariah*, vol. 9, no. 1, pp. 187–198, 2024, [Online]. Available: <https://www.doi.org/10.30651/jms.v9i1.21058>
- [25] E. Ifat, F. Lsp, M. Fatihul Iman, M. Jainul Arifin, and I. Dian Rahmawati, "The Practicality of Digital Marketing and E-Commerce on Performance Marketing in the Sidoarjo city souvenir business," *Great. Stud. Entrep. J.*, vol. 5, no. 1, pp. 2563–2573, 2024, [Online]. Available: <http://journal.yrpiipku.com/index.php/msej>
- [26] M. Setiowati and I. F. Agustina, "Effectiveness of Using the Siskeudes Application in Financial Reporting in Permisian Village, Jabon District," pp. 1–9.
- [27] Sugiyono, "Understanding the Difference Between Qualitative Analysis and Quantitative Analysis in Scientific Research," *ManagementPp.* 13–20, 2019, [Online]. Available: <https://accounting.binus.ac.id/2021/08/12/memahami-perbedaan-analisis-kualitatif-dan-analisis-kuantitatif-dalam-penelitian-ilmiah/>
- [28] D. Anisyah and I. F. Agustina, "The Role of Posyandu Cadres in Preventing Stunting in Cangkring Malang Village, Beji District, Pasuruan Regency [The Role of Posyandu Cadres in Stunting Prevention in Cangkring Village, Malang District, Pasuruan Regency]," pp. 1–11.
- [29] H. Fandika, A. Andriyansah, and F. R. Syamsuddin, "Adaptation of MSME Employees to Changes in the Business Environment to Improve Performance," *J. Researcher. Inov.*, vol. 4, no. 2, pp. 491–498, 2024, doi: 10.54082/jupin.348.
- [30] P. L. Ng, T. Maqsood, M. Khalfan, and F. Rahmani, "AgiBuild: A Scaled Agile Framework for Building Adaptation Projects," *Buildings*, vol. 13, no. 12, 2023, doi: 10.3390/13123019.
- [31] A. Safitri, M. P. Syarah, and R. A. WN, "Analysis of Factors Affecting Dynamic Capabilities on Company Innovation at PT. Indofood CBP Sukses Makmur Tbk," *Al-A'mal (Jurnal Manaj. Sharia Business)*, vol. 1, no. 2, pp. 5–22, 2024.
- [32] N. K. Zuhriyah, L. Sugandha, and W. Hadidarma, "Strategies for Community Adaptation to Social Change," *J. Educator. BhinnekaTunggal Ika*, vol. 2, no. 1, p. 36, 2024, [Online]. Available: <https://doi.org/10.51903/bersatu.v2i1.517>
- [33] G. Hasan and J. Chang, "The Implementation of Digital Marketing Strategies in Sari Laut KPK MSMEs in Batam City," *J. Servant. To Masy. Nusant.*, vol. 5, no. 1, pp. 366–374, 2024, doi: 10.55338/jpkmn.v5i1.2502.
- [34] D. Zafrullah Tayibnapi and Ciq. Head Lecturer, "The Rise of MSMEs in Indonesia," pp. 1–45, 2020.
- [35] D. Sebastian et al., "The Effectiveness of Marketing and Operational Strategies on the Business Development of MyHazza MSMEs," *J. Empowerment. Mass. Indonesian.*, vol. 6, no. 2, pp. 179–196, 2024, doi: 10.21632/jpmi.6.2.179-196.

Adellia Eka Wandira

Muhammadiyah University of Sidoarjo, Indonesia

Email: adeliaayu089@gmail.com

*** Isna Fitria Agustina (Corresponding Author)**
Muhammadiyah University of Sidoarjo, Indonesia
Email: isnaagustina@umsida.ac.id
