

Expansion of the Wukirsari Village Shadow Puppet Tourism Market through Digital Marketing

Ningrum Pramudiati^{1,*}, Lulu Amalia Nusron², Hari Purnama³, Natalia Ratna Ningrum⁴, Karina Amanda Savira⁵, Mansur Matkarimov⁶

¹ Accounting Department, Faculty of Business and Law, Universitas PGRI Yogyakarta, Indonesia

² Accounting Department, Faculty of Business and Law, Universitas PGRI Yogyakarta, Indonesia

³ Accounting Department, Faculty of Business and Law, Universitas PGRI Yogyakarta, Indonesia

⁴ Management Department, Faculty of Business and Law, Universitas PGRI Yogyakarta, Indonesia

⁵ Business Law Department, Faculty of Business and Law, Universitas PGRI Yogyakarta, Indonesia

⁶ Mamun University

* Corresponding Author: pramudiati.ningrum@upy.ac.id

Abstract.

This community service, located in the Wayang Wukirsari Tourism Village, Bantul, DIY, is a significant step towards preserving the cultural heritage of leather puppet products and performances. The community service team, through observations, interviews, discussions, and training sessions over a three-month period, identified the lack of successors to preserve the leather puppet culture as a major issue. To address this, the team proposed solutions to increase promotion and sales through social media and marketplaces while also providing training in creating social media accounts, specifically Instagram and Facebook.

Furthermore, the community service team provided training on creating and utilizing Shopee as a marketplace. The goal is to not only increase product sales but also to provide added business value for leather puppet artisans, thereby empowering them economically. The team believes that if artisans derive added value from the sale of their products, the interest in carrying out this cultural regeneration will increase, fostering a sense of hope and progress.

Keywords: *Wayang Kulit; Digital Marketing; Sosial Media; Marketplace*

I. INTRODUCTION

Wukirsari Village is one of the villages located in Imogiri District, Bantul Regency, Special Region of Yogyakarta Province. This village is located east of Bantul and has an area of approximately 15 km², divided into 16 hamlets and 91 RTs. Wukirsari Village comprises several hamlets, including Singosaren, Bendo, Mangung, Sindet, Tilaman, Pundung, Kedung Buweng, Karang Kulon, Giriloyo, Cengkehan, Nogosari I, Nogosari II, Karangasem, Jatirejo, Karangtalun, and Dengkeng. Wukirsari Village is a pioneer in the art of batik tulis and wayang with the tatah sungging technique. This village was recognized as one of the best villages in 2014 and won third place in the Tourism Village Competition (Morin & Harthoko, 2020).

Wukirsari Village has one active Association, namely the Wukirsari Wayang Association. This Association is a group of leather puppet craftsmen. The Wukirsari Wayang Association has a vision to preserve culture and improve the welfare of the community, especially the residents of Wukirsari Village. The artisans in the Wukirsari Leather Puppet Association are skilled craftsmen who have passed down their cultural heritage through generations, preserving the art of making leather puppets. They acquire their skills by making leather puppets with their parents. The skills they acquire involve shaping the skin to fit the role of each puppet, carving the motif into the leather puppet, and then coloring it according to the character's role or the puppet's design.

During the economic crisis in 1998, the artisans of Wukirsari Village were on hiatus. Then, the government asked the Wukirsari Wayang Association to participate in an exhibition in Jakarta. During the exhibition, the government requested that the Association create various variations of the puppet form. So, the Association not only made shadow puppets but they made various kinds of handicrafts, such as souvenirs in the form of puppets. After the exhibition, this Association began producing various types of souvenirs. They not only sell shadow puppets but also offer a variety of souvenirs and puppets in different forms and materials. Previously, the Wukirsari Shadow Puppet Association lacked a venue for conducting operational activities. Then, they borrowed the Joglo PAUD Karangasem to create puppets upon request from consumers and as a venue for guests to learn how to make shadow puppets. In addition to the impact during the economic crisis, the Wukirsari Shadow Puppet Association was also affected by the COVID-19 pandemic. With the implementation of the Activity Restrictions (PPKM) in 2020, Wukirsari Village was also affected by economic and social activities, which can be seen from the decreasing purchasing power of the community due to a decrease in income, resulting in a decrease in the production of Wukirsari Wayang. The pandemic resulted in a significant decline in tourist visits, leading to a corresponding decrease in sales.

In 2014, Paguyuban Wayang Wukirsari received Corporate Social Responsibility (CSR) funds from Bank Central Asia (BCA). Innovation in CSR programs can be an opportunity for companies to better respond to local needs, strengthen the sustainability of their businesses, and revive local industries, such as Wayang Wukirsari. (Nopriyanto, 2024). After that, the Wukirsari Wayang Association evolved into the Wukirsari Wayang Tourism Village, which received direct guidance from BCA. Wukirsari Wayang Tourism received permission from the Village Government to use the village treasury land as an operational site. BCA helped build infrastructure in the form of a Joglo, Office, Culinary Hall, Toilet, Parking, and Performance Hall. The development was carried out in stages. In addition to providing infrastructure support, BCA also contributed in various ways, including human resource development and promotion. BCA began to organize the marketing of Wukirsari Wayang Tourism products. BCA provides support for the payment system through QRIS, ensuring that consumers, including both local and foreign tourists, experience a seamless payment process (Watajdid et al., 2021).

The promotion and marketing efforts of Wukirsari Wayang Tourism Village are continually growing. Wukirsari Wayang Tourism Village not only markets wayang products but also offers attractive tour packages that include wayang carving, wayang coloring, wayang philosophy classes, exploring wayang villages, wayang performances, learning gamelan, learning dance drama, making uba rampe janur, writing Javanese script, batik, and more. In addition, Wukirsari Wayang Tourism also offers other exciting tour packages, including trekking, exploring rice fields, planting rice, rice field football, and mixing wedang with, as well as outbound activities. Visitors can enjoy the tour package according to the desired duration.

However, there is currently a decline in leather puppet artisans because leather puppet enthusiasts are primarily consumers who genuinely appreciate and take pleasure in the art of Wayang. Additionally, leather puppet artisans have been unable to expand their market, both locally and internationally. Leather puppet marketing is primarily based on orders, a strategy known as 'job order costing.' This means that marketing efforts are focused on fulfilling specific customer orders.

Interest in leather puppet souvenirs is likely to be high among tourists visiting or those who enjoy leather puppet stories. The lack of marketing is one of the problems that has yet to be resolved. Marketing is conducted through offline stores located in the area and through consumer orders when the Wukirsari puppet tour participates in exhibition activities.

The uniqueness of the wayang kulit story piques the interest of foreign tourists, sparking their curiosity about the original Indonesian wayang story. This is a market opportunity for the Wayang Wukirsari Tourism Village to expand the Wayang Kulit market. Marketing expansion into foreign markets can also be achieved through digital media. Business communication through digital media, highlighting the uniqueness of wayang kulit, can be one way to attract foreign tourists. Based on the conditions and problems of the limited market for Wayang Wukirsari Tourism, the community service team wants to provide assistance and training to this Association in expanding the market using digital marketing. Digital marketing assistance by the community service team is carried out through social media and marketplaces. The characteristics of modern consumers change the pattern of product marketing in every activity because currently, all activities carried out are always in touch with technology, so the digital marketing approach is very worthy of consideration by business actors (Rohimah, 2019), (Radhiana et al., 2023), (Khairunnisa, 2022). Digital Marketing through social media in the form of promotions on Instagram and Facebook.

Meanwhile, product sales are carried out through the marketplace. Digital marketing strategies are expected to be an effective solution and create awareness in finding new markets and expanding reach to be more efficient (Firah et al., 2025), (Sha'baniyah et al., 2025). Online marketing media in the digital era is a solution to drive the wheels of business that makes the link between producers and consumers more efficient, fast, and cheap (Rohimah, 2019), (Mahwati et al., 2024). This community service is expected to enhance the economic independence of Wukirsari Village by developing local products and utilizing digital marketing. (Sha'baniyah et al., 2025), (Cahyani & Effendi, 2022), (Asyisyifaa et.al, 2024).

II. METHODS

The community service team conducted community service at the Wayang Wukirsari Tourism Village from March to May 2025. This community service is an international community service involving several countries as members of the community service team. The community service team consists of 5 lecturers in Indonesia, one student, and one lecturer from abroad. This community service employs a qualitative method involving interviews, discussions, and direct observations with the Wukirsari Wayang Association, led by resource person Mr. Suyono. The object of community service is the Wukirsari Wayang Tourism Village.

The first stage carried out by the community service team is the preparation stage. During this preparation stage, the community service team created a community service plan by gathering initial information from the Wukirsari Wayang Tourism Village website. Then, the community service team prepared several questions to be asked of the Wukirsari Wayang Tourism Association. The questions asked pertained to the initial purpose of the community service, specifically regarding the marketing efforts carried out by the Wukirsari Wayang Tourism Village. On the second day, the community service team was ready to visit the Wukirsari Tourism Village.

The service team carried out activities according to plan. The service team conducted interviews based on the draft questions that had been prepared. Then, the service team, together with the Paguyuban, held discussions regarding the problems in the Wayang Wukirsari Tourism Village, particularly the issue of market expansion. On the third day, the service team returned to the Wukirsari Tourism Village to provide direction for solving the problem. The solution was to hold discussions and training in the problem-solving process. The Service Team provided knowledge about the importance of conducting digital marketing communication for their business. The service

team explained the benefits of digital marketing and how the digital marketing process can reach a wide market. The service team began to introduce social media and e-commerce as media to increase promotion and sales. The social media platforms recommended by the service team for product promotion were Instagram and Facebook. Meanwhile, the service team introduced Shopee as an e-commerce that aims to increase product sales.

III. RESULT AND DISCUSSION

Through the mentoring plan, the service team, in the early stages of service planning, collected information through the official website of Wukirsari Village Wayang Tourism and studied the information already available on the website. This Wayang Kulit Tourism already has an official website, namely <https://www.wisatawayangwukirsari.com>. This website contains general information about the tourism offered. However, Wukirsari Wayang Tourism does not yet have digital media to support online sales. Online sales are expected to expand the market for this tourism. Wukirsari Wayang Tourism is a cultural tourism initiative whose story is only known to the local community or consumers interested in wayang culture. Consumers need to be exposed to educational stories to increase their curiosity and interest in Wayang Kulit.

Here is the front view of Wukirsari Wayang Tourism

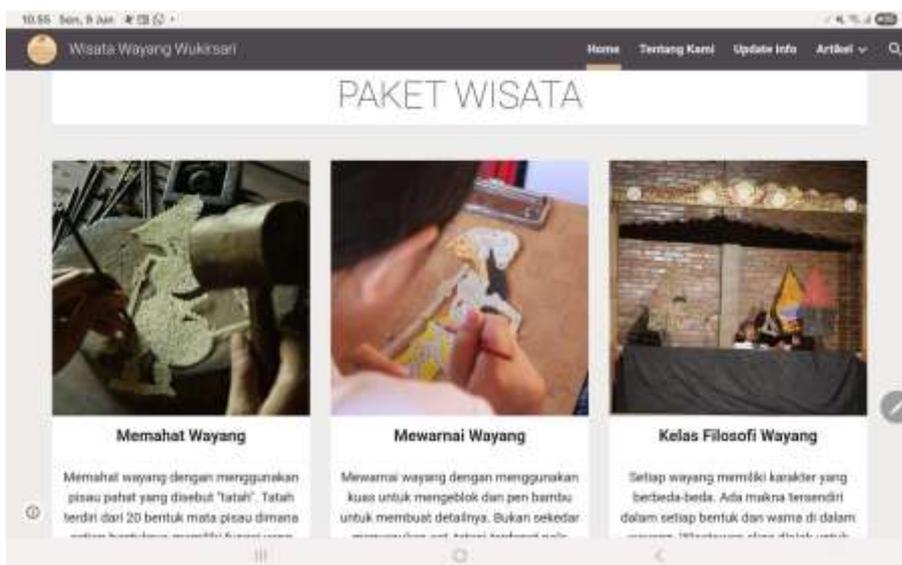


Figure 1. View of the “Home” page of the Wukirsari Wayang Tourism Website



Figure 2. View of the “Tentang Kami” page of the Wukirsari Wayang Tourism Website

The appearance of the Wukirsari Wayang Tourism website is quite informative. On the main page, this website presents information on all tour packages that can be directly connected to WhatsApp Business, allowing consumers to buy a tour package tailored to their needs and desires. Each tour package offered has also been given quite clear information. Additionally, this website offers information on documenting tour package activities and tourist location maps. On the main page of the website, a video is also available to present tour package videos or other videos that support the promotion of Wayang Tourism. However, this video section is not yet active, and no videos are displayed on the main page, so the purpose of promoting puppet art on this website has not been fulfilled. On the "about us" website page, there is information about the history of the Wukirsari Wayang Tourism Village. Then, on the next page, there is documentation and various explanations about tour packages, as well as more detailed stories about Wukirsari Wayang Tourism. In Wukirsari Hamlet, tourists can also participate in the tatah sungging workshop, which involves carving puppets from leather and coloring previously carved leather (Marthoko, 2020).

This process has historical stories that can attract international tourists. However, international consumers need to be given a clear understanding to increase their interest in wayang stories. The service team held discussions and provided solutions to actively display narrative stories and videos about Wayang on existing websites. These stories or narratives can involve associations or local communities that are conducted on a weekly or monthly basis.

Additionally, the website must be supported by an international language that is understood by the global market. An international language must also support video narratives. This Wayang Tourism needs the help of the younger generation, who can operate digital devices and understand international writing and communication. The expansion of the wayang tourism market cannot be achieved solely through a website. A website is a digital medium that provides informative content. The expansion of the wayang tourism market can be done through the creation of social media.

On the second day of service, the service team collected information related to marketing activities carried out by partners. Partners market their products primarily through exhibitions, consignments, and the sale of souvenir products in offline stores located near the partner's location.

Here are some products marketed by partners:



Figure 3. Wayang souvenirs made of wood



Figure 4. Wayang souvenirs in sticker form



Figure 5. Souvenir wallet with wayang motif



Figure 6. Mini Wayang Hanging Souvenir

The community service team inquired about the process of making leather puppets, as well as all the products marketed by Wisata Wayang Kulit. Then, the community service team also obtained information regarding the prices marketed by partners. Each leather puppet order has a fairly varied price. The price of the order depends on the price of the raw materials for the leather puppets ordered. The price of each leather puppet order depends on the type of genuine animal skin ordered. Raw materials can come from cowhide or buffalo skin. The more challenging the motif and raw materials, the more expensive the leather puppet price. The price of each leather puppet order can reach tens of millions of dollars. The fairly high price of leather puppets comes from the difficult manufacturing process because the manufacturing process is carried out without using machines (directly using human hands).

Additionally, the process of creating leather puppets is quite time-consuming. The fastest leather puppet-making process takes 8 days. Therefore, the market price of leather puppets is relatively high. Leather puppet enthusiasts also only come from consumers who have a love for this Javanese culture.

The service team also conducted a market price analysis of this leather puppet product. The leather puppet market lacks significant competitors. Not many producers have the skills to make original Indonesian leather puppets. The service team provides solutions that enable partners to continue creating and developing original Indonesian puppet stories actively. The service team provides solutions that enable partners to increase promotion and sales through social media and e-commerce. Partners can start creating social media content on platforms like Instagram and Facebook. The service team recommends that after creating this social media, partners must be active in uploading narrative stories or videos about leather puppets or stories related to the tour packages offered by Wisata Wayang Wukirsari. The service team also recommends that partners form a promotion team. This promotion team can be comprised of both a content creation team and a team responsible for operating social media accounts. This team creates story concepts or video concepts that are uploaded to social media accounts on a weekly or monthly basis. Furthermore, this team is tasked with managing social media accounts, setting posting schedules, and determining advertising costs to promote stories or videos that have been created.

On the third day, the service team provided training and a brief module on creating social media accounts, including Instagram and Facebook. Here is a brief description of how to create Instagram and Facebook social media accounts:

Instagram account registration:

1. Partners can download the Instagram app from the Google Play Store (for Android Devices).
2. Once installed, partners are asked to open the Instagram application
3. After that, select the Instagram account list
4. Partners are required to provide the necessary information when registering an account, specifically a username and password.
5. The partner's Instagram account can be registered. Then, partners are asked to complete their personal information, including a profile photo.

Facebook account registration:

1. Partners can download the Facebook Lite application on the Google Play Store (Android Devices)
2. Once installed, partners are asked to open the Facebook application
3. Then, partners can select "create a new account" in the application
4. Partners are asked to input the information needed when creating a new account, namely first name, last name, date of birth, and gender
5. Partners are asked to input the mobile number and email address used to create a Facebook account
6. Then, partners create a "password"

7. After that, the Wisata Wayang Wukirsari Facebook is ready to use

After successfully creating Instagram and Facebook accounts, the service team assists in planning partner promotions. The service team helps create a connection between Instagram, Facebook, and the website, allowing posts made by the promotion team to be more effective and efficient. Partner promotions will begin by uploading an introduction to the original Indonesian shadow puppet story, in the form of a narrative story and a short video, to the pages on Instagram and Facebook. The service team, together with partners, will make a content plan for 1 month; here is the content plan that will be created:

1. Upload narrative stories and videos of the natural beauty around the Wayang Wukirsari Tourism Village on Facebook (first week)
2. Upload photos, reels, or short videos about the natural beauty of the Wayang Wukirsari Tourism Village on Instagram (second week)
3. Upload narrative stories and short videos about the history and uniqueness of original Indonesian Shadow Puppets on Facebook (third week)
4. Upload reels or short videos about the history and uniqueness of original Indonesian Shadow Puppets on Instagram (fourth week)

After the service team and partners have done the planning, the service team provides training on promotions using Instagram ads and Facebook ads. Instagram and Facebook are two social media accounts that have different characteristics. Instagram features short videos or posts, making it easy for users to be interested in viewing images or videos. So, Instagram emphasizes users who are strong with their visual character. However, Facebook users can create longer narratives and videos. The use of Facebook can invite visitors to learn more about the Wayang Kulit culture in detail. The following is a summary of a short module that contains how to advertise through social media, which includes provisions and procedures;

Advertisement terms include;

1. Create videos (reels) or posts by Instagram's advertising provisions, such as a duration of no more than 60 seconds
2. Minimum image size 1080x1080 pixels
3. Videos are made in Landscape with a ratio of (1.91: 1), vertical (9:16), or square (1: 1).
4. The text in the advertisement must not exceed 20% of the total image size.
5. Captions can contain up to 63,000 characters.

How to use;

1. Select the video to be promoted
2. Click the promote button
3. Set the duration, budget, and target audience.
4. Make sure the balance in the meta is sufficient; if not, top up funds via a virtual account
5. Then click promote
6. View ad insights to find out about ad performance

The Pengabdi Team also provides socialization to partners, enabling them to utilize advertising facilities on Facebook, allowing story narratives or videos to be promoted optimally. Before promoting ads, partners need to create a Facebook fan page. A Facebook fan page is a special page that aims to promote a business or specific content. Here is a Facebook advertising tutorial that the Pengabdi Team provides to partners:

1. Partners open a page on Facebook
2. Partners click on the promote section. The "promote" section can be seen at the top of the page.
3. Then, click to start automatic advertising

4. Partners must provide details about their business goals and target consumers. Partners are asked to fill in the target readers and advertising materials to be promoted. Partners need to specify the audience who will view or read the ad. The partner can determine this audience based on the characteristics required by the partner.
5. Partners are also asked to provide a daily budget for advertising.
6. Partners are asked to choose the target location for advertising promotion
7. Then, partners can also choose the advertising payment method.

If the partner has met all advertising requirements, then the advertisement can automatically run. The service team will virtually monitor the content and advertisements created by the partner for one month. If obstacles arise during this digital marketing process, the service team will hold a direct meeting to discuss the issue further.

Promotion through digital marketing is not limited to tour packages or wayang kulit products. The expansion of sales for wayang souvenir products can be achieved through the marketplace. The service team directs partners to use the Shopee marketplace. Partners can expand the market using this marketplace. Partners must first have a Shopee account. Here is a short module that is the procedure for selling through Shopee:

1. Partners download a Shopee account on the Google Play Store application
2. Select register on the Shopee application, and partners are asked to enter a telephone number. In addition to telephone numbers, partners can also create accounts via Google, Facebook, or Apple
3. After that, partners verify the puzzle
4. Then the verification code will be sent to the partner's cellphone number
5. After that, partners are asked to create a password and then click the register

After the registration process is complete, partners can fill the store with products to be marketed, for example, wayang souvenirs, wayang motif wallets, wayang motif fans, and wayang motif stickers. Sales on this marketplace can not only serve retail sales but also wholesale sales. The promotion of wayang tourism requires financial support; therefore, the service team advises partners to continue strengthening their cooperation with the Yogyakarta Special Region government. This wayang tourism can then be preserved and continue to be a source of regional income. In addition, the Association can also continue to use CSR funds from corporations to develop this original Indonesian cultural tourism.



Figure 7. Discussions with the team



Figure 8. The Community Service Team with the Wukirsari Wayang Tourism Partners

IV. CONCLUSION

Wayang Kulit is an Indonesian cultural tradition that must be preserved. The indigenous people of Wukirsari Village are those who, to this day, still preserve the Wayang Kulit cultural heritage. Wayang Kulit has high cultural and historical value. The uniqueness of the wayang kulit story adds to the diversity of Indonesian culture. Wayang Kulit is a culture that is already known to foreign tourists. However, this culture must continue to be developed so that it can provide added value to the surrounding population. The indigenous people of Wukirsari Village can continue to introduce this Wayang kulit culture to foreign countries. Of course, residents should also be able to get business value from the development of this culture. This business value will undoubtedly increase the enthusiasm of the people of Wukirsari Village to continue preserving and developing this original Indonesian culture.

The promotion of cultural tourism through digital marketing is expected to help the Wukirsari Wayang Kulit Association continue to introduce Wayang Kulit culture to foreign countries. This promotion is not only about selling products in the form of wayang kulit. However, this cultural promotion can take the form of introducing the stories, characteristics, and uniqueness of Wayang Kulit. The Pengabdian Team directs and trains partners to promote through social media and marketplaces. Social media used as a means of promotion are Instagram and Facebook. Social media aims to promote the story, form, characteristics, and uniqueness of Wayang Kulit.

Additionally, the service team suggests using the marketplace as a means of online sales for souvenir products featuring wayang motifs and forms. The service team, together with its partners, has provided counseling on the effective use of Instagram and Facebook to enhance promotion and create a marketplace, ultimately increasing sales. The service team hopes that this digital marketing can add business value to Wayang tourism in Wukirsari Village while maintaining local wisdom and the uniqueness of the original Indonesian Wayang Kulit. This business value is certainly expected to increase the Original Income of the Special Region of Yogyakarta.

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