

PRESENTING KNITTING CRAFT ARTISTS WITH SHORT VIDEO MARKETING TECHNIQUES IN AN ATTEMPT TO UPDATE PRODUCT PROMOTION

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Abstract.

To modernise the promotion of regional goods, this community service project intends to distribute digital marketing techniques to knitting craft businesses in Wukirsari Village, Bantul Regency, Special Region of Yogyakarta, through brief video material. The program's main goal is to empower knitting-related Micro, Small, and Medium-Sized Enterprises (MSMEs), which have significant cultural and economic potential but lack sufficient digital marketing expertise. Descriptive quantitative methodology, which includes field observations and questionnaire distribution, is employed. The findings indicate that most business actors are still unsure how to use social media as a promotional tool or create short videos. Low customer involvement and a smaller market reach for their products are the results of this. However, there was a remarkable level of excitement for the instruction, indicating a strong want to learn and a readiness to change. According to these results, marketing education based on brief videos is a useful tactic for improving digital skills, creating a brand identity, and increasing market accessibility. In addition to responding to the digital revolution, this project acts as a link between contemporary marketing strategies and traditional craftsmanship. In the age of internet marketing, knitting artists may improve the competitiveness of their goods and forge closer bonds with customers by using emotional storytelling and visual narratives.

Keywords: *Digital marketing, knitting crafts, product modernisation, social media promotion, and short video marketing.*

I. INTRODUCTION

Micro, Small, and Medium-Sized Businesses (MSMEs) are a major driver of Indonesia's economic expansion. About 97% of Indonesia's workforce is employed by MSMEs, which number over 64 million, according to data from the Ministry of Cooperatives and SMEs (2022). Globally, MSMEs create two-thirds of all jobs and contribute about 40% of developing nations' GDP, according to World Bank statistics.

MSMEs are the backbone of local communities and are more than just commercial enterprises. Every product sold tells a tale of hardship, tenacity, and regional ingenuity that has been passed down through the ages. Many MSME actors are still trying to figure out how to handle this new environment as the world quickly plunges into the digitalisation whirlpool. For them, maintaining dignity and legacy via each product is more important than simply making sales.

The creative industry is one of the MSMEs subsectors with the most development potential. The Ministry of Tourism and Creative Economy's report from 2021 states that the craft subsector, which includes knitting craft, accounted for 14.9% of the national creative economy's GDP. Knitting crafts incorporate local cultural values, technical proficiency, and aesthetic components.

Because they make products more marketable, Micro, Small, and Medium-Sized Enterprises (MSMEs) are essential to maintaining national economic stability. Nevertheless, a lot of MSMEs continue to use conventional marketing techniques, which are less successful at accessing larger customers. The main cause of this poor marketing efficacy is MSME actors' low level of digital competency. To help MSMEs change and adjust to the digital marketing ecosystem, support and training from a range of stakeholders are therefore crucial (Moch Djauhari et al., 2021).

The craft industry, which includes knitted crafts, has a lot of room to grow in Indonesia's creative sector through internet marketing. The craft sector makes a substantial contribution to the GDP of the country's creative economy, according to the Ministry of Tourism and Creative Economy (2021). A competitive advantage of knitting craft products is their cultural importance in addition to their visual appeal.

The knitted craft centre in Wukirsari Village, Imogiri Subdistrict, Bantul Regency, Yogyakarta, provides a tangible example. In addition to their practicality, Wukirsari Village's knitted goods are aesthetically pleasing and distinctively local. Distinguished by vibrant hues, elaborate embellishments, and a variety of patterns—from knitted garments to bags and keychains—each item embodies regional knowledge that merits being featured on online channels. Housewives make up the majority of the knitting artisan category, and they exhibit excellent manufacturing skills. However, they still have a very limited comprehension of contemporary marketing principles through digital channels like social media. This lack of digital literacy makes it difficult to reach a wider audience and make their products more competitive nationally. A visual record of the knitting craftsmen's work in Wukirsari Village is shown in Figure 1.



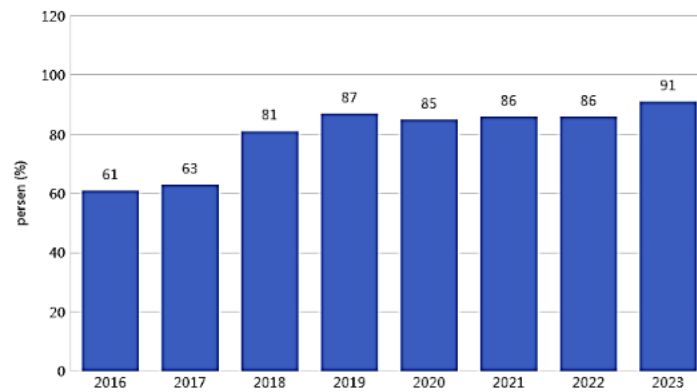


Figure 1. Handmade Knitted Items in Wukirsari Village by Craftspeople

Maintaining business viability in the face of changing digital marketing trends is one of the biggest issues facing Wukirsari Village's knitting craft entrepreneurs. Human resources with expertise in digital marketing tactics and the capacity to create product branding that fits the features of online marketplaces are needed to meet this issue. In order to use digital platforms as tools for business development, this procedure requires specialised talents (Listiyani et al., 2024). Accordingly, Maulana et al. (2015) stress that a major barrier to MSMEs' acceptance of e-commerce is a lack of system-savvy human resources, which leads to less-than-ideal digital technology adoption.

Digital marketing has become one of the most commonly used media by business owners as consumers gradually get the ability to adjust to the digital age. Nonetheless, some businesses are progressively switching to more modern business strategies from more conventional ones. Compared to traditional marketing strategies, digital marketing greatly aids MSMEs in accessing a wider spectrum of clients. Digital marketing's quantifiable cost-effectiveness is one of its main benefits (Raeni Dwi Santy et al., 2023).

Product advertising can be greatly improved by using short videos on websites like YouTube Shorts, Instagram Reels, and TikTok. These videos' short length enables viewers to swiftly take in the crucial details they require regarding a good or service. A Databooks (2023) poll indicates that over time, marketers have been more interested in using short videos as a marketing tactic. In 2023, 91% of respondents expressed interest in employing short videos, up from 86% the year before.



Source: databoks.katadata.co.id (2023)

Consumers and products can develop an emotional bond through effective visual storytelling in short video marketing. Customers are more likely to see products with strong visual storytelling as having more additional value. This is because customers find the product more enticing and become more brand loyal when they believe it to have a deeper and more personal meaning (Cindy Fadhila Sara, 2024). In addition to providing visually appealing material, video-based marketing techniques aid in creating an emotional bond between the customer and the product. The audience's perception of knitted craft items can be enhanced by effective storytelling and visuals, which can also promote brand loyalty.

MSMEs, or micro, small, and medium-sized enterprises, are businesses run by private citizens, households, or small business organisations. MSMEs are usually categorised according to their owned assets, number of employees, and annual income. Through Law Number 20 of 2008 regulating Micro, Small, and Medium Enterprises, the government has established regulations governing the operation of MSMEs (Tiris Sudrartono, et al., 2022).

The process of changing traditional communal life to a more contemporary manner of living is known as modernisation. Human existence has been profoundly impacted by technological developments brought about by modernisation, especially when it comes to the way modernisation affects economic growth (Fiky Binti Zakiyah et al., 2024)

The term "digital marketing" describes marketing initiatives that make use of digital media, including websites, social media, and other online platforms, in order to target certain audiences, assess customer demands, advertise goods and services, and increase brand recognition. With internet-based tactics, digital marketing provides flexibility and worldwide reach in contrast to traditional marketing, which depends on traditional media like magazines and newspapers. With the correct strategy, digital marketing enables companies to show advertisements that millions of people across the globe can see, boosting marketing efficacy and revenue potential. (Rajan Gupta & Supriya Madan, 2020)

A digital marketing tactic known as "short video marketing" makes use of brief films as its main medium to present brand or product information in an interesting and participatory manner. Because it allows for the combination of customer wants, feedback data, and broad distribution through short video platforms, this technique has emerged as a crucial strategy for businesses conducting online marketing in the new media era. This marketing strategy improves the efficacy of message delivery and boosts customer engagement by creating content that is in line with audience preferences. (Wanshan Han, 2022)

With the use of platform algorithms that usually suggest films to users based on their interests, short video marketing is one type of social media marketing that is frequently employed by marketers nowadays since people find it to be more interactive, engaging, and rapidly disseminated. (Xiao et al., 2019).

One of the main methods in the craft of yarn creation is knitting, which involves using two straight needles to make yarn loops that interlock. Compared to crochet, this method enables the creator to create flexible cloth with a softer texture. Cast-on, knit stitch, purl stitch, and bind-off are some of the basic knitting techniques that serve as the basis for a wide range of intricate knitting designs. (Desma Erica Maryati et al., 2025)

II. METHODS

In order to map the degree of comprehension, utilisation, and preparedness of knitted craft businesses in using short video material as a promotional medium through digital platforms, this community service project uses a quantitative descriptive method. The activity's focus is on how business actors use social media today and how well they comprehend visual marketing techniques based on brief films.

Closed-ended questionnaires were distributed to knitting craft entrepreneurs to collect data. The purpose of the questionnaires was to collect data on their knowledge of short video production, ownership of business accounts, social media experience, and need for help and training in digital marketing. Indicators of technical readiness, including the availability of gadgets like cellphones, were also noted.

Field observations and quick interviews were done to enhance the data and get a true picture of the entrepreneurs' promotional practices. This procedure gave the quantitative data that was gathered more context. For knitted craft entrepreneurs, the findings of this investigation provide a basis for developing pertinent and useful instructional tactics on short video content marketing.

III. RESULT AND DISCUSSION

According to the findings of observations and interviews, knitting craft business owners continue to use basic and constrained marketing strategies. Although they have been employed, social media sites like Instagram have not yet taken over as the main means of connecting with customers. Additionally, the knitted goods created have not been extensively promoted, and there have not yet been any active sales outside of the local area. In the past, some business owners have used an airport store's display exhibit to advertise their goods. They also actively take part in a number of shows that are hosted by the public and private sectors, albeit this participation has not yet been matched by a consistent digital marketing plan.

From design to acquiring materials, the entrepreneurs manage every step of the production process on their own. Because they are portable, reasonably priced, and convenient to take as mementos, crocheted keychains are currently the most popular product. The market's purchasing power and cost issues are perhaps the reason why other products, like bags or larger accessories, are less in demand. The business owners do have access to yarn providers for the delivery of raw materials.

However, because the suppliers do not accept credit or installment payments, purchases must be done in cash. This makes it particularly difficult to maintain production continuity, particularly for small enterprises that still face significant challenges due to insufficient finance.

Overall, these results show that knitting craft business owners are enthusiastic and have room to grow, but they still have to deal with issues like money, market access, and digital marketing. In order to reach a wider audience and create more effective promotional methods, education on short video-based marketing is still vital.

IV. CONCLUSION

It is clear from the activities and observations that knitted craft businesses continue to have challenges when it comes to using digital platforms for promotion, especially when it comes to producing and optimising short video material. Even though the majority of artisans currently have social media accounts, their usage is still irregular and restricted. However, there is a great desire and drive to expand their companies via digital marketing, suggesting that there is a lot of room for growth. Capital limitations, limited market access, and a lack of technology expertise are the primary challenges.

It is advised to take a number of calculated actions to address these problems. First and foremost, frequent training sessions that cover technical production components and message delivery techniques should be planned, with an emphasis on producing short, simple, and impactful videos. Second, to guarantee that the craftsmen can reliably use the knowledge they have gained in their marketing endeavours, ongoing mentoring is required.

Working together with regional influencers or content producers can also be a way to increase the reach of your promotion. Enhancing digital literacy is also necessary for artisans to comprehend content performance analysis methods and social media algorithms. By putting these methods into practice, business owners should be able to develop compelling promotional tales, connect emotionally with customers, and match their products with market trends in order to increase sales.

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