

Socialization of Digital Marketing of Shadow Puppets in Wukirsari Village

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Abstract

Digital marketing socialization for leather puppet handicraft micro, small and medium Enterprises (MSME) in Wukirsari Village, Bantul, Yogyakarta is important. Despite its high cultural value, the marketing of shadow puppet product is still limited to traditional methods, making it difficult to reach a wider market, especially the younger generation and the global market. This study used a qualitative approach with a case study method, through interview, observation, and documentation of local MSME players. The result showed that limited understanding of technology, lack of training, and internet access constraints are the main challenges in the adoption of digital marketing. The socialization of digital marketing has proven to have a positive impact in increasing knowledge, skills, and the spirit of adaptation to technological developments. Through the utilization of social media, marketplace, and websites, MSME players can expand their market while preserving local culture in a more modern and relevant form. Thus, the socialization of sustainable digital marketing is an important strategy to improve the competitiveness of leather puppet MSME in the digital era.

Keywords: MSME, Digital Marketing, Socialization, Wayang Kulit, Wukirsari Village

I. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are economic activities carried out by most Indonesians as a foundation for obtaining income. MSMEs can apply digitalization in their marketing activities to strengthen the branding of a product and reduce hidden marketing costs (Zahrah Buyong, 2020). These MSMEs play an important role in traditional arts in digital marketing to reach a wider market. Wayang Kulit is not just about art, it is also a way of communicating with each other to convey moral values while embodying spiritual aspects. Wayang Kulit has a rich history and a significant impression on Javanese society. UNESCO recognizes the art of shadow puppetry as one of the world's cultural heritages. Products made by these MSMEs are part of the attraction presented in Wukirsari Village. In this case, Wukirsari Village is declared as one of the places to utilize human resources.

Socialization is the process of learning from roles in life that affect one's personality (Khodijah, Mutiara, & Kusri, 2021). With this socialization, digital marketing can be one of the important strategies to overcome the challenges faced by leather puppet craft MSME players in Wukirsari Village. This research itself intends to strengthen the ability of craftsmen to use digital technology as a means of promotion. With many craftsmen in this village still using traditional marketing methods, this socialization can be a wider business opportunity and can reach consumers from young people and the global market through digital media. Socialization of digital marketing can increase MSME income (Alwendi, 2023). While social media marketing does not have a significant direct influence on the interest to enroll (Enrollment Intention); new influences emerge when mediated by perceived usefulness (Yosevina, 2023).

Most of these studies discuss the socialization of digital marketing with the main problem being the lack of understanding and skills of micro, small, and medium-scale shadow puppet businesses in Wukirsari Village in using digital technology for marketing activities. Many businesses still rely on old methods such as selling directly at galleries or exhibitions, and have yet to understand modern internet-based marketing strategies, such as the use of social media,

marketplaces, or websites. The absence of an integrated marketing strategy that promotes local culture has resulted in the diversity of shadow puppet stories and philosophies not being fully utilized in digital promotional content. MSME players have not had access to ongoing training and mentoring on digital marketing techniques, creative content creation and market analysis. This has limited their market reach, making it difficult for shadow puppet products to reach younger consumers and the global market. Furthermore, the lack of adaptation to the times may result in the art of shadow puppetry slowly losing relevance and interest in the midst of modern popular culture. Therefore, a comprehensive socialization and education effort is needed to provide MSME players with knowledge and skills in digital marketing that still promotes local cultural values.

Thus, it aims to improve the ability of shadow puppet MSME players in Pocung Wukirsari Village to utilize digital marketing efficiently and sustainably. In detail, it aims to recognize how well MSME players understand and need digital marketing technology and the challenges they face in its implementation. In addition, it also seeks to provide education and training on promoting products through social media, e-commerce platforms, and cultural branding strategies. And can encourage MSME players to design and implement digital marketing strategies that incorporate elements of local cultural values, such as the philosophy and symbols of wayang characters, in their promotional narratives. This is expected to not only expand the market and increase the economic value of the product, but also contribute to the preservation of wayang kulit cultural heritage amidst the influence of modern culture.

II. METHODS

The approach used in this research is a qualitative approach, which aims to understand and interpret the meaning of events, interactions in certain situations. The qualitative approach itself is descriptive and tends to use analysis. According to (Abd. Hadi, 2021) Qualitative research is research based on inductive thinking patterns, which are based on participatory objective observations of social phenomena. Meanwhile, according to (Abdussamad, 2021) the result of this qualitative research is not a generalization, but an in-depth understanding of a problem. This approach allows researchers to gain a deeper understanding of the reality under study.

Based on the understanding that has been described, qualitative research can be understood as research that is descriptive and uses analysis. This research uses a qualitative approach with a case study type, with the intention of describing in depth how the process of introducing digital marketing runs in the leather puppet MSME business in Wukirsari Village. Data were collected through field observations, in-depth conversations with MSME owners, and also recordings of socialization activities.

This research uses a type of case study because it can be considered to explore more deeply the phenomena in the field. Case studies were chosen because they are considered to be able to understand the various dynamics and experiences felt directly by MSME actors in the village.

Informants or subjects who are the source of data in this research. Subjects were selected based on their suitability for the research objectives and their ability to provide the information needed. The following are the informants:

1. Mr. Suyono as the head of MSMEs in Wukirsari Village
2. Mr. Surono as a member of MSMEs in Wukirsari Village

The methods used to collect data in this study include:

1. Interview

An interview is a method of interaction that is carried out in two directions or more generally carried out directly. In this case, one party is the interviewer in charge of asking questions, and the other party is the source who provides information. Interviews are conducted with a specific purpose, such as obtaining data or digging up information related to the research focus. (Fadhallah, 2021)

2. Observation

Observation is the process of directly observing the object or phenomenon being studied. Aims to obtain factual data or information about behavior, circumstances, or processes that occur in certain situations. In this study, researchers used participatory observation techniques, where researchers were actively involved in the observed activities.

3. Documentation

According to (C. Saputra & Yeni, 2020), Documentation is a form of activity or process in providing various documents by utilizing accurate evidence based on records from various sources. In addition, documentation is an effort to record and categorize information in the form of writing, photos/images and videos.

The data analysis technique includes three main stages, namely: summarizing the results of observation data (data reduction), presenting data (data display), and drawing conclusions and verification.

This research was conducted to find out how the socialization process of digital marketing by MSME players in Wukirsari Village. Through interview, observation, and documentation techniques. Interviews were conducted with the heads of MSMEs, observation was used to observe or see directly the MSME premises, and documentation in the form of recordings and videos/photos as supporting data.

III. RESULT AND DISCUSSION

This research was conducted in Kampung Pocung, Wukirsari Village, Imogiri Bantul Sub-district, Yogyakarta Special Region, which is known as a leather puppet craft MSME center. The main focus of this research is to examine how the introduction of digital marketing can help MSME players better understand marketing their products through digital platforms.

The results showed that the informants were the heads of MSMEs of Wayang Kulit handicrafts domiciled in Wukirsari village. The selection of informants was carried out *purposely*, by looking at research subjects by selecting individuals intentionally and certain considerations, because they are considered to know best, understand best, and have the most experience related to the phenomenon under study.

Based on the results of the interviews, there are several findings that become obstacles, namely the constraints of the decline of craftsmen and marketing through social media. The interview informant, Mr. Suyono as the Chairperson of MSMEs in Wukirsari Village, he revealed that why there was a decline in craftsmen, because sales revenue was uncertain sometimes one day or one month nothing was sold, but if the puppet craft once sold it could cover income for one year. He also revealed that he still uses traditional marketing, but now has begun to move through social media, but sometimes there are still consumers who feel less satisfied with the results of his puppet craft, so they ask for the delivery of appropriate samples before consumers buy. He admits that he has not optimally understood the marketing strategy through the marketplace or website, only relying on one social media.

According to Mr. Suyono, even though there is a desire to adapt to digital marketing, there is limited understanding and a lack of training. Therefore, regular assistance and targeted training on the use of various digital platforms, such as marketplaces and websites, are urgently needed so that MSME players can optimize their product marketing and reach a wider market.

The dissemination of digital marketing by MSME actors in the leather puppet craft industry in Wukirsari Village is an adaptation to technological developments and changes in consumer behavior. It aims to encourage MSMEs to utilize digital technology to increase product appeal and improve marketing strategies. Through the dissemination process, individuals can understand and carry out their rights and obligations based on their respective roles and status in accordance with the culture of the community. (Gustina & Wulandari, 2022)

The main objective of digital marketing socialization is to provide an understanding of the crucial importance of adapting digital technology in marketing their handicraft products. This means that socialization can be a means of education for MSME players so that they can compete in this digital era. Education serves as a means of increasing knowledge or skills. This study shows

that education through social media and digital content can increase the trust and purchases of MSME consumers (Fadhilah & Pramudyo, 2022).

In implementing outreach activities, there are a number of obstacles that must be overcome. The main challenges include a lack of understanding of digital technology and a lack of ability to utilize online platforms such as marketplaces, websites, and online promotion through content. Limited internet access slows down the digitization process. This could lead to a decline in the competitiveness of leather puppet craft SMEs in an increasingly competitive and sophisticated market, resulting in a drastic drop in income and a loss of public interest in leather puppet art.

This outreach program is designed for small leather puppet craft entrepreneurs. Many of them still use traditional marketing methods and do not understand how to utilize digital technology to promote their products. Leather puppet craftsmen are challenged to remain competitive in a broader market, including attracting younger generations and international markets. Through this outreach program, small business owners are provided with knowledge, skills, and guidance so that they can utilize digital platforms such as social media, marketplaces, websites, and content applications. The aim of this activity is to support efforts to preserve local culture in a more modern way that can reach more people.



Picture 1. Implementation of Wayang Kulit Socialization in Wukirsari Village

IV. CONCLUSION

Based on the results of the research and analysis conducted, it can be concluded that digital marketing socialization is very important to improve the ability of leather puppet MSME players in Wukirsari Village to use digital technology as a promotional tool and to expand their market. Although artisans still face challenges, such as a lack of technological understanding, minimal training, and limited internet access, targeted outreach can provide knowledge, skills, and adaptation to changing times.

The implementation of digital marketing, such as the use of social media, e-commerce platforms, and websites, can help expand market reach, increase competitiveness, and attract young consumers and international markets. In addition, this approach can also help preserve the cultural heritage of wayang kulit through creative and modern promotion, so that cultural heritage is preserved in the era of popular culture.

Therefore, digital marketing outreach activities need to be continued and supported with guidance and training so that MSME players can optimize the potential of digital marketing, increase their income, and preserve local culture.

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