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Digital Transformation of UMKM Nusantria: Enhancing Batik and Ecoprint Marketing through Social Media and E-Commerce in Wonosalam

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Abstract:

This study examines the 2025 community service program aimed at transforming the digital marketing capabilities of UMKM Nusantria, a batik and ecoprint MSME in Sumberjo Village, Wonosalam Subdistrict, Jombang Regency, East Java. Addressing challenges in digital marketing skills, content management, and market access, the program employed a Community-Based Empowerment scheme, providing training, content production tools (lighting studios, mini studios, gimbals), and a dedicated website. Qualitative evaluation through interviews, observations, and screenshots revealed enhanced Instagram engagement, active Shopee content with customer purchases, and improved content management skills, aligning with SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure). Dissemination via workshops, UPN Veteran Jatim's portal, and case studies positioned UMKM Nusantria as a replicable model for East Java's creative economy. Future initiatives could integrate advanced SEO training and cooperative models to further expand market reach, fostering sustainable growth in Indonesia's MSME sector.

Keywords: *digital marketing, digital transformation, UMKM Nusantria, batik and ecoprint, social media, e-commerce, Community-Based Empowerment*

Introduction

Micro, Small, and Medium-Sized Enterprises (MSMEs) are essential to Indonesia's economy, especially in creative sectors like ecoprinting and batik manufacture, which both greatly boost employment and economic growth while embodying cultural heritage (Mashuri et al., 2024). By using natural dyes made from local plants like teak leaves, lanang, and ketapang, these industries not only maintain traditional craftsmanship but also support sustainable practices, creating eco-friendly goods that appeal to customers who care about the environment (Saputri & Setyawidyastuti, 2023). Batik production generates significant revenue and supports rural livelihoods, demonstrating the durability of Indonesia's creative sector, which is led by MSMEs, in the face of digital revolutions (Wiyarti, 2025).

Nonetheless, involving digital marketing is still critical for reaching a wider audience, particularly in the wake of COVID-19, when online platforms have become vital for survival and expansion (Munifah et al., 2024). In traditional industries like batik, which combine cultural significance with contemporary economic possibilities, this demand highlights the necessity of targeted digital interventions to improve exposure, consumer interaction, and sales (Wilujeng et al., 2024). Because of its rich natural

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resources and vibrant creative community, Wonosalam Subdistrict in Jombang Regency, East Java, is a notable hub for batik and ecoprint MSMEs (Saputri & Setyawidyastuti, 2023). Natural dyeing methods are made possible by the region's flora, which yields distinctive designs that capture the biodiversity and cultural uniqueness of the area.

Local artists are noted for their creativity, producing goods that encourage sustainability and cater to certain customers (Wiyarti, 2025). Among these, Nusantria MSME, which was founded in 2018, demonstrates this potential. Nusantria, which is derived from "Nusantara" and the owner's name, Fitria, manufactures batik caps, batik tulis, and ecoprint utilizing eco-friendly procedures using natural fabrics and plant-based colors. Nusantria, which employs 18 regular and temporary workers in crafting, steaming, dying, and drying processes, is well known for its coffee fruit and leaf-motif batik tulis, which are inspired by Sumberjo Village's local potential. These goods are consistent with worldwide sustainable fashion trends, providing aesthetic and health-conscious alternatives to synthetic dyes (Wilujeng et al., 2024).

Despite this, Nusantria's market penetration has been limited, with the company first relying on offline word-of-mouth marketing in 2018, which reached just a tiny local audience and resulted in stagnating sales. By 2020, Nusantria had moved to online platforms handled completely by the owner, including Instagram (@omahbatiknusantria), Facebook (Nusantria Omah Batik), and WhatsApp (Mashuri et al., 2024). While this moves increased exposure, survey sales statistics show uneven growth owing to unstructured tactics. Key restraints include a lack of digital management skills and planned marketing plans, which result in erratic content uploads without optimized algorithms, SEO, or ad features such as Instagram Ads or Facebook Ads (Saputri & Setyawidyastuti, 2023).

Content management challenges arise from a lack of methodical planning, resulting in low-quality graphics with inadequate lighting and little elaboration on themes or ecoprint processes. Captions are frequently solely informative, missing storytelling to foster emotional connections with viewers, resulting in lower engagement metrics such as likes, comments, and shares (Wiyarti, 2025). Distribution and market access remain limited to Jombang and the surrounding areas, relying on exhibits and loyal clients, which is compounded by the lack of marketplaces such as Shopee or Tokopedia, specialized websites, and digital logistics (Munifah et al., 2024). These challenges hinder national and international reach, despite the products' alignment with sustainable living trends. The identification of these potentials and constraints highlights Nusantria's strengths in eco-friendly innovation and cultural relevance, contrasted by digital gaps that limit competitiveness (Wilujeng et al., 2024).

This community service project expands on a 2024 initiative supported by UPN Veteran Jatim called "Optimalisasi Visual Branding Omah Batik dan Ecoprint Nusantria," which concentrated on visual identity and packaging. In 2025, the focus will transition to "Transforming Digital Marketing of Batik and Ecoprint MSMEs: The Nusantria Case in Wonosalam, East Java," to optimize digital tactics using social media, marketplaces, digital marketing, and SEO. This is consistent with Indonesia's National Research Master Plan (RIRN) in the Social Humanities and Arts cluster, which prioritizes culture-based creative industries, and Asta Cita 3, which promotes quality employment and entrepreneurship through digital marketing (Mashuri et al., 2024). It also promotes SDGs 8 (Decent Work and Economic Growth) and 9 (Industry, Innovation, and Infrastructure) by empowering MSMEs. Alternative options proposed include extensive digital management and online platform training, which would encompass content development, social media administration, marketplace exploitation, and organized methods.

To guarantee consistency and audience engagement, the team will create a content schedule with weekly and/ or monthly topics, various forms, for example, product photographs, production videos, customer testimonials, and performance assessments (Saputri & Setyawidyastuti, 2023). To overcome content difficulties, solutions integrate copyrighted visual identity (EC00202493336) into marketing templates to ensure consistent branding.

For distribution, expanding to platforms such as Shopee and creating a specialized e-commerce website would provide greater access, with well-managed digital catalogs increasing product appeal (Wiyarti, 2025). On-site coaching will ensure proper implementation and foster self-reliance. Collaborations with creative industry partners, improved training on digital marketing and marketplaces, and building relationships with influencers and e-commerce communities are all planned to ensure sustainability. This approach not only boosts Nusantria's exposure and revenue but also serves as a replicable model for other MSMEs, aiding in the development of a sustainable creative economy environment (Munifah et al., 2024).

Method

This community service project sought to alter Nusantria MSME's digital marketing tactics by increasing its capacity for content production, social media optimization, and marketplace use to increase market access and assure long-term sustainability in the batik and ecoprint sectors. The target group consisted of 10-15 Nusantria employees, including the owner, social media and e-commerce administrators, and production and marketing personnel. Nusantria, a partner MSME, is located in Sumberjo Village, Wonosalam Subdistrict, Jombang Regency, East Java, Indonesia 61476, with geographic coordinates around 7°42'37"S 112°22'16"E (see Figure 1).

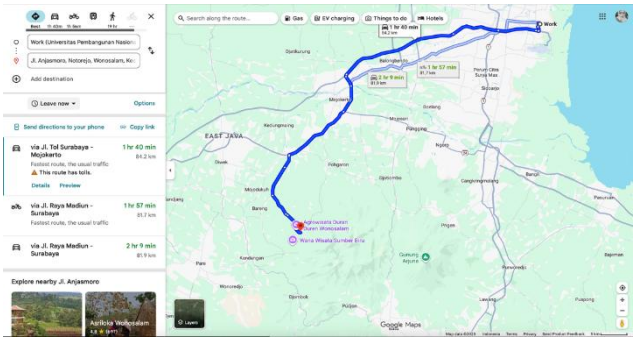


Figure 1. The Location of Project Partner UMKM Nusantria

Project partners, including Nusantria's owner and personnel, were expected to be active collaborators, devoting time, effort, and insights throughout activities and using project findings for autonomous digital marketing strategies after the project was completed. They offered necessary training facilities such as venue space and batik and ecoprint items for hands-on exercises in product photography, content production, and marketing simulation. Furthermore, partners shared entrepreneurial experience with students, encouraging reciprocal learning in areas such as local craftsmanship and market trends.

This initiative was part of the Community-Based Empowerment program, with the scope of Community Partnership Empowerment in the Creative Economy. It was led by a community service team from Universitas Pembangunan Nasional "Veteran" Jawa Timur

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(UPN Veteran Jatim), specifically from the Visual Communication Design and Communication Science programs. The team, which included academics and students, led specialized lessons on digital marketing. The team leader, who teaches Visual Marketing classes, created materials on digital strategy and social media marketing. To help with implementation, the team worked with Visual Communication Design students to provide hands-on assistance with content generation and platform optimization. Table 1 summarizes the project team and partners participating in this community service.

Table 1. The Team and Participants of the Community Service Program

No.	Details	Number of People Involved
1	Project team from Visual Communication Design Department (expertise in Graphic and Multimedia Design)	2
2	Project team from Communication Science Department (expertise in Digital Media Management, Strategy, and Promotional Communication)	1
3	Students from Visual Communication Design Department	3
4	Students from Communication Science Department	1
5	Project partners (UMKM Nusantria)	15
	Total	22

The community service activities were conducted over approximately one month, from July to August 2025, aligning with the scheduled training dates. To implement the program, several stages were followed, including needs analysis, design and development of training materials, implementation of digital marketing training, monitoring and mentoring, evaluation, and planning for program sustainability, as illustrated in Figure 2.

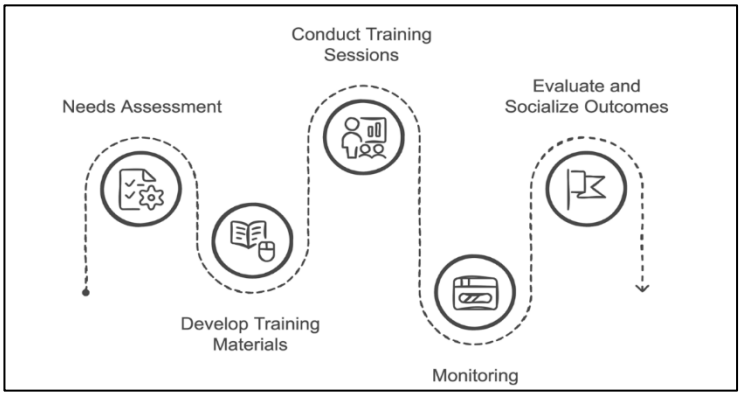


Figure 2. Implementation Stages of Community Service Program

The first step involved a thorough needs assessment of Nusantria MSME to identify specific challenges in digital marketing, such as unstructured content planning, limited platform utilization, and low engagement. This assessment utilized direct interviews with the owner and staff, surveys on current practices, and observations of existing social media accounts and sales data (Saputri & Setyawidyastuti, 2023). Based on the assessment, customized training materials were developed to address identified gaps. These included modules on content planning, visual branding using the copyrighted Graphic Standard Manual Logo Nusantria (EC00202493336), social media tools like Meta Business Suite and Canva, marketplace optimization for Shopee and Tokopedia, and basic SEO techniques.

The implementation phase included three training sessions:

a) Socialization on July 11, 2025, introducing digital marketing strategies and content planning.
b) Product photography and digital optimization workshops on July 21-22, 2025, covering lighting techniques, content creation for Instagram and TikTok.
c) Social media and marketplace optimization training on August 1, 2025.

The sessions were participatory, with practical projects such as making photo and video material, developing Instagram posts, and setting up Shopee listings to reinforce learning (Munifah et al., 2024).

To ensure a successful application, the team and students conducted constant monitoring and coaching, tracking progress through weekly check-ins, performance analytics assessments, and strategic changes. On-site guidance was utilized to immediately tackle issues including technological restrictions. Finally, post-training questionnaires, participant interviews, and metrics such as engagement rates and reach improvements were used to analyze the findings, which were shared with the greater UMKM community. Plans for sustainability included more follow-up digital marketing training and stronger partnerships with influencers and e-commerce partners (Wilujeng et al., 2024).

Result and Discussion

Needs Assessment

Nusantria MSME, located in Sumberjo Village, Wonosalam Subdistrict, Jombang Regency, East Java, Indonesia, represents a significant player in the batik and ecoprint creative industry since its establishment in 2018. Positioned in a region rich with natural resources like teak, lanang, and ketapang leaves, Nusantria leverages eco-friendly dyeing techniques to produce batik cap, batik tulis, and ecoprint products, notably its coffee fruit and leaf-motif batik tulis, which reflects local identity. Despite its cultural and economic potential, Nusantria faced significant challenges in digital marketing, limiting its market reach to primarily local customers in Jombang.

A needs assessment conducted through interviews, surveys, and analysis of social media accounts (@omahbatiknusantria on Instagram, Nusantria Omah Batik on Facebook) revealed three primary issues: (a) limited knowledge and skills in structured digital marketing strategies, (b) inconsistent and unstructured content management, and (c) restricted market access due to reliance on manual social media updates and offline sales through exhibitions (Kusuma et al., 2025). These challenges resulted in low engagement rates, minimal audience interaction, and an inability to compete with modern batik brands that utilize digital platforms effectively (Achmad et al., 2024). These challenges and corresponding solutions are summarized in Table 2.

Table 2. The matrix of problems encountered, problems descriptions, and solutions

Problems Encountered	Problem Descriptions	Solutions
Lack of Digital Marketing Expertise	Nusantria's team struggles with creating effective online marketing plans, resulting in minimal engagement on social media platforms like Instagram and Facebook, limiting their ability to attract new customers.	Held a socialization session on July 11, 2025, to introduce concepts like audience targeting, content planning, and performance evaluation, fostering structured marketing skills.

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Inconsistent and Unstructured Content Creation	Posts are irregular, with low-quality images and captions that lack storytelling, reducing audience interest and failing to showcase the unique eco-friendly batik and ecoprint products.	Conducted workshops on July 21–22, 2025, to develop a content planner and train staff in producing high-quality visuals and engaging captions using design tools.
Limited Market Reach	Sales are restricted to local Jombang customers due to reliance on physical exhibitions and minimal online presence, missing opportunities in national and global markets.	Established Shopee and Tokopedia accounts and launched an official website on August 1, 2025, with training on managing digital catalogs and e-commerce platforms.
Inadequate Tools for Content Production	Lack of professional equipment results in poor-quality visuals that fail to highlight the intricate details and sustainable aspects of Nusantria's batik and ecoprint products.	Provided lighting kits, a mini studio, and a gimbal, with training on photography and videography to create compelling content for social media and online stores.

Training and Assistance

To address these challenges, the 2025 community service program, Transforming Digital Marketing of Batik and Ecoprint MSMEs through Digital Platforms, adopted a Community-Based Empowerment scheme, emphasizing Creative Economy Partnership Empowerment. Spanning January to December 2025, it engaged 10–15 participants, including Nusantria's owner, social media administrators, and employees. A socialization session on July 11, 2025, introduced digital marketing concepts like audience segmentation, content planning, and performance evaluation, laying the foundation for structured strategies and consistent branding (Putra & Romadhona, 2023).



Figure 3. Photo Session during Community Service Visit on UMKM Nusantria for Trainings

Workshops on July 21–22, 2025, focused on product photography and digital optimization, training participants to use tools like lighting studios, mini studios, and gimbals to create high quality visuals of batik and ecoprint products. Sessions covered Instagram posts, TikTok videos, and Canva infographics, aligned with the copyrighted Graphic Standard Manual Logo Nusantria (EC00202493336) for cohesive branding (El Chidtian et al., 2025). On August 1, 2025, training shifted to social media and marketplace optimization, teaching Meta Business Suite for content planning, analytics for engagement review, and Shopee for e-commerce setup. Practical exercises, like crafting captions and digital catalogs, enhanced online visibility (Kusuma et al., 2025). Weekly mentoring sessions provided hands-on guidance, reviewing engagement through screenshots and observations, and addressing challenges like platform navigation, fostering independent digital management (Achmad et al., 2024).





Figure 4. Education and Trainings on Content Strategy and Optimization of Digital Marketing

Subsequent training sessions on July 21–22, 2025, focused on product photography and digital marketing optimization. Participants were trained in using the provided tools, such as lighting studios, mini studios, and gimbals, to create high-quality visuals showcasing the intricate motifs and eco-friendly processes of Nusantria's products.




Figure 4. Mentoring Session on Content Production

Workshops covered techniques for producing Instagram posts, TikTok videos, and infographics using Canva, ensuring alignment with the copyrighted Graphic Standard Manual Logo Nusantria (EC00202493336) for cohesive visual branding (El Chidtian et al., 2025). On August 1, 2025, training shifted to social media and marketplace optimization, teaching participants to use Canva for content scheduling, analytics for performance tracking, and Shopee/Tokopedia for e-commerce setup. These sessions included practical exercises, such as crafting persuasive captions and setting up digital catalogs, to enhance online visibility (Kusuma et al., 2025).




Figure 5. Mentoring Session on Content Strategy and Optimization of Digital Marketing

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Mentoring sessions followed, providing hands-on guidance to ensure the application of skills. The team conducted weekly check-ins to review content calendars, monitor engagement metrics, and address technical challenges, such as algorithm optimization or platform navigation (Achmad et al., 2024). This iterative process fostered confidence among participants, enabling them to manage digital platforms independently.

Provision of Technology

The program supplied tools like a lighting studio, mini studio, and gimbal to enhance content quality, enabling professional visuals that highlighted Nusantria's eco-friendly processes and intricate motifs. Training ensured participants could produce consistent, high-quality content for Instagram, TikTok, and Shopee, aligning with consumer preferences for appealing visuals (Putra & Romadhona, 2023). A content planner module and production schedule streamlined posting, while an official Nusantria website centralized product information, boosting credibility (El Chidtian et al., 2025).



Figure 6. Provision of Supporting Technology

Partner Contributions and Participation

Nusantria's engagement was pivotal, transforming the program into a dynamic partnership. The MSME provided a 50-square-meter venue in Sumberjo Village, equipped with display racks, tables, and power supplies, accommodating 15 participants. Nusantria contributed batik tulis, ecoprint scarves, and handbags for photography and content exercises, enabling practical skill application. The owner, Fitria, led a workshop on July 15, 2025, sharing natural dyeing techniques, inspiring student-designed Instagram Reels emphasizing sustainability (Achmad et al., 2024). Staff proposed a "Behind the Craft" video series, enhancing engagement, as shown by improved likes and comments in post-training screenshots (Putra & Romadhona, 2023).

Nusantria's team actively participated in mentoring, asking about TikTok algorithms and Shopee promotions, shaping tailored guidance. Their insights on eco-friendly packaging informed sustainable branding, aligning with Wonosalam's identity (El Chidtian et al., 2025). Post-training, they adopted the content planner, scheduling regular posts, and refined digital catalogs. This partnership enriched 10 Visual Communication Design students' learning, supporting IKU 2 and IKU 7 (Sari et al., 2025). Nusantria's outreach included a local MSME meet-up on August 15, 2025, sharing digital tips with 15 artisans, fostering collaboration.

Evaluation and Dissemination of Results

The program's effectiveness was assessed qualitatively through interviews, observational data, and before-and-after screenshots of Nusantria's social media and e-commerce platforms. Interviews with participants, including the owner and staff, revealed enhanced confidence in managing digital platforms, particularly in creating and evaluating content. Observations during mentoring sessions confirmed successful adoption of content production tools (lighting studios, mini studios, gimbals), enabling high-quality visuals that showcased batik and ecoprint products' intricate motifs and eco-friendly processes. Screenshots of Instagram (@omahbatiknusantria) demonstrated improved reach and engagement, with posts featuring enhanced lighting, detailed motifs, and compelling captions emphasizing sustainability (Putra & Romadhona, 2023). Screenshots of Nusantria's newly established Shopee account showed active content uploads and evidence of customer purchases, marking a significant shift from no prior e-commerce presence (Achmad et al., 2024).

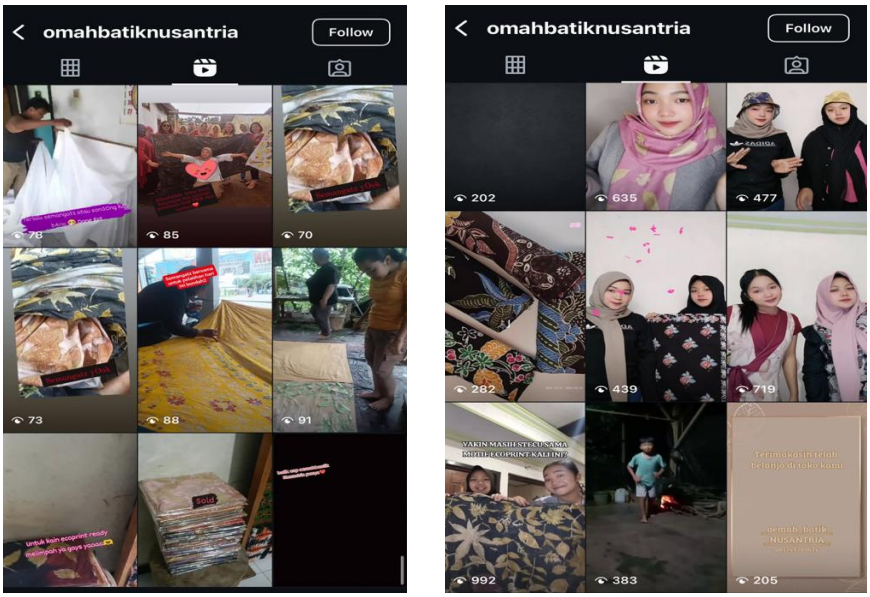


Figure 7. Before After Appearance of @omahbatiknusantria

The creation of an official Nusantria website (https://nusantria.com) was a pivotal achievement, providing a professional platform for product catalogs and building customer trust. Interviews confirmed the team's ability to maintain the website with updated catalogs, reflecting skills in content management and e-commerce utilization (Kusuma et al., 2025). Observational data indicated effective use of a content planner for consistent posting and engagement evaluation via platform analytics, despite initial challenges with tools like Canva, which were resolved through additional mentoring (Kusuma et al., 2025). Dissemination efforts extended the program's impact through three workshops (August–October 2025) with 30 MSMEs, sharing Nusantria's strategies via a content guideline document detailing visual styles and posting schedules, in collaboration with the Jombang Regency Trade Office.

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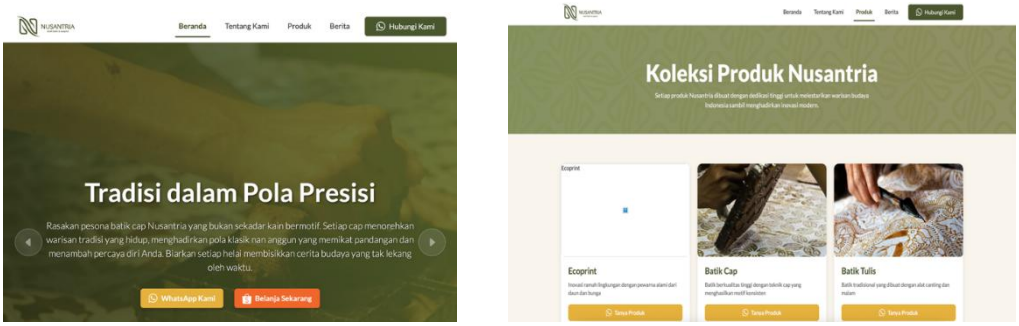


Figure 8. Website Appearance of UMKM Nusantria

Results were also shared on the community service team's social media, promoting Nusantria as a digital transformation model (El Chidtian et al., 2025). Case studies reached local government and creative economy stakeholders, encouraging replication across East Java. For sustainability, Nusantria committed to ongoing content planner use and partnered with local influencers, planning advanced e-commerce training in 2026, supporting SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure) (Sari et al., 2025).

Conclusion

The 2025 community service program, Transforming Digital Marketing of Batik and Ecoprint MSMEs: The Nusantria Case in Wonosalam, East Java, successfully enhanced Nusantria MSME's digital capabilities, addressing challenges in digital marketing skills, content management, and market access. Through targeted socialization, workshops, and mentoring, coupled with tools like lighting studios, mini studios, and gimbals, Nusantria developed skills in content creation and e-commerce, as evidenced by improved Instagram engagement, active Shopee content with customer purchases, and a professional website launched on August 1, 2025 (Kusuma et al., 2025). These qualitative outcom es, assessed via interviews, observations, and screenshots, reflect increased confidence and competitiveness, aligning with SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure) (Sari et al., 2025). Dissemination through workshops with 30 MSMEs, UPN Veteran Jatim's portal, and case studies fostered knowledge transfer, positioning Nusantria as a replicable model for East Java's creative economy (El Chidtian et al., 2025). For future initiatives, developing a cooperative model for MSMEs to share resources, integrating advanced SEO and analytics training, and fostering influencer networks could further enhance market reach. Collaborations with academic institutions and local governments could ensure scalable, sustainable digital transformation, strengthen the creative economy while preserve cultural heritage.

Acknowledgement

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a venue, batik and ecoprint products, and valuable insights into sustainable craftsmanship, which greatly enriched the training and mentoring process. We also acknowledge the dedication of the Visual Communication Design and Communication Science students in delivering workshops and the Jombang Regency Trade Office for supporting dissemination efforts, fostering a sustainable creative economy ecosystem in Wonosalam.

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