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Application of digital marketing innovation in creative industries in Waringinkurung Village, Serang Regency

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ABSTRACT

The creative industry is a growing business sector that draws significant attention due to its reliance on skills and talents, which improve welfare and create employment opportunities. One example is Mrs. Riris' scrunchie production business, a Micro, Small, and Medium Enterprise (MSME) located in Waringin Kurung Village/Subdistrict, Serang Regency. This business has a production capacity of up to 200 pieces per month. Still, it lacks essential elements such as a brand identity, logo, and proper product packaging, relying solely on word-of-mouth marketing. Similarly, other creative industry businesses in Waringin Kurung Village/Subdistrict face challenges from limited knowledge and skills in utilizing information technology for business growth. This community service program aims to provide counseling and assistance to creative industry business actors to foster innovation in digital marketing. The program is implemented in several stages: initial socialization, training on innovative approaches relevant to the creative industry, and practical implementation. Activities include counseling, hands-on assistance, and website development to expand marketing reach. This initiative is expected to empower local businesses to improve their competitiveness and achieve sustainable growth by adopting digital marketing strategies.

ABSTRAK

Industri kreatif merupakan sektor usaha yang sedang berkembang pesat dan banyak diminati karena mengandalkan keterampilan dan bakat yang dimilikinya untuk meningkatkan kesejahteraan dan menciptakan lapangan kerja. Salah satu contohnya adalah usaha produksi scrunchie milik Ibu Riris, sebuah Usaha Mikro Kecil dan Menengah (UMKM) yang berlokasi di Desa/Kecamatan Waringin Kurung, Kabupaten Serang. Usaha ini memiliki kapasitas produksi hingga 200 potong per bulan. Namun, usaha ini masih belum memiliki unsur-unsur penting seperti identitas merek, logo, dan kemasan produk yang baik, sehingga hanya mengandalkan pemasaran dari mulut ke mulut. Begitu pula dengan usaha industri kreatif lainnya di Desa/Kecamatan Waringin Kurung yang menghadapi kendala keterbatasan pengetahuan dan keterampilan dalam memanfaatkan teknologi informasi untuk pengembangan usaha. Program pengabdian masyarakat ini bertujuan untuk memberikan penyuluhan dan pendampingan kepada para pelaku usaha industri kreatif agar mampu berinovasi dalam pemasaran digital. Pelaksanaan program ini dilakukan melalui beberapa tahap, yaitu sosialisasi awal, pelatihan pendekatan inovatif yang relevan dengan industri kreatif, dan pelaksanaan praktik. Kegiatan yang dilakukan meliputi penyuluhan, pendampingan langsung, dan pengembangan situs web untuk memperluas jangkauan pemasaran. Inisiatif ini diharapkan dapat memberdayakan bisnis lokal untuk meningkatkan daya saing mereka dan mencapai pertumbuhan berkelanjutan dengan mengadopsi strategi pemasaran digital.

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1. Introduction

1.1. Waringinkurung Village: A Creative Industry Center with Potential for Growth

Waringinkurung Village, located in Waringinkurung District, Serang Regency, Banten, spans an area of approximately 312 hectares at an altitude of 41 meters above sea level. The village comprises 10 smaller settlements, 5 residential complexes, and several educational institutions, including 9 kindergartens/PAUDs, 3 elementary schools, 2 middle schools, 3 high schools, and 5 Islamic boarding schools. The main livelihoods of its residents revolve around gardening, particularly cultivating *melinjo* and durian. The village also showcases a strong entrepreneurial spirit with numerous Micro, Small, and Medium Enterprises (MSMEs), primarily in the food industry. Among these, the creative industry is represented by businesses like Mrs. Riris' hair tie production, which exemplifies local ingenuity and potential for expansion.

The creative industry, grounded in innovation and ideas, has significant economic and cultural benefits. It does not rely on exploiting natural resources and creates opportunities for job creation and community branding, potentially supporting the tourism sector. In Waringinkurung, Mrs. Riris' MSME produces hair ties that cater to fashion-conscious individuals, particularly teenagers. This craft, which started as a hobby, has evolved into a promising business. The demand for fashion accessories, driven by the desire to enhance personal appearance, has fueled the growth of this sector, particularly among women of all ages. Activities like clothing and accessory design, production, and distribution are key aspects of the creative industry, with the fashion subsector showing immense potential for global competitiveness.



Figure 1. Hair tie products produced by Mrs. Riris.

1.2. Current State and Challenges

Mrs. Riris operates her business with a capital of IDR 2,500,000, producing up to 200 hair ties per month, occasionally exceeding this volume when demand increases. Marketing relies solely on word of mouth, a traditional but limited approach where satisfied customers recommend products to others. The production process is straightforward, utilizing simple tools such as sewing machines, scissors, needles, and pins, with materials like cloth and thread. However, all production stages are handled independently by Mrs. Riris without external assistance. Despite its potential, the business faces challenges. Intense competition in the accessory market requires continuous innovation and high-quality production, which can increase costs and potentially impact pricing competitiveness. Additionally, the rapid digitalization of markets demands proficiency in modern promotional techniques and technological adaptation.



Figure 2. Hair tie production process.

1.3. Opportunities for Expansion

Recognizing the importance of product innovation in business development, Mrs. Riris has diversified her offerings to include traditional accessories and clothing for sale and rent. Her natural sewing talent, combined with support from her network, has enabled her to transition into a broader creative industry space. Emphasizing packaging innovation, digital marketing strategies, and expanding product lines will be critical in sustaining growth and establishing a strong market presence. Waringinkurung Village, with its rich entrepreneurial culture and creative potential, can further benefit from structured initiatives to support MSMEs like that of Mrs. Riris. Through digital transformation, skill enhancement, and community collaboration, the creative industry in the village can significantly contribute to local economic development and cultural identity.



Figure 3. Riris fashion product innovation.

2. Methods

Marketing is a crucial element in driving business success, with various strategies available to effectively promote products. Advances in technology have significantly simplified marketing, enabling businesses to reach broader audiences with ease. For Mrs. Riris' hair tie business, adopting modern marketing techniques is essential for growth. These include creating a brand name and logo, designing attractive product packaging, and leveraging digital marketing technologies, such as social media platforms, for promotion. The primary target audience for this initiative includes creative industry entrepreneurs, particularly in the fashion sector, as well as students, university students, female employees, and housewives in the Banten region, especially in Cilegon and Serang. The market reach extends beyond the province to the national level, offering considerable opportunities for expansion.

The program to enhance the marketing of Mrs. Riris' hair tie business will be implemented in several stages. First, a socialization stage will introduce the program and its benefits to local entrepreneurs. This will be followed by an implementation stage focusing on the application of digital marketing strategies, such as utilizing social media platforms like Instagram, Facebook, and Twitter to promote products. Additionally, online shopping platforms will be used to expand the business's reach. Finally, in the execution stage, Mrs. Riris' MSME will be assisted in creating and managing social media accounts as promotional tools. These efforts aim to increase product visibility, attract diverse consumer groups, and boost sales by leveraging the power of internet-based marketing. Through these initiatives, the business is expected to develop into a more competitive and sustainable enterprise while supporting the growth of the local creative industry.

3. Results and Discussion

Implementing innovative strategies, such as QR codes and a dedicated product website, enhances the competitiveness and market appeal of "Riris Fashion." These tools simplify and modernize marketing efforts, making them more practical and accessible. The official website, [Riris Fashion Website](https://sites.google.com/untirta.ac.id/ririsfashion/beranda), serves as a professional digital storefront, offering various products and services. Its responsive design ensures accessibility across devices, such as desktops, tablets, and smartphones, providing a seamless user experience. The minimalist layout, combined with a luxurious color palette of pink, gold, and white, creates an elegant and professional appearance. The website features intuitive navigation, well-organized product categories like "Traditional Clothing," "Traditional Accessories," and "Additional Services," as well as detailed product pages with descriptions, photo galleries, customer reviews, and an online booking system for traditional clothing rentals. This comprehensive functionality aims to provide customers with an engaging and satisfying shopping experience.



Figure 4. Homepage of the "Riris Fashion" website.

To complement the website, QR codes have been integrated into clothing labels and product packaging, as shown in Figure 6. These QR codes bridge the physical and digital shopping experience by directing users to the main website for more information, product catalogs, and promotional offers. Designed with clear contrast and an aesthetically pleasing layout, QR codes are strategically placed on labels and packaging for easy scanning without obstructing other important details. Customers benefit from quick access to product details, online ordering, and customer service, enhancing their shopping convenience. Additionally, the QR codes are encrypted and regularly monitored to ensure secure and reliable use, protecting customers from malicious links.

By combining QR code technology and a robust website, "Riris Fashion" strengthens its digital presence and customer engagement. These innovations not only streamline access to information and services but also showcase the brand's commitment to quality and customer satisfaction. This strategic approach positions "Riris Fashion" as a modern and competitive player in the creative industry, capable of meeting evolving consumer demands while fostering brand loyalty.

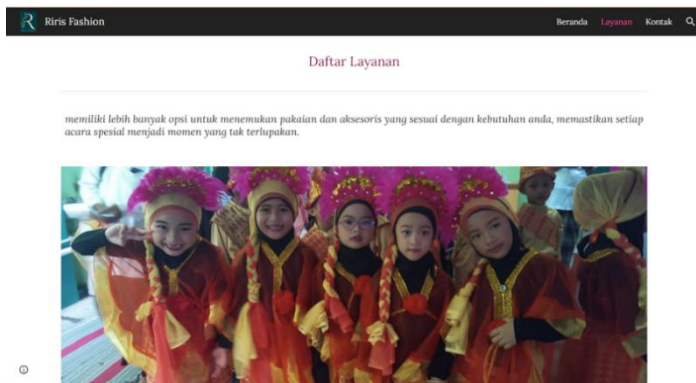


Figure 5. "Riris Fashion" website service.



Figure 6. QRCode Riris Fashion.

4. Conclusion

The Community Partnership Program has been successfully implemented, focusing on innovation strategies such as creating product QR codes and developing a dedicated product website. These efforts are guided by a strong emphasis on cultural values and environmental sustainability, serving as strategic steps to enhance the competitiveness and long-term viability of Riris Fashion. By integrating these strategies, the program not only strengthens the brand's identity and product appeal but also generates positive impacts on the environment and supports the well-being of local communities. This holistic approach ensures that the business remains aligned with cultural heritage while embracing modern, sustainable practices.

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