



# A Marketing Strategy Model for Pottery Products of Micro, Small and Medium Enterprises in Jetis Dusun, Panjanglejo, Yogyakarta, Indonesia

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**Abstract:** Desa Panjanglejo, especially in Dusun Jetis, has excellent potential in the field of pottery artisans who can produce a wide variety of very varied products, ranging from simple household utensils to modern knick-knacks and various exciting souvenirs. This study aims to determine the effect of training on creating a Shopee marketplace account as a marketing strategy for pottery products in Dusun Jetis, Panjanglejo. The research method used is quantitative descriptive research. Data analysis for this study used a validity test, reliability test, descriptive statistical test, correlation test, simple linear regression test, t-test, and coefficient of determination for 30 artisans. In this research, the average value of the training for creating a Shopee account is 4.40, which is categorized as very good. The average value of the marketing strategy is 4.33, which is classified as very good. The correlation test results in this study showed a strong correlation of 0.747, and the determination of these variables is 0.558, which shows that the effect of training on creating a SHOPEE account variable on the marketing strategy variable is 55.8%. At the same time, the rest is influenced by other variables not examined.

**Keywords:** Training; Marketplace, Marketing strategy; Pottery Products, Desa Panjanglejo.

## 1. Introduction

The tourism industry is one of the rapidly growing industries in the world and serves as a major source of foreign exchange and employment for many countries. Indonesia is a country rich in tourist attractions, such as natural, cultural, religious, and shopping attractions. Currently, the tourism sector in Indonesia is developing rapidly, especially due to the internet's development, which has made various tourist destinations more widely known both domestically and internationally (Elizar, 2018). According to Hendriadi et al. (2019), cited in Saleh (2021), digital marketing is one of the efforts to market or promote a product through the internet media to reach consumers and potential consumers quickly. Social media currently popularly used for product marketing include Facebook, Instagram, Shopee, and other platforms. Besides reaching a wider market and optimizing marketing costs, the benefits obtained through digital marketing include creating an unrestricted marketing space and time (Sofiani, & Nurhidayat, 2019). Furthermore, digital marketing is real-time, allowing entrepreneurs to immediately observe the interests and feedback from the targeted market, enabling them to decide on adjustment strategies related to advertising content for better and faster results (Sulistiyawati & Widayani, 2020). Research by Pradiani (2018), cited in Saleh et al. (2021), has proven that online marketing can enhance product sales results because people nowadays prefer to seek references and buy products online. Online marketing can also expand marketing reach that cannot be easily achieved through offline marketing (Febriyantoro & Arisandi, 2018)

Desa Panjanglejo, particularly in Dusun Jetis, has great potential in pottery craftsmanship, capable of producing various products. Currently, micro, small, and medium-sized enterprises (MSMEs) in the pottery industry in Desa Panjanglejo still rely on traditional product marketing. Ideally, MSMEs should explore digital marketing strategies to maximize the marketing of their pottery products. This is an important consideration for tourism stakeholders amidst the current technological and informational advancements. Digital marketing or online marketing strategies are crucial in this era of increasingly advanced technology as they are believed to be more effective and efficient in reaching the intended market (Chaffey & Bosomworth, 2015). Pottery MSMEs can utilize digital marketing to obtain greater opportunities and expand the sales of their products through digital media. MSMEs should also employ various methods to promote and enhance pottery product sales, including leveraging available information technology (Kannan, & Li, 2017). Digital promotional media becomes an effective choice for pottery MSMEs to develop their business and reach both national and international markets (Mustaan & Hamdi, 2021). Through digital marketing, MSMEs can reach a wider and larger pool of potential consumers, unrestricted by promotional boundaries within a specific region (Purwana et al., 2017). Digital marketing can cover a broader geographical area compared to traditional marketing, making it a solution for MSMEs' business expansion (Wardhana, 2015).

Based on the background description, the researcher determines the problem identification, which is: (1) Lack of a sales system through digital marketing; (2) The emergence of an increasing number of competitors in

the digital marketing era; (3) Marketing strategies focus only on conventional or traditional sales. This study formulates the research questions as follows: (1) How is the Shopee Marketplace Account Creation Training in Dusun Jetis, Panjangrejo Village?; (2) What is the Digital Marketing Strategy for Pottery Products in Dusun Jetis, Panjangrejo Village?; (3) How does the Shopee Marketplace Account Creation Training influence as a Marketing Strategy in Dusun Jetis, Panjangrejo Village?

This research is limited to focusing only on "how the influence of Shopee marketplace account creation training as a marketing strategy for micro, small, and medium pottery products." The specific limits set by the researcher are the UMKM pottery craftsmen who have undergone Shopee marketplace account creation training and the extent of the influence of training activities as a marketing strategy for UMKM pottery products. Therefore, to assist pottery MSMEs in marketing their products, increasing income, and improving the welfare of the community, implementing digital marketing through the Shopee Marketplace via account creation training is needed.

**2. Methodology**

The research method used is quantitative descriptive research, which systematically describes and analyzes the existing facts of a phenomenon or problem being studied. Quantitative data collection techniques such as questionnaires, observations, or statistical data analysis are employed. This study aims to provide an overview or description of a problem or phenomenon being investigated and analyze the influence of the variables involved. Population in the study refers to the craftsmen of Micro, Small, and Medium Enterprises (MSMEs) producing pottery in Jetis Village, Panjangrejo, Yogyakarta. The researcher sampled 30 pottery craftsmen from MSMEs who had undergone training in creating Shopee accounts. The independent variable in this study is the training in creating Shopee accounts, while the dependent variable is a marketing strategy.

After the practical activity, the research proceeded to the closing session by distributing post-evaluation forms. The purpose of distributing the evaluation form is to measure the success indicators of this training activity and analysis. There are three items in each variable that describe the aim of the training. A validity test was conducted to ensure the validity of the primary data instrument and the respondents' understanding. Additionally, a reliability test was performed to assess whether the instrument consistently produces answers from the respondents. The results were deemed valid and reliable. In this research, perception is interpreted using a 4-point interval scale as follows:

**Table 1.** Interval table

Range	Training	Marketing Strategy
1,00 – 1,80	Worse	Very Weak Influence
1,81 – 2,60	Bad	Mild Influence
2,61 – 3,40	Good	Adequate Influence
3,41 – 4,20	Very Good	Strong Influence
4,21 – 5,00	Excellent	Very Strong Influence

Source: Researcher's (2023)

Later, the correlation coefficient, the coefficient of determination, is useful for getting the relationship between variables and the final results of this study.

**3. Results and Discussion**

This research was conducted in Jetis, Panjangrejo Subdistrict, Pundong District, Bantul Regency, Yogyakarta. Desa Panjangrejo or Kalurahan Panjangrejo is one of the villages in the Kapanewon/Sub-district of Pundong, Bantul Regency, Yogyakarta Province, Indonesia. It is approximately 17 km from the city center of Yogyakarta and can be reached in about 40 minutes. Desa Panjangrejo is a tourist village known for its pottery production, which has existed since 1978. The village offers the unique pottery craftsmanship that serves as its main attraction and the beauty of the rural countryside and scenic rice fields. Additionally, there are pottery workshops where visitors can explore the distinctive and natural rural atmosphere. Afterward, visitors can witness traditional arts that the village residents still preserve.

In Panjangrejo, a diverse array of handicraft products are crafted, ranging from basic household items like ablation pots, stoves, and water containers made of clay to contemporary trinkets such as wine coolers, candle holders, vases, lampshades, masks, and a variety of captivating souvenirs. Since 1978, the predominant profession in the village has been pottery craftsmanship. These craftsmen recently undertook a SHOPEE account creation training titled "Metal Pottery." This training was designed to empower pottery MSMEs,

considering the local demographics where 70% of the pottery MSME practitioners in Jetis Village are elderly residents. Consequently, a primary focus of this training was to address the issue of technological literacy among this demographic.

This training initiative addresses the disparity in the demographic makeup of the primary participants in the pottery MSME activities in the Jetis tourism village of Panjangrejo Subdistrict. It aims to assist the local community in Jetis Village to become technologically literate to use e-commerce, specifically SHOPEE, as a basis for marketing and sales. Based on the received information, 50 pottery MSME craftsmen from Jetis Village will participate in the marketing education workshop on e-commerce, but in this research, we will use only 30 respondents.

The training activity, spanning 5 hours, begins with the committee distributing a pre-evaluation form to gauge the pottery MSME community's knowledge about online sales and marketing. After the practical sessions, the activity wraps up with the distribution of a post-evaluation form, which is intended to measure the success indicators of the training.

### Validity & Reliability Test

All items of X Variable (Shopee Account Creation Training, which are 18 variable statements) and Y Variable (Marketing Strategies with nine variable statements) have an r-value (calculated) greater than the r-value (table), which is 0.361. Therefore, it can be concluded that out of the X and Y Variable statements are declared Valid, thus deserving further analysis. The Cronbach's Alpha value for the Variable "Shopee Account Creation Training" (X) is 0.732, and for the Marketing Strategy Variables (Y) is 0.774, which falls within the range of 0.70 - 0.90 and is considered high.

### Demographics Analysis

Based on gender data, the research appears balanced, with an equal split of 50% or 15 respondents for both male and female categories. The age bracket most represented is the 40 to 50 years range, accounting for 40% or 12 respondents, and a significant majority are entrepreneurs. Furthermore, a vast majority, 93% or 28 respondents, have engaged in online sales more than three times. Overall perception of *Shopee* account creation training according to descriptive measurement is excellent, with a mean of 4.40. For the instructor/trainer sub-variable, it has an average value of 4.48 (excellent). For the participant sub-variable, it has an average value of 4.44, also categorized as excellent. For the material sub-variable, it has an average value of 4.34, categorized as excellent. For the method sub-variable, it has an average value of 4.39, categorized as excellent. The training objectives sub-variable has an average value of 4.39, categorized as excellent; for the target sub-variable, it has an average value of 4.36, categorized as excellent.

Overall perception of marketing strategies according to descriptive measurement is a very strong influence with a mean of 4.33. The market selection sub-variable, it has an average value of 4.21, categorized as a very strong influence. For the pricing sub-variable, it has an average value of 4.33, categorized as a very strong influence. For the distribution system sub-variable, it has an average value of 4.45, categorized as a very strong influence.

### Correlations Test Result & Coefficient of Determination

**Table 2.** Correlation test results.

Correlations		<i>Shopee</i> Account Creation Training	Marketing Strategy
<i>Shopee</i> Account Creation Training	Pearson	1	.747**
	Correlation		
	Sig. (2-tailed)		.000
	N	30	30
Marketing Strategy	Pearson	.747**	1
	Correlation		
	Sig. (2-tailed)		
	N	30	30

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers (2023).

**Table 3.** Determination coefficient result.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 <sup>a</sup>	.558	.542	1.96484

Source: Data processed by researchers (2023).

Based on the result, the value of "Shopee Account Creation Training" is correlated with "Marketing Strategy" at 0.747, which falls under the strong relationship, and the coefficient of determination is 0.558. Therefore, it can be concluded that the influence of SHOPEE Account Creation Training and Marketing Strategy is 55.8%, while other unexamined variables influence the remaining.

Based on the calculations, the highest indicator for the sub-variable of the instructor/trainer is due to the trainer/speaker for the Shopee account creation training being brought directly from the Shopee UMKM campus. The sub-variable method, it is also considered good because the training method used already uses a guide that craftsmen can use practically. The training method is easy to carry out, provides material and practices for creating a Shopee account, and is conducted enjoyably. The sub-variable training objective, is also rated well because the knowledge of the benefits of selling through the Shopee marketplace is presented to the craftsmen and can provide knowledge about new marketing strategies and insights into creating a Shopee marketplace account. The sub-variable target, it is also considered good because the marketing strategy for UMKM pottery products through the Shopee account creation training succeeded well and aided the development of marketing strategies through Shopee account creation training.

#### 4. Conclusion

The new digital marketing strategy for the field of pottery craftsmen in Jetis Village, Panjanglejo, is sales through the Shopee marketplace account created during the training themed "Gerabah Metal" - an acronym for the "Happy People's Movement towards Digital." The new marketing strategy for the sales of MSME in the field of pottery craftsmen received a positive response, based on the results, an average value of 4.33. This is interpreted as "Strongly Agree," and the results from each point regarding the marketing strategy also received responses ranging from "Agree" to "Strongly Agree."

The training activity for creating a SHOPEE marketplace account in Jetis Village, Panjanglejo, lasted approximately 5 hours and was attended by 35 craftsmen in the field of pottery craftsmen from Jetis village. The activity was divided into two sessions. The first was a presentation of material by Mas Yoga from the UMKM Shopee campus, covering basic knowledge about selling through the Shopee marketplace, creating a new account, creating an easily searchable name, uploading a good profile picture, clear shop descriptions, packaging techniques, printing receipts, shipping items, and more. The second session continued with the practical activity of creating a SHOPEE account, supervised by the event committee, up to the process of uploading product photos.

There is an influence from the training in creating a SHOPEE account as a marketing strategy. The results from the hypothesis test at the significance level on IBM SPSS 25 output show a significance of 0.000, which is less than the significance level of 0.05. Hence, it can be concluded that there is an influence from the Training in Creating a SHOPEE Account as a Marketing Strategy.

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