



# Training on Marketing Optimization Through Social Media for MSMEs in Kotagede Yogyakarta Silver Crafts

Rizqi Sukma Kharisma<sup>1</sup> Kartika Sari Yudaningsgar<sup>2</sup> Raditya Wardhana<sup>1</sup> Popi Andi-yansari<sup>3</sup> Krisna Aditya Pratama<sup>1</sup> Rizka Nanda Salsabila<sup>2</sup> Salma Khoirun Nisaa<sup>1</sup> Satya Tegar Kusuma<sup>1</sup> and Atha Sulthan Syaukani Lazuardi<sup>2</sup>

<sup>1</sup> Faculty of Computer Science, Universitas Amikom Yogyakarta, Yogyakarta, Indonesia

<sup>2</sup> Faculty of Economics and Social, Universitas Amikom Yogyakarta, Yogyakarta, Indonesia

<sup>2</sup> Faculty of Economics and Bussines, Communication Science, Universitas Teknologi Yogyakarta Yogyakarta, Indonesia  
sukma@amikom.ac.id

**Abstract.** Kotagede has long been a silver center with a long history. Since the 17th century, silversmithing in this region has grown and thriving today. The uniqueness of silver handicrafts in Kotagede attracts the attention of tourists. However, in real situations, many artisans in Kotagede need help in market-ing. They need help to compete with imported products, especially from China, which are often cheaper because they are produced using molding techniques. Community service in the form of Optimizing Business Through Social Media Marketing aims to optimize business through social media mar-keting. It was attended by community service partner participants Haseena Jewelry and "ER Prapen" Jew-elry Workshop, which focused on marketing jewelry and silver handicraft prod-ucts. This training includes a greater under-standing of social media marketing and social media content strategies. The training results show increased knowledge, as evidenced by the pre-test and post-test scores. The average value of the pre-test is 28.7, while the average value of the post-test is 74.7. The results show that the participants' under-standing before and after the training increased. Participants can demonstrate a deeper understanding of social media marketing and content marketing strategies.

**Keywords:** Kotagede, MSMEs, Silver, Social Media Marketing.

## 1 Introduction

Indonesia had an advantage in producing silver handicrafts, which have re-ceived recognition domestically and in various parts of the world because of their high quality and the artistic and aesthetic value expressed in each of their works. The city of Yog-yakarta, especially the Kotagede area, has become one of the regions that stand out in terms of the potential for silver crafts with the diver-sity of products produced.

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Kotagede has long been a silver center with a long history. Since the 17th century, silversmithing in this region has grown and thriving today. The uniqueness of silver

handicrafts in Kotagede attracts the attention of tourists. In addition, Kotagede's tourism potential also includes the existence of historic buildings that are still being preserved today. The Yogyakarta City Government is trying to promote Kotagede as an attractive tourist destination for local and international tourists[1].

The Kotagede area is one of the historical areas in Yogyakarta, which also has the status of a Cultural Heritage Area (KCB). In the past, Kotagede was the seat of government for the early Islamic Mataram kingdom. In addition, this area is famous as a center for silver crafts. Silver crafts began to develop in Kotagede when this area became the center of government in the 16th to 17th centuries. At first, silver crafts were produced in the palace environment, where the courtiers made jewelry and furniture used in the palace environment. After the royal government center moved, the craftsmen chose to stay in the Kotagede area, so Kotagede became the center of silver crafts for generations[1], [2].

In Yogyakarta City Regional Regulation No. 3 of 2015 concerning the Yogyakarta City Tourism Development Master Plan for 2015-2025, several areas have been designated as regional tourism strategic areas. One of them is Kotagede, which is included in the prioritized tourism sector and is a regional development priority, with a focus on heritage tourism and silver crafts. The purpose of this regulation is to make a significant contribution to the advancement of tourism in the City of Yogyakarta. The development of the Kotagede area will also increase the income of the local community and introduce Indonesia's cultural wealth to the international community[3].

Kotagede is a center for silver handicrafts; there is a shift in the technique of making silver crafts which is increasingly turning to mold techniques. Molding is a silver-making technique using machine-made molds, different from the traditional style generally practiced in Kotagede, hitting silver with a hammer and sharpening it manually. This transition occurred due to increased market demand for silver products resulting from molding. The molding technique is faster and more efficient in the production process, and it is also possible to create products with more complex designs[4], [5].

However, in real situations, many artisans in Kotagede need help in marketing. They need help to compete with imported products, especially from China, which are often cheaper because they are produced using molding techniques. Even though production using molding techniques is faster and more affordable, aesthetically and artistically, it still needs to be improved. The lower prices attract some consumers. Still, many local artisans in Kotagede produce jewelry and handicrafts manually, which takes longer but produces better quality and aesthetics and usually has a higher price.

This transition also caused several problems, such as losing traditional values and reduced silver-making skills using traditional techniques. The quality of silver handicraft products can also decrease, so the selling value is also affected. Many silversmiths switched professions due to a shortage of orders. Therefore, Kotagede needs to maintain the importance of tradition and art in making silver.

One of the silversmiths in Kotagede that still maintains traditional techniques is the "ER Prapen" Jewelry Workshop, managed by Erwanto. Despite facing challenges, Erwanto continues to use traditional methods to preserve conventional and artistic values in each of his works. He also tries to keep local silversmiths afloat and not bound

by machines. Erwanto focuses on producing jewelry and silverware, with production orders coming from his business partners, including Haseena Jewelry.

In contrast to Erwanto, Muhammad Daffa Naufal, the owner of Haseena Jewelry, does not have a workshop for producing silver jewelry and handicrafts because Haseena Jewelry focuses on marketing jewelry and silver handicraft products. Daffa tries to use social media Instagram @haseenajewelry to market jewelry and silver handicraft products. All products offered by Daffa through Haseena Jewelry are the production of the "ER Prapen" workshop. Haseena Jewelry does not have a physical product display because all products offered use a pre-order system or are made based on customer orders. This is also an advantage of Haseena Jewelry, where the ring products sold are unique in design that adjusts to the customization requests of the customers.

Erwanto and Daffa have a mutually beneficial partnership. Daffa as a young man promotes silver handicraft products made by Erwanto through Haseena Jewelry's Instagram. However, several things could be improved by these two partners, especially in the marketing process. Even though online marketing through social media brought order, Daffa, the owner of Haseena Jewelry, felt that the promotion could not be optimal through his Instagram account. From the results of the interviews, it was found that partners namely faced several problems:

- a. Lack of optimized marketing through social media
- b. Lack of knowledge in the process of analyzing social media advertising

## 2 Method

To solve the problems faced by partners, training was held at the Grand Ro-han Hotel Jogja. The topic of discussion in this training is Optimizing Business Through Social Media Marketing. The participants in this training were the owners of Haseena Jewelry and their employees and employees from ER Prapen. Before the training, the participants carried out a pre-test, and after the training, a post-test was carried out to measure the participants' understanding of this training. The implementation of this training activity is as follows:

### 2.1 Preparation/Planning

At this stage, coordination with the community service implementation team includes:

- Determination of the material to be delivered.
- Preparation of materials
- Preparation of questions for pre-test and post-test evaluation

### 2.2 Implementation

As previously described, the training was carried out at the Grand Rohan Hotel, Jogja, with the theme Optimizing Business Through Social Media Marketing with the main discussion points being [6]:

- What is Social Media Marketing?
- How to Implement Marketing Funnel for Business
- Customer Journey, User Persona, Pain Point
- Marketing Content Strategy (Instagram or TikTok)
- How to measure Content with Metrics
- Practice and Create Content

### 2.3 Evaluation

At this stage, the presenter evaluates the participants to measure the success of the training carried out. The evaluation process includes:

- Practice creating content using the methods previously described.
- Measurement using post-test questions that have been made before

## 3 Discussion

This event was held at the Grand Rohan Hotel, Bantul, DIY, on July 15, 2023. It was attended by community service partner participants, namely Haseena Jewelry, which focused on marketing jewelry and silver handicraft products. The training material begins with understanding of social media marketing. Understanding social media marketing is essential so that the information to be conveyed follows the expectations of the desired marketing. Not just posting content and not just going viral. However, it is more about communicating through content so that the audience can recognize the product or service offered. In addition, communication through social media content must also be able to convey added value and selling value of the products or services provided. Fig. 1 shows the training implementation.

The goals of social media marketing are not only direct to sales but also include:

- Brand Awareness.
- Market shares
- New Customers
- Retain Customers
- Traffic/Visit
- Conversion
- Sales/Revenues

Not all social media is suitable for a product or service. So, it needs an in-depth analysis to adjust the social media choices that are necessary, including:

- Audience segmentation
- Platforms
- Metrics to measure



Fig. 1. Training Implementation

Segmentation of the target audience must be analyzed to ensure accuracy. Determination analysis can be carried out using the following references:

- Target age
- Intended gender.
- Audience background
- The area where the audience lives.
- The area where the audience works.

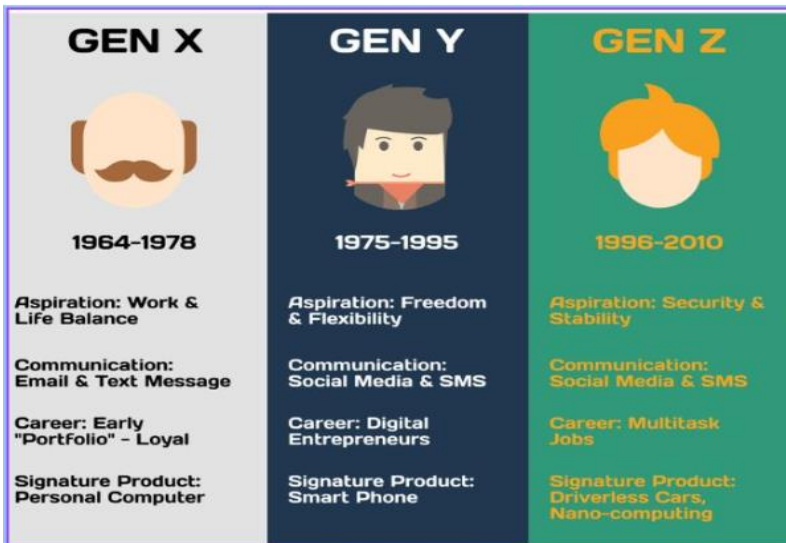


Fig. 2. Different Characteristics of Three Generation

Generations in Indonesia can at least be divided into three groups:

- Gen X 1964-1978
- Gen Y 1975-1995
- Gen Z 1996-2010

Of these three generations, they have different characteristics, as shown in Fig 2.

Of these three generations, according to the 2020 Central Bureau of Statistics (BPS) report, the majority of Indonesia's population is Gen Z. There are several trends in Gen Z[7]:

- 70% of Gen Z influence their family's spending.
- 60% of Gen Z want retailers to be more innovative.
- 57% of Gen Z have discovered new products on social media in the last three months.
- 33% of Gen Z have bought a product based on an influencer's recommendation.

Based on NYTimes data, most Generation Z looks for information on TikTok and Instagram.

In determining the target audience need to be specific. Content cannot reach all ages of the audience. This is because the content timeline on social media for each age range will be different[8].

Content creation also needs to research trends that are currently being talked about.

You can analyze through:

- Google Trends
- Check Hashtags that are trending on Twitter
- Check the many media that presently have an updated trend
- Observe the content that is being discussed virally.

For example, in Fig. 3, this image is a food photo. It would help if you determined the audience segmentation to be targeted.



**Fig. 3.** Example Food Photo

The things that need to be resolved are:

- Type: Food
- Price: IDR 50,000- IDR 100,000

- Female: gender
- Age: 17-45 years | SD 20-35 years | middle age 35-45 years
- Occupation: Student, Office Employee, Influencer,
- Lives: Yogyakarta Province
- **Persona:** Likes sweet food, aesthetic food, like hanging out, student, young office worker, startup employee.
- Content that can be created includes togetherness activities, learning activities with aesthetics, and baking tutorials.

This training also provides tips on how to optimize content on social media. Some of the ways this can be done include:

- Create exciting content.
- Follow music/sound trends.
- Using an Ads Strategy
- Collaborate with influencers.

Creating exciting content can be done by doing soft selling, namely by making consumers aware of something happening in their surroundings. Entertainment content will be much more attractive to the audience than content directly selling or offering its products. Awareness content can also take advantage of "clickbait" by using proper copywriting. The use of storytelling can be implemented in making content copy. Next is problem-solve storytelling. Coming up with a problem to solve can grab the audience's attention.

Following trending music or sounds on social media can increase the reach of content organically. Research needs to be done to be able to catch the opportunities and trends that were going viral at that time. Ads are one way to speed up getting a more comprehensive content reach. The right ad strategy is needed to get optimal results. The last is collaborating with influencers. There are many categories of influencer marketing, from nano influencers to mega influencers, based on the number of followers. For MSME players, nano-micro influencers with 1000 to 100K followers are more recommended because they have better engagement and specific targets and are more affordable in terms of cost.

The participants were then asked to practice determining a product's segmentation from this training. The segmentation is based on Haseena Jewelry and ER Prapen products. Fig. 4 shows the presentation of one of the participants about the practice that has been done.

The pretest and post-test material includes knowledge of social media marketing, customer journey, and content marketing strategies. As depicted in Fig. 5, the understanding of the trainees increased. The average value of the pretest is 28.7, while the average value of the post-test is 74.7. The score shows that the participants' understanding increased before and after the training. Participants can demonstrate a deeper understanding of social media marketing and content marketing strategies.

The pretest score for material on customer journey, user persona, and pain points was 16.7, which then increased with a post-test score of 70.0, meaning an increase of 58 points. The score shows that participants gain an increased understanding of the material. Participants were also asked to create a content marketing concept that would be implemented on Haseena Jewelry's Instagram account. Participants were asked to

determine the target audience based on demographics, geography, psychography, and Haseena Jewelry's user persona. Participants were then asked to present the concepts that had been made to be discussed together in the training session.



Fig. 4. Presentation from one of the training participants

Fig. 5 compares the pretest with the post-test. The pretest is given before the training material is delivered to the participants, while the post-test is given afterward. The pre-test and post-test are done to measure the increase in social media marketing knowledge of the trainees. Both tests use the same questions, which consist of five questions with five answer choices.

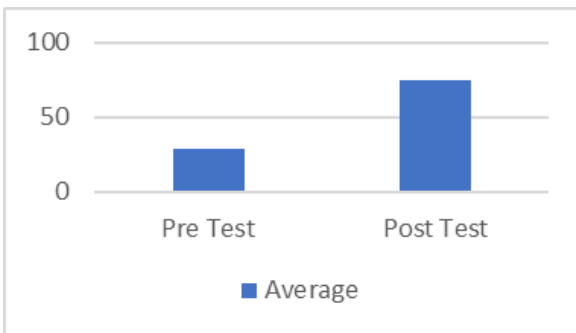


Fig. 5. Comparison of Total Pretest and Post-Test Scores

#### 4 Conclusions and Recommendations

MSMEs need to receive training in social media management for some reasons. Silver handicraft MSME actors in Kotagede, Yogyakarta, who are part of the leading tourism sector and a regional development priority with heritage tourism and superior silver



handicraft products, need special attention in marketing their silver handicraft products so that they can still compete with imported products which have lower prices, both in the local and national markets. Social media can help achieve this goal by helping to market silver handicraft products at a relatively affordable cost and accessible to many people.

The suggestions that can be given in this community service are adding training materials regarding content creation in video content and graphic design. The training material regarding content creation can be used as support for optimizing social media marketing for community service partners. In addition, website creation and website management training are also needed to increase target market trust in community service partners.

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