

# **A Literature Review on Digital Marketing Strategies and Its Impact on Batik SMEs After COVID-19 Pandemic**

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## **Abstract**

The pandemic has presented significant difficulties for SMEs around the world, particularly Batik SMEs. MSME batik experienced a significant decline. There are many strategies that can be done so that batik SMEs can increase sales using digital marketing, but in practice there are several obstacles that occur. The literature review method is used in this study with the keywords of digital marketing constraints and digital marketing strategies. This study uses a literature review method which uses several previous studies. Based on the research results, there are 6 obstacles that occur in the application of digital marketing including, lack of employee skills, delivery problem, payment, developing a content, consumer satisfaction, and funding. To be able to overcome the obstacles that occur there are several strategies that are carried out including, maximize use of social media, invest in people and systems, improve their business model and set sustainable goals, focus on competitive prices, take advantage of recommendations from existing customers to increase targeted market share. It is hoped that with this research, SMEs can apply existing strategies so that there is an increase in sales of batik SMEs.

**Keywords:** Digital Marketing, Marketing Strategy, Industrial Management, SMEs, Batik.

## **1. Introduction**

The COVID-19 pandemic is one of the challenges faced by the whole world and almost all aspects of life, including the economy. With the impact that was given after the COVID-19 pandemic, many SMEs were unable to continue their business and tried to survive to get customers back due to the limited access they had during the COVID-19 pandemic. The COVID-19 pandemic has presented significant difficulties for SMEs around the world, particularly Batik SMEs. Based on data obtained from BPS, it is known that there was a significant decline and the lowest occurred in 2020 where only the value of exports and batik products was only USD 21.54 million. (Central Bureau of Statistics)

This needs to be a concern, SMEs must continue to exist given the important role they play in supporting the economy. SMEs must continue to produce the best results they can in challenging situations like the one we face today. To survive during the Covid-19 pandemic, SMEs must also think creatively and develop solutions that can increase their competitive advantage. The performance of SMEs is influenced by various factors, both internal and external. internal elements such as relational skills, entrepreneurship, and innovative skills in digital marketing.

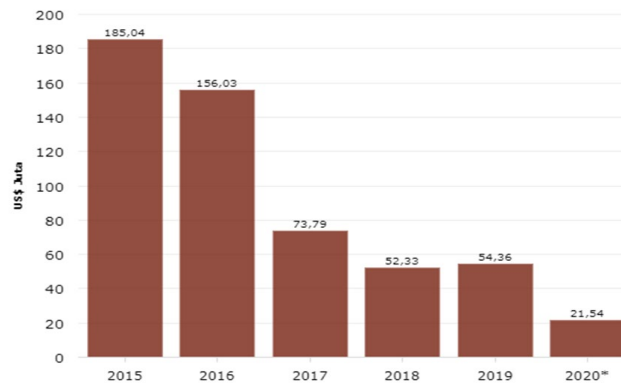


Figure 1. Value of exports and batik products  
(Source: Central Bureau of Statistics)

Industrial developments and technological advances that increase every year greatly affect the economic aspect, including the marketing carried out by a company or SME in introducing its products to its customers. One thing that can be done is by using digital marketing. There are several very important digital marketing roles in helping to overcome the problems faced by Batik SMEs, namely Deployment Speed, Ease of evaluation, Wide reach (Pangestika, 2018). Digital marketing is expected to be able to overcome the problem of decreasing the value of exports and batik products, but in reality, the obstacles faced by MSMEs so that digital marketing is deemed less relevant.(Figure 1)

At this time SMEs do not yet know a good marketing strategy and in accordance with the needs of Batik SMEs. It is very important to use a marketing strategy in the company so that the company can develop and run well in line with today's technology. Because by using this marketing strategy, companies can increase sales now and, in the future, (Hendry et al, 2012). Based on the decline that occurred, knowledge was needed to help them increase the export value of batik and batik products in the post-COVID pandemic recovery so that Batik SMEs remain competitive after the COVID-19 pandemic.

### **1.1 Objectives**

Based on the problems and background described above, this study wants to know the role and impact of digital marketing for Batik SMEs after the pandemic, besides that this research also wants to know the marketing strategy that is suitable for Batik SMEs in order to be able to compete and increase sales after the COVID-19 pandemic.

## **2. Literature Review**

### **2.1 SMEs**

Based on the State Ministry of Cooperatives and Small and Medium Enterprises, the Central Statistics Agency (BPS), and Law no. 20 of 200, what is meant by SMEs here are companies that have net asset capital of less than Rp. 10 billion excluding land and buildings or total annual sales of less than Rp. 50 billion (Suryadi, 2014). In general, SMEs in the economy have a role as: (Ministry of Cooperatives, 2008)

- a. The main actors in economic activities,
- b. Job provider,
- c. An important player in local economic development and community empowerment,
- d. New market makers and sources of innovation,
- e. Its contribution to the balance of payments

### **2.2 Marketing**

Kotler (2007) explains that marketing is a social process of offering, creating, and freely exchanging products of value with others so that individuals or groups get what they need and want. Meanwhile, according to Yulianti et al. (2019),

it is a total system of business activities designed to plan, determine prices, promote, and distribute goods according to consumer desires, market targets, and company goals.

### **2.3 Marketing Strategy**

A marketing strategy is a comprehensive, integrated and unified plan in marketing that a product or service needs to be implemented to reach its goals through promotions, sales, programs, advertising, and distribution. We can provide guidance on activities. Consumers or targets from identified markets (Assauri, 2007). According to Kotler & Armstrong (2012), marketing strategies plan to diversify corporate expectations about the impact of various marketing activities on consumer demand.

### **2.4 Digital Marketing**

Digital marketing is a marketing medium that uses internet equipment and information technology to extend and enhance marketing capabilities (Urban, 2004). Digital marketing applies online channel technology to the market through the latest innovations that can contribute to marketing activities. (Chaffey et al., 2003).

According to Pangestika (2018), the benefits of digital marketing for companies in product or service marketing activities are as follows:

1. **Deployment Speed.**  
Marketing strategies using digital media can be implemented very quickly in seconds. In addition, digital marketing can be measured accurately in real time.
2. **Ease of evaluation.**  
Using online media, the results of marketing activities can be immediately known. Information such as how long the product was viewed, what percentage of sales conversion from each ad and so on.
3. **Wider reach.**  
Due to the wide geographical range of digital marketing, products can be spread all over the world with simple steps using the Internet.

As quoted by Zarella's opinion from the journal Iman Ket al, social media in marketing can reduce costs and make a big impact. The roles that social media plays in marketing include:

1. Social media can convey identity through the products offered.
2. Act as a market research company and find information about consumer needs.
3. Social media can be used as a communication link between marketers and consumers to maintain relationships with consumers.
4. Social media brings businesses closer to consumers. Consumers can reduce the amount of time they can only use to see the product directly. Social media helps us introduce our products every time.
5. Social media is designed to build customer engagement (interaction quality).

### **2.5 Digital marketing foundation**

In the explanation, Johar (2015) states that one of the foundations that can be used in digital marketing is the AIDA model (attention, interest, desire, action) which will be explained as follows.

1. **Awareness**  
In the digital realm, marketers build consumer awareness of the product or service that will be offered
2. **Interest**  
Consumers who already have awareness of the brand or products and services have the potential to be interested in the brand or products and services. This stage is the stage where consumers are actively seeking related information.
3. **Desire (Desire)**  
Confidence arises in consumers so that consumers are willing or intend to try the products or services offered
4. **Action (Action)**  
The last stage is the determination of the consumer against the product or service. At this stage, the consumer decides to take action regarding the product or service being offered.

## 2.6 Digital Marketing Method

In the explanation of Kotler & Keller (2016) in general, there are four digital marketing methods that companies can do as follows:

1. Online marketing, where the company conveys information that you want to convey through online media, both paid or unpaid. Online marketing can be done through web pages, search ads, display ads, and electronic messages;
2. Social media, where companies can display a public voice through their presence in interactions between consumers. In general, social media can be classified into three categories: online communities and forums, blogs, and social networks;
3. Word of Mouth (EWOM), where interactions between consumers are created either generically or initiated by the company. This method makes it necessary for companies to control interactions made by consumers;
4. Mobile marketing, where marketing is done through smart devices that are handheld and accessed by consumers on a daily basis.

## 3. Methods

In this study, researchers used the literature review method. Literature review is research that examines or critically reviews knowledge, ideas, or findings contained in the body of academic-oriented literature, as well as formulating theoretical and methodological contributions to certain topics, Cooper (2010). A literature review in this research are scientific sources on a particular topic that can provide an overview of current knowledge and can identify a theory, method, and gaps that are relevant to the research conducted, international standards through Google Scholar, ScienceDirect, ResearchGate, and the multidisciplinary digital publishing institute (MDPI) using keywords in the form of digital marketing, digital marketing barriers, causes of digital marketing failure. This research is limited to the research of the last 8 years by taking national and international sources. After collecting literature using these keywords, sorting the literature that is considered relevant is about the causes of failure in the implementation of digital marketing for SMEs. The research flow can be seen in Figure 2.

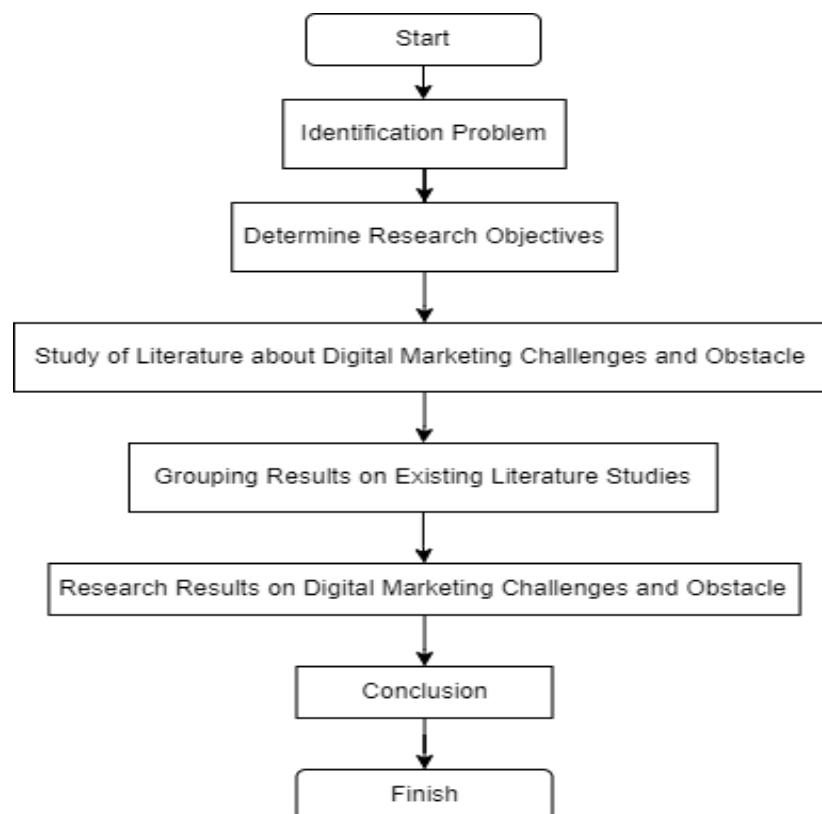


Figure 2. Research flow

#### 4. Data Collection

Based on the results of a literature search, the following are the results of the recapitulation of causes of failure or obstacles that occur in the application of digital marketing to SMEs in previous studies: (Table 1)

Table 1. Results of a literature search

No	Author (Year)	Result
1	Bostanshirin (2014)	Some of the obstacles in implementing digital marketing communications: a. The problem of integration, where digital marketing communication utilizes new separate channels, has a specific character and is independent of one another. b. Lack of direct interaction, where digital marketing communications reduce the consumer experience in getting direct physical interaction with the company. c. Security and privacy, where digital marketing communication methods require consumer data stored in the cloud – a storage method that relies on online-based servers. d. Lack of trust
2	Rokhmah & Yahya (2020)	The obstacles that occur in the application of digital marketing are as follows: 1. Lack of funds 2. Lack of knowledge about promotion and the ability to do digital marketing 3. The number of competitors both from within and outside the country
3	Rachmadewi et al. (2021)	There are several problems and obstacles in digital marketing activities experienced by the company, including: 1. Marketing is not right on target 2. Lack of consistency in online store management 3. Limited admin capabilities 4. The management of reseller and drop shipper partners is less than optimal 5. Tight competition in price and product quality
4	Az-Zahra (2021)	In the application of digital marketing there are obstacles such as: 1. Unstable internet connection 2. Delay in delivery 3. As well as transaction fraud and manipulation of admin numbers
5	Arumsari et al. (2022)	Constraints that occur in the application of digital marketing 1. Limited soft skills to create promotional content 2. Competence in using technology 2. Do not have a plan/strategy to develop online business 3. Have no desire to do business online 5. Age factor 6. Lack of support from the aspect of technology and capital infrastructure 7. Shortage of skilled labor 8. Product limitations that cannot be produced in large quantities to fulfill orders.

No	Author (Year)	Result
6	Pambudi & Suyono (2019)	Digital marketing constraints for business actors in the marketing component, namely: <ol style="list-style-type: none"> <li>1. Intense competition</li> <li>2. Remote and difficult location because it is less strategic;</li> <li>3. Transfer payments are sometimes a little slower than cash payments via face-to-face</li> </ol>
7	Tharob, G. F., Mingkid, E., & Papatungan, R. (2017).	The obstacles to implementing digital marketing for online business people are: <ol style="list-style-type: none"> <li>1. Lack of capital to do advertising because advertising is included in the digital marketing strategy</li> <li>2. Limited time so that business management is also very minimal</li> </ol>
8	Mustaqfirotunnisa, A., & Agus Susilo, M. P. (2021).	The obstacles to implementing digital marketing for online business people are: <ol style="list-style-type: none"> <li>1. There was damage during the delivery of goods</li> <li>2. Payment constraints such as consumers late in making payments</li> <li>3. Places of business that are difficult to reach</li> </ol>
9	Rachmawati, F. (2018).	The obstacles to implementing digital marketing for online business people are: <ol style="list-style-type: none"> <li>1. The problem of late delivery from the supplier.</li> <li>2. The problem of the goods does not meet the buyer's expectations.</li> <li>3. The delivery problem does not match the buyer's address</li> <li>4. Fraud issues / goods not delivered.</li> </ol>
10	Santoso (2020)	Some MSME actors are still reluctant to use digital means because they <ol style="list-style-type: none"> <li>1. Admits not being able to use the internet properly.</li> <li>2. In addition, they have limitations in terms of infrastructure which is still inadequate/inappropriate regarding access to internet services.</li> </ol>
11	Tabuena et al. (2022)	<ol style="list-style-type: none"> <li>1. Examining the digital marketing tactics utilized by online business sellers in the midst of the COVID-19 outbreak is the main goal of this research analysis.</li> <li>2. Effective marketing in this situation permits the gathering of information to learn more about the intended consumers, allowing advertising and other methods to be more focused.</li> <li>3. Additionally, this was started in order to fully comprehend how internet business sellers' digital marketing technique's function.</li> <li>4. Digital marketing has evolved into an internet advertising platform for small businesses. Advertising on social media is attracting the attention of digital marketers. It is expected that social advertising spending will continue to grow in the coming years.</li> </ol>

No	Author (Year)	Result
12	Kumar et al. (2022)	<p>These are problems in the adopting digital marketing in SMEs are:</p> <ol style="list-style-type: none"> <li>1. Budget</li> <li>2. Brand Awareness</li> <li>3. Choosing the correct social media</li> <li>4. Developing a content</li> <li>5. Generating quality leads</li> </ol> <p>To overcome these problem the SMEs could:</p> <ol style="list-style-type: none"> <li>1. Having a vision and putting it into action,</li> <li>2. Continuous discovery and assessment of growth potential,</li> <li>3. Customer orientation and readjusting internal capacity to market demands</li> </ol>
13	Dumitriu et al. (2019)	<p>Some of the world's leading SMEs are already taking advantage of this dynamic development of the digital marketing. They do this by leveraging the other key ingredients for success:</p> <ol style="list-style-type: none"> <li>1. Engaging executives,</li> <li>2. Investing in people and systems,</li> <li>3. Fine-tuning their business model and setting sustainable goals.</li> <li>4. The majority of modern SMEs is getting a wide range of benefits from this holistic approach.</li> </ol>
14	Nur et al. (2018)	<ol style="list-style-type: none"> <li>1. The majority of MSMEs' actors in Indonesia and Malaysia are aware of the advantages of using online media for their company's growth. Knowing how to use the internet and the media it contains is the most crucial component.</li> <li>2. Some of the respondents were not aware of the internet uses and internet's media marketing.</li> <li>3. It is suggested to the MSMEs communities educated by a government or an individual business to apply the benefits and facilities of digital marketing media when markets their products through the internet.</li> </ol>
15	Astuti et al. (2022)	<p>Various efforts were made to increase the number of consumer such as</p> <ol style="list-style-type: none"> <li>1. Focusing on competitive prices,</li> <li>2. Taking advantage of recommendations from old consumers to increase market share targeted,</li> <li>3. Online marketing to increase customer buying interest,</li> <li>4. Development of human resource knowledge and skills to increase productivity,</li> <li>5. Focusing on maintaining competitive selling prices and expanding the market through online marketing.</li> </ol> <p>The most effective marketing is to use online media, namely Facebook and Instagram. Promotions that were originally before the pandemic period were only through printing banners, marketing personnel and advertising, now using social media more.</p>
16	Tutiasri et al. (2020)	<p>The Sembung batik industry in its marketing combines digital marketing but also prioritizes closeness with consumers. The creativity that is applied to Sembung batik as a differentiator from other batik is in abstract batik which is rich in color, but also preserves the existing classic batik. Buyers can buy batik directly at the goods display shop or buy through orders on Batik Sembung's social media, such as Instagram,</p>

No	Author (Year)	Result
		Facebook, and the website. After that, they can make transactions on WhatsApp messenger.
17	Nursalim (2021)	The Association of Indonesian Entrepreneurs and Craftsmen has held a Seminar via Zoom as a medium of buying and selling via the internet. This is one of the results of the exploration of Digital Marketing Handholding innovation. In addition, they also sell their batik products through the Batik Entrepreneur Community forum called WASTRA or wastra.id. WASTRA accommodates 502 large-sized batik entrepreneurs and 1,279 medium-sized entrepreneurs supported by 2,612 Small and Medium Enterprises spread across the islands of Java and Madura.
18	Utomo & Susanta (2020)	The results of this study found that digital marketing capability had a significant effect on innovation capability, digital marketing capability had a significant effect on marketing performance, and innovation capability had a significant effect on marketing performance. The results of this study are useful for SMEs to improve their digital marketing capabilities and the government to participate in providing technical training related to online sales.

## 5. Results and Discussion

According to a survey by APJII (Association of Indonesian Internet Service Providers), in 2018, internet users were 171.17 million, an increase of 10.12 million compared to the previous year. Of this amount, 96% of Indonesian Internet users use the Internet to search for products/services to be purchased online (Source: We Are Social, 2019, Katadata.co.id). With the internet, it is an opportunity for SMEs owners, one of which is Batik SMEs owners. Digital marketing opportunities can be used for various things, such as deployment speed, ease of evaluation, wider reach. But on the way, it was not that easy to run. There are several obstacles and challenges in running this digital marketing. Based on research conducted by Bostanshirin (2014), Some of the obstacles in implementing digital marketing communications include the problem of integration, lack of direct interaction, Security and privacy, Lack of trust.

According to Rokhmah, B. E., & Yahya, I. (2020) The obstacles that occur in the application of digital marketing are lack of funds, lack of knowledge about promotion and the ability to do digital marketing, the number of competitors both from within and outside the country. Research conducted by Rachmadewi et al (2021), There are several problems and obstacles in digital marketing activities experienced by the company, including marketing is not right on target, lack of consistency in online store management, limited admin capabilities, the management of reseller and dropshipper partners is less than optimal and tight competition in price and product quality. According to Az-Zahra, N. S. (2021), In the application of digital marketing there are obstacles such as unstable internet connection, delay in delivery and as well as transaction fraud and manipulation of admin numbers. Furthermore, Arumsari et al (2022), Constraints that occur in the application of digital marketing are limited soft skills to create promotional content, competence in using technology, do not have a plan/strategy to develop online business, have no desire to do business online, age factor, lack of support from the aspect of technology and capital infrastructure, shortage of skilled labor, product limitations that cannot be produced in large quantities to fulfill orders.

Research conducted by Pambudi, B. S., & Suyono, S. (2019), Digital marketing constraints for business actors in the marketing component, are intense competition, remote and difficult location because it is less strategic and transfer payments are sometimes a little slower than cash payments via face-to-face. According to Tharob, G. F., Mingkid, E., & Papatungan, R. (2017), The obstacles to implementing digital marketing for online business people are lack of capital to do advertising because advertising is included in the digital marketing strategy and limited time so that business management is also very minimal. According to Mustaqfirotunnisa, A., & Agus Susilo, M. P. (2021), The obstacles to implementing digital marketing for online business people are there was damage during the delivery of goods, payment constraints such as consumers late in making payments and places of business that are difficult to reach. According to Rachmawati, F. (2018), The obstacles to implementing digital marketing for online business



people are the problem of late delivery from the supplier, the problem of the goods does not meet the buyer's expectations, the delivery problem does not match the buyer's address, and fraud issues / goods not delivered. According to Santoso (2020) Some MSME actors are still reluctant to use digital means because they admits not being able to use the internet properly, In addition, they have limitations in terms of infrastructure which is still inadequate/inappropriate regarding access to internet services.

According to Tabuena et al (2022), The main purpose of this literature review is to examine the digital marketing strategies used by online business sellers in the midst of the COVID-19 pandemic. Based on this research, it was found that advertising on social media attracts the attention of digital marketers. Due to the potential market share gains that social media marketing can provide internet marketers, it is expected that social advertising spending will continue to grow in the years to come. Furthermore, Kumar et al (2022) found that the problems in adopting digital marketing in SMEs are budget, brand awareness, choosing the right social media, developing content, generating quality prospects. The solution given to overcome this problem SMEs can do several things, namely having a vision and turning it into action, continuous discovery and assessment of growth potential, customer orientation and readjusting internal capacity to market demand. Research conducted by Dumitriu et al (2019) Some of the world's leading SMEs have taken advantage of this dynamic development of digital marketing. SMEs do this by leveraging other key ingredients to successfully engage executives, invest in people and systems, refine their business models and set sustainable goals. The majority of modern SMEs benefit from this holistic approach. According to Nur (2018) The research conducted aims to identify what factors influence the business success of digital marketing by Creative Sector MSMEs in Indonesia and Malaysia. The factor that significantly influences the success of using digital marketing is knowledge, knowing the benefits can provide more benefits for the future of their business.

According to Astuti et al (2018) There are various efforts made to increase the number of consumers such as focusing on competitive prices, taking advantage of recommendations from old consumers to increase market share targeted, online marketing to increase customer buying interest, development of human resource knowledge and skills to increase productivity, and focusing on maintaining competitive selling prices and expanding the market through online marketing. This research is also the most effective marketing is to use online media such as Facebook and Instagram. Research conducted by Tutiasri et al (2020) states that the Sembung batik industry in its marketing combines digital marketing but also prioritizes closeness with consumers. The creativity that is applied to Sembung batik as a differentiator from other batik is in abstract batik which is rich in color, but also preserves the existing classic batik. Buyers can buy batik directly at the goods display shop or buy through orders on Batik Sembung's social media, such as Instagram, Facebook, and the website. After that, they can make transactions on WhatsApp messenger. While in the research conducted by Nursalim (2021) The Association of Indonesian Entrepreneurs and Craftsmen has held a Seminar via Zoom as a medium of buying and selling via the internet. This is one of the results of the exploration of Digital Marketing Handholding innovation. In addition, they also sell their batik products through the Batik Entrepreneur Community forum called WASTRA or wastra.id. WASTRA accommodates 502 large-sized batik entrepreneurs and 1,279 medium-sized entrepreneurs supported by 2,612 Small and Medium Enterprises spread across the islands of Java and Madura. According to Utomo & Susanta (2020) found that digital marketing capability had a significant effect on innovation capability, digital marketing capability had a significant effect on marketing performance, and innovation capability had a significant effect on marketing performance. The results of this study are useful for SMEs to improve their digital marketing capabilities and the government to participate in providing technical training related to online sales.

Through these results, grouping is carried out based on each aspect of the causes of failure or obstacles that occur in the application of digital marketing to SMEs in previous studies: (Table 2)

Table 2. Problems and Obstacles on Batik SMEs

No	Problems and Obstacles	Problems and Obstacles Aspect	Author (Year)
1	Lack of employee skills	<ol style="list-style-type: none"> <li>1. Lack of knowledge about promotion</li> <li>2. Lack of ability to do digital marketing</li> <li>3. Shortage of skilled labor</li> <li>4. Competence in using technology</li> <li>5. Not being able to use the internet properly</li> </ol>	Rokhmah & Yahya (2020); Rachmadewi et al. (2021); Arumsari et al. (2022); Santoso (2020)

No	Problems and Obstacles	Problems and Obstacles Aspect	Author (Year)
2	Delivery problem	<ol style="list-style-type: none"> <li>1. Delay in delivery</li> <li>2. Damage during the delivery</li> <li>3. Late delivery from the supplier</li> <li>4. Delivery does not match the buyer's address</li> <li>5. Goods not delivered</li> </ol>	Az-Zahra (2021); Mustaqfirotunnisa, A., & Agus Susilo, M. P. (2021); Rachmawati, F. (2018)
3	Payment	<ol style="list-style-type: none"> <li>1. Transaction fraud and manipulation of admin numbers</li> <li>2. Slower than cash payments via face-to-face</li> <li>3. Consumers late in making payments</li> </ol>	Az-Zahra (2021); Pambudi & Suyono (2019); Mustaqfirotunnisa, A., & Agus Susilo, M. P. (2021)
4	Developing a content	<ol style="list-style-type: none"> <li>1. Limited soft skills to create promotional content</li> <li>2. Do not have a plan/strategy</li> <li>3. Lack of capital to do advertising</li> </ol>	Arumsari et al. (2022); Tharob, G. F., Mingkid, E., & Paputungan, R. (2017)
5	Consumer satisfaction	<ol style="list-style-type: none"> <li>1. Lack of direct interaction</li> <li>2. Goods does not meet the buyer's expectations</li> <li>3. Lack of trust about security and privacy</li> </ol>	Bostanshirin (2014); Rachmawati, F. (2018).
6	Funding	<ol style="list-style-type: none"> <li>1. Lack of funds</li> </ol>	Rokhmah & Yahya (2020)

Currently, there are not many studies in Indonesia that discuss digital marketing, especially for batik SMEs. Even though the discussion about the application of digital marketing will help reach a wider market. To implement digital marketing in SMEs, there are several problems and obstacles both from within and outside the company. Based on the results of the literature study, it is known that there are 6 problems and constraints experienced by MSMEs. The problems experienced consisted of a lack of worker skills, problems with delivery, payment, developing content, customer satisfaction, and funding. In terms of the lack of workers' skills, there are several aspects, namely lack of knowledge about promotion, lack of ability to do digital marketing, shortage of skilled labor, competence in using technology, and not being able to use the internet properly. This is in accordance with the research of Rokhmah, B.E., & Yahya, I. (2020) which states that the limited knowledge of SMEs regarding online promotion and entrepreneurship. Most of the SMEs studied do not know how to market their products and services effectively and efficiently. The knowledge and skills of employees can be increased by providing training programs around digital marketing.

The next aspect is the delivery problem, the problem aspect in the delivery problem consists of delay in delivery, damage during the delivery, late delivery from the supplier, delivery does not match the buyer's address, and goods not delivered. Problems in delivery such as delays in delivery to customers will affect customer satisfaction and reduce trust or perception about these SMEs. In payment, there are several aspects of the problem, namely transaction fraud and manipulation of admin numbers, slower than face-to-face cash payments, and consumers being late in making payments. According to Pambudi, B. S., & Suyono, S. (2019) late payment will affect the time of the distribution process of goods to reach consumers. In terms of developing a content, there are several aspects, namely Limited soft skills to create promotional content, lack of a plan/strategy, and lack of capital to do advertising. While the problem aspects in consumer satisfaction consist of lack of direct interaction, goods not meeting the buyer's expectations, and lack of trust about security and privacy. Meanwhile, in the funding aspect, the problem that occurs is the lack of funding to do digital marketing.

Some of the things that have been mentioned are obstacles that often occur in SMEs. The definition of an obstacle is something that can hinder the progress or achievement of something. The obstacles that occur can be overcome by carrying out other more relevant strategies. Based on the literature study conducted, several strategies can be used to utilize digital marketing including:

1. Maximum use of social media. Based on research conducted by Tabuena et al. (2022), the most in-demand marketing currently is the use of social media. The most popular social media, especially for batik SMEs, are Instagram, Facebook, and the website (Tutiasri et al. (2020)
2. Invest in people and systems. Based on research conducted by Dumitriu et al (2019), This can be done by MSMEs conducting training for employees and developing the best possible digital marketing system that is currently being used. Based on Astuti et al. (2022) the development of knowledge and skills of human resources this can increase productivity.
3. Refine their business model and set sustainable goals. Based on Dumitriu et al. (2019), explain that a good business model can provide many benefits, business one of which is business plans make it easier for planners and decision makers in the company to see the logical relationship between the components in their business, so that value for consumers and value for the SMEs can be generated.
4. Focusing on competitive prices, according to Dumitriu et al. (2019) ad with online buying and selling which is currently widely used, price is quite crucial, most consumers will choose the best price in determining what to buy.
5. Take advantage of recommendations from old customers to increase the targeted market share, research conducted by Astuti et al (2018) Dumitriu et al (2019) using voice of customers or providing customer service as a place for customers to convey their problems.

## **6. Conclusion**

Based on the results of the study, it was found that the obstacles that occur include 6 aspects including, lack of employee skills, delivery problems, payments, development, content, customer satisfaction, and funding. in aspect lack of employee skills it contains lack of knowledge about promotion, lack of ability to do digital marketing, shortage of skilled labor, competence in using technology, and not being able to use the internet properly. in aspect delivery problems obtained results delay in delivery, damage during the delivery, late delivery from the supplier, delivery does not match the buyer's address and goods not delivered. in the aspect of payment obtained, transaction fraud and manipulation of admin numbers, slower than cash payments via face-to-face, consumers late in making payments. in aspect developing a content, there is limited soft skills to create promotional content, do not have a plan/strategy, lack of capital to do advertising. in aspect customer satisfaction there is lack of direct interaction, goods does not meet the buyer's expectations and lack of trust about security privacy and in last aspect is funding. not only knowing the obstacles that occur, but this study also knows the application of other strategies that can overcome the existing obstacles. strategies that can be applied are as follows maximize use of social media, invest in people and systems, improve their business model and set sustainable goals, focus on competitive prices, take advantage of recommendations from existing customers to increase targeted market share. This strategy can be applied to Batik MSMEs, it is hoped that research on the strategies carried out can be useful for MSMEs to increase batik sales.

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