



@is The Best :
Accounting Information Systems and
Information Technology Business Enterprise
Volume 9, Issue 1 (2024) Pages 46-60
ISSN: 2252-9853 (Print) | ISSN: 2656-808X (Online)
<https://ojs.unikom.ac.id/index.php/aisthebest/index>

Accredited Ranking 4 years, S K Number: 105/E/KPT/2022
DOI: <https://doi.org/10.34010/aisthebest.v9i1.12769>

Optimizing E-commerce Sales of Handwritten Batik to MSMEs Handwritten Batik Lasem Sranti

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ABSTRACT

This study aims to improve the competitiveness and implementation of e-commerce in Lasem Batik Tulis MSMEs in the digital era. Through the use of information technology and online platforms such as Shopee and Tokopedia, this study helps MSMEs improve their sales competitiveness. Research methods include observation, interviews, analysis of existing conditions, proposals for e-commerce platforms, account creation, mentoring, and evaluation. The results show that the integration of digital technology provides significant benefits by expanding market reach and accelerating the marketing process. Training in the use of digital platforms also improves the skills of Lasem batik artisans. This mentoring provides a holistic perspective on increasing the competitiveness of MSMEs amid digital transformation. These results are expected to increase the income and sustainability of the Indonesian traditional batik industry. Adaptation of digital technology not only expands market access but also increases operational efficiency and digital marketing capabilities of MSME actors. This success emphasizes the importance of adopting technology to support the sustainability and competitiveness of the Indonesian creative industry. The results of the mentoring confirm that digitalization is a strategic step to face the challenges of the global market in the digital era, especially for MSMEs in the batik tulis industry.

Keywords: Batik, MSMEs, Digital Technology, Ecommerce, Marketing

Introduction

In the modern era dominated by digital technology, this happens to shift paradigms in marketing that create opportunities new for markets and producers. Progress technology, esp with the existence of the internet, has formed new and enabling markets for producers new to show up and reach out public with more-wide. The internet has changed the method of producers interacting with consumers, it is possible that by introducing and marketing products they will attract more audience large and varied [1]. Before the digital era, marketing products rely heavily on traditional media like television, radio, and print. However, with the emergence of digital technologies, methods of marketing have developed fast. Social media platforms, e-commerce websites. And tools other digital marketing have opened a road new for producers to communicate directly with the consumer. Social media, for example, makes it possible company to build a more personal relationship with customers, via more interaction intense and responsive [2].

Currently, there are diverse methods of marketing that can used by businesses to reach their target market. One of the most effective approaches is to utilize technology in digital marketing. Digital marketing involves the use of online platforms such as social media, email, websites, and machine searches to promote products and services [3]. Technology It This possible for businesses to interact with the consumer in a way more personal and directly measures the effectiveness of campaign marketing in real time [4]. With the technology of digital marketing, businesses can adapt to time changes and remain competitive in an increasing market dynamic. For example, e-commerce platforms such as Shopee, and Tokopedia make it possible for businesses to build Online Communities and interact with customers in a way continuously. Advertisement You can

also pay on this platform targeted very specifically based on demographics, interests, and behavior of users, so increasing the efficiency and effectiveness of campaign marketing [5].

Transformation This is not only a profitable producer big, but also delivering the opportunity for business micro small, and medium enterprises (MSMEs) to compete in the global market. MSMEs now can utilize online platforms to promote products, reaching international markets without having to emit costs for marketing. E-commerce has been one of pusher main growth businesses, with possible transaction sell Buy done easily and fast, as give convenience to the consumer in looking for the desired products [6]. Importance of marketing in business No one can see adjacent eyes because product marketing can be introduced to as much money as possible consumers so that they can recognize and understand the advantages offered. Effective marketing helps build awareness brand, improve sales, and expand market share. Therefore, every business needs to have a strong and planned marketing strategy with Good [7].

Nowadays, MSME partners need to utilize digital technology, including E-Commerce, as a marketing platform product. With rapidly developing technology, the use of digital platforms has become the only choice, but a need for still relevant and competitive in the market [8]. Digital technology allows MSMEs to reach more markets spacious, good in level national and international, without limitation the former geography as become constraint [9]. This matter aims to introduce superior MSME products to consumers more effectively. Through E-Commerce, products can Presented in interesting and informative ways, using picture quality height, description of clear products, and reviews from customers. Digital platforms also possible to interact directly with consumers through chat features, reviews, and social media, creating experience shopping that is more personal and satisfying [10].

Unfortunately, many MSME partners haven't yet understood a comprehensive method to use available information media and the benefits of the existing use of digital media. Many of those who still are used to with methods of marketing feel difficulty adapting to technology new [11]. Lack of knowledge and skills in operating a digital platform is obstacle main obstacle they utilize potency full from technology. Accompaniment This will involve one MSME partner in the Lasem area, namely Lasem Sranti Written Batik UMKM. This MSME is known for written batik product quality and has distinctive and valuable high art. Although So, the perpetrator's partner at UMKM Batik Tulis Lasem Sranti Still Not yet apply marketing digitally. As is known, these MSMEs only do traditional marketing methods like from mouth to mouth and only wait for consumers to place the location sale [12].

Marketing method, though Still effective in the scope community, has significant limitations. With only depend on marketing from mouth to mouth and visit directly, market reach becomes very limited. This matter causes potency growth and recognition of products to more markets wide become hampered. In the digital era like now, the pattern consumption public has Lots changed, where consumers tend to look for information and make purchases via online platforms. Therefore that's very important to introduce and help Lasem Sranti Written Batik MSMEs utilise digital technology as part of this marketing strategy. Accompaniment This will cover various aspects, starting from the introduction based on digital technology, the way to create and manage online stores, and digital marketing strategies, to understanding data analysis for understanding the behavior of consumers [13].

With existing comprehensive assistance It is hoped that Lasem Sranti's written batik SMEs will do this and can more understand and utilize the potential offered by digital technology. They will own the ability to increase the Power of competitive products they are in the market increasingly competitive, reaching consumers new, and developing business to a higher level. Ultimately, this digital transformation Not only will increase the sales and income of MSMEs but will also help preserve and promote the inheritance of Lasem batik culture throughout the whole world [14]. From the explanation above, you can conclude that UMKM Batik Tulis Lasem Sranti's

lack of digital marketing at once lack of understanding in the world of technology. Condition This makes them Not capable of utilizing the potency of the great things that digital technology has to offer for increased Power competition and market expansion. In fact, with existing digital technology, MSMEs can reach outside consumers' areas even abroad with more ease and efficiency [15].

Method

Activity accompaniment towards Lasem Sranti Written Batik MSMEs done with many stages for help understanding the owner of the UMKM Batik Tulis Lasem Sranti about benefits of E-Commerce for Lasem Sranti's Handwritten Batik UMKM business. Stages activities include includes:

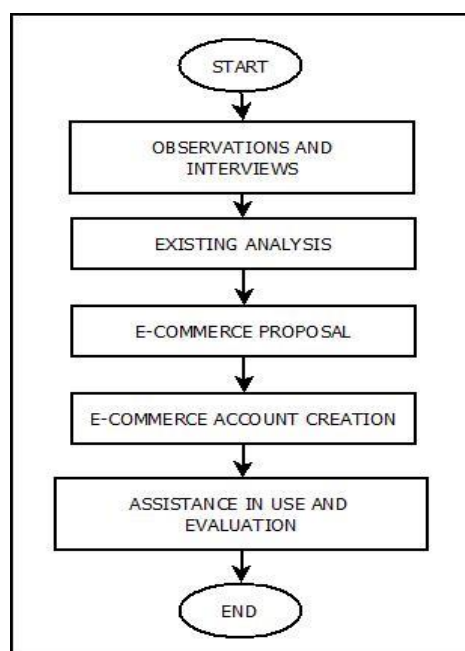


Figure 1. Stage Activity

A. Observations and Interviews

Observations and interviews are two methods important to use to get an outlook deep about business processes partners, esp in aspect management marketing. Through observation, we can see direct various marketing strategies implemented by partners, evaluate their effectiveness, as well understand the supportive company culture or hindered activity marketing. Observation directly of operational everyday interactions between staff and customers, as well use of tools and techniques marketing give a description real about How management marketing is done. On the other hand, interviews are possible We dig for more information in detail and in-depth about objective marketing wants achieved by partners, challenges faced in effort marketing, as well experiences and opinions from various parties involved, e.g. manager marketing, staff sales, and customers.

Interview This gives an outlook about vision and mission marketing, target market, position brands on the market, as well problem Specific like limitations budget, competition tight, and change preference consumers. Integration of results observations and interviews This is possible We with comprehensive report comprehensive and structured analysis recommendation of the right strategy to use. By understanding in a way deep conditions and needs of partners, we can provide more suggestions accurate and helpful they increasing the effectiveness of marketing, reach

desired goals, as well overcome various challenges that arise. The final result of this process is a plan to follow and continue in detail and get it implemented with OK, including a timeline, responsibility answer, and indicator success, so partners can reach more success in effort marketing.

B. Existing Analysis

Analysis circumstances moment This is step important in planning involving strategy data and condition checks for understanding the situation, before determining the step strategic next. The team used two methods main: SWOT analysis and analysis chain value (value chain). SWOT analysis helps identify strengths, weaknesses, opportunities, and threats that influence the organization. Strengths like superiority competitiveness and sourcing strong power can be maximized, temporarily weaknesses like limitations source Power need minimized. Opportunities external, like profitable market trends, can be utilized, meanwhile, threats like increased competition must anticipated.

Analysis chain value (value chain) evaluate the activity company from procurement material standard until distribution product end for increase efficiency and effectiveness operational. This helps identify areas of improvement performance and reduction costs, creating mark plus for customers, and building connection strong with suppliers and partners business. Integration of results SWOT and chain analysis mark give a description comprehensive about condition company, allowing preparation plan action targeted and effective strategy. With information this, a company can reach success in reaching the objective of its business.

C. E-Commerce Proposal

In an era of progress in modern technology, the introduction of e-commerce has become something crucial need for businesses to optimize marketing and improve sales. By utilizing e-commerce platforms, companies can adopt more marketing strategies effective and efficient, which are not only capable reach more audience-wide but it is also possibly more personalization to the needs and preferences of customers. E-commerce delivers flexibility for the company to offer various types of products and services online, which can Accessed by customers When just and from anywhere, without limitation geographic.

Additionally, e-commerce plays a role important in increasing the Power of competitive products. In an increasingly market competitive, the ability to reach global consumers delivers profit significant. Companies can leverage analytical data and digital tools to understand market trends and the behavior of consumers, so can adapt marketing strategies they in a way dynamic. This is possible for responding to market changes with fast and steady relevance in the eyes of consumers. With e-commerce platforms, companies can also utilize tools of digital marketing like advertisement paid, and social media marketing to increase the visibility of products and interest more Lots customer potential.

More Far Again, e-commerce makes it possible company for expanding their market coverage in a way significant. Through online sales, companies can reach international markets without having to open a shop physical in every location. This not only saves cost operational but also speeds up the expansion process business. E-commerce also delivers access to previous market segments Possibly difficult to reach, like customers in the area or those who have limited mobility. With So, a company can increase its customer base and expand its market share in a way whole.

Enhancement mark sell products are also one benefit main from e-commerce. With existing reviews and ratings from customers, products can get a good reputation online, which can increase trust and credibility in the eyes of consumers. E-commerce makes also it possible company to offer service additions like delivery fast, policy flexible returns, and service customers 24/7, which can increase the satisfaction of customers and encourage loyalty period long. Apart from that, features

like recommendation product data and sales-based bundles can help increase the mark average and encourage transactions to purchase.

Overall, integration of e-commerce in business strategy Not only helps optimize marketing and improve sales, but also plays an role important in strengthening Power's competitive products, expanding market coverage, and improving mark sell products. By utilizing e-commerce technology, enterprises can increase efficiency operational, reduce costs, and improve the experience of customers, all of whom contribute to the success of period-long business in the increasingly digital era.

D. E-Commerce Account Creation

Implementation of digital marketing through e-commerce accounts on platforms such as Shopee or Tokopedia provides an opportunity for MSMEs to increase the visibility and sales of products they buy online. However, many MSME actors still face challenges in managing this digital platform, such a lack of knowledge and skills in digital technology as well A limitations in source Power For investing in campaign effective digital marketing. Lack of this digital literacy causes many MSMEs are have difficulties utilizing digital marketing to increase sales.

In facing the situation, the role of government is very important for supporting the growth and development of MSMEs. The government can provide training and education programs to increase digital literacy among MSME actors, including methods create and managing accounts on e-commerce platforms, the use of social media for marketing, advertising, and data analysis to understand the behavior of consumers. Additionally, support financially through subsidies, financial assistance, or loans with flower lows can help MSMEs develop digital infrastructure and run campaigns more digital marketing effectively. Collaboration between the government and sector private sector can also speed up the digitalization of MSMEs, such as providing free access or discounts For necessary digital tools and partners with an e-commerce platform for training. With steps, MSMEs can get more Ready to utilize opportunities in the digital market and achieve a growth period long.

E. Accompaniment use and evaluation

Accompaniment in the using an e-commerce account is stepped crucial in supporting MSMEs. Through accompaniment of this, MSMEs are not only given guidance about the use of e-commerce platforms such as Shopee and Tokopedia but also taught optimization strategies for their online shop. Starting from making accounts to management stock, digital marketing strategies, and services to customers, and assistance This aims to increase the capacity of MSMEs to utilize digital technology effectively.

Effective mentoring Not only focuses on aspects technical like management accounts and promotions products but also delivers training about digital marketing and management logistics. MSMEs are empowered to choose partners with proper logistics and arrange delivery of goods with efficiency, to increase the experience of shopping consumers and encourage loyal customers. Evaluation sustainability is also important in this process For measuring program success and identifying areas of improvement to support the growth period length of MSMEs in the e-commerce ecosystem.

Overall, a combination of comprehensive assistance and evaluation structure supports MSMEs in facing digital challenges. With proper support from programs such as PKM, MSMEs can expand their market reach, increase the independent economy, and achieve sustainable growth in the current digital era.

Results and Discussion

Partners taught steps practical for using e-commerce platforms such as Shopee and Tokopedia. They trained to sell their batik products effectively and interestingly for consumers. In addition, they are also given information about various marketing strategies that can be applied for interesting interest consumers on both platforms. Following results from steam method Activities we have carried out:

A. Observations and Interviews

The team observed directly Lasem Sranti Written Batik MSMEs to get a deep understanding of the conditions and needs of the partner. In observation here, the team researched a way to detail the batik production process, starting from the stage beginning making pattern until stage coloring and finishing end product. Quality The resulting batik products are also evaluated carefully, including resilience color, smoothness fabric, and unique batik motifs. Variation The products produced by these MSMEs are also recorded, including the types of batik produced, such as batik cloth, clothing so, and accessories made from batik.

From observation here, the team obtained Very accurate and appropriate information about this situation on the ground. Observation directs This possible team to understand the production process and quality product with more OK, as well as identify potential and challenges faced by Lasem Sranti Written Batik MSMEs. Apart from observations, the team also carried out interviews deep with MSME owners and workers. Interview This aims to dig more into about operation business, including the marketing strategies used, the challenges faced in reaching more market areas, and the level of understanding of digital marketing.

Interview results show that Previously, MSME partners used marketing strategies conventional with a very limited range. They usually sell a product through shop physique local, exhibitions, or network distribution traditional. Although method This has given results, however growth of businesses they hampered by limitations in market reach. Apart from that, the interview also reveals that partners face constraint significant in switching to digital marketing because lack of knowledge and skills in using technology and e-commerce platforms.

Information obtained from an interview is very valuable for a team in designing more mentoring programs effective and relevant. With an understanding of a way deep constraints and needs partner, the team can adapt material training and mentoring strategies more to the situation and capacity of the partner. For example, the team can focus on teaching the basic use of e-commerce platforms, ways to manage online stores, and practical and easy digital marketing strategies. Apart from that, the team can also give help technical in a way straight away, like helping partners make an account on the e-commerce platform, uploading products, and writing descriptions of interesting products.

An approach based on observation directly and interview deep ensures that the mentoring program provided truly responds needs real partners and helps them overcome obstacles faced in switching to digital marketing. With This, Lasem Sranti Written Batik UMKM can be more Ready to utilize opportunities that exist in the digital market, increasing the range of marketing them, and in the end increase sales and welfare economy. Overall, a combination of observation directly and interview deep gives a comprehensive picture of the conditions and needs of Lasem Sranti Written Batik MSMEs, a possible team for designing and implementing more mentoring programs effectively and impactful. Information obtained from the field also delivers a strong foundation for evaluation and improvement of the program in the future, ensuring that the assistance provided remains relevant and useful for partners.

B. Analysis Existing

For the Existing Analysis, we use SWOT Analysis and Value Chain Analysis, an explanation as follows:

1) SWOT analysis

a. Strengths

- (1) Inheritance Valuable Culture: Lasem Sranti Written Batik Not Only A product but also parts not inseparable from an inheritance Indonesian culture is rich and valuable. As an inheritance culture, batik written by Lasem Sranti emits beauty art in traditional Indonesia that has been recognized in a way international.
- (2) Quality Product Featured: MSMEs are famous Because produce written batik quality tall with unique and attractive designs. Every batik cloth produced Not only shows beauty extraordinary aesthetic ordinary, but also representative craft and careful and quality hands.
- (3) Engagement Active Community Local: Support provided by the community Local means a lot in promoting and marketing Lasem Sranti Handwritten Batik products. Involvement This Not only covers aspects of marketing but also creating network strong social and cultural for support the growth of MSMEs.
- (4) Skill Inherited Traditional: Batik craftsmen in this MSME own skill traditional that has been inherited in a way hereditary. Skill This Not only covers techniques of complex batik making, but also understanding deep will meaning symbolism, and philosophy behind every batik motif. Skill traditional This mark added significantly to each of the resulting products and confirmed the position of Lasem Sranti Written Batik in the arts and crafts market.
- (5) Innovation in Development Products: Apart from maintaining values traditional, these MSMEs are also capable innovate in development products. They Keep presenting designs new that combine elements of traditional with trend contemporary, so capable of interesting consumers from various circles.
- (6) Commitment to Sustainability: Lasem Sranti Written Batik also shows a strong commitment to sustainable practices in the production process. They use an ingredients environment and support principles of fair trade, which not only strengthens the image as responsible batik producers but also interests caring consumers to issues environmental and social.

b. Weakness

- (1) Limitations on Wide Market Access: One challenge the main problem faced by Batik Tulis Lasem Sranti is the limitations of market access outside the local area. Although they have a good reputation in the community local, MSMEs Possibly experience difficulty in promoting the product in a way nationally or internationally. This matter can Caused by a lack of network-wide distribution, cost-high delivery, or lack of knowledge about methods to access new Markets.
- (2) Lack of Skills in Digital Marketing: Limitations in knowledge and skills in digital marketing is Another obstacle faced by Batik Tulis Lasem Sranti. This MSME is Possible No fully understanding of potential and digital marketing strategies such as optimization machine search (SEO), management campaign online advertising, or use of social media to build a brand and reach more markets wide. Lack of Skills This can hamper MSMEs in utilizing e-commerce platforms to effectively maximize and attract customers more potential Lots.
- (3) Dependence on Labor Limited: Lasem Sranti Written Batik depending on quantity limited hand-written batik craftsmen who own skill traditional. Limitations This can limit capacity production, especially If the request increases or If There is a need for an expanded range of products. Apart from that, dependence on energy Work is limited and also potentially causes delays in the

fulfillment of orders or a decline in consistency in quality products, which in turn can influence the reputation and trust of consumers.

- (4) Limited Infrastructure and Technology: these MSMEs Possibly face constraints in accessing necessary infrastructure and technology for support operations in a way efficiently. This matter Can cover access limited to fast and stable internet, lack in system management inventory or integrated finance, or the need for renewed equipment production to suit modern standards.
- (5) Management Chain Suboptimal Supply: No management chain effective supply can become a weakness addition for Lasem Sranti Written Batik. Problems like difficulty in obtaining material standard quality tall with competitive prices, or difficulty in coordinating shipping and logistics, yes hinder efficiency and reduce Power competitive on the market.

c. Opportunities

- (1) Growing Export Market: One opportunity main for Lasem Sranti Written Batik is a growing export market For Indonesian batik products. Request for Indonesian batik continues increasing in the international market, good as fashion products as well as goods valuable arts and crafts. With a good reputation and quality products, this MSME has the potency big for expand its market share abroad. This matter can Done through participation in an exhibition internationally, collaboration with agent distribution, or leveraging global e-commerce platforms that make it possible to deliver internationally.
- (2) Enhancement Knowledge and Skills Digital Marketing: Training and mentoring in digital marketing can become an opportunity significant for Lasem Sranti Written Batik. With an increased understanding of digital marketing strategies such as SEO (Search Engine Optimization), PPC (Pay-Per-Click), marketing through social media, and consumer data analysis, these MSMEs can optimize their online presence. This matter will help them reach more consumers, good in the domestic market and internationally, as well as increase the visibility and sales product in a way significant.
- (3) Partnership with Designer Local: Collaboration with Designer Local is another possible opportunity utilized by Batik Tulis Lasem Sranti. With Work The same with a designer local who has vision and experience in creating modern innovative batik design, this MSME can present a collection of more products diverse and interesting for consumers. Partnership sort of This Not only will increase mark aesthetics product but also help expand the market network and interest more new market segments.
- (4) Development Product E-commerce Based: The development of e-commerce platforms such as Shopee and Tokopedia offers the opportunity to Lasem Sranti Written Batik MSMEs to develop more Lots products and services addition. They can explore offering package bundles, promotions seasonal, or loyalty programs customer for attract and retain a customer base. By utilizing features innovative and tools of marketing provided by this e-commerce platform, MSMEs can create an experience spend better, and expand their market coverage.
- (5) Change Preference Consumers: Change in preference consumers to sustainable, local, and meaningful products in a way culture allows Lasem Sranti Written Batik. Written batik produced in a way traditional and showy beauty Indonesian culture can interest increasing consumers care about the origin of suggested products and impacts environment from the purchase. These MSMEs can

highlight the uniqueness and values of inheritance culture in marketing them, so take profit from this global trend.

d. Threats

- (1) Competition with Product Similar: One threat the main problem faced by Batik Tulis Lasem Sranti is intense competition with other MSMEs that also produce hand-written batik. The batik industry in Indonesia has become a competitive market, with many written batik manufacturers that offer various types of design and quality products. Competition This can result from pressure on price and profit margin, as well as limit growth of Lasem Sranti Written Batik's market share If they are not capable of differentiating Self they in an adequate way.
- (2) Change Appetite Consumers: Changes in trends and tastes of consumers can become a threat significant for Lasem Sranti Written Batik. Modern consumers tend to switch to more products fashionable, practical, or trendy moment. If this MSME is not capable adapt to the changing appetite of consumers or does not present innovation in design and products, it risks the loss of the existing customer base or failure to interest consumers. Therefore that is, monitoring continuously to the market and responding fast to change trends is key to minimizing the impact of threats.
- (3) Regulations Commerce: Changes in regulations trading goods at level local and international can influence the production, and distribution process of Lasem Sranti Written Batik. Changing regulations can influence cost production, procedures import-export, or condition the environment is a must adhered to by these MSMEs. Uncertainty law or complex bureaucracy in looking after permission business or licensing export is also possibly an obstacle for growth and operations. Therefore MSMEs need that guard connectedness with institutions the government relates and understand with Good every change possible regulations influence operational they.
- (4) Unstable Economic Conditions: Fluctuations in the condition economy, both at the level local as well as globally, are also threats to Lasem Sranti Written Batik. Decline Power by consumers, high inflation, or a recession economy can reduce the request for non-essential products like written batik. This MSME needs to have an adaptive strategy in the face of conditions the economy is not stable, like optimizing operations and cost production, as well adjust marketing strategies for interesting consumers in various conditions economy.
- (5) Dependence on Raw Materials: Dependence on materials, like quality cotton fabric or material dye, is also a threat potential for Lasem Sranti Written Batik. Changes in the availability or price of material standards can influence cost production and reduce profitability. To reduce the risk, this MSME needs to intertwine good relationships with supplier material standards, explore alternative sources of continuous power, or develop skills in production material standards Alone If possible.

2) Value Chain Analysis

Value Chain Analysis helps Lasem Sranti Written Batik MSMEs to understand various stages in business processes and identify the areas where they can increase efficiency, add value, and improve Power competitive on the market. Following is a Value Chain analysis detailed and in-depth for Lasem Sranti Written Batik MSMEs:

a. Raw Material Supplier

- (1) Source and Quality of Raw Materials:

Sranti Written Batik UMKM depends on the producer's cotton fabric and supplier's material dye experience to get material standard quality tall. Cotton fabric is a must-own good quality to ensure durability and comfort product end. Coloring agents, such as indigo and dyes from plants, are selected to guard the authenticity and value of traditional batik. Using dye naturally also adds a mark ecological and is attractive for caring consumers with the environment.

(2) Management Connection with Supplier:

Building strong and sustainable relationships with Suppliers is very important to ensure the supply material stable and quality raw materials. This matter involves negotiating fair prices, guaranteeing quality, and agreeing on proper delivery time. In a period long, MSMEs can explore supplier alternatives or local ones to reduce dependencies and costs.

b. Design and Development of Product

(1) Creative Process:

Batik designer at work for developing unique and interesting motifs and designs, which become characteristic of Typical Lasem Sranti Written Batik. This process involves studying deep into traditional motifs as well as innovation in creating relevant designs with current market trends. Inspiration can taken from culture local, natural, and global fashion trends.

(2) Prototyping and Testing:

After the design is created, the stage furthermore is made a prototype to ensure that design the can be realized with good fabric. This prototyping helps identify and repair potency problems in design before production mass starts. Testing covers see results from the coloring process, the durability of the motif after washing, and the initial market response to design new.

c. Production

(1) Pattern and Coloring Work:

The written batik production process involves skilled craftsmen applying patterns using canting and wax on cotton cloth. Craftsmen must own skills special for creating complex and detailed motifs. Coloring done with material dye naturally requires skill special to reach the desired color and confirm even coloring. The coloring process can involve some stages of dyeing to get the depth of the right color.

(2) Control Quality:

During and after the production process, strict quality is applied to ensure that every batik sheet fulfills standard quality tall. This includes inspection of the sharpness of the motive, suitability color, and strength cloth. Every disabled or nonconformity is repaired before the product is released to the market. MSMEs can also implement system management quality to ensure enhancement sustainability in the production process.

d. Marketing and Sales

(1) Channels Marketing:

Sranti Written Batik UMKM uses various channels to promote products. Physical stores and exhibitions are traditional For reaching consumers locals and tourists. Temporarily that is, online platforms such as e-commerce websites, marketplaces, and social media help expand market reach significantly. Being on an online platform allows MSMEs to reach outside consumers area them. Even international markets.

(2) Promotion Strategy:

Digital marketing strategies include the use of social media for promotion, campaign advertisement, and collaboration with influencers to increase the visibility product. Content creative like Photo interesting products, batik-making videos, and the stories behind batik making is used for interesting interest consumers. Apart from that, offline marketing strategies such as exhibitions and collaborations with shops are also important for reaching various segments of consumers.

e. Support and Service to Customer

(1) After Sales Service:

Giving service good to customers after sales is very important for building trust and loyalty among customers. Service This includes helping with maintaining products, such as method washing and caring for batik so that it lasts long, as well as responding fast to questions or complaints from customers. With guidance and clear maintenance, MSMEs can ensure the product they long-lasting and satisfying customers.

(2) Management Reviews and Feedback:

Manage review customers on online platforms and respond to feedback with Serious help to increase the reputation business and give outlook valuable for repair products and services. Using customer feedback for innovative products and improved service can help MSMEs fulfill the expectations of customers and strengthen connections with them.

f. Research and Development

(1) Study Sustainable:

Do study continuously to increase quality products and techniques production. This includes developing methods more coloring efficient, researching the latest market trends, and adapting technology new that can increase productivity and quality. Research can also involve market study to understand the preferences of consumers and identify opportunities for products new.

(2) Innovation Product:

Develop product new or variants new from existing products to fulfill changing market needs. This can include new motif designs, the use of material standards more alternative-friendly environments, or products innovative that combine batik with modern fashion elements. Following fashion trends and the needs of consumers can help MSMEs remain relevant and competitive in the market.

g. Partnership and Collaboration

(1) Cooperation with Local Designers and Artists:

Interweave partnerships with designer local and community art to develop Unique and attractive batik designs. Collaboration This can give mark add to batik products with enter elements more art-wide. Through collaboration, MSMEs can expand their portfolio product and interesting more market attention.

(2) Connection with Government and Community Institutions:

Cooperate with the institution's government to get support from training, assistance promotions, or programs that support MSMEs. Partnership with community arts and crafts also helps in expanding the network and access to new market opportunities. Support from the government and community local can increase the legitimacy and visibility of MSMEs in the market. By analyzing every stage in the Value Chain, Batik UMKM Tulis Lasem Sranti can identify the areas where they can increase efficiency, add value to the product, and

strengthen Power competitive in the market. Approach This not only helps in operational daily but also in the long-term strategy For growth and sustainability Lasem Sranti Written Batik UMKM business can reach an independent economy and success period in an increasingly market competitive.

C. E-commerce Proposal

The service team has analyzed Lasem Sranti Written Batik MSMEs and found that the products produced own quality as well as diverse, with a mark sell high on the market. However, the method of Marketing is conventional and limited in scope friendship hinders the potency development business of our partners. To overcome challenge this, we recommend applying e-commerce accounts on platforms such as Shopee and Tokopedia. By utilizing e-commerce, Lasem Sranti Written Batik UMKM can change paradigm marketing from local become national even international. E-commerce platforms make it possible to expand the market reach significantly, reaching candidate customers throughout Indonesia and abroad, as well as promote a product in a way effective and interesting with displays of product details, testimonials of customers, and holding promotions as well as discount direct.

In addition, the adoption of e-commerce allows MSMEs to utilize digital technology to build brands in a way more professional. Features like consumer data analysis to understand market preferences, SEO strategies to increase online visibility, and integration with service logistics to make the delivery process easier product will increase efficiency operations and experience shopping customers. With step This is Lasem Sranti's handwritten batik UMKM expected can increase potency sale in a way substantial as well as expand influence and contribution they in conserve Indonesian batik art and culture in an increasingly global market competitive.

D. E-commerce Account Creation

Shopee and Tokopedia are important e-commerce platforms for Lasem Sranti Written Batik MSMEs, they may sell products online and open distant market opportunities more widely than channel marketing. Through this platform, MSMEs can reach consumers throughout Indonesia and international markets, offering potential significant growth. Features like promotion of products, discounts, advertisements paid, and management of real-time inventory help increase the visibility of products, manage stock goods, and ensure efficient operations, so guard satisfaction among customers and maximize sales.

These two platforms also provide facility transaction safety with various methods of payment and protection of buyers, which increases of comfort and trust of customers in shopping. Tracking feature real-time delivery delivers information accurate to customers regarding order status, improves satisfaction, and reduces worry. Analytical tools provided allow MSMEs to analyze performance business, understand preference customers, and optimize marketing strategies as well as inventory based on sales data, which is very important for planning future business.

Shopee and Tokopedia also offer training programs and resources Power Educational, helping MSMEs improve their Skills in optimizing online stores and digital marketing strategies. Support responsive customers to ensure help is available the moment face a problem. By utilizing all features This is Lasem Sranti's handwritten batik UMKM can expand market reach, increase sales, and build brands in more markets broad, reaching efficient operational high, giving mark plus to customers, and building powerful strong competition in a growing market.

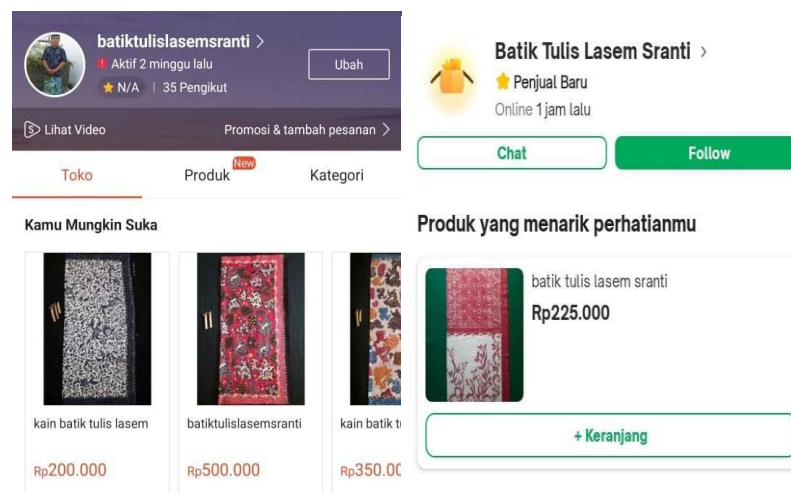


Figure 2. online shop Shopee and Tokopedia UMKM Batik Tulis Lasem Sranti.

E. Mentoring Use and Evaluation

Accompaniment in the use of e-commerce accounts for Lasem Sranti Written Batik MSMEs has given significant results in increasing the capacity and independence of the economy of MSME actors. Following are the results and Discussion from the evaluation carried out to activity accompaniment:

1. Improvement Knowledge and Skills:

Surveys conducted before and after accompaniment show enhanced knowledge and skills of participants in using e-commerce platforms such as Shopee and Tokopedia. Before assistance, lots of participants who are not familiar with the method make accounts, upload products, or use features promotions available. After mentoring, in part, a big participant feels more believe themselves and are capable manage their e-commerce account in a way independent. The Study methods are by optimizing the description of products, choosing interesting photos, and decisive competitive prices. Apart from that, they also earn knowledge about methods to use various feature promotions such as discount vouchers, flash sales, and advertisements paid to increase the visibility and sales of products.

2. Improvement Sales and Transactions:

Sales data taken from the e-commerce platform shows significant improvement in amount transactions and total sales of UMKM written batik products Lasem Sranti Written Batik. Period evaluation shows exists enhancement in average sales by 30% in three months after accompaniment compared to three Months previously. This matter shows that accompaniment is effective in helping MSMEs expand their market reach. Additionally, improved transactions also show that customers more believe and are more interested in buying products via the e-commerce platform after seeing quality products displayed with Good. The evaluation also shows an enhancement amount followers on MSME e-commerce accounts, which shows that more Lots interested consumers follow and buy products.

3. Response Positive from Participant:

Through interviews and discussions group focused, participants disclose that they feel more motivated and motivated to Keep developing to business after accepting accompaniment. Many participants state that they Now understand the importance of digital marketing and e-commerce in reaching more markets wide. Participants also expressed that they feel capable compete with other businesses big and more established, blessing knowledge new ones they are getting. Several

participants even started to develop a plan for a business period length covering digital strategy, including a plan for expansion to international markets.

4. Identify Obstacle:

The evaluation also identifies several obstacles faced by participants during assistance, among other obstacles technical like difficulty in operating device soft or e-commerce applications, as well as lack of basic digital skills. Apart from that, there is a challenge in management time, where some participant feel difficulty in allocating enough time to manage their e-commerce account is somewhere in the middle of busyness operational daily. Obstacle This shows the necessity for more approaches in mentoring, including giving support and ongoing technical training more intensive deep. Assistance provided has succeeded in increasing the capacity of Lasem Sranti Written Batik MSMEs in using e-commerce platforms to sell products. Enhancement The digital knowledge and skills acquired by participants are very important in the current digital era, where e-commerce is one effective way to reach more markets expand, and improve sales. Evaluation results show that the participants are capable apply their knowledge in a way practical, proven by the enhancement of significant sales and transactions. However, the evaluation also reveals that There are still several necessary obstacles to overcome to ensure the sustainability and effective use of e-commerce by MSMEs. Technical obstacles and lack thereof basic digital skills show the necessity accompaniment of further and more training to ensure that all participants are capable operates an e-commerce platform with Good.

Conclusion

Sranti Written Batik UMKM has succeeded compete in the digital era by utilizing e-commerce platforms such as Shopee and Tokopedia for online marketing. The use of e-commerce makes it possible to expand market reach and increase sales as well as income in a way significant, both inside and overseas. Training intensive in the utilization of digital platforms has increased the skills of batik craftsmen manage e-commerce accounts, using features promotion, and doing sales data analysis to optimize marketing strategy. Enhancement skills give them the tools and knowledge required to compete in a growing market. Accompaniment also encourages innovation and adaptation in marketing strategy as well as guards the quality of products produced. The digital transformation experienced by Lasem Sranti Written Batik MSMEs is not only about adopting technology new but also changing methods think and operating to reach success in the future. Overall, mentoring has increased the capacity and independence MSME economy, helping them optimize e-commerce potential for growth and sustainable business. With training and support sustainable, these MSMEs are expected to keep developing and become an example of success for other MSMEs in digital transformation, all at once contributing to the conservation of Lasem's written batik culture which is an inheritance of valuable Indonesian culture.

Acknowledgment

With Sincere and full gratitude, we want to disclose saying accept the deep love on extraordinary dedication normal in carrying out journal This. Every step taken, each given effort, and every contribution presented is proof of real Spirit-inspiring assistance. Hopefully, the journal This not only become notes scientific but also an inspiration for those who follow footsteps assistance in MSMEs. With respect and appreciation, we thank you and love to the Lasem Sranti Written Batik MSMEs who have donated time, knowledge, and expertise. To Lasem Sranti Written Batik UMKM Hopefully the more successful and able always inspiring every child nation. Accept

love on your role in making accompaniment This is more than simply a project, but rather a journey that has deep meaning for progress and prosperity together.

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