

APPLICATION DIGITAL MARKETING FOR INCREASING SALES-TURNOVER OF NARUNA HANDMADE CERAMIC PRODUCT

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ABSTRAK

Produk keramik yang dibahas dalam penelitian ini [A1] adalah peralatan makan keramik yang diolah dengan tangan dengan keunggulan kompetitif menggunakan teknik glazing di Naruna Ceramic Studio (NCS), Salatiga, Jawa Tengah, Indonesia. Teknik ini merupakan metode pewarnaan setelah pembakaran pertama tungku keramik yang dapat memberikan ciri khas pada produk memberikan kesan warna yang menarik dan elegan yang dapat meningkatkan omset penjualan dan daya saing NCS dibandingkan dengan yang sejenis. Pandemi COVID-19 yang terus ada di Indonesia memaksa jumlah customer sales tidak bisa berinteraksi langsung dengan NCS, sehingga perlu dilakukan perubahan strategi pemasaran baru yang dilakukan NCS untuk meningkatkan omzet. Metode pemasaran digital dalam makalah ini diterapkan oleh penulis dan NCS untuk memasarkan produk peralatan makan keramik buatan tangan dengan proses finishing menggunakan teknik glazing. Digital Marketing System yang diterapkan oleh NCS dan peneliti adalah membangun sebuah platform periklanan yang dapat mempengaruhi perilaku konsumen sehingga dapat memberikan kontribusi yang signifikan terhadap peningkatan omzet penjual produk keramik ini. Iklan yang dipasang di Facebook, Instagram, YouTube, TikTok, dan Website akan dilakukan berdasarkan landing page yang berakhir di marketplace (Shopee, Tokopedia) dan aplikasi WhatsApp yang dikelola oleh customer service NCS. Hasil akhir hingga Oktober 2020 menunjukkan peningkatan omzet sebesar 65% setelah implementasi DM ini dilaksanakan.

Kata Kunci: peralatan makan keramik; NCS; teknik glasir; pemasaran digital; pasar

ABSTRACT

The ceramic products discussed in this paper are hand-processed ceramic tableware with a competitive advantage in using the glazing technique at Naruna Ceramic Studio (NCS), Salatiga, Central Java, Indonesia. This technique is a coloring method after the first combustion of a ceramic kiln that can give a characteristic to the product giving an attractive and elegant color impression that can increase sales turnover and competitiveness of NCS compared to similar. The COVID-19 pandemic that continues to exist in Indonesia forces the number of customer sales to not be able to interact directly with NCS, so it is necessary to change a new marketing strategy carried out by NCS to increase turnover. The digital marketing method in this paper is applied by the author and NCS to market handmade ceramic

tableware products with a finishing process using the glazing technique. The Digital Marketing System applied by NCS and researchers is to build an advertising platform that can influence consumer behavior so that it can make a significant contribution to increasing the turnover of this ceramic product seller. The ads that posted on Facebook, Instagram, YouTube, TikTok, and Website will be done will be based on the landing page which ends in the marketplace (Shopee, Tokopedia) and the WhatsApp application which is managed by NCS customer service. The final results up to October 2020 showed an increase in turnover of 65% after the implementation of this DM was implemented.

Keywords: ceramic tableware; NCS; glaze technique; digital marketing; marketplace

1 Introduction

Business developments, both manufacturing and services, have started to become commonplace in today's digital era. The process of introduction, promotion, and sales can be done using digital devices (Ruliana et al., 2019). One type of industry that utilizes digital marketing is the creative industry which is one of the great opportunities utilized by various countries to help develop the people's economy. The creative industry itself is an industrial action that utilizes the creativity, skills, and talents of each individual intending to create prosperity and employment by generating and utilizing the creative power and copyright of both individuals and groups. The development of the creative industry has even penetrated the arts of batik, ceramics, design, to research and development.

Ceramic is a material derived from clay that contains various chemicals. Ceramics have various uses, including as a useful craft material to meet various market shares needed both at home and abroad (Ruliana et al., 2019; Anggoro et al., 2019; PK Fergiawan et al., 2019). The extent of the development of ceramic decoration makes the use of ceramics increasing because its unique aesthetic can attract the attention of various groups, and become a business field that can attract various market shares [5, 12, 28].

Minister of Industry Airlangga Hartarto in his remarks and opening of the Ceramics exhibition and National Ceramic Industry Competitiveness Seminar in Jakarta, March 14, 2019, said, the Ministry of Industry of the Republic of Indonesia will continue to spur Indonesia's competitiveness in the national ceramic industry to be able to have a competitive advantage in industry 4.0 era. This is done considering that this industry is one of the priorities that will be developed to meet the needs of the domestic market and exports to foreign countries. Minister of Industry Airlangga Hartarto on the occasion also said that there were four important points to achieve this target, namely: the availability of industrial gas at competitive prices, innovation, competent Human Resources (HR), and the development of the domestic ceramic industry. The Minister of Industry is optimistic that if this strategic step goes well, then Indonesia can potentially be ranked 4th in the world as a ceramic producer. The Minister of Industry also hopes that the domestic ceramic industry can continue to contribute as a driving force for accelerating national economic growth in the form of design and fabrication of ceramic products with a reach to domestic and foreign markets [18-20].

To accelerate the development of the ceramic industry in industrial era 4.0, the role of digital marketing is needed. Digital Marketing is a marketing activity including branding that uses various media bases [14,27] and can be seen as an activity, institution, and process facilitated by digital technology. This technology is used to create and deliver value for customers and other stakeholders [14].). Digital marketing can also be considered as an effective tactic for the service and manufacturing industries to see new digital sources in the form of interesting information through advertising as an

effort to retain customers [14]. Examples include: (a) search engine advertising, (b) social media, (c) mobile promotion. Other researchers also explained the importance of digital marketing goals for a product for marketing using media devices and electronic resources, for example: (a) website, (b) e-mail, (c) social media [7,20].

The Naruna Ceramic Studio company, which is located in Salatiga, Central Java, Indonesia, is currently engaged in the ceramic industry with types of handicraft products, which can be designed in the form of Indonesian batik. Marketing, which is currently moving in the Revolution 4.0 era, has experienced very different changes in consumer behavior, especially during the current pandemic relying more on the use of various marketing platforms to order, buy, and make transactions, where consumers now rely more on online marketing platforms such as Shopee and Tokopedia..

The digital marketing application at PT Gyan Kreatif Indonesia is implemented comprehensively in this paper to see an increase in the sales turnover of handmade ceramic tableware based on the glazing technique and the company's efforts to see if the digital marketing applications that have been carried out can be combined for other types of ceramic products?

2 Method

2.1 Research Objects

The product that is the object of research in this paper is a ceramic tableware product (Glass, Mug, Plate, Saucer and can be presented in (Figure 1):



Figure 1. NCS Products: (a) Mug, (b) Glass, (c) Saucer, (d) Creamer Glass, (e) Plate

Products are said to have added value that can increase factory sales turnover if in the design stage they pay attention to the value proposition (Osterwalder et al., 2014). According to Osterwalder et al., (2014) the value proposition can help systematically understand what customers want and create products and services that suit customer needs. The value proposition on NCS ceramic products according to the identification obtained by researchers is divided into two, namely ceramic products and the institution itself.

2.2 Value Proposition (VP)

Researchers explained that the value proposition canvas has two sources, namely customer profiles, and products and services [24]. Results Based on interviews with NCS, the researchers were able to describe the condition of the actual proportion value of ceramic tableware products with handmade technology and glaze techniques. In this case, VP is divided into two parts, namely Customers and Products, each of which is divided into 3 factors, for Customers consisting of Wants, Needs, and Fears. Meanwhile, Product factors include Experiences, Features, Benefits.[A2]

Wants describes about what customers want when shopping for goods through the marketplace provided by NCS. Meanwhile, the comfort level of NCS customers when buying ceramic products is discussed in the shopping factor with comfort. The Buying factor with good quality and affordable prices explains the desire of NCS customers to buy ceramic products with good quality and affordable prices.

Needs describes customer needs when buying ceramic products on the marketplace provided by NCS. For customers who will buy products at low prices that are assessed at affordable product prices. Meanwhile, the need for a system to make it easier for customers to order products is discussed in the Ease of ordering product factor. Likewise, when customers need product quality assurance and desire a unique design, it can be represented in the product quality assurance factor and unique design.

Concerns or fears of NCS customers or potential customers when buying ceramic products about the fragile and easily damaged nature of the goods (cracked defects, broken during shipping, non-unique colors, etc.) will be assessed on the fragile factor of the item and the product does not match the design. Meanwhile, the customer's fear of the incompatibility of the products ordered in the marketplace as well as the price offering that is too expensive from NCS can be represented by the factors that the product is too expensive and the product does not match the design.

Experiences describes the experience of NCS to the media through the marketplace in marketing products. The use of marketplace factors discusses the marketplace used by NCS such as social media, websites, and landing pages. The Procurement of Customer Service (CS) factor discusses the use of customer service to serve customers.

Features describes the privileges when buying products at NCS. The advantages of NCS which can accept design requests from customers and the uniqueness of NCS in using the glaze technique are discussed on the factor that can be adjusted and using the glaze technique. Meanwhile, the technological hand-made factor explains the features of NCS products, which are made by experts and made by hand.

Benefits describes the advantages when buying products at NCS. The packaging safety factor during shipping (packaging) discusses customer benefits when there are problems during the process of sending packages to customers and packaging security. While the benefits of customers when facing problems with damaged products due to the shipping process or sending the wrong product, customers will be served by customer service directly, which is discussed in the Personal service with customer service (CS) factor.

From the explanation above, which was carried out by researchers through interviews with NCS, the Value Proportion which describes the information above, as described by [24] can be depicted in Figure 2.

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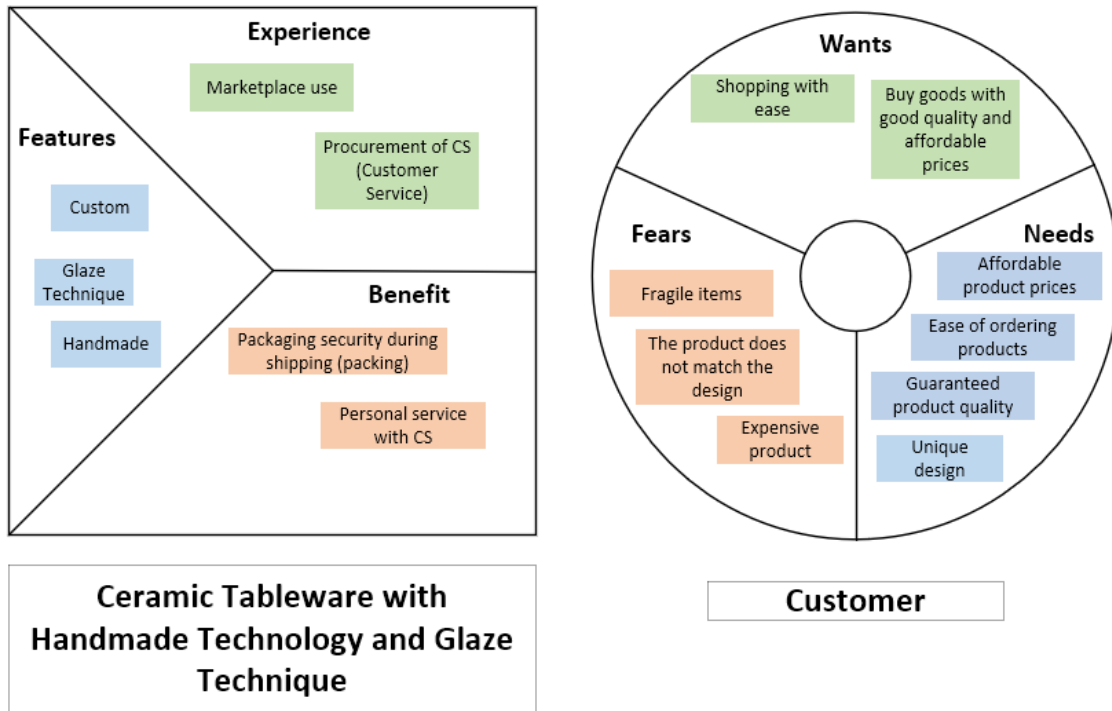


Figure 2. Value Proposition in NCS

2.3 Research Methodology

NCS is an Small-Medium Enterprise (SME) engaged in ceramic tableware and woodenware with artistic products (Figure 1). NCS uses ceramic and wood as basic materials for making tableware because ceramics and wood have more value and give an artistic impression to the product. Products made by NCS are produced using a handmade system by 15 ceramic craftsmen. This handmade system is a feature of NCS because it can provide varied shapes and colors.

An overview of the stages of research methods on digital marketing as described by [4] and [7] [A3] can be presented in Figure 3.

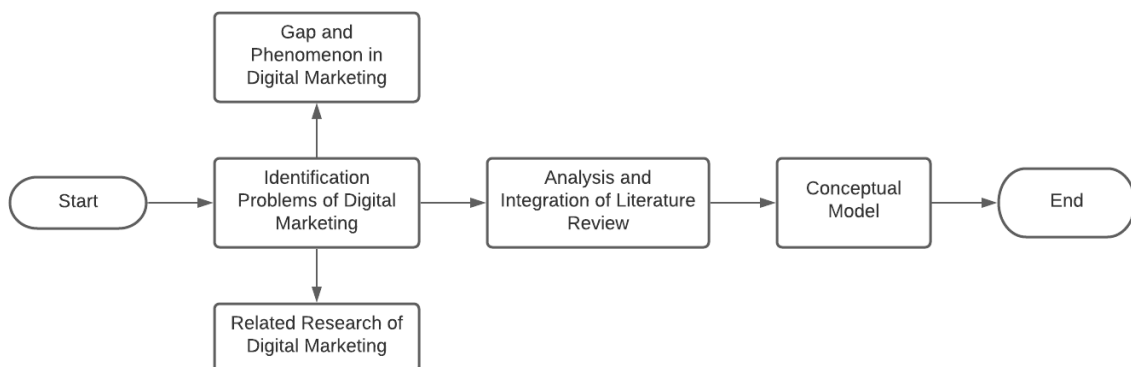


Figure 3. Business Process Management in SMEs Framework Model

The stages of the digital marketing methodology developed by researchers and have been applied with good results in NCS can be presented in Figure 4, Figure 5, and Figure 6. While the outputs of digital marketing applications that have been carried out by NCS and researchers from January to May 2021 can be presented in Table 1.

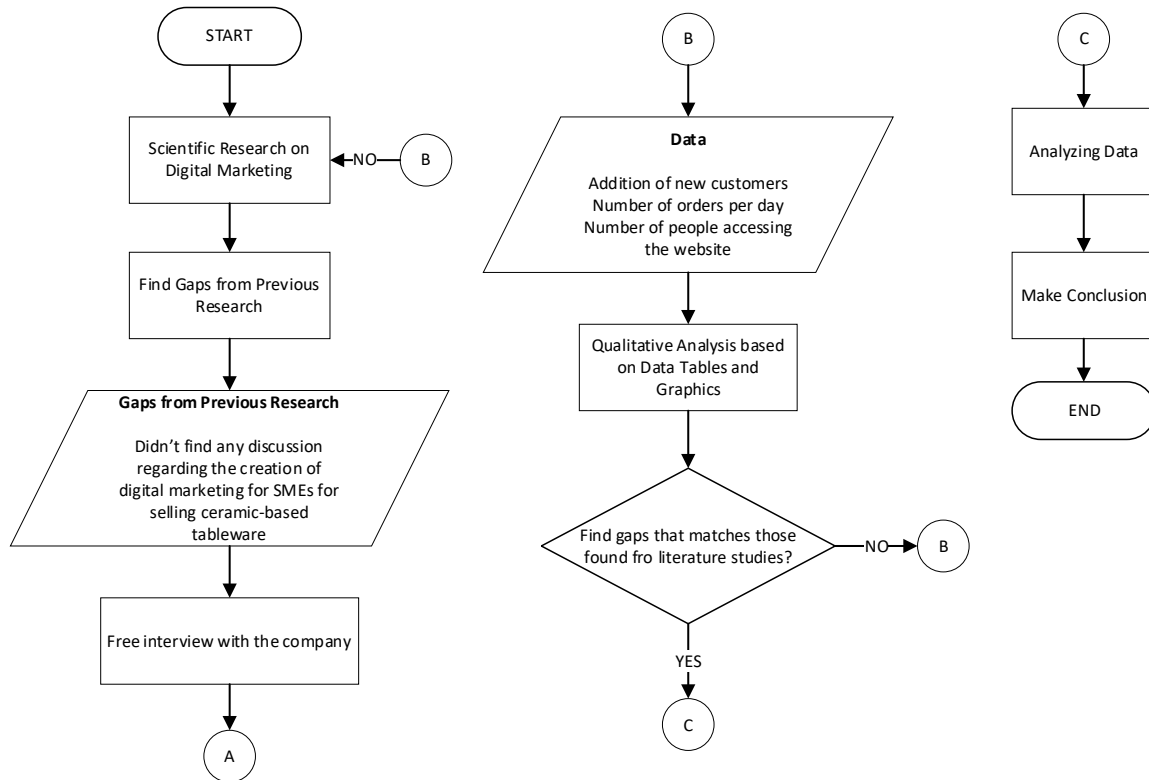


Figure 4. Naruna Marketing Research Framework

In this paper, the initial stage that the researcher did was after conducting a literature test by finding gaps in previous research, searching for research gaps that discussed the application of digital marketing in SME for selling ceramic-based tableware. Then conduct free interviews by obtaining information ranging from the history of Naruna's formation, the sales process before using digital marketing, to sales after using digital marketing as depicted in (Figure 4). The research data collection method was obtained based on the results of free interviews and observations made by observing data from the landing page. The data obtained are data on the addition of new customers, the number of orders per day, and the number of people who access the website from August 2019 to October 2020. Data analysis will be carried out using qualitative analysis based on table data obtained and in the form of graphs.

Based on the explanation of the research stages from previous studies [4,7,13], the researcher describes the digital marketing system into two, namely the promotion and advertising process, and the marketing process. The promotion and advertising process leads the SME process to promote and advertise products to attract the attention of potential consumers, while the marketing process focuses on using the marketplace as a place for transactions. The SME promotion and advertising process use several social media, namely Facebook ads, Instagram, TikTok, and YouTube. While the marketing process uses the Shopee and Tokopedia marketplaces. The process of promotion and

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advertising using Facebook ads will be shown in (Figure 5) and the process of promotion and advertising using Instagram is [A4] shown in (Figure 6).

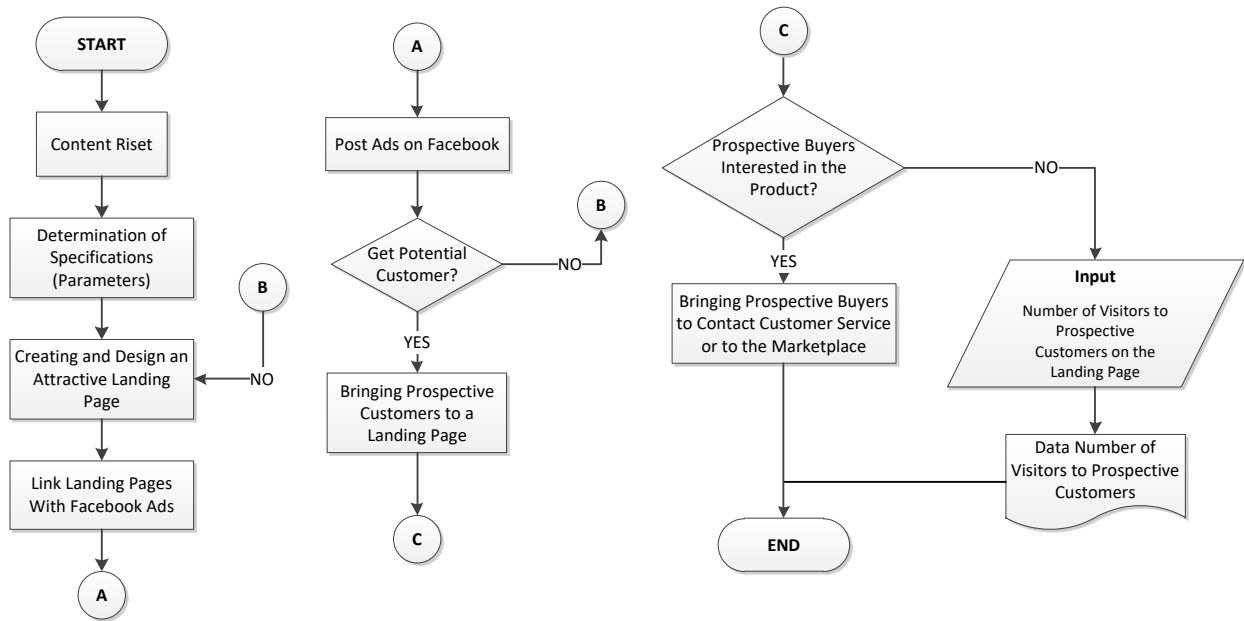


Figure 5. Naruna Marketing and Advertising Mechanism fo Facebook Application

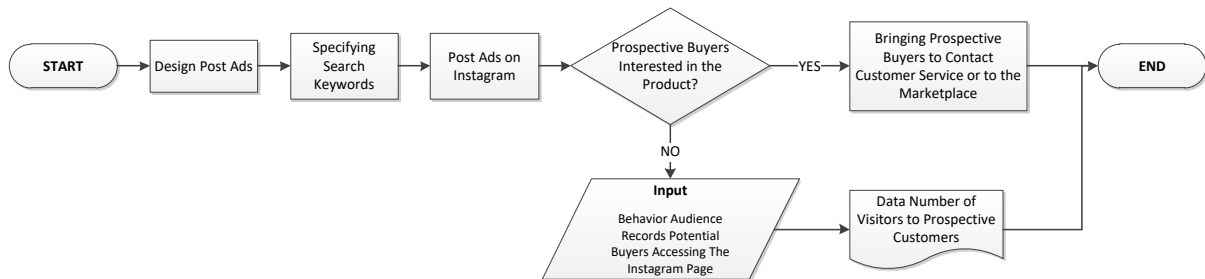


Figure 6. Naruna Marketing and Advertising Mechanism fo Instagram Application

In this paper, the application of figure 5 and 6 has been carried out by researchers at NCS with the stages described in figure 7. In this figure, the process of implementing NCS can be described as follows:

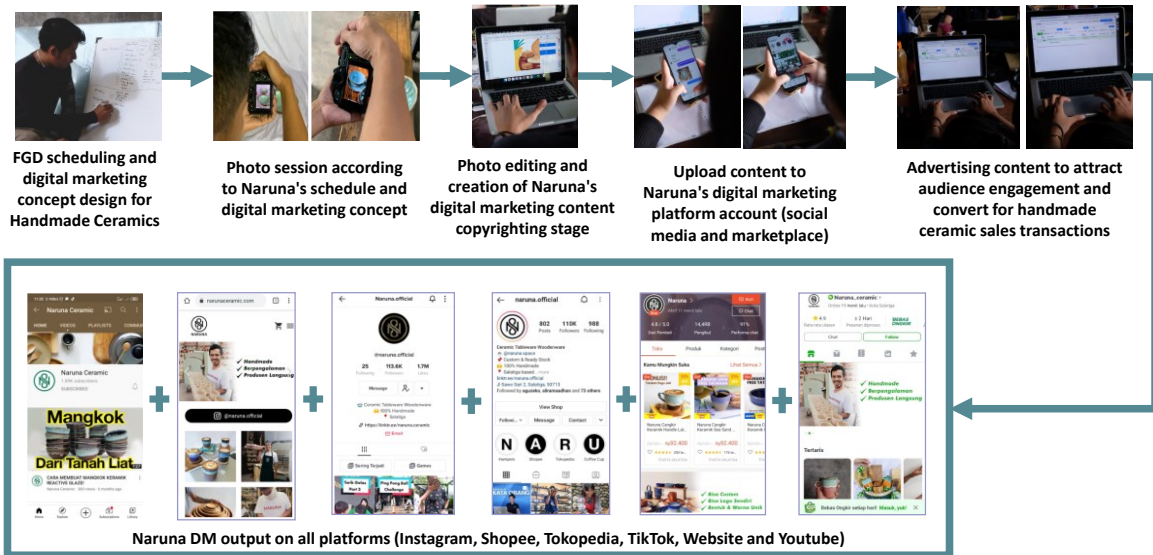


Figure 7. Real Application of Digital Marketing at Naruna Ceramic Studio

After carrying out the research process in (Figure 5, Figure 6, Figure 7), data regarding the increase in turnover at Naruna Ceramic Studio is needed. To find out the increase in market turnover at Naruna Ceramic Studio, the following chart of the increase in market turnover for 10 months starting from August 2019 to May 2020 is shown in Figure 8.



Figure 8. Naruna's Market Increasing Turnover

The graph in Figure 8 shows a very significant increase in turnover in January 2020. This is influenced by the start of the use of digital marketing in August 2019 to October 2019, and effective in November 2019. In addition, it is also influenced by the number of potential consumers and consumers. who are already familiar with the products produced by Naruna Ceramic Studio and are starting to attract potential consumers. The increasing interest of potential consumers can be seen from the increasing number of digital marketing trends used such as Instagram, Shopee, and WhatsApp.

3 Result

The definition of ceramic tableware products according to SKKNI (Indonesian National Work Competency Standards) No. 190, 2016 (Minister of Manpower of the Republic of Indonesia, 2016) which discusses the Processing Industry Category Main Group of Non-Metal Minerals Industry Sector of Ceramic Tableware and Sanitary Industry explains that ceramic tableware is tableware used as eating and drinking utensils made of ceramics, which consists of semi-vitreous china (semi-porcelain), stoneware, bone china, and glazed porcelain can be flat and/or hollow. Based on the results of the value proposition that has been made, it can be seen that NCS has the advantage of a unique design made by hand. The ability to make handmade products is done by seeking information and using glaze techniques. Making handmade products has the advantage of being able to make custom products according to customer requests so that they can be an advantage in terms of unique designs, shapes, and colors. In addition, based on experience in manufacturing ceramic-based products, it enables NCS to produce production effectiveness by communicating directly with manufacturers. The products produced by NCS are plates, glasses, mugs, saucers with a special appearance using the glazing technique.

Research on the use of digital marketing applications in several SMEs in Indonesia has been discussed well by several previous researchers [6,10,25,26,28]. However, most of them are more focused on review papers and rarely discuss the application of digital marketing in SMEs, compared to what researchers have done in this paper. The paper on digital marketing applications in real-case problems at NCS is discussed by researchers in this paper. This paper finds a new gap has emerged that has not been discussed by previous researchers, namely digital marketing for SME engaged in tableware with ceramic handmade base materials using the glazing technique. The research begins by conducting a literature study of previous research on digital marketing used in SMEs or home industries in Indonesia and looking at the gaps in the literature. In previous studies, there was very little discussion about systematic digital marketing and only discussed digital marketing in general. In addition, there are relatively few studies that discuss product marketing by SMEs, and not many discuss the marketing of SME products with ceramic base materials.

The research was continued by analyzing and combining the literature review using the Literature Review Paper (LRP) method [7].). In this paper, the initial interview process is carried out from the history of MSMEs that have played an important role in the national economy which is the driving force for economic growth, employment, and distributing development results [1,7]. This can be seen from the development of Gross Domestic Product (GDP) which can increase by 6.7% [1], and this development is supported by a business strategy that is combined with information technology [23]. However, SMEs only have limited funds so that social media is one of the right IT places [7] because it can increase marketing and sales, expand market share, and assist in making business decisions [2,11,16,31]. Based on the information above, [7] examines previous research related to the antecedents of adoption of social media and non-technical aspects of business involving people, culture, and organizational structure by looking at gaps or phenomena from the existing literature.

Research on the marketing of tableware products is a new gap for researchers to describe in detail in this paper because it is still rare to find researchers or paper writers who discuss digital marketing on tableware-type ceramic products. So that the method carried out by the researcher together with the NCS is briefly as shown in Figure 4 and this stage has also been presented by [4] and [7]. While the stages of using Facebook Ads and the Instagram application designed by the researchers are presented in Figure 5 and Figure 6. The researcher conducted descriptive observations by using the triangulation method which consisted of free interviews, observations, and surveys. This step has also been carried out by [7,14].

The digital marketing application that has been designed and applied by researchers with NCS after direct marketing through online portals (Facebook Ads, Instagram, WhatsApp, and Website) for 6 months from October 2019 to May 2020, has a significant impact on the increase in product sales turnover NCS ceramic tableware and can be presented in Figure 8. From that figure it can also be seen that there was a significant increase that occurred from October 2019 to November 2019 which increased by almost 65%. This has had a good impact on the future development of the NCS industry as well as the appeal [17].

At the stage described in (Figure 5), the researcher with NCS conducted content research to determine the content to be used in product marketing. Then after determining the content to be used, it is continued by determining the effective parameters for the landing page. The parameters in question are the intended target consumers, such as from gender, age, city, individual, or group. Then make an attractive landing page and design which is then connected to Facebook Ads. If you have made a payment, the ad will appear on Facebook.

This advertisement on Facebook is expected to attract the attention of potential buyers. If the prospective buyer is interested, the prospective buyer will enter the landing page that has been given various product views along with information about the product. If potential buyers are interested in the displayed product, they will be led to contact customer service or directly enter the store page on a marketplace such as Shopee, Tokopedia, or Bukalapak to continue the transaction and delivery process. However, if on the landing page the prospective buyer is not interested in the product or only stops at the landing page, the system will record the prospective buyer as data on the visit of the prospective buyer who enters the NCS landing page. The data is then used as a data source of visitors to prospective customers.

Meanwhile, at the stage described in (Figure 6), the researcher and NCS plan marketing using Instagram. The first process is to design post ads for content on Instagram. Then the determination of keywords or keywords that function to bring up the product if potential buyers are looking for products on the search bar. In addition to using keywords, hashtags are also determined that can bring up products if there are potential customers who are looking for similar hashtags.

If the prospective buyer is interested, the prospective buyer will enter the landing page that has been given various product views along with information about the product. If potential buyers are interested in the displayed product, they will be led to contact customer service or directly enter the store page on a marketplace such as Shopee, Tokopedia, or Bukalapak to continue the transaction and delivery process. However, if on the landing page the prospective buyer is not interested in the product or only stops at the landing page, the system will record the prospective buyer as data on the visit of the prospective buyer who enters the NCS landing page. The data is then used as a data source of visitors to prospective customers.

Until now, there are still many ceramics that are generally still widely known by the public, which are used for ceramic tiles and sanitation. In addition, the use of ceramics in tableware has also become widely known to the public. However, Naruna Ceramic Studio has advantages compared to the coloring technique carried out with the glazing technique. The advantages of the glazing technique are that it has scratch resistance, does not fade, and the color does not fade easily when exposed to sunlight. In addition, the results of the glazing technique provide a shiny effect on ceramics so that the appearance of ceramic products becomes more attractive. Products that have been produced (Figure 1) will not be known by potential NCS consumers in cyberspace if they do not do marketing. The marketing strategy that can be carried out can be done in two ways, namely offline and online

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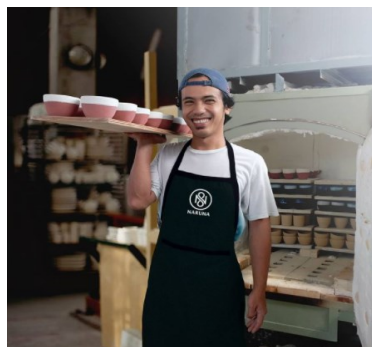
marketing Daxhammer et al., (2019). The pandemic condition due to covid 19 in Indonesia is a big obstacle for both parties (NCS and potential consumers) if they have to do offline marketing.

Effective marketing as described by [21] aims to gain market power and can lead to a situation known in economic practice as business success combined with competition law problems. This technique involves several things such as: networking with other market participants who are also interested in reducing distribution costs by creating a common distribution network, focusing market marketing activities to find new customers and win customer loyalty, determining pricing policies, and selecting suppliers based on price criteria, quality, and delivery requirements. To be able to dominate consumers, gain loyalty, and conquer competitors, it can be done by lowering prices to gain a high market share. The strategy of offering a lower price than competitors is considered justifiable in business terms and does not violate competition laws. In addition, the merger and acquisition method provides an alternative strategic alliance to strengthen the market position. The merger results in a higher concentration of assets in the hands of the company, and the acquisition is the creation and expansion of capital. There are possible strategic, financial, and managerial reasons. Strengthening the market position of a particular participant can be an important reason for concentration. This makes brand mergers and acquisitions one of the ways to achieve and maintain market dominance. Please note that concentrations may be controlled by competent authorities, and their conditions are determined by competition law. Market success is achieved due to high product quality, good service, high market share, continuous product improvement, and new product entry, rapidly growing market, or can exceed customer expectations. So that market success does not turn into a competition law issue, it is necessary to know the limits set on the dominant company's marketing activities. Strategic alliances, as long-term business cooperation agreements, can contribute to achieving market success elements. However, not in the form of a cartel that monopolizes the market and does not limit competition by limiting prices and purchasing independence of distributors. Concentrations that meet the criteria in competition law must be notified to the relevant competency body.

Marketing that can now be used as an alternative is to do online marketing. Online marketing is considered effective because potential consumers can find out the shape, design, and price of the product without having to visit an offline store. Marketing that is currently being applied by researchers and NCS is using Shopee media to make transactions and delivery goods, Instagram to find product images, and WhatsApp so that potential consumers know more information about products, where the stages have been described in Figures 5 and 6. attention of potential consumers, in addition to attractive product results, product price is one of the reasons potential consumers consider buying goods or not. Even though the price offered is cheap, if the marketing is still limited, there will be no increase in profits. Naruna's superiority in running offline marketing is more based on the value proposition aspect (Figure 1) which is then translated into two advantages from the product side and Naruna itself and can be presented in Figure 9.



a. Handmade



b. Production Effectiveness



c. Design

Figure 9. Naruna's Product Marketing Advantages

Figure 9 illustrates that Naruna has an advantage in marketing its products. Making products with a handmade system is the hallmark of Naruna's products, by relying on a workforce who is skilled in ceramic crafts to produce good production effectiveness. In addition, product orders are directly made by the manufacturer, so that the quality of the product is guaranteed directly by Naruna. By relying on experts and handmade systems, product designs are unique with colors and models that can be requested directly.

Since the beginning, Naruna Ceramic Studio has not changed the price of the products that have been made. To attract the attention of potential customers, the marketing team conducts promotions by providing discounts on certain items. Using digital marketing can help Naruna in promoting the products being sold so that the profits obtained can increase (Figure 4, Figure 5, Figure 6).

The description of the increase in the rate of consumer visits to the website at Naruna (narunaceramic.com) has a significant influence on the use of digital marketing that is being developed by researchers (Table 1). From Table 1, it can be seen that from November 2019 to October 2020 there was an increase in web visitors with the peak occurring in October 2020 as many as 1489 consumers. Where before the website was launched, there were 153 new Naruna customers but after the launch, there was an increase in consumer visits. This shows that online marketing via the website makes a big contribution to Naruna. Figure 9 also shows one of the differentiators and uniqueness of Naruna's products compared to ceramic products from similar competitors. The successful development of brand - branding image - branding carried out by Naruna and researchers as depicted in Figure 9, also provides a real picture for consumers to pay more attention to Naruna products as a reference product that must be purchased.

Table 1. Naruna's Customer Growth Data

Month	Web Visiting	Total Order per Month	Total New Customer
August 2019	0	6	52
September 2019	0	9	89
October 2019	0	14	121
November 2019	145	26	143
December 2019	209	16	233
January 2020	221	72	394
February 2020	376	49	680

Table 1. Naruna's Customer Growth Data

Month	Web Visiting	Total Order per Month	Total New Customer
March 2020	453	56	1001
April 2020	590	78	1832
May 2020	789	89	2191
June 2020	1009	125	2224
July 2020	1209	122	2345
August 2020	1348	130	1995
September 2020	1432	112	1985

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October 2020	1489	143	1909
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New potential customers will be interested to start looking for Naruna product information from the advertisements displayed. The ad must be visually appealing, with structured explanations, and informative delivery of information. Therefore, Naruna uses the Website to introduce its products, while at the same time attracting the attention of buyers by holding various events such as giving a discount if you buy a certain amount of product or getting a cheap price if you buy a certain product. This strategy helps Naruna acquire new customers and new orders every month, as illustrated in (Table 1).

Digital marketing is currently being carried out by Naruna using various platforms such as Facebook, Instagram, Website, Youtube, and Tik-Tok. Meanwhile, the marketplace currently used is Shopee. Naruna's regular online and offline marketing has resulted in rapid developments in uniquely colored handmade ceramic products (Figure 1), which are increasingly being recognized by the public, thus indirectly increasing the number of new orders added each month. The data can be presented in Figure 10.

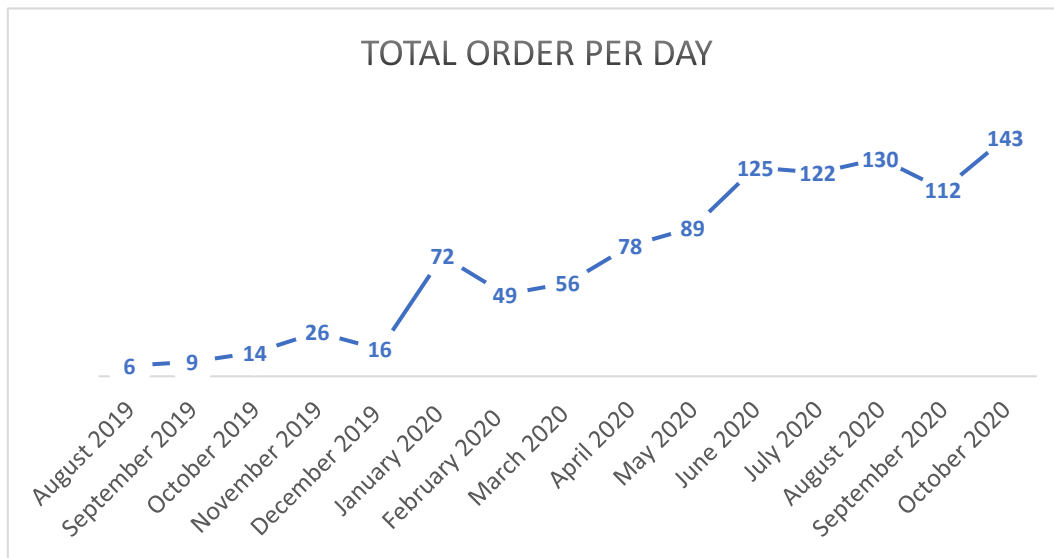


Figure 10. Naruna's Total Order per Month

The effect of using digital marketing in Naruna by using various social media such as Facebook, Instagram, and WhatsApp in this paper has succeeded in influencing the increase in the number of new customers and the number of new orders. The use of the website in (Table 1) as one of the marketing media also seems to be able to increase the number of new orders every month (Figure 10) and increase the number of new customers every month (Figure 11).

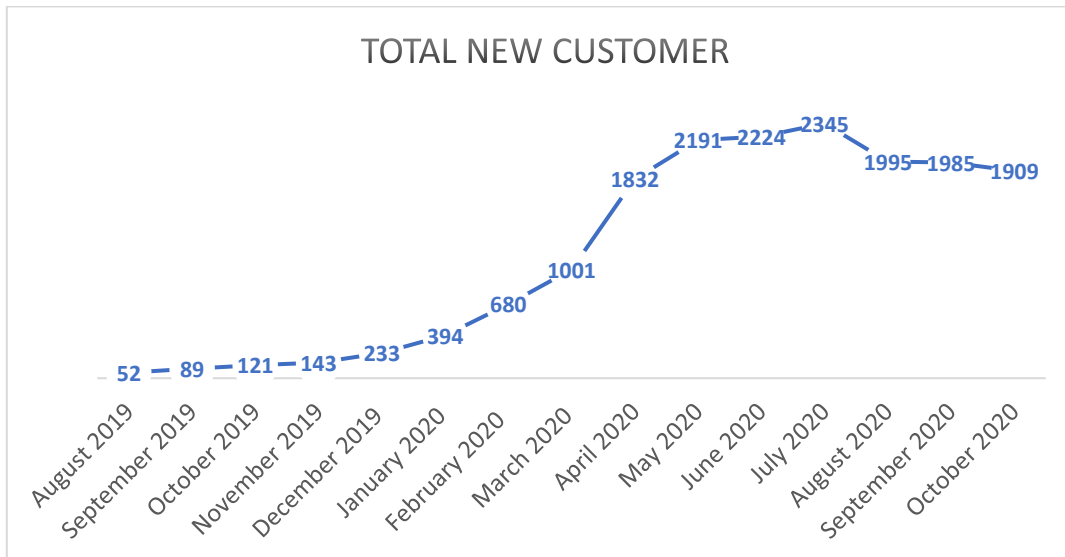


Figure 11. Naruna's Total New Customer per Month

Figure 11 shows the increase in Naruna's new customers as a result of using digital marketing. The increase in the number of new customers every month has increased and the highest point could be reached in July 2020 with as many as 2345 new customers. The graph above can also be used as a guide for Naruna in her efforts to improve product quality and service to customers. The increase in the number of customers can also show that Naruna's handmade products with unique, customized, and self-produced colors have a place in the hearts of the Indonesian people. This also affects the number of product orders per month which continues to increase within one month. The use of marketplaces such as Shopee also makes it easier for prospective consumers and existing consumers to make transactions and delivery directly from the marketplace and this has been carried out by Naruna through customer service officers who have been formed so far (Figure 11). The effect of using a marketplace like Shopee also makes it easier for customers to get products and guarantees the condition, quality, and accuracy of the goods purchased as advertised. Based on the results of the calculation of data from Table 1, the increase in the percentage of Total new Customers and Total Orders per Month is influenced by Web Visiting as depicted in Figure 12.

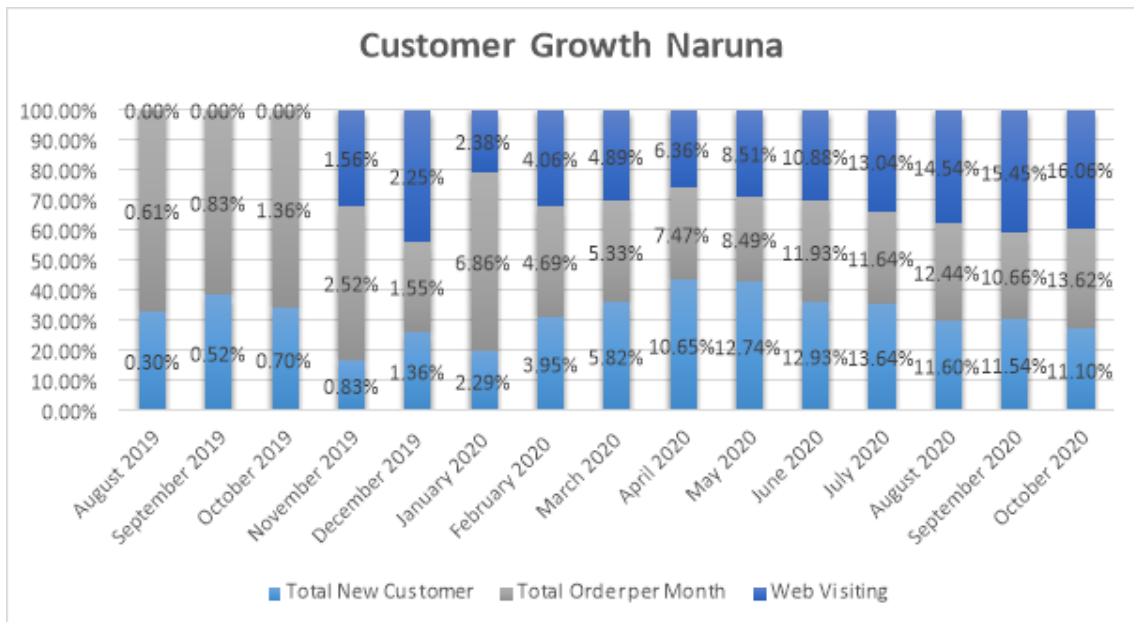


Figure 12. Naruna's Customer Growth Percentage

Based on Figure 12, the percentage from the beginning before using digital marketing and after using digital marketing can be said to help Naruna in marketing their products. August 2019 to October 2019 was the first time Naruna opened a business, and its marketing still relies on offline stores. Starting from November 2019, the use of the website to start product marketing has shown an increase in the number of new customers and the number of incoming orders. The development of the use of various social media to market products is increasing until the effect can show the balance of the percentage between new customers, new orders, and the number of visits to the website. The effect given proves the existence of a mutually influencing relationship.

4 Pembahasan

Based on Figure 12, the percentage from the beginning before using digital marketing and after using digital marketing can be said to help Naruna in marketing their products. August 2019 to October 2019 was the first time Naruna opened a business, and its marketing still relies on offline stores. Starting from November 2019, the use of the website to start product marketing has shown an increase in the number of new customers and the number of incoming orders. The development of the use of various social media to market products is increasing until the effect can show the balance of the percentage between new customers, new orders, and the number of visits to the website. The given effect proves that there is a statistically mutually influencing relationship,

Meja 2. Rangkuman Model Pengunjung Web terhadap Total Orde Baru

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.950 ^a	.903	.896	15.74173
a. Predictors: (Constant), Web_Visiting				

From the output shown in Table 1 by the researcher, the data were processed using SPSS v23 software to obtain the RSquare value. This value is very important in this paper is showing the relationship

between Web Visiting and Total New Order. Based on the calculation results of SPSS v23, obtained a value of 90.3% from 100% which indicates that Web Visiting has a significant effect on Total New Orders. To prove the results from Table 2, a regression analysis was carried out using ANOVA and Coefficient as described in Table 3.

Tabel 3. ANOVA dan Koefisien Pengunjung Web pada Total Pesanan Baru

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	30070.973	1	30070.973	121.351	.000b
	Residual	3221.427	13	247.802		
	Total	33292.400	14			
A. Dependent Variable: Total_New_Order						
B. Predictors: (Constant), Web_Visiting						

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.917	6.221		2.880	.013
	Web_Visiting	.084	.008	.950	11.016	.000
A. Dependent Variable: Total_New_Order						

From Table 3, the total regression model built from the digital marketing application of NCS handmade ceramic products is 33292.4, where about 90.33% (30070.973) of the model built can be described well by the researchers compared to the error obtained (3221.427). These results indicate that the data obtained by researchers from Web Visiting (Table 1) has a significant effect on the Total New Order NCS. The developed model also has a significant value of 0.000 from the value of = 0.05 which means that the regression model:

$$Y = 17.917 + 0.084 X \tag{1}$$

Regression model (1) is a true regression model that describes the actual real conditions. The value of Y describes Total New Order as the dependent variable and the value of X describes Web Visiting as predictors. This shows that the variables of Web Visiting and Total New Order have a significant effect on increasing the the turnover value of the sale of handmade naruna products.

This shows that the digital marketing application built and implemented by the researchers in this paper at NCS has proven successful and can increase the sales turnover of handmade naruna products. The application of digital marketing applications as has been done by researchers also gives good results as has been done by previous researchers [9,22].

5 Conclusion

The digital marketing system application that has been implemented in this paper can significantly increase the revenue of the number of customers and new orders by 25%. For NCS, the digital

marketing system can affect the company's turnover revenue which can reach an increase of almost 65%, so that it affects the increase in the number of customers and new orders very significantly to the increase in turnover. The increase in the number of customers and new orders every month experienced by Naruna Ceramic Studio can now be influenced by the progress of the use of digital marketing used and strategies in determining the cost of goods sold. The more potential customers and customers who start introducing Naruna products, it will affect the number of new customers and the number of new orders.

In the future, this application can also be applied to similar companies, such as jewelry products with ceramic base materials, ceramic crafts, and products with a handmade system. Subsequent research is more directed at designing a digital marketing system (landing page) for patterned jewelry products with ceramic base materials.

6 References

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