

Analysis of the Effectiveness of Digital Marketing in Improving the Finances of *Batik* Fahira MSMEs in Sumenep

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ABSTRACT



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This study aims to analyze the effectiveness of digital marketing and finance analysis on *Batik* Fahira Sumenep MSME in the effectiveness of digital marketing and batik finance for the owner or owner of *Batik* Fahira Sumenep MSME, with the main focus on the success of digital marketing and financial management. Digital marketing is very necessary to promote *batik* products in the current digital era, the challenges faced are the start of many competitors not only among *batik tulis* fahira but also batik cap and abstract which are increasingly in the market, and must be supported by good financial report management. The method in this study is a qualitative case study that focuses on *Batik* Fahira Sumenep MSME. The results of the study show that the digital marketing element is traffic there are visitors who are starting to crowd to take information through social media, conversion relationships and closeness of owners and partners are very good especially cooperation in sharing products and engagement is prioritized to add relationships and always intensely provide consumers with information related to the latest products through social media accounts, related to the management of financial reports is still manual.

Keywords: MSME, Digital Marketing, Financial Reports

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1. Introduction

The creative industry is a growing sector and makes a significant contribution to the Indonesian economy. One area within the creative industry that shows significant potential is the hand-drawn batik industry, particularly in the technical aspects of hand-drawn *batik*. Hand-drawn *batik* offers various advantages, such as high quality, refined design, and efficient production times, making it an increasingly popular choice among industry players.

Fahira, a micro, small, and medium enterprise (MSME), is committed to developing the potential of hand-drawn batik and recognizes the importance of providing practical skills relevant to current industry needs. One effort is through the introduction and training of hand-drawn *batik* to encourage entrepreneurship among the community by providing insight into business opportunities in the hand-drawn *batik* sector.

The demand for hand-drawn batik products continues to increase in line with fashion trends and promotional needs. Budget Data Table Growth of Fahira *Batik*.

Pe- riod	Produc- tion Budget (IDR)	Unit s Sol d	Sales Reve- nue (IDR)	Growth Indica- tor
Q1	10,000,000	120	18,000,000	Initial sales
Q2	11,500,000	150	22,500,000	Sales in- creased
Q3	13,000,000	185	27,750,000	Strong growth
Q4	15,000,000	230	34,500,000	Signifi- cant growth

Hand drawn *batik* techniques allow for the production of high-quality products in a shorter timeframe than traditional techniques. Therefore, hand-drawn *batik* training not only provides technical skills but also opens up opportunities for those who want to start their own business.

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Hand-drawn *batik* is a strategic step in developing technical skills, encouraging entrepreneurship, and contributing to the development of the creative industry in Sumenep Regency. Support and participation from various parties, including universities, government, and industry, are crucial to the success of this program. Through strong collaboration, this program is expected to provide sustainable benefits for students, the community, and the local economy.

Another study related to *batik*, Ita (2024), examined the effectiveness of MSMEs in digital sales, enabling them to achieve greater sales targets. After undergoing this training and mentoring, MSMEs in the Cungking area, Banyuwangi Regency, East Java Province, gained new insights into how to manage their social media to optimize and maximize digital marketing. This activity also enabled MSMEs to independently create and disseminate content on social media more effectively.

The research strategies used by Cahya (2025) included attractive promotions, discounts, free shipping, and maintaining product quality and excellent service. However, several obstacles remained, such as slow admin response and inactive social media accounts. Therefore, improving social media management and communication strategies is crucial to maximize digital marketing and business growth.

This background prompted the researcher to conduct a new study entitled "Analysis of the Effectiveness of Digital Marketing and Finance in the *Batik* Fahira Sumenep MSME".

2. Literature Review

Digital marketing is a marketing approach that uses digital technologies and internet-based platforms to promote products and services to a wider audience efficiently Philip Kotler dan Kevin Lane Keller (2016), Digital marketing is the process, technique, or strategy of marketing and promoting a company's products or brands digitally or through electronic media. This process is often known to the public as online marketing, internet marketing, or web marketing. This digital-based marketing aims to promote, build brand image and preference, increase sales, and reach a wider market share through low-cost internet marketing. Digital marketing encompasses many media, including social media, video marketing, advertising, official websites, and email marketing.

According to Lucyantoro (2017), digital marketing is a marketing activity that encompasses branding using at least several digital or internet-based media, such as social media, blogs, email, websites, or AdWords. It can be concluded that e-marketing is a subset of e-commerce. Based on this definition, it can also be concluded that digital marketing is a subset of marketing that utilizes the internet as its medium. These activities can be conducted via computers or gadgets, including social media network applications, videos or photos, websites or blogs, mobile applications, YouTube, email marketing, AdSense, and social bookmarking.

Marketing is the process or stage of creating, communicating, and delivering value to customers. This involves building mutually beneficial relation-

ships between customers or consumers and stakeholders. The types of marketing strategies are as follows: Direct Selling, a marketing method that involves direct interaction with consumers. Earned Media, a form of indirect marketing where companies must develop a strong brand image on social media platforms to build relationships and gain public trust. Point of Purchase, a type of marketing strategy where companies place advertisements strategically near products to direct consumers to purchase. Internet Marketing, a form of marketing strategy that is common and widely used by businesses today because this type of marketing strategy is easy and fast to implement (Kotler & Keller, 2020).

Muljiono (2019) argues that digital marketing has three important elements, namely Traffic which indicates how many visitors visit the digital media used when conducting digital marketing, such as traffic from websites or social media like Instagram. Conversion or a relationship between users or consumers with a business or company. Engagement which can indicate how much a company can build relationships with the intended target (consumers), with the research of Masito (2021) showing the results that digital marketing has a significant and partial effect on consumer loyalty, it can be concluded that the right digital marketing then the higher it can increase the sense of consumer loyalty, supported by other studies such as Fitrianti (2020) which resulted that descriptively digital marketing and consumer loyalty are less, but verifiably digital marketing has an effect on consumer loyalty partially and simultaneously.

Financial reports are structured records that show a company's financial performance and position over a specific period, Kieso, Weygandt, dan Warfield (2018). The research that discusses digital marketing, as for MSMEs, cannot be separated from carrying out financial reporting and management properly according to standards, the applicable standard for financial reporting of MSME actors is SAK EMKM (Financial Accounting Standards Micro, Small, and Medium Entities). According to IAI, Reports that should be made by MSME actors and contained in SAK EMKM are Financial position report at the end of the period, Profit and loss report during the period, and Notes to the financial statements (IAI, 2018), supported by research such as Research related to community service activities (PKM) with the topic of financial reports has been carried out a lot, including by Firmansyah in 2019 who provided technical guidance on preparing financial reports using android for MSME actors (Firmansyah et al., 2019). Similar to the community service activities carried out by Firmansyah et al. in 2019, Mahmudah et al. In 2019, community service was also carried out to increase the knowledge of MSME actors in terms of accounting and business management (Mahmudah et al., 2019).

Another study conducted by Rachmanti et al. in 2019 aimed to educate MSMEs about the accounting standards that should be used in their financial reporting (Rachmanti et al., 2019). Dynasty management is highly influential and has a significant impact on asset misuse, therefore, the need for GCG principles transparency, accountability, responsibility, independence, and fairness is needed to improve the control system for online or digital land management reporting as a necessary tool (Pranata et al., 2024).

Based on the literature review and research that underpinned this research, it focuses on digital

marketing and financial reporting management at the Fahira Sumenep MSME.

3. Research methods

This research is a qualitative approach with a descriptive case study method. According to Yin (2014), this method is exploratory in nature, aiming to obtain a comprehensive picture of events in specific locations. Furthermore, this research method is also suitable for researchers who already have an overview or initial data on the problem under study, namely digital marketing and financial reporting management at the Fahira MSME in Sumenep.

The researcher selected informants, namely the owners of the *Batik* Fahira MSME, for this study to obtain optimal and accurate information to answer the research problem formulation and meet the research objectives. Informants, Achmad Baihaki as the owner of *Batik* Fahira, namely the owners of the *Batik* Fahira MSME, are expected to provide the best answers and share experiences related to the research problem. Data collection in this case study uses triangulation, which combines observation, in-depth interviews, and documentation necessary for data collection.

4. Results and Discussion

Batik Fahira is a batik-focused SME known for its hand-drawn batik. It frequently collaborates with Wira-raja University in Sumenep, maintaining the distinctive Madurese motif.

Digital marketing is the spearhead of *Batik* Fahira's promotion, utilizing social media to offer products such as hand-drawn *batik* with Madurese motifs and custom-made *batik*. According to Muljiono (2019), "Alhamdulillah, sales continue to grow, but it is still necessary to consistently promote to maintain sales presence in the online world", said Baihaki, the owner of *Batik* Fahira. digital marketing has three important elements: 1. Traffic, which indicates the number of visitors visiting the digital media used for digital marketing, such as traffic from websites or social media. The traffic generated by *Batik* Fahira consumers can be seen on the profile page on Google Maps as follows:





The traffic explains how high and low the number of visits that occur during the time at the Batik Fahira UMKM, which explains that the peak hours of visitors who come on the days and times listed in the traffic can be concluded on average on several days that are the busiest, namely during active working hours from 11.00 WIB to 13.00 WIB, while the inactive working hours from 18.00 WIB to 20.00 WIB are the most crowded with visitors.

2. Conversion or a relationship between users or consumers and businesses or companies. The owner of Fahira's MSME strives to maintain good relationships by always communicating through promotions or batik events in Sumenep Regency, "I formed the Fahira batik partner community so that batik artisans have a forum and collaborate with each other to market their products," said Achmad Baihaki, owner of Fahira's MSME, and continues to utilize social media such as TikTok, Facebook, WhatsApp, and Instagram.

3. Engagement that can indicate how well a company can build relationships with the intended target (consumers). The power of promotion is always carried out to gain consumer attraction not only through product stock but with this hand-drawn *batik* also provides inspiration for consumers to place orders according to the motifs and desires of consumers, starting from the motif and the selection of fabric that will be used as the main material of the *batik*. The motif that is most in demand by young couples is by making couple *batik*.

This is inseparable from financial reporting in Fahira's MSMEs, where financial reporting still has to be adjusted to SAK EMKM, so here the researcher explains that improving the understanding and skills of MSMEs in preparing financial reports in accordance with the Financial Accounting Standards for Micro, Small and Medium Entities (SAK EMKM).

Researchers attempted to gain understanding through 1) Socialization: This study used socialization as one of the methods. Socialization was conducted to introduce and increase the understanding of MSME actors about the importance of preparing financial reports. 2) Preparation of Financial Reports: the method of preparing appropriate financial reports in accordance with SAK EMKM. This method includes learning about the types of financial reports that must be prepared by MSMEs, such as financial position reports, profit and loss reports, and notes to the financial statements. 3) Education and Training: In the socialization and preparation of financial reports, an educational and training approach was used to increase the understanding and skills of MSME actors in this matter. 4) Implementation Evaluation: Although the method has been developed, this study also noted that MSME Fahira has not yet implemented the preparation of financial reports in their business. Therefore, an implementation evaluation was conducted to understand the obstacles that might be faced. By using this method, it is hoped that MSMEs can improve the quality of their financial reports and avoid losses due to errors in decision making.

5. Conclusion

The research that has been conducted can be concluded that in digital marketing that occurs in *Batik Fahira* MSMEs from digital marketing elements that include traffic where the average visitor is always evenly distributed during working hours and non-working hours, conversion where *Batik Fahira* MSMEs create a *Batik Fahira* partner community, and engagement that continues to maintain good relationships with motifs according to the interests of the customer and finally the need for financial reporting in accordance with SAK EMKM and in the future can use digital financial reports.

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