



Marketing Strategy Through Digitalization To Increase Income Of Pottery Msmes In Klaten, Central Java

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Abstract

This study aims to analyze the implementation of digital marketing strategies in increasing the income of pottery MSMEs in Klaten, Central Java. This research adopts a qualitative approach using a case study method involving 30 MSMEs selected through purposive sampling. Data were collected through in-depth interviews, observations, and documentation, and analyzed using thematic analysis techniques.

The findings reveal that digital marketing through social media and online marketplaces significantly enhances market reach, brand awareness, and sales performance. Platforms such as Instagram, WhatsApp, and e-commerce marketplaces play a crucial role in expanding customer networks beyond local markets. However, several challenges remain, including limited digital literacy, lack of content creation skills, and insufficient technological support.

This study contributes to the development of digital marketing strategies in MSMEs by emphasizing the importance of human resource readiness, digital capabilities, and institutional support. The findings provide practical implications for policymakers, business practitioners, and academics in optimizing digital transformation in the creative economy sector.

Keywords:

Digitalization, marketing strategy, MSMEs, pottery, Klaten

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in national economic development, particularly in creating employment opportunities, increasing income, and maintaining regional economic stability (Agustina et al., 2025). In Indonesia, MSMEs based on traditional crafts not only contribute economically but also preserve local cultural heritage. One of the prominent sectors is pottery MSMEs in Klaten Regency, Central Java, which are known for their unique products based on local wisdom. However, pottery MSMEs face significant challenges in increasing competitiveness and business income, especially in the era of digital transformation (Mulasih & Saefullah, 2024).

Conventional marketing methods still dominate, thereby limiting market reach and growth potential. Meanwhile, digital technology has transformed marketing practices by offering opportunities for MSMEs to expand their market reach, reduce promotional costs, and enhance customer engagement. However, in practice, many pottery MSMEs in Klaten have not yet been able to fully utilize digital technology. Limited knowledge, inadequate digital skills, and low levels of technological literacy are major obstacles to implementing effective digital marketing strategies. As a result, product marketing remains largely conventional, leading to limited market share and slow business revenue growth (Tohiroh et al., 2021). Human resource capability is a key factor in determining the success of digital marketing implementation. Previous studies have emphasized the importance of digital competence and marketing strategies in improving MSME performance. However, there remains a research gap regarding the implementation of digital marketing strategies specifically in pottery MSMEs and their impact on income. This condition makes it difficult for MSMEs to develop targeted and consistent digital marketing strategies that align with the characteristics of the target market (Mulasih et al., 2025).

According to Suyadi et al. (2018), marketing competence, particularly in the utilization of digital technology, has a significant impact on MSME performance. Digital marketing requires not only technical skills in operating digital devices and applications but also an understanding of consumer behavior, content management, product branding, and online pricing and distribution strategies. This limited level of competence prevents pottery MSMEs from maximizing their digital potential as a means of increasing revenue (Adiguna et al., 2024). In addition to human resource competence, an integrated digital marketing strategy is also essential for developing pottery MSMEs. This strategy includes selecting appropriate digital platforms, managing engaging promotional content, and utilizing data and analytics to understand market needs. However, limited capital, a lack of mentoring, and restricted access to digital marketing training often hinder MSMEs from developing sustainable digital-based marketing strategies (Falah et al., 2025). The role of the government and other stakeholders is therefore crucial in encouraging the digitalization of MSME marketing. Support in the form of policies, training, mentoring, and facilitation of access to digital technology and markets can accelerate digital adoption among pottery MSMEs. According to a report by the Asian Development Bank (ADB), strengthening the digital capacity of MSMEs is a strategic step to enhance competitiveness, expand markets, and increase business revenue, particularly in the creative economy and traditional crafts sectors (Qusairy et al., 2025).

Previous studies have shown that marketing strategies and human resource competencies have a positive influence on MSME performance. Suindari and Juniariani (2020) found that financial management, human resource competence, and marketing strategies significantly influence MSME performance. Toyib et al. (2022) emphasized the importance of human resource collaboration in achieving organizational performance targets, although their study focused more

on the public sector. Tarigan (2020) highlighted the importance of digital transformation in the agribusiness system and the development of technology-adaptive human resources, while Supatminingsih (2022) discussed the role of human resources in economic development more broadly without specifically focusing on craft MSMEs (Tarigan, 2020). Based on previous research, there is still a gap in research regarding the implementation of digital marketing strategies specifically for pottery MSMEs, particularly in relation to increasing business revenue. This study aims to fill this gap by analyzing.

METHODS

This study employed a qualitative approach with a case study design to obtain an in-depth understanding of the implementation of digital marketing strategies in pottery MSMEs. A qualitative approach was chosen because it enables a comprehensive exploration of the experiences, perceptions, and practices of MSME actors in utilizing digital technology as a marketing tool (Andalusi et al., 2025).

The study was conducted in the pottery industry center located in Klaten Regency, Central Java. Data were collected from 30 pottery MSMEs selected using a purposive sampling technique. Informants were chosen based on specific criteria, namely MSME owners who were directly involved in production and marketing activities and had experience using digital media to promote their products. This sampling technique ensured that the selected informants were relevant to the research objectives (Adlini et al., 2022).

Data collection techniques included semi-structured in-depth interviews, participant observation, and documentation. The interviews aimed to gather detailed information regarding the implementation of digital marketing strategies, the use of social media and marketplaces, challenges encountered, and their perceived impact on business performance. Participant observation was conducted to directly examine digital marketing practices, including online promotional activities, customer interactions, and content management strategies employed by MSMEs (Zahroh et al., 2025). Data analysis was carried out using thematic analysis techniques, which involved several stages: data reduction, coding, categorization, and the identification of key themes. This analytical process aimed to identify factors influencing the effectiveness of digital marketing strategies, including digital capability, platform utilization, consistency in promotion, and external support (Rozita et al., 2025).

The results showed that digital media utilization, digital marketing skills, and promotional content management capabilities were the primary factors influencing the increase in revenue for pottery MSMEs. Furthermore, support from local governments and MSME support institutions in the form of digital marketing training, business mentoring, and facilitating access to digital platforms played a significant role in boosting the effectiveness of digital-based marketing strategies (Susanto et al., 2024).

RESULT AND DISCUSSION

Research on the implementation of digital marketing strategies for pottery MSMEs in Klaten Regency shows both positive and negative impacts experienced by various parties involved. The primary positive impact of digital marketing is the increased market reach of pottery MSMEs, which are no longer limited to local consumers but are now able to reach regional and even national markets. The use of social media and digital marketplaces enables MSMEs to promote their

products more widely at a relatively low cost, thus contributing to increased business revenue. Furthermore, digital marketing also encourages MSMEs to be more innovative in product packaging, pricing, and customer service. However, negative impacts also arise, particularly for MSMEs with limited digital literacy and access to technology, potentially creating income disparities among pottery entrepreneurs.

The research findings indicate that pottery MSMEs in Klaten are active in various production and marketing activities, with a diverse range of products, such as household appliances, decorative ornaments, and high-value crafts. This product diversification is a key strength in attracting consumer interest on digital platforms, as it allows them to reach a wider market segment. The use of social media, such as WhatsApp, Instagram, and Facebook, as well as online marketplaces, has become a primary means of marketing products. Product diversification supported by digital marketing strategies has been proven to increase transaction frequency and expand the customer base, thus positively impacting the revenue of pottery MSMEs.

However, the research also identified several weaknesses and obstacles faced by pottery MSMEs in implementing digital marketing. One major obstacle is the limited human resources with digital marketing skills, including in creating promotional content, managing social media accounts, and utilizing marketplace features. Furthermore, limited business capital hinders improvements in the quality of digital promotions, such as through paid advertising or more attractive product packaging. The lack of cohesiveness and collaboration among MSMEs also hinders joint marketing efforts that have the potential to increase collective competitiveness. Another significant obstacle is limited access to the broader digital market and the lack of ongoing mentoring from relevant parties.

Furthermore, this research also identified several advantages possessed by pottery MSMEs in Klaten that support the success of digital marketing strategies. MSMEs generally apply simple management principles that reflect the POAC (Planning, Organizing, Actuating, Controlling) concept, particularly in production planning and business management. Furthermore, established business networks, including those with fellow artisans, collectors, and marketing partners, provide crucial social capital for expanding product distribution. The strategic location of pottery centers also provides advantages in terms of access to raw materials and product distribution. The communicative nature of MSMEs facilitates collaboration and information sharing, including in the adoption of digital marketing. The ease of establishing partnerships with local governments, academics, and the private sector offers significant potential for sustainably strengthening digital-based marketing strategies.

Overall, the results and discussion indicate that digital marketing strategies play a significant role in increasing the income of pottery MSMEs in Klaten. The successful implementation of this strategy is heavily influenced by the readiness of human resources, capital support, collaboration between business actors, and mentoring from the government and other stakeholders. Therefore, ongoing synergy is needed between MSMEs, the government, and supporting institutions to maximize the positive impact of marketing digitalization while minimizing the risk of inequality and limited access to technology, so that pottery MSMEs can develop inclusively and sustainably.

CONCLUSION

This study concludes that digital marketing strategies play a significant role in increasing the revenue of pottery MSMEs in Klaten Regency, Central Java. The use of digital platforms, including social media and online marketplaces, has proven effective in expanding market reach,

enhancing product visibility, and improving promotional efficiency compared to conventional marketing methods. The effectiveness of digital marketing implementation is strongly influenced by human resource readiness, particularly in terms of digital skills, content management capabilities, and understanding of online consumer behavior. MSMEs that are able to integrate product diversification with well-targeted digital marketing strategies tend to achieve higher sales performance and increased business revenue. In addition, structured business management practices, along with networking and collaboration among business actors, serve as important supporting factors in optimizing digital marketing outcomes.

However, several challenges remain, including limited digital literacy, insufficient business capital, and the lack of continuous mentoring. These constraints may hinder the effectiveness of digital marketing implementation and contribute to disparities among MSMEs. Therefore, stronger support from local governments, MSME support institutions, and the private sector is essential, particularly in the form of training programs, technological facilitation, and improved access to digital markets. Overall, digital marketing strategies represent a viable and sustainable approach to enhancing the income of pottery MSMEs, provided they are supported by improved human resource capacity, strengthened stakeholder collaboration, and responsive policies aligned with the needs of MSMEs in the digital era.

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