
Designing a Digital Marketing Strategy for MSME Batik Jati Kusuma using the Sostac Method

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Abstract

Batik Jati Kusuma is an MSME that produces various types of batik cloth. Its product marketing technique, Batik Jati Kusuma, still uses conventional techniques so that the marketing process is not optimal. In order for the product marketing process to run optimally, it is necessary to design a special strategy. The purpose of this study is to expand the marketing area by implementing digital marketing designs on social media platforms in the form of Facebook ads and Instagram ads using the SOSTAC method combined with SWOT analysis and Value Proposition Canvas. The results of the SWOT analysis obtained 4 predictions, where the main strength lies in the selling price of batik cloth products which are cheap so that they are easily accessible to the public, while the weakness lies in the sales process using conventional techniques, these MSME must implement marketing strategies using social media in the form of Facebook ads and Instagram ads to reach broad target consumers, the main opportunity is to be able to form a batik brand image typical of Karangjati village. Then the main threat is the emergence of new, similar competitors, so these MSME must create superiority and competitiveness in their products. From the SWOT results, the percentage on Facebook ads increased by 84%, then the percentage on Instagram ads increased by 80%.

Keywords: MSME, Digital Marketing, SOSTAC, Batik, VPC

1. Introduction

Batik Jati Kusuma is a Micro, Small and Medium Enterprise (MSME) engaged in the production of batik cloth. The batik cloth produced by this MSME has various types with good quality and affordable prices. Although the quality and price of the products produced are quite good, these MSMEs still experience problems in the marketing process [1], [2]. The marketing techniques used still use conventional techniques so that it is not optimal in reaching a wider target audience. In order to overcome the obstacles faced, it is necessary to design a special strategy in marketing batik cloth products. The right marketing strategy will help these MSMEs expand their marketing area and increase product sales. Therefore, this research aims to expand the marketing area by implementing digital marketing design on social media platforms in the form of Facebook ads and Instagram ads using the SOSTAC method combined with SWOT analysis and Value Proposition Canvas [3].

SWOT analysis is conducted to determine the strengths, weaknesses, opportunities, and threats faced by MSME Batik Jati Kusuma. From the results of this SWOT analysis, it is known that the main strength possessed by this MSME is the low price of product sales so that it is easily accessible to the public [4], [5]. However, the weakness lies in the sales techniques that still use conventional methods. The main opportunity is to form a brand image of batik typical of Karangjati village. Meanwhile, the main threat faced is the emergence of new similar competitors. Therefore, these MSMEs must create advantages and competitiveness in their products [6], [7]. From the results of this SWOT analysis, it is known that MSME Batik Jati Kusuma needs to implement a marketing strategy using social media in the form of Facebook ads and Instagram ads to reach target consumers widely. This strategy is expected to help MSME increase sales of batik cloth products. In its implementation, this MSME uses the SOSTAC method

which stands for Situational Analysis, Objectives, Strategy, Tactics, Action, and Control. This method is an effective model for designing and implementing a structured and directed marketing plan. In addition, the Value Proposition Canvas is also used in designing this marketing strategy. Value Proposition Canvas is used to identify the added value of batik cloth products produced by MSME Batik Jati Kusuma. By identifying the added value of this product, MSMEs can determine the right marketing strategy to reach a wider target audience and increase product sales.

2. Literature Review

2.1. SOSTAC

SOSTAC is a structured and targeted marketing planning model used to design and implement marketing plans. This model is very popular and often used in marketing planning because it allows planners to focus on each stage of the marketing plan systematically and effectively [8]. SOSTAC stands for Situational Analysis, Objectives, Strategy, Tactics, Action, and Control. This model consists of six stages, namely:

- 1) **Situational Analysis:** This stage is an analysis of the situation or condition of the company. At this stage, the company analyzes the internal and external environment to determine the strengths, weaknesses, opportunities, and threats (SWOT) that exist. The results of this SWOT analysis will help companies determine the right marketing direction.
- 2) **Objectives:** The second stage is setting marketing objectives. At this stage, the company determines the short-term and long-term goals it wants to achieve in marketing its products. These goals must be realistic, measurable, specific, and achievable within a certain time.
- 3) **Strategy:** The third stage is to determine the marketing strategy. At this stage, the company determines the right strategy to achieve the marketing goals set at the previous stage. The marketing strategy must consider the internal and external environment, and lead the company to a competitive position in the market.
- 4) **Tactics:** The fourth stage is to determine marketing tactics. At this stage, the company determines the marketing tactics that will be carried out to achieve marketing objectives. Marketing tactics must be specific, achievable, and in accordance with the established marketing strategy.
- 5) **Action:** The fifth stage is the implementation of the marketing plan. At this stage, the company takes marketing actions based on the marketing plan that was designed in the previous stage. Implementation must be carried out regularly and purposefully, and carried out in a timely manner.
- 6) **Control:** The last stage is the control and evaluation of the marketing plan. At this stage, the company evaluates the marketing results that have been carried out. The results of this evaluation will be the basis for making improvements and adjustments to the marketing plan that was designed in the previous stage.

2.2. Value Proposition Canvas (VPC)

The Value Proposition Canvas (VPC) is a business model used to design a value proposition that appeals to customers and differentiates products from competitors in the market. This model consists of two elements: Value Map and Customer Profile [9], [10]. Value Map is a value map that describes all the elements that will be provided to customers. This map consists of three main elements, namely: Products and Services, Pain and Gain. Products and Services refer to the products or services offered by the company. Pain and Gain reflect the needs, wants, and problems faced by customers in meeting their needs.

Meanwhile, Customer Profile is a customer profile or market segment that the company wants to target. The customer profile consists of three main elements, namely: Customer Jobs, Pains, and Gains. Customer Jobs are tasks or jobs that must be done by customers to meet their needs. Pains are problems or obstacles faced by customers in fulfilling their needs [11], [12]. Gains are the advantages or benefits that customers want to get by fulfilling their needs. In designing a value proposition, a company must pay attention to the factors that make its product attractive to customers and differentiate it from competitors in the market. The value proposition can be designed by analyzing the elements on the Value Map and Customer Profile and identifying factors that can make the product attractive and differentiate it from competitors' products.

In analyzing using VPC, companies can understand the needs, wants, and problems faced by customers. This can help companies design products or services that are appropriate and attractive to customers. In addition, VPC can also help companies to differentiate their products from competitors in the market. In implementing VPC, companies need to involve a team consisting of various departments. The team must have the ability to collect data and analyze it. In addition, the team must also be able to collaborate and communicate well to create the right value proposition for customers. By using VPC, companies can design the right value proposition for customers and differentiate products from competitors in the market. This can help companies increase competitiveness in the market and expand market share. In addition, VPC can also help companies in planning effective and efficient marketing strategies to increase product sales.

2.3. SWOT (Strengths, Weaknesses, Opportunities, and Threats)

SWOT (Strengths, Weaknesses, Opportunities, and Threats) is an analytical method used to evaluate the strengths, weaknesses, opportunities, and threats of a company or organization. SWOT analysis is usually done to understand the position of a company or organization in the market and help the company or organization plan a better business strategy [13]–[15]. In SWOT analysis, strengths and weaknesses are identified as internal factors of the company or organization, while opportunities and threats are identified as external factors. These internal and external factors are then linked to assist the company or organization in designing an appropriate strategy.

Strengths are positive internal factors possessed by the company or organization, such as specialized expertise, a strong brand, and qualified human resources. Weaknesses are negative internal factors that need to be corrected, such as lack of resources, poor infrastructure, and ineffective management [16]–[18]. Opportunities are positive external factors, such as growing market opportunities, new technological changes, and supportive government policies. Threats are negative external factors, such as intense competition, climate change, and changes in government regulations. In a SWOT analysis, a company or organization needs to consider the relationship between these factors. For example, a company's strengths can be used to capitalize on existing market opportunities. On the other hand, the company's weaknesses can exacerbate threats that arise in the market. SWOT analysis is usually conducted periodically to monitor the changing conditions in the market [19], [20]. In this analysis, companies or organizations can identify changes in conditions that may occur in the future, and prepare themselves by designing appropriate strategies. SWOT analysis can also help companies or organizations make better business decisions.

3. Methodology

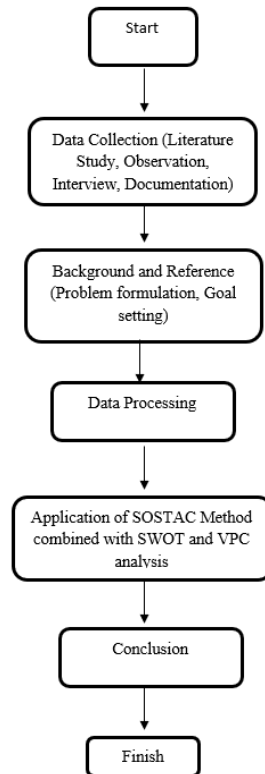


Fig. 1. Research Flow

SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a framework used to evaluate an organization's current state and its future potential by examining its internal strengths and weaknesses, as well as external opportunities and threats. It is a valuable tool that can be applied to a variety of situations, such as new product development, market research, and strategic planning. The SWOT analysis can be conducted using a variety of methods, including interviews, surveys, focus groups, and market research. SWOT analysis is beneficial because it helps organizations identify their competitive advantages, potential vulnerabilities, and areas where they can improve. By analyzing their strengths, organizations can determine which areas they excel in and use them to create competitive advantages. Identifying weaknesses enables organizations to address areas where they are falling short and work to improve them. Opportunities offer a chance for growth, expansion, and new revenue streams, while threats warn of potential roadblocks or risks that must be addressed.

SWOT analysis can be broken down into four steps. First, identify your organization's strengths by asking questions such as "What are we good at?" and "What sets us apart from our competitors?" Second, identify weaknesses by asking questions such as "What do we struggle with?" and "What are our competitors doing better than us?" Third, identify opportunities by asking questions such as "What trends or changes in the market could benefit us?" and "What untapped markets could we expand into?" Fourth, identify threats by asking questions such as "What changes in the market could hurt our business?" and "What risks do we face from our competitors?". In conducting a SWOT analysis, it is essential to be honest and objective when evaluating your organization's strengths, weaknesses, opportunities, and threats. This means taking an unbiased look at your organization's internal and external factors, without being swayed by personal opinions or biases. Additionally, it is important to focus on the most significant factors and prioritize them based on their level of impact on your organization's success.

Overall, SWOT analysis is a useful tool for organizations looking to gain a better understanding of their current state and potential for growth. By evaluating internal and external factors, organizations can determine their competitive advantages, potential vulnerabilities, and areas for improvement. This information can be used to develop strategic plans, improve products or services, and ultimately increase revenue and profitability.

4. Result and Discussion

The results of this study show that by implementing digital marketing design on social media platforms such as Facebook ads and Instagram ads using the SOSTAC method combined with SWOT analysis and Value Proposition Canvas can increase the effectiveness of product marketing at Batik Jati Kusuma. In the SWOT analysis, it was found that the main strength of Batik Jati Kusuma lies in the low selling price of batik cloth products that are easily accessible to the public. However, its main weakness lies in the conventional product marketing techniques. To overcome this weakness, a marketing strategy using social media is needed that can reach a wide range of target consumers. By implementing Facebook ads and Instagram ads, the total percentage on Facebook ads increased by 84% and the total percentage on Instagram ads increased by 80%. This shows that the use of social media in product marketing is very effective in reaching a wider target audience.

In addition, by applying the Value Proposition Canvas, Batik Jati Kusuma can determine the added value that can be offered to its products. In this case, Batik Jati Kusuma can offer batik typical of Karangjati village as an added value to its products. This can help Batik Jati Kusuma in forming a distinctive and unique brand image, so that it can be a differentiator from its competitors. In the SWOT analysis, it was also found that the main threat of Batik Jati Kusuma is the emergence of new similar competitors. To face this threat, Batik Jati Kusuma must create advantages and competitiveness in its products. One way to create this advantage is to continue to develop product quality and provide the best service to consumers.

In conclusion, designing digital marketing on social media platforms by applying the SOSTAC method combined with SWOT analysis and Value Proposition Canvas can help Batik Jati Kusuma in increasing the marketing effectiveness of its products. By applying the right marketing strategy, Batik Jati Kusuma can increase the number of percentages on Facebook ads and Instagram ads so that it can reach a wider target audience. In addition, by offering typical Karangjati village batik as an added value to its products, Batik Jati Kusuma can form a distinctive and unique brand image. In facing threats from new competitors, Batik Jati Kusuma must continue to develop the quality of its products and provide the best service to consumers in order to maintain its position in the market.

5. Conclusion

Based on the results of this study, it can be concluded that designing a digital marketing strategy using SOSTAC, SWOT analysis, and Value Proposition Canvas can increase the marketing effectiveness of Batik Jati Kusuma. Marketing strategies through social media such as Facebook and Instagram ads are expected to help expand the marketing area and reach a wider target audience. In conducting the SWOT analysis, it is known that Batik Jati Kusuma has a strength in the low selling price, making it easily accessible to the public. However, the main weakness lies in the sales technique that still uses conventional methods. Therefore, a digital marketing strategy through social media is the right solution to overcome this weakness.

In addition, the biggest opportunity for Batik Jati Kusuma is that it can form a brand image of batik typical of Karangjati village. However, the threat faced is the emergence of new, similar competitors. To overcome this threat, these MSMEs must create advantages and competitiveness in their products to remain in demand by consumers. The results of the SWOT analysis show that the total percentage on Facebook ads increased by 84%, while on Instagram ads it increased by 80%. This shows that designing a digital marketing strategy using SOSTAC and SWOT analysis can provide significant results in increasing marketing effectiveness.

In order to optimize the marketing of Batik Jati Kusuma, it is recommended to continue to update the digital marketing strategy and conduct regular evaluations. In addition, it is necessary to develop products to keep attracting consumer interest. Thus, it is expected that Batik Jati Kusuma can continue to grow and develop as a successful and competitive MSME in the market.

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