

Strengthening the Market of Bathok Koi Coconut Shell Waste Crafts through Digital Marketing System in Achieving Brand Awareness

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Abstract: This research aims to increase brand awareness and competitiveness of Bathok Koi coconut shell waste handicraft products through the implementation of digital marketing strategies. The program involved intensive training for micro business partners and university students, covering digital marketing skills such as social media management, product photography, and creative content creation for digital platforms. The results of the program showed an increase in participants' understanding of branding and digital marketing which resulted in increased interactions with consumers and increased visits to Bathok Koi's social media profiles. In conclusion, continuous assistance in digital marketing is needed to encourage business sustainability and strengthen Bathok Koi's position in local and regional markets.

Keywords: Brand Awareness; Coconut Shell Bathok Koi; Digital Marketing; Waste Virtue

Introduction

Crafts made from coconut shell waste have developed into an industry with significant economic potential while supporting sustainability principles (Deshmukh dkk., 2024; M. Li dkk., 2024; Nardelli dkk., 2024; Pieter dkk., 2024). Bathok Koi, one of the small industries in Tanjungsari Village, Blitar City, is an example of efforts to utilize coconut shell waste into high-value handicraft products such as bags, wallets, and tissue holders (T. Li dkk., 2024; Ruszczyk dkk., 2024; Wante dkk., 2024). These products have been recognized for their high quality and have been able to penetrate markets in several regions in Indonesia, such as Yogyakarta, Cirebon, and Bali, although most of the marketing is still limited to the Business to Business (B2B) model with indirect distribution channels (Boerner dkk., 2024; Lacruz & Sofiate, 2024; Pedersen & Ritter, 2024; Wang, 2024).

This sales model limits Bathok Koi's ability to reach consumers directly and expand market share among

digital consumers. In this era of advanced technology, the ability to connect directly with consumers through digital marketing has become an important necessity to increase competitiveness and brand exposure in a wider market.



Figure 1. Physical store condition

Along with the development of technology and digital shopping trends, Bathok Koi has tried to utilize

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social media platforms such as Instagram and Facebook to get closer to consumers. However, limited skills in digital marketing and a lack of understanding of online marketing strategies have resulted in the effectiveness of these efforts being less than optimal. Bathok Koi's social media accounts still have limited followers, the resulting transactions are minimal, and consumer engagement is

low. As a result, Bathok Koi's efforts to build brand awareness and attract a larger number of consumers through digital media have not been achieved. This suggests that without the right digital strategy, Bathok Koi will struggle to compete in the modern market, especially with other craft products that are increasingly marketed through digital channels.

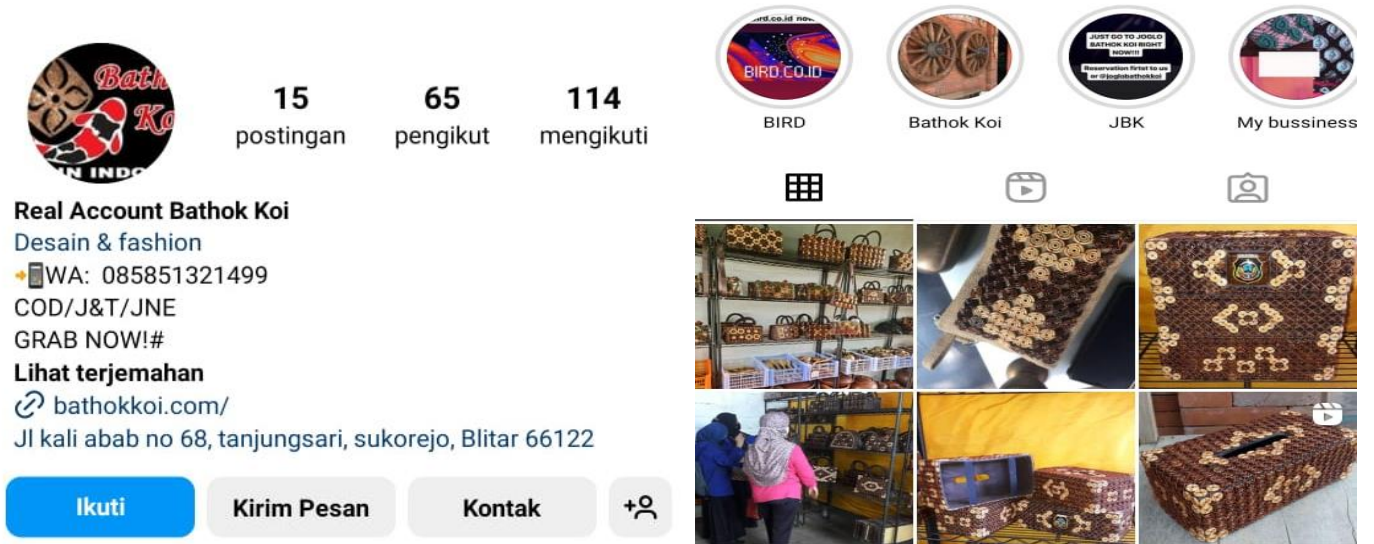


Figure 2. Bathok Koi's Social Media Instagram



Figure 3. Bathok Koi Facebook

In an effort to improve competitiveness, this research aims to strengthen the Bathok Koi market through a comprehensive digital marketing system. The main focus is on developing an omni channel store and optimizing social media to increase brand awareness and expand market access (Hendarsin dkk., 2024; Koç dkk., 2024; Mirzaei dkk., 2024; Şahiniz dkk., 2024). Through the omni channel store, Bathok Koi can integrate various digital platforms, including

marketplaces, social media, and websites, so that consumers can experience a more comprehensive shopping experience that is easily accessible from various channels. With the implementation of this system, Bathok Koi is expected to change its business model from B2B to Business to Consumer (B2C), where they can interact directly with end consumers, provide more personalized services, and strengthen customer loyalty (Bączyk dkk., 2024; Farhad, 2024; Muflihk &

Kiloes, 2024; Zhuang, 2024). In addition, social media optimization supported by attractive visual content and marketing strategies that are in accordance with the target segment are expected to increase consumer

engagement and attract new consumers (Dahou dkk., 2023; Qi dkk., 2024; Roche dkk., 2023; Shahade dkk., 2023).

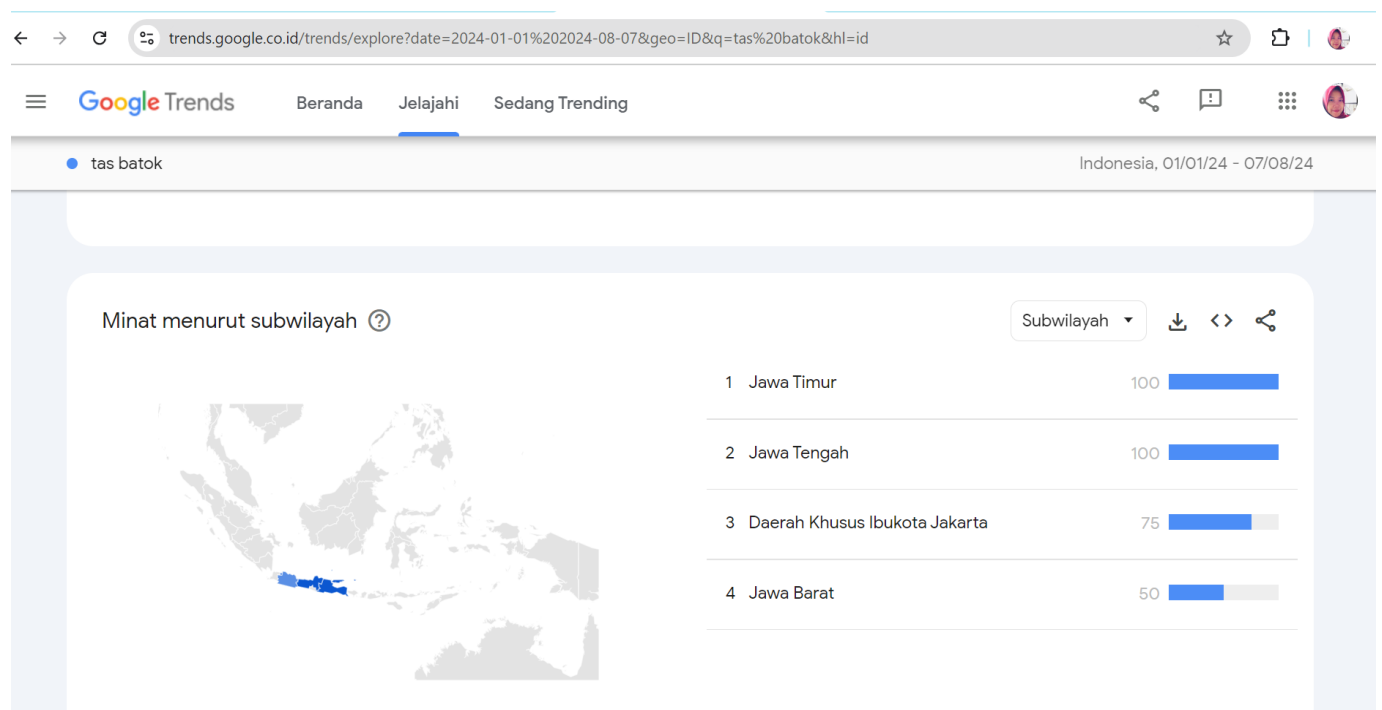


Figure 4. Digital Market Potential

These strategic steps are not only aimed at increasing brand awareness but are also expected to have a positive impact on increasing product sales volume directly. With targeted digital marketing, Bathok Koi has the potential to increase competitiveness, expand market reach to regional and national levels, and support its business sustainability. Through this approach, Bathok Koi is expected to be able to increase its contribution in supporting the local economy in a sustainable manner and encourage a green economy by utilizing coconut shell waste into value-added products.

Method

The stages of implementing activities to increase Bathok Koi brand awareness include several main steps. First, strengthening human resource competencies is the focus of mentoring, with the aim of increasing partners' knowledge and skills in product production and marketing. It is hoped that this assistance can have a significant positive impact on the development of the Bathok Koi business. Second, the development of marketing media through omni channel stores is the main solution to expand market reach and marketing

effectiveness. The steps taken include providing complete and attractive product descriptions on marketplaces such as Tokopedia, Shopee, and Lazada, including details of ingredients, sizes, care methods, and product uniqueness.

Product visuals are also enhanced with high-quality photos and videos to attract consumers' attention and provide a clear picture. In addition, interaction with consumers is enhanced through live chat, FAQs, and product reviews on e-commerce and social media to build trust. Consistent branding is applied across all marketing channels to create a strong brand identity, with consistency in logos, colors, fonts, and communication styles. The use of social media such as Instagram, Facebook, and TikTok is optimized for product promotion, interaction with consumers, and exciting campaigns such as giveaways and discounts. Sales platforms are also integrated to create a seamless shopping experience, ensuring shopping carts can be accessed from various devices and product information is always up-to-date. A schedule of activities in this Inovokasi program has been developed and implemented to support the achievement of these objectives.

Table 1. Activity Timeline

Activity Name	Month			
	Sep	Okt	Nov	Des
Contract signing	√			
Strengthening the competence of Partners' human resources	√	√		
Strengthening visual branding through digital content	√	√	√	
Omni channel store setup	√	√	√	
Procedure and administration system of omni channel store system		√	√	√
Program progress report (70%)		√		
Monev			√	
Final report				√

Bathok Koi micro-enterprises play an active role in every stage of the market strengthening program implementation. They participate in weekly mentoring activities, which involve students as part of the learning process. In addition, partners participated in the entire series of activities, from the preparation, implementation, monitoring and evaluation (M&E), to the sustainability of the program, ensuring full involvement in every process (Macías & Borges, 2024).

This program is designed to overcome the problems faced by the Partner, a craft business in Blitar City that processes coconut shells into products such as bags, wallets, and tissue holders. Currently, Bathok Koi is experiencing obstacles in product marketing, especially in the growing digital era. This program will focus on the Digital Marketing System in Achieving Brand Awareness of targeted digital marketing strategies, developing marketing media through omni-channel stores, and increasing the competence of human resources (HR) in managing digital marketing. This program is designed to help expand market reach, increase brand awareness, and encourage the growth of micro businesses by utilizing digital technology.

In the Bathok Koi coconut shell waste craft market strengthening program through digital marketing to achieve brand awareness, various resources are needed. First, human resources involve the program implementation team, partners, and students with various roles. The digital marketing team is in charge of

designing, managing, and implementing digital marketing strategies to increase brand awareness. Graphic designers create visually appealing content, while content creators create informative and creative content for social media, websites and advertisements. Photographers and videographers produce product images and videos used for promotions, supported by copywriters who write persuasive descriptions. The market research team analyzes market trends, consumer preferences, and competitors to align marketing strategies.

Result and Discussion

Apart from human resources, technology is also an important element, including computers or smartphones, design software, content management systems (CMS) to manage websites or online stores, digital marketing platforms such as Google Analytics, as well as e-commerce and paid advertising applications such as Google Ads and Instagram Ads. Tools such as DSLR or mirrorless cameras and mini studios are required to produce quality product visuals, while mobile devices help in social media management and quick communication with customers. Finally, technical assistance from partners in the form of refreshments, venue, manpower, and additional equipment supported the smooth running of all stages of this program.

Table 2. Activity Description

Main Activities	Activity Description	Description
Strengthening the competence of Partners' human resources	Assistance in strengthening HR competencies in digital content	Assistance to micro business partners (material and analysis of the potential of activities carried out in achieving brand awareness of processed coconut shell waste products bathok koi)
Strengthening visual branding	Training and assistance in strengthening visual branding through digital content	<ul style="list-style-type: none"> - Purchase of supporting materials in the implementation of visual branding - Assistance with product photos, product videos, and digital content - Assistance related to visual branding - Introduction to partners of the visual branding function - Introduction to digital content
Omni channel store platform integration	Preparation of an integrated omni channel store	Assistance and training in omni channel store management

Main Activities	Activity Description	Description
Social media marketing	Training and assistance in managing social media instagran and marketplace (shopee and tiktok)	Management of bathok koi social media accounts
<i>Omni channel store</i> system procedures and administration	Assistance in implementing digital marketing by utilizing <i>omni channel stores</i>	-

The Bathok Koi Coconut Shell Waste Craft Market Strengthening Program through the Digital Marketing System brings various positive impacts to micro business partners. First, there is an increase in product demand; with higher brand awareness, Bathok Koi handicrafts are increasingly recognized, potentially attracting new consumers, opening up opportunities for partners to increase production and sales. Second, the program creates new collaboration opportunities, allowing partners to collaborate with retailers, influencers or e-commerce platforms that can expand the product's market reach. Third, the impact of increased income and business sustainability is tangible; with a wider market and increased demand, partners

earn a more stable income and their business becomes more sustainable.

In addition, partners' capacities and competencies increased as they gained new knowledge on digital marketing, market trends and consumer preferences, which helped them to adapt to the industry and strengthen their business skills. Lastly, with a more recognizable brand, partners managed to build a positive image in the eyes of consumers as producers of high-quality eco-friendly crafts, which increased the credibility and attractiveness of their products. The achievements of this empowerment, both in terms of quantity and quality, are presented in Table 3.

Table 3. Achievement Measures of Partner Empowerment

Success Indicator	Baseline	Target	Achievement	Percentage (%)
Capacity Building				
Number of workers	1	2	2	100
Percentage increase in income of IRT-UM after participating in the program	0	10	5	50
Technology Implementation				
Production capacity in units per unit time	10	15	15	100
Marketing Segment	2	3	3	100
Income Increase				
Average income per month in rupiah	1.833.000	2.500.000	2.000.000	80
Product/Service Development				
Local Market	1	1	2	200
Regional Market	1	1	1	100
National Market	1	1	1	100
Access to Funding				
Total capital in rupiah	22.000.000	35.000.000	35.000.000	100

The implementation of the mentoring activities went through the following stages:

1. Conducting a discussion forum with partners, namely the owner of Bathok Koi Mr. Anas Faesol.



Figure 5. Discussion of Activity Implementation Stages with Partners

2. At this meeting, sharing about education on the importance of strengthening the market for Bathok Koi handicraft products, as it enters competition in the digital era.
3. Preparation of an omni channel store integration design using a website connected to Instagram, Shopee, and Tiktok Bathok Koi.
4. Program trials conducted by the implementing team and partners. The following is the integration website for Bathok Koi Blitar handicraft products with the site address <https://bathokblitar.com/>

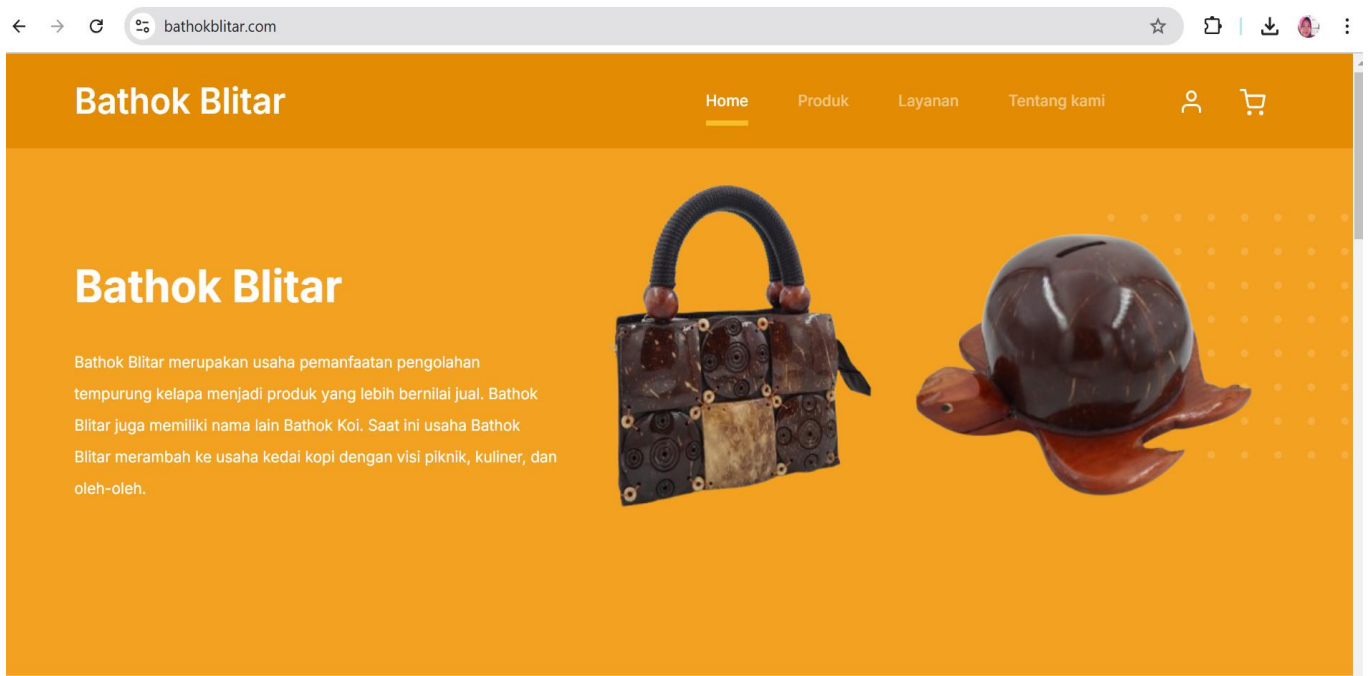


Figure 6. The front page of the bathokblitar website



Figure 7. Assistance, Material Delivery and Visual Branding Education

5. Assistance in strengthening visual branding

The activity "Strengthening the Market for Bathok Koi Coconut Shell Waste Crafts through a Digital Marketing System in Achieving Brand Awareness" successfully achieved the main objective of increasing brand awareness and opening up opportunities for increased product sales. The training provided focused on digital marketing with materials designed to equip partners with practical skills, such as social media management, product photography techniques, and creative content creation. As a result, participants experienced an increased understanding and awareness of the importance of branding and the role of digital media in expanding market reach. This is evident from the increase in interactions and visits on participants' social media profiles, indicating greater consumer interest in Bathok Koi products.

The branding training through a digital approach proved to have a significant impact in introducing

Bathok Koi products to potential consumers, establishing a consistent brand identity, and strengthening the brand's connection with the audience. This achievement shows that digital marketing not only helps increase brand awareness, but also provides a solid foundation for potential sales increases in the future. The implementation of a digital marketing strategy opens up opportunities for collaboration with various parties, such as e-commerce and influencers, which can support market expansion, both locally and regionally. This is an important first step for Bathok Koi craft to be recognized as a superior product with sustainable value (Ma & Gu, 2024; Pedersen & Ritter, 2024; Sinh dkk., 2024).

From the program evaluation, the aspects reviewed include the effectiveness of digital marketing, increased brand awareness, and impact on sales. The evaluation results show that the partners' increased understanding of digital marketing has had a direct impact on the

visibility of Bathok Koi products, as measured through digital metrics such as the number of social media interactions, profile visits, and increased sales conversions. This shows that the mentoring program can produce a sustainable impact in encouraging the development of the Bathok Koi business as a micro business based on environmentally friendly crafts.

However, some of the obstacles faced indicate that efforts to increase brand awareness of Bathok Koi craft products still require longer consistency in positioning the product in the wider community. Local crafts need time to build brand recognition, especially in the midst of high market competition. Another challenge faced is the suitability of product prices to compete with similar products, which requires a more in-depth price study. In addition, the limited time to implement the program was also a factor that hindered the achievement of some targets optimally. However, the active involvement of partners in improving HR competencies and the commitment of the implementation team are expected to overcome these obstacles with a sustainable approach.

This research shows that an empowerment-based digital marketing strategy can have a positive and relevant impact on the Bathok Koi craft business. Further development potential can be realized by strengthening partner competencies in managing digital platforms and developing targeted content strategies, so that Bathok Koi can compete more strongly in the market.

Conclusion

This research shows that the application of digital marketing in the "Strengthening the Market for Bathok Koi Coconut Shell Waste Crafts" program succeeded in increasing brand awareness of Bathok Koi products and equipping business partners and participants with digital marketing skills, especially in social media management and creative content creation. Increased consumer interaction and interest through digital platforms signifies the potential for increased product sales. Despite challenges such as marketing consistency and limited implementation time, this program shows that continuous assistance in digital marketing strategies can support business sustainability and open up opportunities for micro businesses to expand market reach.

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