

Digital Marketing Training and Mentoring for Local Wisdom-Based Ecoprint Batik Artisans

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ABSTRACT

Small and Medium Enterprises (SMEs) engaged in ecoprint batik production possess considerable potential to contribute to local cultural heritage preservation while strengthening economic opportunities within the creative economy. However, limited digital marketing capabilities, inconsistent social media management, weak brand positioning, underutilized e-commerce platforms, and limited promotional content production remain significant challenges for ecoprint enterprises. This community engagement program aimed to strengthen the digital marketing capabilities and competitiveness of hy_ecoprint through the integration of digital technology, cultural storytelling, and participatory capacity building. The program employed a Participatory Action Research (PAR) approach involving socialization and initial assessment, training, technology implementation, mentoring, evaluation, and sustainability planning. Training activities covered digital marketing strategies, Instagram Business, TikTok, WhatsApp Business, smartphone-based product photography, Canva, CapCut, e-commerce marketplace management through Shopee and TikTok Shop, and cultural storytelling for brand positioning. The implementation emphasized experiential learning and the practical application of digital tools using accessible smartphone-based technologies. Mentoring activities focused on content development, publication consistency, digital catalog management, promotional video production, persuasive copywriting, online store optimization, and brand identity strengthening. The program resulted in improved partner capacity in managing digital marketing channels, producing visual promotional content, developing digital product catalogs, optimizing e-commerce platforms, and integrating local cultural and environmental narratives into marketing communication. The program also strengthened product differentiation by positioning ecoprint batik not merely as an aesthetic textile product but as a culturally rooted and environmentally responsible creative product. Overall, the program demonstrates that participatory digital capacity building can support MSME digital transformation, expand market access, strengthen brand competitiveness, and contribute to the sustainable preservation of local cultural heritage.

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1. INTRODUCTION

Ecoprint batik is an eco-friendly textile innovation that utilizes natural plant materials—such as leaves, flowers, and barks—as bio-mordants and biological print motifs (Samanta & Singhee, 2023). The unique motif characteristics, aesthetic appeal, reliance on sustainable organic materials, and intrinsic alignment with local cultural heritage position ecoprint batik as a promising enterprise within the creative economy ecosystem (Pandanwangi et al., 2025). The community engagement initiative upon which this article is based identifies the local ecoprint artisan community as a productive economic partner capable of capturing broader market access through digital transformation. The partner's product portfolio yields not merely economic utility, but also cultural and environmental value by leveraging local biodiversity within a sustainable, eco-conscious framework. However, baseline field observations and preliminary diagnostic interviews indicated that the community partner, *hy_ecoprint*, has failed to fully optimize digital marketing channels. Corporate social media management remains sporadic, capacity for technical product photography and video production is restricted, brand positioning is weak, and utilization of online marketplaces and e-commerce infrastructure remains underdeveloped. Furthermore, the rich narrative background—specifically the cultural values and ecological philosophies underlying the ecoprint motifs—remains underutilized as strategic marketing communications. Consequently, these operational limitations impede the conversion of product potential into sustained competitive advantage within the digital marketplace.

To address these strategic constraints, a structural intervention was mandated—one transcending theoretical knowledge transfer to incorporate experiential learning and long-term mentoring. The program was designed to systematically build the partner's capability in managing enterprise digital channels, generating high-conversion digital collateral, establishing brand identity, optimizing marketplace storefronts, and deploying local wisdom-based storytelling. To ensure operational feasibility for resource-constrained MSMEs, the digital technologies introduced were calibrated for accessibility via ubiquitous consumer devices, specifically smartphones.

The strategic objectives of this community engagement program are: (1) to enhance partner knowledge and practical capabilities in digital marketing; (2) to refine brand identity and visual content quality; (3) to maximize e-commerce marketplace penetration; and (4) to strengthen brand differentiation through cultural narrative positioning. This program directly supports several United Nations Sustainable Development Goals (SDGs)—namely SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), SDG 12 (Responsible Consumption and Production), and SDG 17 (Partnerships for the Goals)—while reinforcing MSME digital transformation, human capital development, and local cultural preservation.

2. METHODS

This program adopted a Participatory Action Research (PAR) framework, actively involving the partner across all operational phases:

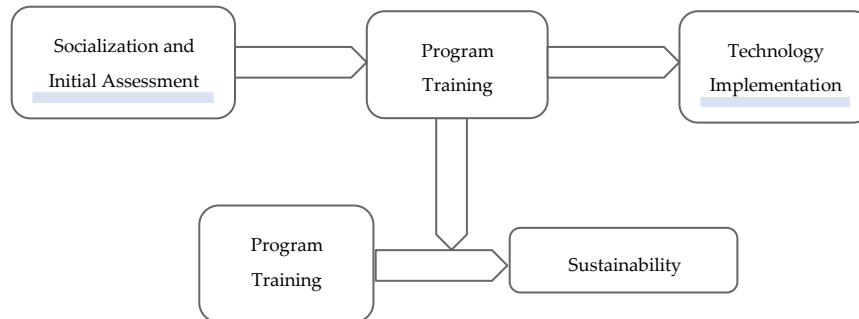


Figure 1. Community Engagement Activity Flow

2.1 Socialization and Baseline Assessment

The academic team initiated formally communicated program objectives, target operational metrics, execution stages, and success criteria to the partner organization. A preliminary diagnostic assessment was conducted via direct observation and semi-structured qualitative interviews. This assessment evaluated social media metrics, content creation capabilities, brand equity, marketplace adoption, and specific business needs. Assessment metrics were subsequently utilized to tailor the training curriculum to the firm's operational context



Figure 2. Socialization Session with the Partner

2.2 Training Modules

The practical curriculum covered strategic digital marketing, social media account management (Instagram Business and TikTok), hashtag and audience engagement optimization, smartphone product photography, promotional videography, graphic design principles, copywriting, brand management, e-commerce marketplace setup, and cultural storytelling strategies. Hands-on exercises utilized low-cost hardware, including smartphones, mobile tripods, and ring lights.

The practical sessions commenced with a technical demonstration of ecoprint fabric production utilizing the steaming technique (*kukus*). Distinct from direct submersion dyeing, this thermal transfer

method uses indirect heat and steam to fix organic plant pigments and morphological patterns directly onto textile fibers.



Figure 3. Ecoprint Batik Program Training

2.3 Technology Implementation

The partner deployed learned methodologies directly across primary enterprise digital touchpoints, including Instagram Business, TikTok, WhatsApp Business, e-commerce marketplaces (Shopee and TikTok Shop), Canva, and CapCut. Implementation focused on the creation of digital product catalogs, visual media assets, promotional graphics, online store management, and marketing communications embedded with local cultural narratives. This implementation aimed to build long-term operational resilience within an increasingly digitized commercial environment (Chaffey & Smith, 2017).

2.4 Mentoring and Evaluation

Iterative mentoring sessions were conducted to ensure autonomous execution by the partner. Program efficacy was evaluated using a mixed-methods approach: pre- and post-intervention knowledge testing, quantitative analysis of published content volume and quality, marketplace transaction tracking, and social media reach metrics. Qualitative feedback regarding operational bottlenecks and perceived utility was gathered via post-implementation interviews.



Figure 4. Evaluation Session with the Ecoprint Batik Partner

2.5 Program Sustainability

To guarantee long-term operational continuity, the team established ongoing digital communication and consultation channels, distributed technical operational manuals, and implemented standard operating routines for regular content creation. Target indicators specified a minimum social media publishing frequency of 3–5 posts per week and the institutionalization of e-commerce platforms for nationwide commercial distribution.

3. FINDINGS AND DISCUSSION

3.1 Program Socialization and Diagnostic Alignment

The intervention commenced with formal alignment sessions between the academic team and enterprise management. This phase established consensus on programmatic objectives, operational requirements, instructional delivery, role distribution, implementation schedules, and Key Performance Indicators (KPIs). Diagnostic evaluation of existing digital channels enabled the prioritization of immediate technical interventions, ensuring that digital capability building directly addressed identified operational gaps (Baiyere et al., 2025).

A diagnostic assessment was subsequently conducted to examine the partner's existing digital ecosystem and its current utilization for business activities. The assessment covered several aspects, including the availability and management of social media accounts, consistency of content publication, quality of product photographs and videos, application of brand visual identity, audience engagement, utilization of business features on social media platforms, and the partner's readiness to utilize online marketplaces and e-commerce platforms. In addition to technical aspects, the assessment also considered the partner's human resource capacity in managing and operating various digital tools independently.

The findings of the diagnostic assessment served as the basis for identifying and prioritizing areas requiring immediate intervention. Key areas included improving the partner's ability to produce promotional content, strengthening brand identity and positioning, optimizing social media as a marketing communication channel, improving marketplace management, and developing product narratives that highlight the cultural and environmental values embedded in ecoprint batik. This approach enabled the training and mentoring materials to be developed in a contextualized manner rather than relying on generic digital marketing content (Rustandi et al., 2023).

The alignment stage also positioned the partner as an active actor in the transformation process. The partner was not merely a recipient of training materials but was directly involved in identifying business problems, determining priority needs, experimenting with the introduced technologies, and providing feedback throughout each stage of implementation. This participatory approach facilitated gradual capacity building through learning by doing, allowing the knowledge and practical skills acquired during the program to be more readily applied to the partner's daily business activities.

Based on the identified needs, the intervention was then directed toward strengthening digital capabilities that could generate a direct impact on marketing and sales activities. Priority was given to accessible and user-friendly technologies that were compatible with the operational conditions of MSMEs, particularly smartphone-based applications and relatively simple digital tools. This strategy was intended to minimize technical barriers and implementation costs while encouraging the partner to gradually develop greater independence in managing its digital business activities.

Therefore, the intervention stage served not only as a technical preparation phase but also as the foundation for the overall digital capacity-building program. Through shared objectives, needs assessment, performance indicator formulation, and active partner participation, the intervention was implemented in a more targeted, measurable, and context-sensitive manner. Ultimately, this approach was expected to reduce the partner's digital capability gaps and strengthen the competitiveness of ecoprint batik products through sustainable and culturally grounded digital marketing strategies.

3.2 Digital Marketing and Content Creation Capacity Building

The training materials were delivered through interactive lectures, practical demonstrations, and real-time execution. This approach was designed to ensure that the partner not only gained conceptual understanding but was also able to directly apply each topic covered to actual business activities (Russell et al., 2019). The core training curriculum consisted of the following components:

1. Fundamental principles of digital marketing strategies for MSMEs, including an understanding of the characteristics of digital marketing, the utilization of digital media as promotional channels, and strategies for expanding market reach and increasing engagement with potential customers.
2. Strategic management of Instagram Business, TikTok, and WhatsApp Business as platforms for commercial promotion and communication, including business profile management, content development, audience engagement, and the utilization of features that support marketing activities.
3. Smartphone-based product photography techniques, focusing on lighting, composition, shooting angles, background selection, and product presentation to enhance visual appeal.
4. Visual content design using the Canva graphic design platform, including the creation of posters, digital catalogs, promotional materials, and various visual assets for social media.
5. Promotional video production and editing using CapCut, covering video recording, clip trimming and arrangement, text and music insertion, transitions, and other supporting visual elements.
6. E-commerce marketplace management, particularly through Shopee and TikTok Shop, including the creation of digital storefronts, product uploads, product description writing, catalog management, and strategies for increasing product visibility.
7. Development of cultural storytelling narratives as a strategy for *digital brand positioning*, by integrating local cultural values, the philosophy of ecoprint, production processes, and the use of natural materials as integral elements of the product's identity and narrative.

By utilizing the equipment and devices already available to the partner, the training could be implemented directly without creating barriers associated with additional capital investment. This strategy enabled each training topic to be immediately practiced within the partner's actual business environment. In addition to improving the efficiency of program implementation, the utilization of existing equipment also supported the sustainability of the skills acquired after the training was completed, as the partner already possessed the necessary tools to independently continue its digital marketing activities.

3.3 Digital Channel Deployment and Optimization

The implementation phase prioritized the transformation of the partner's existing social media touchpoints, particularly Instagram Business and TikTok, into more effective customer acquisition and engagement channels. Rather than using these platforms solely as spaces for product display, the partner was guided to utilize them strategically to attract potential customers, generate interaction, communicate product value, and direct audiences toward purchasing channels. Content publication was therefore aligned with promotional objectives, including product introductions, educational content, production processes, customer engagement, and promotional campaigns. This approach was intended to establish a more integrated digital marketing ecosystem in which social media functions as the initial point of customer discovery and interaction (Hanna et al., 2011).

To strengthen the purchasing process, the implementation was supported by the development and optimization of dedicated e-commerce storefronts through Shopee and TikTok Shop. These platforms were utilized to provide customers with easier access to product information and purchasing facilities. The partner was assisted in organizing product catalogs, uploading product images, preparing informative descriptions, setting product information, and managing digital storefronts. The integration between social media and e-commerce platforms enabled potential customers who discovered products through Instagram or TikTok to proceed more easily toward product evaluation and purchase (Rolando, 2025).

The production of digital visual assets was also strengthened through the utilization of Canva and CapCut. Canva was used to develop promotional posters, product catalogs, social media graphics, and other visual communication materials, while CapCut supported the creation and editing of short promotional videos suitable for Instagram and TikTok. The use of these applications enabled the partner to produce more consistent, attractive, and informative digital content using relatively accessible and affordable technology. Through repeated practice, the partner was also encouraged to develop the capacity to independently produce and update promotional materials according to business needs.

Meanwhile, WhatsApp Business was configured as a direct customer relationship management (CRM) and digital catalog tool. The platform was optimized to facilitate direct communication with prospective and existing customers, provide product information, respond to inquiries, and support the purchasing process. The digital catalog feature was also utilized to present available products in a more structured manner, enabling customers to access product information efficiently without requiring extensive manual explanation from the business owner.

An important aspect of the implementation was the development of marketing communications that emphasized not only the functional and aesthetic characteristics of ecoprint products but also the cultural and environmental narratives embedded within them (Andriyansah, 2025). Promotional content highlighted the uniqueness of leaf motifs and their symbolic meanings, the use of naturally sourced organic materials, environmentally friendly production processes, and the principles of sustainable production. These narratives were incorporated into captions, visual content, product descriptions, and promotional videos to create a stronger emotional and cultural connection between the products and their audiences.

The integration of product attributes with cultural and environmental storytelling was intended to strengthen the partner's brand identity and differentiation in an increasingly competitive digital marketplace. Ecoprint products were positioned not merely as textile products with attractive patterns, but as products that represent local creativity, ecological awareness, cultural values, and sustainable production practices. Through this strategy, digital technology was utilized not only to expand market reach but also to communicate the distinctive cultural and environmental value of the partner's products more effectively.

Overall, the implementation phase established an interconnected digital marketing ecosystem involving Instagram Business, TikTok, Shopee, TikTok Shop, WhatsApp Business, Canva, and CapCut. Each platform was assigned a complementary function within the customer journey, ranging from awareness and engagement to product information, direct communication, and purchasing. This integrated approach was expected to improve the partner's digital marketing effectiveness, strengthen customer relationships, increase product visibility, and support the long-term competitiveness of the ecoprint batik enterprise.

3.4 Mentoring and Capacity Refinement

Ongoing mentoring aimed to bridge the gap between theoretical knowledge acquisition and daily operational execution. Focus areas included content feedback, posting consistency, digital catalog maintenance, persuasive caption writing, online store optimization, and brand identity consolidation.

The academic team guided the partner in establishing formal business social profiles, establishing visual content calendars, executing controlled product shoots, producing short-form video collateral, and refining product listings. Crucially, the team assisted in formulating a cohesive brand story centered on local cultural heritage—integrating botanical motif symbolism and eco-conscious manufacturing into digital assets to enhance product differentiation and market recognition.

The implementation of this program resulted in significant changes to the partners' digital performance and competitiveness, with the following details regarding achievements:

No.	problem	Solutions and Activities	Target Indicator	Results / Realization
1	Low understanding of digital marketing & social media	Digital Marketing & Social Media Re-branding Training	≥80% of participants showed an increase in post-test scores; at least one active business Instagram account was created.	100% Achievement: Partner understanding improved significantly; the @hy_ecoprint Instagram account was optimized into an active business account.
2	Limited creative content & product photography capabilities	Smartphone product photography, Canva, and CapCut training	Compiled at least 15 product photos & 5 promotional videos ready for release.	Exceeded Achievements: Produced >20 high-quality catalog photos and >6 short promotional videos (Reels/TikTok).
3	Utilization of the marketplace is not optimal	Online Store Training & Setup (Shopee & TikTok Shop)	Create at least one active online store with at least 10 uploaded products.	100% Achievement: Active partner online stores on the marketplace platform complete with digital storefronts of >10 ecoprint product
4	Cultural values & local wisdom have not been utilized in promotion	Cultural Storytelling and Product Narrative Training	Compiled at least 10 captions / storytelling philosophical motifs.	100% Achievement: Caption templates and promotional narratives are created that highlight the theme of biodiversity and the philosophy of ecoprint batik.
5	Market reach remains limited.	Implementation of an integrated digital marketing strategy	Increase social media reach by at least 30%.	Exceeded Achievement: Social media account reach and engagement increased by more than 35–50%.

Table 1. Community Engagement Activity Flow

4. CONCLUSION

The *Digital Marketing Training and Mentoring for Local Wisdom-Based Ecoprint Batik Artisans* program successfully addressed core operational constraints encountered by *hy_ecoprint* across digital marketing, brand positioning, content production, e-commerce management, and cultural asset integration. The participatory action methodology—encompassing socialization, training, technology deployment, mentoring, evaluation, and sustainability planning—facilitated structured knowledge transfer alongside immediate operational application. The technology stack was deliberately selected to fit MSME operational capabilities, leveraging accessible devices (smartphones), social networks, e-commerce marketplaces, and light design software.

Conceptually, the program demonstrated efficacy as evidenced by improved digital literacy scores, formalization of corporate digital channels, generation of high-quality marketing collateral, activation of e-commerce storefronts, integration of cultural narrative positioning, and significant expansion in

social media reach. However, given that initial planning relied partly on baseline proposal data, long-term empirical verification requires continued tracking of longitudinal sales data and conversion metrics in subsequent research cycles.

To ensure long-term commercial viability, post-training monitoring must continue until content production, marketplace administration, and brand alignment become fully institutionalized daily routines. Furthermore, the partner is advised to systematically utilize native analytics tools (e.g., Instagram Insights, Shopee Analytics) to refine promotional strategies. Future community engagement efforts should focus on expanding the digital catalog, formalizing trademark and brand equity protections, and documenting local cultural narratives to solidify ecoprint batik's position as a sustainable, value-driven creative economy product.

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