

Empowering Batik MSMEs in Semarang Through Live Video Content Creation: A Digitalization Initiative

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ABSTRACT

In Indonesia, MSMEs are viewed positively as they provide employment opportunities and contribute to reducing unemployment. The government is encouraging MSMEs to implement digitalization strategies to compete globally. Diponegoro University Community Service has conducted training programs on producing creative content through live videos for MSMEs to support it. The aim is to improve their ability to create live videos, increase sales, and build lasting relationships with buyers. The training was attended by 10 participants who actively engaged in discussions and practical sessions. The participants' knowledge showed improvement, as observed in the pre-test and post-test evaluations. The training is expected to benefit participants by providing a cost-effective promotional tool and reaching a more comprehensive range of potential buyers.

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INTRODUCTION

MSMEs are a positive trend in Indonesia because they are an activity that can absorb the number of workers in the household business sector (Arifin et al., 2024). Quoted from djpb.kemenkeu.go.id, based on data from the Ministry of Cooperatives and SMEs, 65.4 million MSMEs in 2019 absorbed 123.3 thousand workers in Indonesia. MSMEs have proven to impact and contribute to reducing the number of unemployed people in Indonesia. In addition, according to data from the Ministry of Cooperatives and SMEs, MSMEs have contributed to the national GDP of 60.5%, proving that MSMEs in Indonesia have great potential in developing the economic sector (DJPB Kemenkeu, 2023).

Based on Law Number 20 of 2008, Micro, Small, and Medium Enterprises (MSMEs) are Micro Enterprises, which are productive businesses owned by individuals and/or businesses owned by individuals that have met the requirements of micro-businesses where these criteria have been regulated in law. Regarding developing MSMEs in Indonesia, the government also has a vital role in assisting MSME actors. One example of genuine assistance from the government is the existence of People's Business Credit (KUR). MSME players in Indonesia need assistance in the form of an injection of funds, and this can be proven from data from the Ministry of Cooperatives and MSMEs that in 2021, there was a growth in KUR of 8.16% (DJPB Kemenkeu, 2023).

Apart from requiring an injection of funds from the government, MSMEs also need the role and participation of the community in driving business development. One form of community participation is forming a Tourism Awareness Group or Pokdarwis. According to Law No. 10 of 2009 concerning Tourism, the Tourism Awareness Group is also interpreted as a group that grows based on community awareness and initiative in maintaining and preserving various tourist attractions in increasing tourism development in each community's area of origin (Salsabila & Puspitasari, 2023). In essence, Pokdarwis is responsible for implementing all tourism activities following the characteristics and potential of each region (Murianto et al., 2020).

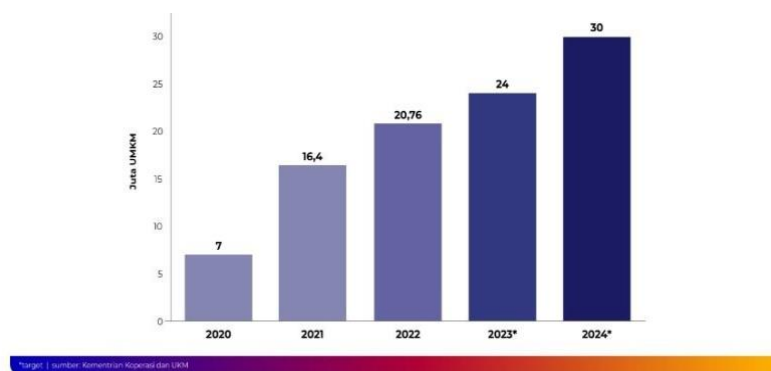


Figure 1. Chart of the Number of MSMEs Entering the Indonesian Digital Ecosystem

2020 - 2024

Currently, the government encourages MSME players in Indonesia to improve their performance in the MSME sector nationally by implementing a digitalization strategy. The implementation of digitalization is done to create global competitiveness. According to Kadin, the Ministry of Cooperatives and SMEs has set a target for MSMEs to enter the digital market, which is expected to increase to 24 million units by 2023. The increase is also expected to increase in 2024 to 30 million units. For this reason, digital innovation is needed to expand the market globally and become a significant player in the export sector. MSME managers are strongly advised to implement digital strategies, especially in digital marketing.

Semarang City has a unique culture, one of which is the existence of Semarangan batik, which results from cultural acculturation. The government deliberately formed the community of batik SMEs in Semarang or the Klaster Batik Semarang to overcome the same problems (Purnanto et al., 2014). The Semarang City Government established the Klaster Batik through the Semarang City Regional Planning and Development Agency. Then, the Cooperative Agency was authorized by the Semarang City Government for MSMEs to carry out MSME empowerment activities following the funds provided by the Semarang City APBD (Purnanto et al., 2014).

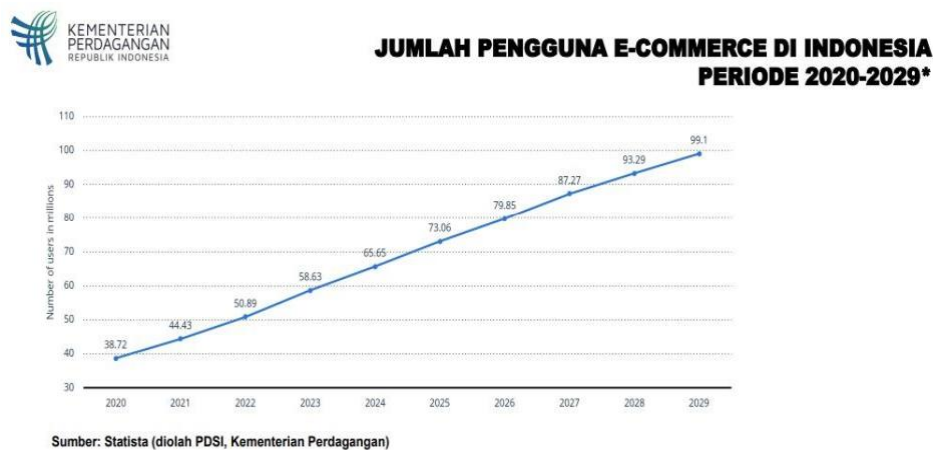


Figure 2. Chart of the Number of E-Commerce Users in Indonesia for the Period 2020-2029

Digital media can be a product promotion strategy, including batik products. E-commerce or electronic commerce is all online transaction activities (DJKN Kemenkeu, 2022). E-commerce can be a platform for marketing batik MSME products. Based on data from the Ministry of Trade of the Republic of Indonesia, since 2020, the number of e-commerce users in Indonesia has continued to increase until 2023, when the increase has increased to 58.63 million users. The increase in e-commerce users is expected to continue to surge until 2029, with a figure of 99.1 million users. Seeing the shift in people's shopping behavior from offline to online is a challenge for MSMEs to start utilizing

digital technology in product sales promotion. Based on data from Statista processed by the Ministry of Trade's PDSI, Tokopedia is the e-commerce most frequently accessed by the public with 158.35 million, and the most prominent e-commerce user is Shopee with 131.3 million users. These data are data found in the second quarter of 2022.

Shopee Indonesia is an e-commerce in the top 5 in Indonesia (Prajana et al., 2021). Shopee Indonesia is an e-commerce that sells a variety of products that Indonesians need daily. Over time, Shopee continues to improve the quality of the shopping experience by innovating, one of which is presenting the Shopee Live feature (Prajana et al., 2021). This Shopee live feature is a form of live video that promotes products directly to buyers so that through this feature, buyers can get detailed information about the qualifications and quality of the product.

MSME players who utilize e-commerce for sales should improve promotional content quality (Elfera et al., 2024). In addition, it is necessary to build interaction between sellers and buyers when live streaming occurs. Therefore, MSME players must implement sales promotion strategies through live streaming to maximize the promotion process. The live streaming feature can be an effective promotional tool in increasing sales and building strong relationships between sellers and buyers in the long term (Elfera et al., 2024). Training is related to HR management, which has several aspects, such as planning, organizing, directing, supervising, and evaluating (Sanggarwati et al., 2023). If the HR of a business wants to get maximum income, the quality and performance of its HR also need to be improved. Ways to improve the quality and performance of HR can take the form of education and training for MSME actors. Based on the results of an interview with one of the Batik MSME players in Semarang City, Arief Prihanta, he stated that the digital training he had attended was training on how to create a website (Tokopedia, Shopee) and social media (Twitter, Instagram, Facebook, etc.) (Sanggarwati et al., 2023). In addition, there is also training to create exciting content on social media.

The community service plan addresses the challenges Batik MSMEs face in the Semarang Klaster Batik, particularly the need for more skills and knowledge in utilizing digital platforms and technology. The plan focuses on providing training in creative content production through live video to enhance the sales promotion of Batik MSMEs. The goal is to improve the MSME players' understanding of e-commerce applications, such as downloading and using them to sell products and promoting their offerings through uploading information and photos. By optimizing the use of live video features, the training aims to increase sales for Batik MSMEs.

METHODOLOGY

In order to get maximum results, an activity method that can support the achievement of goals is needed. The methods used in carrying out this community service include:

a. Training/Counseling;

This activity aims to provide an understanding of live streaming and e-commerce. Trainees will be taught and given knowledge about using the live-streaming platform to market products effectively. Then, the participants will be taught how to make an exciting presentation. Finally, they will be explained how to interact directly through digital media. The training also includes an introduction to the tools and technology needed to carry out the live-streaming process.

b. Interactive Discussion

In the interactive discussion session, participants will be given time to convey their experiences, obstacles, and challenges in online product marketing, whether they have tried to do it or not. This interactive discussion allows participants to exchange ideas and get input from the service team on innovative ways to optimize marketing through live-streaming media.

c. Practice

Participants practiced producing creative content through Shopee e-commerce and tried out how to sell using it.

RESULTS & DISCUSSION

A community service team surveyed the Klaster Batik in Semarang to identify problems hindering the implementation of community service activities. The team needed more education on the importance of marketing development through creative content such as live videos and a lack of skills in producing such content among micro, small, and medium enterprises (MSMEs). Both of these problems stemmed from a need for more ability to explore the benefits of creative content. As a solution, the community service team provided training on creative content production to members of the Batik Cluster. The activities included a location survey, socialization, and training on creating creative content. This series of activities took place for two months, from September to October 2024.

On 28 October 2024, the UNDIP Communication Science Community Service Team organized an education activity focused on creative content production through live video. This activity included socialization and training sessions for 10 participants. The event took place at Batik Seroja in Semarang, with the head of the service team, Yanuar Luqman, giving an opening speech to explain the purpose and objectives of the activity. The secretary of the Klaster Batik, Mrs. Ning, also expressed gratitude for the team's help. Participants introduced themselves and their batik designs before the educational material presentation began. Agne Yasa and Naomi Putri Bahari Simeon presented the educational content related to the theme. The presentation and the subsequent question and answer session concluded at 14.00 WIB.



Figure 3. Socialization Activity to Klaster Batik

The next session was a training session, which started at 14.00 WIB. In this session, the Service Team members, namely Citra Safira, M.I.Kom. and Muhammad Rif'at Al-Razi, S.I.Kom., S.Pd., M.I.Kom, gave examples of making shop accounts for live videos and how to do public speaking to interact well with consumers and convey product details. The participants followed the training well and were willing to come forward to demonstrate how to produce live videos with the service team members.



Figure 4. Live video production practice

The evaluation of this activity was carried out by looking at several points below, among others:

- a. Implement the program with the primary material, namely training in creative content production through live video at Batik MSMEs.
- b. Increased awareness in producing creative content through live video on Batik MSMEs.

The increase in participants' knowledge of the material presented also changed based on the results of the pre-test and post-test that the team conducted before and after the socialization.

Based on the pre-test results above, it can be seen that there are still participants who need to

learn about the benefits of creative content as an alternative media to increase sales. This means that participants are not aware of the importance of producing creative content in the digitalization era. After conducting socialization and training, participants must fill out a post-test as evaluation material for the Service Team to see the extent of changes in participants' knowledge of the material presented. The result, there was a positive increase in knowledge related to the material presented. This means that participants could understand what the Service Team conveyed.



Figure 5. The service team takes a photo with the participant, Klaster Batik Semarang.

During the activity, there were no technical or non-technical obstacles that hindered the service activities. There was only one obstacle that was not too significant, namely limited video equipment, such as tripods and cameras, that was lacking for documentation activities. However, this can be anticipated by utilizing objects around as a substitute for tripods and teamwork to document each other's activities.

CONCLUSIONS

The Department of Communication Sciences at the Faculty of Social and Political Sciences has completed a community service project titled "Training on Creative Content Production through Live Video for Batik MSMEs in the Semarang Batik Cluster." The project included various activities, such as a location survey in September and socialization and training in October at Batik Seroja, one of the Batik Cluster members. Overall, the activities were carried out smoothly. However, challenges were identified, including time constraints, limited public speaking skills, and a need for more technological proficiency among the women Batik MSMEs. To fully benefit from the training, these obstacles need to be addressed. The Service Team's evaluation of the project's performance yielded positive results, matching the participants' positive evaluation of their understanding of the training materials. The training has shown potential in improving the marketing and digital skills of the Batik MSMEs.

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