



## **THE ROLE OF DIGITAL MARKETING IN DINDA HAYU BATIK UMKM BY IMPLEMENTING 3N (NITENI, NIROKKE, NAMBAHI)**

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### **ABSTRACT**

*The teachings of Tamansiswa 3N (Niteni, Nirokke, Nambahi) can not only be applied in the world of education. Part of the 3N concept (Niteni, Nirokke, Nambahi) can also be implemented in Dinda Hayu Batik MSMEs. This community service activity aims to examine the role of digital marketing in increasing the competitiveness of MSME Dinda Hayu Batik, a traditional batik business in Yogyakarta by implementing 3N (Niteni, Nirokke, Nambahi). The 3N approach, which means observing (niteni), imitating (nirokke), and modifying (nambahi) is used as the main strategy in optimizing digital marketing, especially on social media and e-commerce platforms. The research methods used are counseling, interviews, social media content analysis and observation. The nirokke and nambahi stages help Dinda Hayu Batik MSMEs recognize market trends and preferences, while nirokke and nambahi enable product adaptation and innovation to better suit the tastes of modern consumers without losing batik's cultural identity.*

**Keywords:** MSMEs, Digital Marketing, Economy

### **INTRODUCTION**

In the digital era that continues to develop, improving the economy can be done by improving the quality of business. Therefore, good business growth can help maintain economic stability. MSME players can help improve the economy by opening businesses early. Improving business quality can stabilize the economy (Azwar et al., 2023). Knowledge of marketing, personal branding, brand image, and others is needed in opening a business so that sales increase and the business can survive. Digital marketing is a new advancement in the world of marketing and now has its own appeal for consumers (Ayem et al., 2024). To support MSMEs who want to start a business at a productive age, digital marketing training programs can help. Digital

marketing training can help MSMEs who want to start a business understand how to run a business and overcome problems that may arise. If this digital marketing role training is successfully carried out, then every business actor can help improve the economy in Indonesia (Sari et al., 2023).

Business growth can help improve the economy because economic stability is influenced by the existence of business (Azwar et al., 2023). But many businesses do not last long because most of the productive age in Indonesia have not utilized digital marketing properly and correctly to develop their business. Socounseling and training is needed for MSME players about the importance of digital marketing in developing business. This will help them understand the role of digital marketing, product image and good personal branding. It is hoped that after understanding the role of digital marketing, the rate of business bankruptcy can be reduced. This will encourage business growth and support the economy.

Micro, Small and Medium Enterprises (MSMEs) in Indonesia face significant challenges and opportunities. One of the MSMEs that is attracting attention is Dinda Hayu Batik, a business that operates in the field of batik production and sales. To be able to survive and develop amidst increasingly fierce competition, Dinda Hayu Batik needs to adopt an effective digital marketing strategy. However, in this effort, it is important not to forget local wisdom which has long been a guide in the lives of Javanese people, especially the Tamansiswa teachings which are known as the 3N concept: Niteni, Nirokke, and Nambahi. Therefore, applying Ki Hadjar Dewantara's teachings "Niteni, Nirokke, Nambahi" is very suitable to be applied in digital marketing at Dinda Hayu Batik MSMEs because the process combines learning, adaptation and innovation. In a fast-paced and changing world, businesses must continuously observe trends (niteni), imitate successful strategies (nirokke), and ultimately develop more creative and relevant approaches (nambahi) in order to continue to survive and thrive in digital marketing.

Dinda Hayu Batik, as an MSME operating in the batik sector, has great potential to utilize digital marketing. Batik, as an Indonesian cultural heritage that has been recognized by UNESCO, has global appeal which can be optimized through digital platforms. However, the challenge is how to maintain the essence and values of traditional batik while adopting modern technology in marketing. The problem that Dinda Hayu Batik MSMEs complain about is marketing via social media due to a lack of education and training regarding digital marketing so that marketing at Dinda Hayu Batik is less stable in its promotion. In this context, the

application of Tamansiswa 3N teachings can be a bridge connecting tradition with modernity. Through Niteni, Dinda Hayu Batik can observe and analyze the latest digital marketing trends and online consumer behavior. Nirokke enables these MSMEs to adopt best practices from competitors or other industries that have been successful in digital marketing. Meanwhile, Nambahi encouraged Dinda Hayu Batik to not only imitate, but also innovate and add unique elements that reflect the identity and values of the batik they promote. In applying digital marketing with the Tamansiswa 3N approach, Dinda Hayu Batik needs to consider various aspects. This includes choosing the right digital platform, developing authentic and interesting content, and engagement strategies that suit the characteristics of their target market. All of this must be done while maintaining the values and philosophy of batik which are at the core of their business.

The development of information technology provides opportunities for MSME players to reach a wider market through the application of digital marketing (Susanto et al., 2020). Therefore, by holding community service activities by the students of the Sarjanawiyata Tamansiswa University Management Study Program, they hope that Dinda Hayu Batik MSMEs will be more innovative in making many variations of unique batik motifs so that consumers do not feel bored. Dinda Hayu Batik must continue to follow developments in digital platforms, algorithm changes, and strategies implemented by successful brands. With this, Dinda Hayu Batik MSMEs can understand what is effective and in accordance with current consumer needs.

## **METHOD**

Based on these problems, the service team held discussions to find joint solutions regarding the activities needed by MSME players to be able to develop a quality business and be able to develop the business. Apart from that, we also need a way so that the activities that will be carried out can also build entrepreneurial character as well as positive and constructive training for each individual. Therefore, the method used is:

1. Dissemination of training and counseling regarding the use of digital marketing.
2. Brainstorming and discussion regarding the use of digital marketing as an effort to advance MSMEs.
3. Process of creating accounts on various social media, such as Instagram and Tiktok.

## **RESULTS AND DISCUSSION**

### **Planning and Preparation**

Digital marketing is a marketing approach that utilizes various digital platforms, including social media, email, and websites, to reach and interact with audiences more broadly and efficiently. In the context of cultural heritage, especially batik as Indonesian culture, digital marketing plays an important role in preserving and promoting this culture to the younger generation and the global market. Preserving batik in Dinda Hayu Batik with the use of digital marketing in Munggon Village can enrich the diversity of the local economy with the uniqueness of these batik products. Digital marketing is able to increase the attractiveness of local products, both for domestic and international tourists, which ultimately creates economic benefits for local communities. By implementing digital marketing strategies, people can experience the social and economic benefits of increasing the visibility of their products online. Therefore, it is important to increase people's motivation in understanding and implementing digital marketing for the sustainability and economic progress of Dinda Hayu Batik MSMEs.

In this service, the initial stage is planning and preparation. The service team carried out data collection and interviews with the owner of Batik Dinda Hayu to understand the specific challenges faced in using digital marketing as a promotional medium. The main challenge identified was the lack of motivation to develop batik through social media. The activity continued by coordinating with MSME owners in Munggon Village to determine the day for the service. It has been determined that the service will be carried out on Friday 18 October 2024, at 14.00 WIB. The venue is the Dinda Hayu Batik Showroom. An extension method was chosen to transfer knowledge to MSME owners and employees. Next, the team prepared outreach material containing "Applying Digital Marketing by Applying Tamansiswa 3N Teachings".

### **Implementation of Service**

The next stage is the implementation stage. In the service, outreach activities were carried out on "Applying Digital Marketing by Applying Tamansiswa 3N Teachings". The extension activity was attended by 15 people and opened by the head of service, then welcomed by the MSME owners. Next, the service team asked the participants questions about general digital marketing knowledge before conducting counseling to find out the extent of the participants'

understanding of digital marketing. Then, counseling was carried out on the importance of applying digital marketing for promotional media at Dinda Hayu Batik.

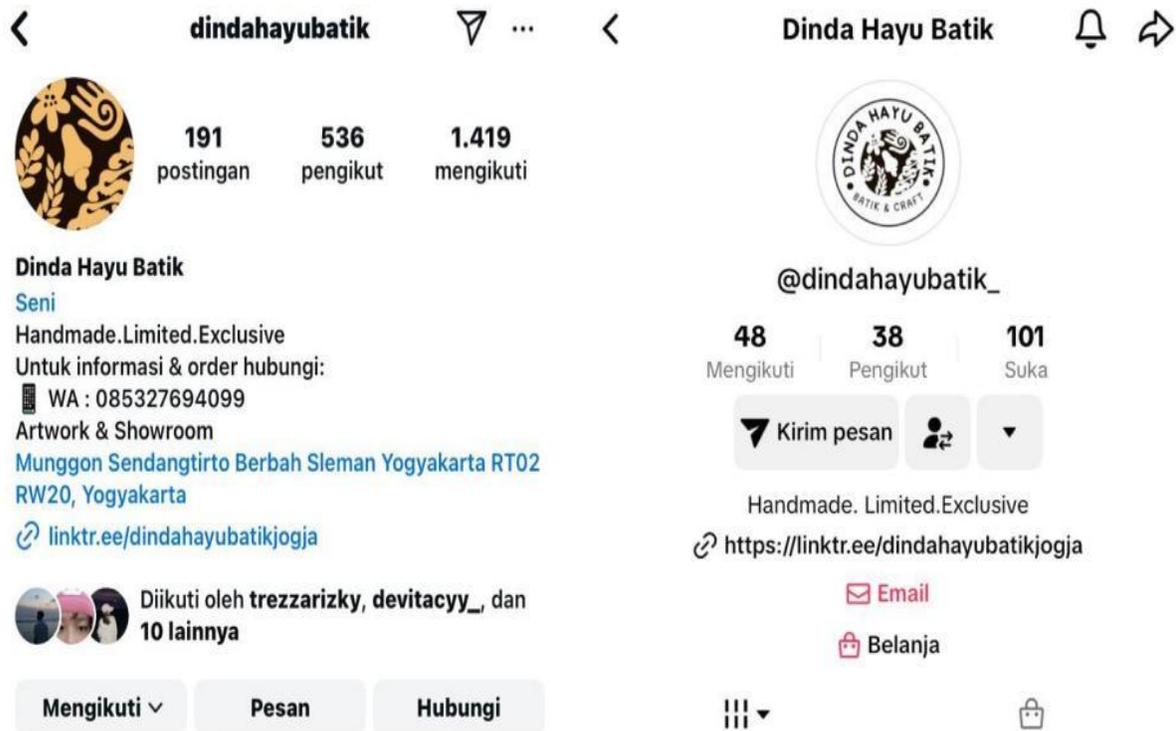
After the counseling, a question and answer discussion was held. Participants were given the opportunity to ask questions or express their opinions about the application of digital marketing. At the end of the event the service team drew conclusions about the benefits of implementing outreach regarding increasing awareness of the importance of digital marketing for the development of a business.



**Picture 1.** Material presentation session

The community service that has been carried out provides a clear picture that product development, especially in digital marketing, must always be considered and developed by MSMEs so that they can compete in the MSME market, as well as placing the right positioning for the products and businesses they run. After receiving input, we dig deeper into the potential that can be explored, especially digital marketing in MSMEs, and direct product development by adding innovation. Business actors must continue to observe trends, develop more creative and relevant approaches in order to continue to survive and thrive in digital marketing.

After conducting a material presentation session and discussion session, we continued with creating an account for Dinda Hayu Batik UMKM. First, start by creating an account on Instagram social media, namely by posting several Dinda Hayu Batik products. Second, create a TikTok account by posting several videos and photos about the characteristics of Dinda Hayu Batik. Furthermore, we provide input for business actors to continue updating the latest products on social media so that the product attracts more consumers.



**Picture 2.** Dinda Hayu Batik's Instagram and Tiktok social media accounts

Then the socialization activity ended and closed with a group photo with the MSME owners Dinda Hayu Batik and socialization participants who were present at that time.



**Picture 3.** Group photo with the owner of Dinda Hayu Batik and socialisation participants

Success in counseling on "Applying Digital Marketing by Applying Tamansiswa 3N Teachings". Provides benefits so that business people become aware of the importance of digital marketing as a promotional medium. The hope is that with the counseling on "Applying Digital Marketing by Applying Tamansiswa 3N Teachings" will make Dinda Hayu batik innovate more unique motifs and be able to develop to advance her business.

### **CONCLUSION**

This service program went according to plan and had a significant impact on understanding 3N-based digital marketing (Niteni, Nirokke, Nambahi) and visualizing types of batik that have local wisdom values. Apart from that, the main obstacle in determining new competitive motifs can be overcome by understanding the 3N strategy (niteni, nirokke, nambahi) well. Literacy in the application of the 3N strategy (Niteni, Nirokke, Nambahi) in the Dinda Hayu Batik innovation is expected to be able to be applied in the face of ever-developing times.

## RECOMMENDATION

This community service programme has a positive impact on Dinda Hayu Batik MSMEs, especially in terms of digital marketing and product innovation. The sustainability of this programme can be ensured by the collaboration between MSMEs, Government, and Academics. It is recommended that this programme be integrated with further training and collaboration with various parties including e-commerce and exporters, so that Dinda Hayu Batik MSMEs can develop more optimally.

## ACKNOWLEDGMENTS

Gratitude is also shown to all craftsmen at UMKM Dinda Hayu Batik who have received our presence well, shared knowledge, and actively participated in this activity. Their participation and openness were instrumental in the successful development of this service.

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