

# Binoh Pottery MSME marketing expansion through digital marketing strategy

Perluasan pemasaran UMKM gerabah khas Binoh melalui strategi digital marketing

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## ABSTRACT

Intense competition and the digital ecosystem have hampered the growth of Binoh's typical pottery MSMEs. Based on problems, the Binoh Pottery MSMEs in Ubung Kaja Village can reach the digital world and a broader market through training and the application of digital-based business. Thus, MSME entrepreneurs can market and promote products through digital channels. Through a series of planned activities, this community service activity aims to provide education on the application of digital business to the Pottery MSMEs in Binoh Village. By using the Participatory Rural Appraisal (PRA) method, the activities are divided into four major stages, namely initial initiation and planning, implementation, supervision, and evaluation. Based on the results of observations and evaluations, it is known that the response of MSMEs actors is very positive to the education provided. MSMEs actors view digital marketing as having an important role to help their businesses survive. It is hoped that in the next stage the government will take an active role in developing Binoh typical pottery MSMEs, Ubung Kaja Village. Not only as a form of effort to move the people's economic sector, but also as an effort to maintain pottery as a traditional Balinese art.

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## 1. INTRODUCTION

The craft of pottery has long historical ties to the Balinese people. The discovery of a number of pottery at archaeological sites in Nusa Penida and Gianyar is one proof that pottery has been known since prehistoric times. (Badra, 2017; Hidayah, 2017). Pottery crafts in Bali until now continue to grow and develop in a number of areas, such as Pejaten Village, Banjar Binoh (Ubung Village), Kapal Village, Banyuning Village, Pering Village, and Jasi Village. (Adiputra et al., 2018; Artayani, 2021; Mudra, 2019; Sucita, 2020; Sumerta et al., 2021). Most of the craftsmen in these villages are still actively producing pottery to meet consumer demand.

As a traditional craft, by the Balinese Hindu community, pottery is widely used in religious ceremonies (Arta, 2019; Badra, 2017; Sucita, 2020). Several types of pottery are commonly used, such as: *payuk*, *caratan*, *dulang tanah*, *paso*, and others. Along with the increasing popularity of Bali as an international tourist destination, pottery is not only produced as a complement to religious ceremonies, but is also produced to meet the demands of tourists who are interested in traditional Balinese crafts.

Ultimately, Bali tourism has led to a shift towards the local pottery industry pattern. Pottery production activities which were originally occupied as a side job, with increasing tourism demand for pottery products, pottery production shifted to a main job that was passed down from generation to generation. Although it has a fairly good economic value, unfortunately, pottery is less attractive to be occupied by the general public (Mudra, 2019). This then causes its distribution area to be limited to a few *banjars* or villages.

One of the centers for pottery craftsmen that still exists in Bali today is the pottery craftsman in Banjar Binoh, Ubung Kaja Village. Although not as popular as pejaten pottery, Banjar Binoh is well known as one of the centers of craft tourism in Denpasar. Banjar Binoh itself is one of the *banjars* in Ubung Kaja Village, West Denpasar. The population density in this *banjar* reaches 147 families with a total of 640 people (Sumerta et al., 2021). Pottery craftsmen in Banjar Binoh are classified as micro productive economic enterprises (MSMEs) and are mostly done by women craftsmen.

Along with the times, the existence of Binoh Pottery MSME experienced a number of challenges. Based on interviews and observations that the service team conducted on Binoh Pottery SMEs, the biggest challenge faced was related to the lack of a marketing strategy to market the products produced. Marketing has so far relied on the conventional marketing process. The perpetrators of the Binoh Pottery MSME usually only rely on people who directly come to Banjar Binoh and even those around the MSME locations who have always used Binoh's special pottery. This causes the level of pottery sales to tend to stagnate. This condition was then exacerbated by the existence of regional restrictions due to the Covid-19 pandemic. Even though orders are still there, the level of sales tends to be low. In the next stage, this has a lot of impact on the sustainability of the Binoh Pottery MSMEs. The level of popularity and low sales of pottery makes the younger generation less interested in learning the pottery craft. They no longer view pottery as a promising and high economic value industry. This is very unfortunate considering that Binoh pottery, more than just a commodity with high economic value, also has very rich historical and cultural values. Therefore, we need an alternative solution that can help SMEs to market their pottery.

In this community service activity, the solution offered to overcome the problems faced by Binoh Pottery MSME is through a digital marketing strategy. Digital marketing is an effort to promote a product using digital media (Nabieva, 2021). This strategy is considered potential to overcome the problems faced by Binoh Pottery MSME on the basis of several rationales. First, digital media can help craftsmen to promote massively produced products at relatively affordable costs. This is in line with the results of studies and service activities carried out by Haryanto et al. (2022), Akhlak (2021) and Rahadi & Wardiman (2022) shows that digital media has a high effectiveness to help expand consumer networks at a cost that is not too high. Second, SMEs can be helped to get specific customers. The features that exist on social media can be used to introduce products and establish communication with consumers and potential consumers (Fadly & Sutama, 2020; Setiyaningsih & Fahmi, 2020). So that later could be known the potentiality of customers who really have an interest in buying pottery products. In the end the level of sales can be increased. Third, Indonesia is one of the largest number of internet users in the world. In 2017, Indonesia was recorded in the sixth position as the country with the largest number of internet users in the world (Kominfo, 2021). The recorded number reached 83.7 million users. This high number can be used as the "capital" to start developing digital marketing.

## Binoh Pottery MSME marketing expansion through digital marketing strategy

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Over the past five years, research activities and community service that are oriented towards the development of digital marketing for pottery products have been carried out quite a lot. Community service activities conducted by [Trisna & Yahya \(2021\)](#) succeeded in showing that the use of social media could increase sales of pottery business in Banyuning Village during the Covid-19 pandemic. Similar activities carried out by [Sundari & Nainggolan \(2017\)](#), [Primadewi et al. \(2020\)](#), [Desita \(2020\)](#), [Agung & Arinda \(2021\)](#) dan [Santoso et al. \(2021\)](#) revealed that digital marketing can expand the marketing reach of pottery products. In addition, the costs involved in promoting a product in this way are less expensive than creating a pamphlet or brochure, so the profit prospects can be increased. Study conducted by [Pradikta \(2021\)](#) also found a positive relationship between the use of digital marketing through Instagram and Facebook with the decision to purchase pottery in the village of Klaten. Moving on from the results of such service and research activities, digital marketing is the best alternative solution that can be done to expand the reach of the marketing area of pottery products.

This community service activity aims to expand the marketing reach of Binoh pottery products by providing digital marketing training for MSME stakeholders. It is hoped that this will increase the profits and realize economic resilience for pottery MSME stakeholders in Banjar Binoh. At a later stage, it is also hoped that local youth will be interested in continuing the pottery craft of Binoh. Hopefully, the use of digital marketing will not only bring fresh air to the perpetrators of Binoh Pottery MSME in the economic field, but also bring a new atmosphere and the beginning of the progress of local wisdom that is owned and inherited by the ancestors to the people of Banjar Binoh, Ubung Kaja Village, so as to restore the existence of pottery. Binoh in Bali in particular and around the world in general.

## 2. METHODS

The implementation of this community service activity uses the Participatory Rural Appraisal (PRA) method. All activities are focused on empowerment to overcome problems faced by activity partners. Overall, the activities are divided into four major stages, namely (1) initiation and planning, (2) implementation, (3) monitoring, and (4) evaluation. The stages of service activities can be summarized in Table 1.

**Table 1.** Stages of Service Activities

Step	Activities Plan
Initiation and planning step	Observations and interviews with stake holders (managers, sellers, craftsmen) Binoh Pottery MSME, Ubung Kaja Village. After the problem is identified, then (1) education on the benefits of implementing digital marketing as an alternative to solving problems faced by MSMEs (2) planning for social media that is used as a means of promotion.
Implementation step	Education in the form of digital marketing to market Binoh Pottery MSME products. More specifically, this implementation activity includes (1) introduction and creation of social media to market Binoh Pottery MSME products, (2) Binoh Pottery MSME logo design, (3) product promotion design on social media accounts as a digital marketing tool for Binoh Pottery MSME, (4) management of previously created accounts and social media.
Monitoring step	At this stage, monitoring is carried out on the application of digital marketing in the Binoh Pottery MSME in Ubung Kaja Village
Evaluation step	Evaluation of the effectiveness of the application of digital marketing in Binoh Pottery MSME Ubung Kaja Village

### **Initiation and Planning Step**

At this step, the service team conducted observations and interviews with the Binoh Pottery MSME stakeholders, the manager, and also the Binoh pottery craftsmen regarding any obstacles that occur in the sustainability of the Binoh Pottery MSME. Based on the analysis of the results of observations and interviews, the problems that arise focus on marketing problems. The alternative that the service team took was by providing digital marketing education for Binoh Pottery MSME stakeholders to achieve optimal product marketing and reach a wider market.

As an initial step, the service team provides an outline of how the strategy in implementing digital marketing is used to support the sustainability of MSMEs. At this stage, the service team also drafted a digital marketing educational activity plan that could be followed by all components of the Binoh Pottery MSME related to their application to support the expansion of the marketing of Binoh Pottery MSME products, Ubung Kaja Village.

### **Implementation Step**

The implementation of the service program is focused on educational activities regarding digital marketing to market Binoh pottery products. To avoid crowds, the education process was carried out by visiting pottery MSME in Binoh village one by one directly and still paying attention to health protocols. The education delivered includes several things. First, the introduction of the importance of using technology, especially social media to market Binoh Pottery MSME products. Second, designing the logo for the Binoh Pottery MSME, Ubung Kaja Village. The design of the logo is intended to help the process of branding MSME products, so that it is easier for people to recognize Banjar Binoh pottery products. Third, the design of product promotions on social media accounts as a means of digital marketing for Binoh Pottery MSME. Fourth, the management of accounts and social media that have been created previously.

### **Monitoring Step**

Monitoring was carried out on the application of digital marketing in the Binoh Pottery MSME. So that there are no deviations and violations of the rules from the use of digital marketing and prevent deviations from the use of digital media. The monitoring is focused on promotional activities carried out by MSME managers on social media.

### **Evaluation Step**

At this step the community service team carried out an evaluation related to the application of digital marketing in Binoh Pottery MSME so that it really had a positive influence on MSME and brought progress to MSME. Then at the final stage, the service team also handed over all the management of social media accounts supporting digital marketing to the management of the Binoh Pottery MSME, Ubung Kaja Village. So that the account can be managed on an ongoing basis for promotion and sales purposes. There are several indicators used to evaluate activities related to; (1) skill level in creating promotional content, (2) skill level in creating product narratives, (3) ability to communicate with consumers, and (4) ability to conduct digital sales activities. Overall, these community service activities were carried out from January 10 to February 7, 2022. The realization of the implementation of community service activities that have been carried out is presented in Table 2.

**Table 2.** Community service activities

Activity date	Steps
10 - 20 January 2022	Initial initiation and planning
25 – 30 January 2022	Implementation
31 January – 5 February 2022	Monitoring
6 and 7 February 2022	Evaluation

### 3. RESULTS AND DISCUSSION

Following are the results of community service activities in Banjar Binoh, Ubung Kaja Village which targets Binoh Pottery MSME as partners for community service activities.

#### Initiation and Planning Step

To obtain a comprehensive picture of the problems faced by the Binoh Pottery MSME, observations and interviews were carried out. Observations were made at the pottery center in Banjar Binoh. Based on observations, it is known that 70% of Binoh Pottery MSME consumers currently come from the community around Banjar Binoh, Ubung Kaja Village. Meanwhile, some of the other consumers came from people from outside the village of Ubung Kaja who had come to buy pottery for ritual purposes. During the observation, there were no consumers who came from foreign or local tourists. This fact can be understood as one of the impacts of the regional restrictions due to the Covid-19 pandemic.

The results were then deepened by the community service team by interviewing the stakeholder of Binoh Pottery MSME (Figure 1). From the interview it is known that; (1) the stakeholder aims to compete and reach a broad market and to be able to introduce the products of Binoh Pottery MSME products to the wider community. With this marketing expansion, it is expected to increase sales, so that the continuity of this business is maintained; (2) Binoh Pottery MSME stakeholders do not understand the use of technology that can be used to market products.



**Figure 1** Interview process with Binoh Pottery MSME stakeholder

From the results of observations and interviews above, the community service team offers solutions to expand the marketing of pottery produced through digital marketing strategies. The activity is carried out in the form of education. Binoh Pottery MSME, Ubung Kaja Village as a service partner who does have good development opportunities to be able to compete in the broad market and be able to raise

local culture to go international. Digital marketing education is expected to be able to open up these opportunities faster.

After finding the right solution formulation to solve the problem of service partners, the next stage is the introduction of digital marketing to MSME stakeholders. This is done so that MSME stakeholders can understand the basic concepts of digital marketing, what benefits and advantages will be obtained. Armed with this knowledge, activity partners can utilize social media to market their products.

### **The introduction of digital marketing to the Binoh Pottery MSME, Ubung Kaja Village**

The service team provided education to MSME stakeholders in Pottery Binoh in Ubung Kaja Village regarding the introduction of digital marketing, the benefits of digital marketing, and digital marketing functions for MSMEs when digital marketing was implemented in Binoh Pottery MSME in Ubung Kaja Village. This digital marketing introduction activity was carried out by visiting pottery MSME directly in Binoh, Ubung Kaja Village (Figure 2). In delivering education, the material is not delivered formally, but uses a informal, relaxed approach. This is done so that the material presented does not seem heavy and can be well received by MSME stakeholders. Education is going directly to the MSME managers and not carried out in a conventional manner. The choice of language is also adjusted to the partner's daily language so that the material is easy to understand.

In this initiation stage, a number of facts are given which show that digital marketing has a positive influence on the competitive advantage of MSMEs in many ways (Wardhana, 2015), such as (1) ease of product search, (2) availability of special offers, (3) ability to identify and attract new customers, (4) availability of useful product information for consumers, (5) strengthening brand image, (6) availability of testimonials from other consumers, (7) the availability of the latest information about products, (8) the availability of online communication with entrepreneurs, (9) the availability of online opinion support, (10) the availability of required supporting images such as photos or product illustrations, (11) availability of video displays capable of visualizing products or other supporting presentations, (12) availability of transaction tools and variations of payment media, (13) availability of document attachments containing product information, and (14) availability of visitor records.

The response of MSME stakeholders related to this education is quite positive. This can be seen from the enthusiasm of MSME stakeholders when receiving materials and the many questions that arise regarding the benefits of digital marketing and how digital marketing can help service partners promote the products they produce. This enthusiasm is also shown by the desire to immediately create a social media account to market the products of community service partners.



**Figure 2.** Introduction of digital marketing to Binoh Pottery MSME stakeholders



## **Planning social media as a means of digital marketing**

Planning stage is intended to choose the appropriate social media platform as a digital marketing medium. This is important because choosing the right social media platform can increase the potential for digital marketing success to expand the marketing area of pottery products. In accordance with what was stated by Zahay (2021) that choosing the right social media is emphasizing the form of technology that best enables business actors to be able to create and increase product value, by providing information about customers and ensuring the existence of a wide marketing network and community environment.

Based on this aspect, the social media platforms that are planned as media for promoting MSME products are Facebook and Instagram. In Indonesia, the number of Instagram users until July 2021 was recorded at 91.77 million users. The largest users are in the 18-24 year age group with a percentage of 36.4% (Databoks, 2022). Jumlah pengguna Facebook di Indonesia juga tidak kalah banyak, di akhir Maret 2021 jumlahnya telah menyentuh angka 175,3 juta pengguna (Databoks, 2021). Jumlah pengguna yang demikian besar diharapkan promosi yang dilakukan dapat memberikan eksposur yang lebih luas terhadap produk gerabah yang dihasilkan. Also, the features found on both platforms allow pottery producers to increase brand value through quality content and the availability of complete and up-to-date information for consumers. Thus, in the next stage it can improve product image and consumer purchase intention.

The Instagram and Facebook accounts that were created were then used for the purpose of expanding and accelerating sales of MSME products. In addition, it is also a medium that provides information about Binoh Pottery. The information in question is for example an introduction to the history of the existence of Binoh Pottery in Ubung Village. So that potential consumers know very well the historical and artistic value contained in the pottery products purchased.

## **Implementation Step**

### **Introduction and creation of social media accounts as a means of digital marketing**

In accordance with the results of the planning in the previous stage, education is directed at the use of social media accounts (Facebook and Instagram) as a means of digital marketing. In carrying out this stage, the service team does not only involve MSME managers and craftsmen, but also the craftsmen's relatives (children and grandchildren of craftsmen). There are at least two main reasons this is done. First, the managers and craftsmen are on average over 55 years old, so there's a risk that their learning capabilities and memory limited to learn something new. Second, attracting the interest of the younger generation to continue the Binoh Pottery MSME. Considering that the Binoh Pottery MSME is a business that is passed on from generation to generation and is managed in a kinship manner.

This activity begins with "refreshing" the memory of partners regarding the benefits and advantages of digital marketing for the advancement of MSMEs. The activity then continued by outlining the purpose of the educational activities to be carried out, namely to create social media accounts as a means of promotion. Features that have the potential to attract consumer interest such as feeds, stories, reels, highlights, etc. are introduced. After being familiar with it, assistance was provided to create an official account for the sale of Binoh Pottery on Facebook and Instagram. As an initial stage, MSME actors are guided to create an official email first. This email is not only used to create an account, but in the future, it can also be used as a means of communication with potential "potential" consumers. In the next stage, official accounts are created on Facebook and Instagram social media. The two accounts on social media are named "Mertajaya; Binoh pottery". Social media accounts that have been created can be accessed via the following link; (1) <https://www.instagram.com/mertajayabinoh/> (2) <https://web.facebook.com/>

[merta.binoh](#). The choice of the name is to make it easier for potential consumers to differentiate the products marketed from other pottery competitors.

### Creating Logo for Binoh Pottery MSME

In order to function properly, social media accounts that have been created need to be managed optimally. One of them is through logo design. Logo has a vital role as a visual stimulus which is used as the main tool to identify the product. In addition, the logo is a visual representation of the company to communicate the identity of the product in the market (Van Grinsven & Das, 2016). More specifically, the logo design aims to have an icon that is used as a brand recognition for consumers and as the identity of the Binoh Pottery MSME, considering that based on previous observations, this MSME do not yet have a logo that is used as the identity. Therefore, the service team helped to design a logo that was used as an icon and as an identifier for the Binoh Pottery MSME.

Logo creation involves the manager of Binoh Pottery MSME. Based on the brainstorming conducted, it was agreed that the elements listed in the logo must show the effect of the pottery products being marketed and can represent the identity of Banjar Binoh. The logo created is also kept as simple as possible so that the logo is easily recognized quickly (Van Grinsven & Das, 2016). After elaborating the ideas that emerged by considering aspects of the uniqueness of the product, the logo "UMKM Gerabah khas Binoh" was created as shown in Figure 3.

There are three main elements contained in the logo above. First, the pottery image which is the background for the logo as a whole. This pottery image represents the main product being marketed. Second, the image of *Legong Binor* in front of the pottery background. *Legong Binor* is a traditional dance art from Binoh residents that is well known in Bali, even Indonesia. The selection of this Legong image aims to provide a distinguishing feature from other pottery products. Third, the writings of "UMKM Gerabah khas Binoh" which is under the *Legong Binor* image. This writing is printed in bold with a size large enough so that it is easy to remember by consumers and potential consumers. The logo that has been designed is then uploaded to social media that has been created previously and is positioned as the official logo of the Binoh Pottery MSME.

Along the way, the logo changed and refined. These improvements were made for several reasons. First, the pottery image is "highlighted" to attract more consumers' attention. Second, the logo which was originally black and white was made in color to make it more attractive. The color chosen is a natural color that resembles the visualization of the resulting pottery product. Third, Binoh Pottery MSME added the name "Merta Jaya" as a branding to increase business profits. The following is the logo of the Binoh Pottery MSME after going through the refinement process (Figure 4).



Figure 3. Binoh Pottery MSME Logo

Figure 4. Logo after refinement



### Designing promotional content

With the creation of official social media accounts, consumers will continue to interact with these social media platforms. This allows Binoh Pottery MSME to develop a Digital Content Marketing (DCM) strategy through social media content to foster closer relationships with their consumers. The promotional content is positioned to share information, characteristics, and product values so that it can contribute to improving brand image in the eyes of consumers and potential consumers.

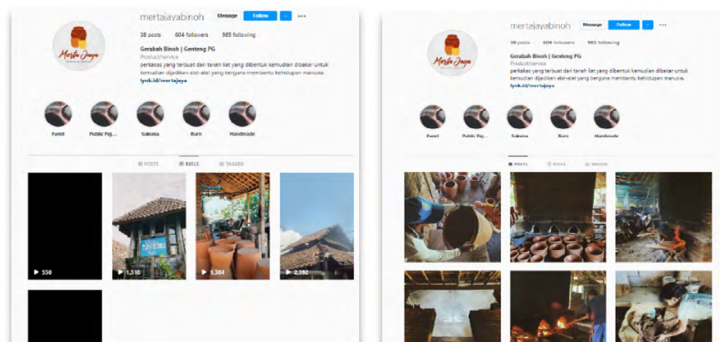
Wang et al. (2019) defines Digital Content Marketing (DCM) as the process of “creating, distributing and sharing relevant, engaging, and timely content to engage customers at the right point in their purchase consideration process, thereby driving them to move on to business building outcomes”. Referring to Wang et al (2019) and Saudah et al. (2021), the content is designed by prioritizing relevant, informative, and up-to-date principles. Some examples of content created include the history of pottery in Binong village, marketed pottery products including information on raw materials, manufacturing techniques, explanations of motifs, and price information which is updated regularly (Figure 5).



**Figure 5.** Some examples of content uploaded on social media

### Managing account and applications

As a continuation of previous activities, to increase engagement, the service team provided education on how to manage existing accounts (Figure 6). This is done so that promotional activities can take place properly and there are no deviations in their use. By providing education on account management, MSME managers can become more proficient in digital marketing. The management is related to (1) how to reply to comments politely and within a reasonable time span, (2) good product knowledge by account manager admins, (3) ideal number of posts in the feed, (4) use of hashtag variations.



**Figure 6.** Social media account screenshots

## Monitoring Step

At the monitoring step, the service team monitors developments that occur in MSME. Monitoring stage includes two things. First, whether or not digital marketing works. Second, how are the benefits received by MSMEs from the use of digital marketing in promoting and selling online media. In addition, the service team also monitors the management of social media accounts so that they are in line with previous activities and there are no deviations from using these social media accounts (Figure 7).

<b>FORM PEMANTAUAN PENGELOLAAN AKUN MEDIA SOSIAL</b>				
Hari, tanggal : 3 Februari 2022				
No.	Indikator Keterlibatan Pengelola	Ya	Tidak	Catatan
1.	Pengelola secara aktif ikut membuat konten media sosial	✓		-
2.	Pengelola secara aktif mengunggah konten media sosial	✓		Setiap hari terdapat konten yang diunggah ke media sosial
3.	Pengelola memiliki jadwal tetap untuk bertemu mengevaluasi konten yang dibuat	✓		Jadwal ditetapkan setiap hari Sabtu setiap minggunya
Indikator Kualitas Konten Media Sosial		Ya	Tidak	Catatan
1.	Kemudahan pesan dipahami	✓		Pesan terpolong singkat, jelas, dan padat
2.	Menarik bagi audience	✓		Kontras foto yang diunggah terpolong baik
3.	Menyenangkan untuk dilihat	✓		Menampilkan sesuatu yang berbeda bagi audience
4.	Menampilkan identitas produk yang dipasarkan	✓		Produk gerabah selalu ditonjolkan
5.	Menampilkan merk dagang	✓		Merk dagang selalu dimunculkan
Indikator Pengelolaan Kegiatan jual Beli		Ya	Tidak	Catatan
1.	Menanggapi pesanan yang masuk melalui DM	✓		Setiap pesan yang masuk selalu ditanggapi
2.	Memberikan penjelasan mengenai produk yang dijual	✓		Deskripsi keunggulan produk selalu disampaikan

Figure 7. Monitoring form for managing social media accounts

## Evaluation Step

Evaluation step is carried out by looking at account management, application use, the benefits that have been obtained by MSMEs, and the use of the logo that has been designed. In addition, the service team also gave a small test to the managers and stakeholders of the Binoh Pottery MSME regarding the promotion on their social media accounts. The test material starts from the account login to the content upload process. This is done so that the existence of accounts that have been formed can be managed optimally to market products and develop MSME in a sustainable manner. Table 3 is the results of the evaluation before and after the education by the service team at Binoh Pottery MSME, Ubung Kaja Village.

After evaluating the service activities, the team again reminded the MSME managers and stakeholders regarding cybercrime. The service team asks managers to always be careful in using applications that have been used to support digital marketing, given the rise of fraud and misuse of applications. In the end, the account that was created really brought more benefits to Binoh Pottery MSME, Ubung Kaja Village.

**Table 3.** Evaluation results of community service activities at Binoh Pottery MSME, Ubung Kaja Village

Activities	Before Community Service	After Community Service
Utilizing digital marketing	Binoh Pottery MSME do not yet have a digital marketing strategies	Created social media accounts to promote and reach a wider market
Designing logo	Do not yet have a logo or identification icon as an identity	Obtained a new logo that has been designed by the service team collaborating with managers
Market reach	The reach of marketing is limited to consumers around the Binoh Pottery MSME location	Able to reach markets outside Bali (Figure 8)
Education on utilizing digital marketing	MSME managers and stakeholders do not know the benefits and how to utilize digital marketing, considering their age factor.	Managers and stakeholders are now able to promote products by the Binoh Pottery MSME through digital marketing (Figure 9)

**Form Pemantauan Pemesanan Gerabah**

No.	Tanggal Pesanan Masuk	Nama Pemesan	Alamat Pemesanan	Produk Pesanan	Jumlah Pesanan	Saluran Pemesanan	Pengiriman	Keterangan
1	Selasa, 1 Februari 2022		Jl. Tukad Badung XVII No.1, Renon	Paso Besar	15	DM Instagram	Manual	-
2	Selasa, 1 Februari 2022		Jl. Plawa No.125, Denpasar	Paso Kecil	20	DM Instagram	Manual	-
3	Selasa, 1 Februari 2022		Jl. Jenderal Ahmad Yani No.57, Banyuwangi	Gerabah Besar	30	DM Instagram	JNE	Packing Kayu
4	Selasa, 1 Februari 2022		Jl. Drancang No.15A, Surabaya	Gerabah Besar	25	DM Instagram	JNE	Packing Kayu
5	Kamis, 3 Februari 2022		Jl. Narakusuma V GG.3, Denpasar	Paso Kecil	30	DM Instagram	Manual	-
6	Kamis, 3 Februari 2022		Jl. Margomulyo No.110, Surabaya	Gerabah Besar	20	DM Instagram	JNE	Packing Kayu
7	Kamis, 3 Februari 2022		Jl. Pahlawan GG.3 No.10, Singajara	Paso Kecil	50	DM Instagram	JNE	Packing Kayu
8	Kamis, 3 Februari 2022		Jl. Hayam Wuruk No.105, Denpasar	Gerabah Besar	30	DM Instagram	Manual	-
9	Kamis, 3 Februari 2022		Jl. Pulau Moyo No.34, Denpasar	Paso Kecil	20	DM Instagram	Manual	-
10	Jumat, 4 Februari 2022		Jl. Gajah Mada No.125, Mataram, Lombok	Paso Besar	25	DM Instagram	JNE	Packing Kayu



**Figure 8.** Documentation of MSME product order data

**Figure 9.** One of the promotional content uploaded by MSME managers

**4. CONCLUSION AND RECOMMENDATIONS**

Based on the evaluation, it is known that the purpose of the service activity to provide digital marketing education to Binoh Pottery MSME has been carried out well. The community service program

has been able to provide innovation and opportunities for target partners by streamlining digital marketing and expanding the marketing of Binoh Pottery MSME, Ubung Kaja Village. In addition, MSME stakeholders also have plenty of opportunities to improve the image of their products in order to compete. Contributions of ideas and solutions that can be implemented directly and used in marketing services/products in a sustainable manner are expected to be maximized. In the next stage, Binoh Pottery MSME can transform into digital-based MSME that can achieve their goals and overcome the problems faced in terms of use of digital technology.

During the service activities, the team found a number of limitations. First, the limited facilities and infrastructure used to create promotional content. Second, insufficient funds to produce quality promotional content. Third, the lack of participation of the younger generation to participate actively in promoting the existence of MSMEs. Based on the above limitations, the service team made a number of suggestions. The first suggestion is addressed to the government. The role of the government is urgently needed to provide facilities and infrastructure assistance to MSME managers. Such assistance can be in the form of cameras or other supporting facilities that can be used to create digital content. The second suggestion is addressed to the Bali Province SME Cooperatives Office to provide free promotional media (e.g via the web) to market the pottery products produced. In addition, the Bali Province SME Cooperatives Service is expected to carry out regular monitoring. This needs to be done so that MSME's capabilities conducting digital marketing can be developed. As a final suggestion, village authorities need to provide support in the form of education about the existence of this local craft of Binoh Pottery to the younger generation so that local wisdom that has existed for a long time does not become extinct and can be preserved.

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