

# ANALYSIS OF EFFECTIVE INTERACTIVE MARKETING STRATEGIES TO INCREASE BATIK BRAND AWARENESS: LITERATURE STUDY

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## ABSTRACT

**Introduction/Main Objectives:** Batik is a cultural heritage that needs to be inherited. Therefore, batik needs to be marketed in contemporary ways by involving batik users. **Background Problems:** Many batik entrepreneurs have not fully utilized digital technology to promote their products. **Novelty:** The main challenges include a lack of understanding of the elements of an effective interactive marketing strategy and how to implement them. Therefore, this study aims to identify elements of an interactive marketing strategy that can significantly increase brand awareness of batik. **Research Methods:** Using Systematic Literature Review, on articles that have been written. Article search using the Publish or Perish application, on Google Scholar search using the title words: Batik and keywords, interactive marketing, brand awareness, marketing content, social media, **Findings/Results:** from 53 papers presented in the application, after being selected, 11 articles were produced that were in accordance with the research theme. **Conclusion:** there are at least 7 interactive marketing elements that can influence batik brand awareness, namely the Use of Social Media, Interesting Media Content, Visual Content, Media Partnership, SEO and SMO, Utilization of Social Media with the SOSTAC method, Digital inbound Marketing.

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## 1. Introduction

Batik is one of Indonesia's cultural heritages that has been recognized by UNESCO as a Masterpiece of Oral and Intangible Heritage of Humanity. The beauty and uniqueness of batik motifs make it not only a textile product, but also a symbol of cultural identity that has high artistic value. Along with the development of information and communication technology, interactive marketing has become an effective strategy to increase brand awareness of products, including batik. Interactive marketing allows companies to interact directly with consumers through various digital platforms, which can increase consumer engagement and loyalty to batik brands.

The concept of online marketing business is included in interactive marketing, according to (Faisal Nurmansyah, 2022) in (Nurdiana et al., 2023) Interactive marketing is a marketing method that connects consumers directly with business people. In more detail, customers can convey their needs directly to business owners or developers, so that companies are able to find out what their customers need. According to Kotler and Keller (2018) in (Nurdiana et al., 2023), Interactive marketing is online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, and generate sales of products or services. Elements of an interactive marketing strategy that include the use of social media, engaging content, personalized interactions, and measurable campaigns can have a significant impact on increasing brand awareness. International research shows that interactive marketing can increase consumer engagement and strengthen emotional bonds with the brand. (Hennig-Thurau et al., 2004).

In Indonesia, using interactive marketing strategies in the batik industry also shows a positive trend. (Restaty & Wuryanta, 2020) The effectiveness of promotion through social media is one form of marketing communication mix that is directly related to the level of consumer exposure until consumers make a decision to buy local batik products. Public relations utilizes this social media as a means of establishing good communication with the audience or target market (Gita Andini et al., 2021).

Thus, this article will discuss various elements of effective interactive marketing strategies to increase brand awareness of batik. The main focus is on how these elements can be implemented effectively by batik industry players in Indonesia. Through a comprehensive literature study, it is hoped that this article can provide practical guidance for batik entrepreneurs in designing interactive and sustainable marketing strategies.

## 2. Literature Review

### Interactive Marketing

Interactive marketing is a marketing strategy that utilizes digital technology to create two-way communication between companies and consumers. According to Ariyanti (2019) in (Nurdiana et al., 2023) Interactive marketing is all activities using online media that aim to facilitate the production process of goods and services from producers in order to meet consumer needs and desires. Kotler and Keller argue that interactive marketing not only increases the effectiveness of communication, but also allows for personalization of messages that can increase relevance to consumers. The main elements of interactive marketing include the use of social media, interesting content, consumer engagement, and data analysis to measure campaign performance.

### Use of Social Media

Social media has become a major platform in interactive marketing strategies. (Kaplan & Haenlein, 2010) stated that social media offers a unique opportunity for companies to build communities and create direct dialogue with consumers. In Indonesia, the use of social media for batik marketing, using Instagram, Facebook, website, TikTok, and Whatsapp as well as Youtube (Moestopo, 2022), , (Riska Amalia et al., 2023) , Pratiwi, 2021) , (Praswati et al., 2022) produce positive things. (Badri, 2011) in "Marketing Communication of MSMEs in the Era of Social Media". The discussion of marketing communication in his research focuses on marketing communication through social media which includes the selection of social media, selection of content, packaging of messages, and building global and local marketing networks. Research by (Yohanes et al., 2021) shows media tours are used to increase product exposure. Media tours are also carried out so that the media has more interesting content to see firsthand how batik is produced. (Yohanes et al., 2021).

## Engaging Content

Engaging and relevant content is key in interactive marketing. According to (Lieb, 2011), in the book *Praise For Content Marketing*, quality content can attract consumers' attention, increase engagement, and encourage interaction. In the context of batik marketing, content that displays the batik-making process, the history and philosophy behind batik motifs, and stories about batik craftsmen can increase brand appeal and awareness. Sari and Wahyudi (2019) added that strong visualization and engaging narratives are very effective in attracting the attention of millennial consumers.

## Consumer Engagement

Consumer engagement is an important element in interactive marketing.. (Hennig-Thurau et al., 2004) states that consumer engagement through direct interactions, such as comments, sharing content, and participation in online campaigns, can strengthen the emotional bond between consumers and brands. The Marketing Science Institute (Marketing Science Institute 2010, 2012) in (Mayastika, 2020) defines customer engagement as a manifestation of customer behavior towards a brand (company) outside of purchasing activities resulting from individual customer motivations such as word of mouth, recommendations, interactions between consumers, blogging, writing reviews and other similar activities. While (So et al., 2016) defines customer engagement as a marketing activity that is oriented towards customer behavior and psychology. In Indonesia, research by Kurniawan and Astuti (2020) shows that interactive campaigns such as quizzes, photo contests, and live streaming can increase consumer engagement with brands.

## Data Analytics

Data analytics allows companies to measure the performance of interactive marketing campaigns and make data-driven decisions. The use of data analytics tools such as Google Analytics and insights from social media platforms can provide valuable information about consumer behavior and campaign effectiveness. Several case studies have shown the success of interactive marketing strategies in increasing brand awareness in Indonesia. According to the results of a survey by Sociabuzz quoted (Gianthonove & Pratiwi, 2022) on the use of influencers for marketing activities, it was revealed that 98.8% were used to increase awareness, 62.7% to educate target consumers, 50.6% for sales, and the remaining 39.8% to increase the number of followers ([www.sociabuzz.com](http://www.sociabuzz.com)). Collaboration between local artists and designers through digital platforms can create significant buzz and increase the visibility of batik brands. Conclusion of the study (Vania et al., 2023) bahwa peran Duta Batik sangat banyak sebagai media pelestarian batik Indonesia, diantaranya promosi batik dengan media sosial, bekerja sama dengan media berita dan pengrajin batik, serta melalui berbagai event dan program kerja.

## 3. Method, Data, and Analysis

### Research Method

This study uses a literature review method to identify elements of an effective interactive marketing strategy in increasing brand awareness of batik. The literature review method was chosen because it allows researchers to collect and analyze various relevant reference sources systematically. The data collection process involves searching, selecting, and analyzing literature from scientific journals, books, articles, and research reports related to interactive marketing and the batik industry.

The steps in this literature review method include:

Literature Search: Using keywords such as "interactive marketing", and "batik" in academic databases with the publish or perish application with Google Scholar search mode.

Literature Selection: Selecting literature based on relevance to the research topic, source quality, and year of publication in the last 5 years, namely 2020 to 2024.

Literature Analysis: Categorizing literature based on elements of an interactive marketing strategy and analyzing key findings from each source.

Synthesis of Findings: Integrating findings from various literatures to identify patterns and conclusions that can be used to answer research questions.

**Data**

The data used in this study are secondary data obtained from selected literature, namely data from research results on interactive marketing and brand awareness from national journals.

**Data Analysis**

Data analysis was carried out using a qualitative approach through the following steps:

Identification of Interactive Marketing Elements: Identifying the main elements of interactive marketing from the analyzed literature, such as the use of social media, interesting content, consumer engagement, and data analysis.

Evaluation of Element Effectiveness: Evaluating the effectiveness of each element based on findings from various studies. For example, assessing how the use of social media can increase brand awareness of batik, or how interesting content can affect consumer engagement.

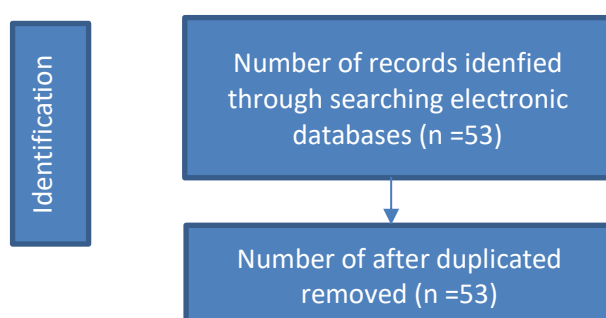
Conclusion Drawing: Drawing conclusions about the most effective elements in increasing brand awareness of batik and providing practical recommendations for implementing the strategy in the Indonesian batik industry.

The process table as in table 1, with inclusion and exclusion criteria..

PICOS Framework	Inklusi	Eksklusi
Population	Journal with the subject of batik and interactive marketing	Journals with subjects outside batik and interactive marketing
Intervention	No intervention	No intervention
Comparation	There is no comparison	There is no comparison
Outcomes	Batik, marketing, interactive marketing	Beyond Batik, Marketing and interactive marketing
Study Publication years	Quantitative research Journals published in 2020-2024	In addition to quantitative research Journals published before 2020
Language	Indonesian language journals	Journals in languages other than Indonesian

Table 1: Inclusion and exclusion criteria

From the Publish or Perish search, 53 articles were found according to the keywords. Adopting Moher in (Pollock & Berge, 2018), using PRISMA flow,



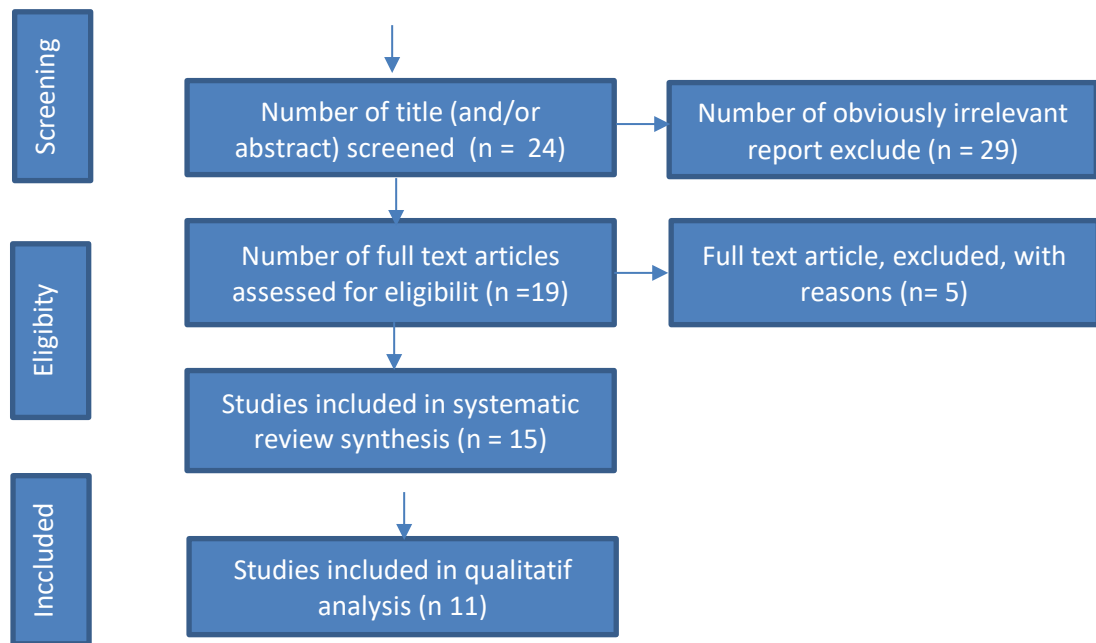


Figure 1, Article Search Workflow Framework

#### 4. Result and Discussion

The discussion in this article will examine in more depth the findings from the literature study on the elements of interactive marketing strategies that are effective in increasing brand awareness of batik. This discussion will include an evaluation of the key elements, their implications, and recommendations for implementation in the Indonesian batik industry.

**Table 2.** elements of interactive marketing elements that are useful in increasing brand awareness.

Author, Year	Factors
(Nuryakin & Pribadi, 2021)	Konten Pemasaran
(Yohanes et al., 2021)	media partnership
(Gunawan, 2021)	Marketing Content (Visualization)
(Desrizal et al., 2023)	SEO and SMO
(Ghufroni An et al., 2023)	Marketing Content (Promotional Text)
(Hanif Ahda, 2023)	Utilization of Social Media with the SOSTAC method
(Sundayana et al., 2024)	Social Media Usage (Social media is familiar and has many users)
(Rahma Dhany et al., 2024)	Social Media Usage (Social media is familiar and has many users)
(Auliarahman et al., 2024)	Digital inbound marketing
(Riska Amalia et al., 2023b)	Social Media Usage (Social media is familiar and has many users)
(Fadhilah et al., 2024)	Social Media Usage (Social media is familiar and has many users)

The summary of these factors is

1. Use of Social Media

2. Interesting Media Content
3. Visual Content
4. Media Partnership
5. SEO and SMO
6. Utilization of Social Media with the SOSTAC method
7. Digital inbound Marketing

### **Use of Social Media**

Social media is a very effective platform in interactive marketing. Based on a study by (Kaplan & Haenlein, 2010), social media offers opportunities for companies to build communities and interact directly with consumers. Whatsapp and instagram are 2 applications that are very familiar in Indonesian society. Even the world. These applications are very popular worldwide because they are easy to use, feature-rich, and run on a variety of devices, including smartphones and desktop computers, Quote (Pranajaya & Wicaksono, 2017:99) in (Sundayana et al., 2024) . (Trisnani, 2017) reveals several roles of WhatsApp in efforts to improve business, including as a marketing and promotion tool, expanding business, and monitoring delivery systems. (Sundayana et al., 2024) mentions Instagram users as of October 2023 Indonesia is in 4th position out of 10 countries, with a total of 104,800,000 people. It is a very broad market place. The implication is that batik entrepreneurs must actively use social media to promote their products. Consistent posting, interaction with followers, and use of features such as Instagram Stories or Facebook Live can create high engagement and increase brand awareness.

### **Engaging Media Content**

Content is the core of interactive marketing. According to (Lieb, 2011), Interesting and relevant content can attract consumer attention and increase engagement. Content marketing aims to increase customer awareness of brand impressions in various market segments so as to encourage customer loyalty. The concept of content marketing is also different from product advertising. Product advertising is more about the company's efforts to get customers to buy products or services (Nuryakin & Pribadi, 2021). In the context of batik, Sari and Wahyudi (2019) showed that content that displays the batik making process, the stories behind the motifs, and the profiles of batik craftsmen can increase consumer awareness and interest. (Ghufroni An et al., 2023) In his article, he wrote that the importance of promotional text in the media is a technical thing that must be done.

### **Visual Content**

(Gunawan, 2021) explains the process starting from identifying positioning with why test, consumer insight, brand essence, tone and manner (visual message). Furthermore, in the use of language (verbal strategy) it is quite short and formal. Furthermore, media selection (media strategy) is carried out, by determining the content pillars including product showcase, seasonal promo, role model and product, miscellaneous.

Content that tells about the history and culture behind batik not only educates consumers but also creates emotional attachment. This is important to increase brand awareness because consumers not only buy products, but also the values and stories behind them.

### **Media Partnership**

Batik Negarawan in research (Yohanes et al., 2021) using radio, magazines and online media. With a clear target, namely the younger generation, collaborating with the media in contest activities. Through media partnerships, contests and media tours are created at the same time which produce

new value so that buzz is created. The important thing that needs to be a media partner is the target audience.

### **SMO and SEO**

(Desrizal et al., 2023) explains SMO and SEO have the same goal, namely to popularize a website or a particular agency through social media with a target of the wider community, especially internet users. SEO friendly tools such as WordPress and another way is to promote on other websites such as placing website links that are created on forums or inserting website links that are created on other website articles, and this must be done continuously so that many people will visit the website that is created, this will increase the rating of the website that is created on search engines. In maximizing While SMO is able to use several social media such as Facebook or Twitter, what must be done here is to increase friends on the page that is created and place website links that are created on the wall or post on friends, with the rule that each friend on our friends has another network. Both of these things cannot be done in a short time but must be done repeatedly and must have good relations on social media.

### **Utilization of Social Media with the SOSTAC method**

According to Prisgunanto (2014) in (Hanif Ahda, 2023) that SOSTAC analysis. SOSTAC stands for Situation, Objectives, Strategy, Tactics, Action, and Controlling which is a further development of the SWOT (Strength, Weaknesses, Opportunities, Threats) study. Kotler put forward the understanding of SOSTAC as a system as a basis for implementing steps and creating marketing plans.

### **Digital inbound marketing**

Inbound marketing strategy is about creating and sharing content. This strategy is a marketing methodology that focuses on how to get a business's products or content discovered by prospects through blogs, podcasts, e-Books, e-Newsletters, websites, search engine optimization, social media marketing, and other forms of content marketing. (Soegoto & Simbolon, 2018) . Inbound marketing enables open and intelligent relationships with customers whose attention has been attracted to a product or service and creates personal relationships by promoting content that is tailored to the consumer's needs. Inbound marketing is using marketing tactics that will try to gain the interest of prospects and attract (bring) them to a business's website rather than trying to push advertising messages to prospects and waiting for their reaction. (Auliarahman et al., 2024).

## **5. Conclusion and Suggestion**

The results of the study using Semantic Literature Review show that there are at least 7 interactive marketing elements that influence batik brand awareness. These factors are: Use of Social Media, Interesting Media Content, Visual Content, Media Partnership, SEO and SMO, Utilization of Social Media with the SOSTAC method, Digital inbound Marketing.

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