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DIGITAL MARKETING STRATEGIES FOR THE JAKARTA INTERNATIONAL HANDICRAFT TRADE FAIR (INACRAFT)

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Abstract

Nowadays, digital marketing is crucial for companies to advertise products or services via digital media or platforms, allowing them to reach a broader audience through the internet. Numerous companies implement digital marketing strategies; one such firm is PT Mediatama Binakreasi. This study examines digital marketing metrics such as expenditure, bidirectional communication, incentive programs, and website design. It also investigates the digital marketing practices employed for the INACRAFT 2023 event by the Marketing Communication division at PT Mediatama Binakreasi. The aim of this study is to evaluate the interaction with existing metrics, identify digital marketing forms, and analyze the content creation process for digital marketing, particularly on Facebook and Instagram for INACRAFT 2023. Moreover, it seeks to identify the obstacles in the digital marketing process for this particular event. This study adopts a qualitative descriptive methodology, collecting data through direct observation, interviews, and literature review. The study's results indicate that the marketing strategy for INACRAFT 2023 utilizes social media platforms such as Instagram, Facebook, TikTok, the website, and the Paid Ads feature. This research aims to aid and provide significant insights for academics and practitioners in digital marketing, especially those using social media and Ads features for event promotion.

Keywords: *digital marketing, strategy, social media, events, Inacraft 2023.*



INTRODUCTION

The Jakarta International Handicraft Trade Fair, or known as INACRAFT, is an annual international handicraft exhibition organized by the Association of Indonesian Handicraft Exporters and Producers (ASEPHI) in collaboration with PT Mediatama Binakreasi. This event is an important platform for Indonesian artisans and entrepreneurs in the handicraft industry to showcase their products to a wider market. The products exhibited at INACRAFT include a variety of items such as batik, shoes, travel bags, jewelry, accessories, household tools, home decorations, and children's toys. Since its inception, INACRAFT has featured a different theme each year, usually inspired by the cultural richness of Indonesian islands. In 2023, INACRAFT highlighted a theme from South Sulawesi titled "The Authentic South Sulawesi," showcasing the uniqueness and cultural diversity of the region.

According to internal data from PT Mediatama Binakreasi, the exhibition attracted a significant public interest, with 173,695 people visiting INACRAFT in 2019. However, the COVID-19 pandemic caused the event's cancellation in 2020 and 2021. When the event resumed in 2022, the number of visitors dropped to 60,670 in March and 25,000 in October. In response to the decrease in visitors post-pandemic, PT Mediatama Binakreasi took steps to leverage digital technology as a key tool in their marketing strategy.

Digital marketing, as defined by the American Marketing Association (AMA), encompasses a range of activities, institutions, and processes that use digital technology to create, communicate, and deliver value to consumers and other stakeholders (Kannan & Hongshuang, 2017). Digital marketing not only enables businesses to reach and inform potential customers about their products or services but also helps in analyzing and meeting the needs and desires of potential consumers. For consumers, digital marketing facilitates the search for and acquisition of information about desired products or services.

One of the digital marketing tools optimized by PT Mediatama Binakreasi is social media, particularly Instagram and Facebook. By utilizing features available on these platforms, such as posting photos on the feed, stories, reels, and advertising or boosting posts, PT Mediatama Binakreasi can increase the exposure of the content they share and attract the attention of the target audience for the INACRAFT event. This research aims to explore and analyze the digital marketing strategies implemented by PT Mediatama Binakreasi for INACRAFT 2023. Some research questions to address this objective are:

1. What forms of digital marketing implementation were carried out for INACRAFT 2023?
2. What is the process of creating digital marketing content on Facebook and Instagram for INACRAFT 2023?
3. What challenges might be faced in the implementation of digital marketing for the INACRAFT 2023 event?

Theoretically, this research is expected to contribute to the understanding of digital marketing strategies in the context of exhibition events and provide practical insights for practitioners and researchers in optimizing the use of social media for effective event promotion.

The Use of Digital Marketing in Promoting Events

Digital marketing, according to Kotler and Keller (2016), is a promotional activity for brands or products using digital media. A similar opinion is expressed by Dibussi Tande (2018), who defines digital marketing as a technique for marketing products or services through digital media such as the internet, mobile devices, and software. Based on these definitions, it can be concluded that digital marketing is a marketing technique conducted by a brand using digital media or platforms, allowing them to reach a wider target and market through the internet.

According to Eun Young Kim (in Laksana et al., 2018), the indicators of digital marketing encompass several important aspects. First, cost refers to an efficient promotional technique that reduces expenses and time. Second, interactivity refers to the two-way relationship between the company and consumers, facilitating clear and mutually accepted information exchange. Third, incentive programs offer additional advantages in promotions, providing value back to the company. Fourth, site design includes attractive features in digital marketing that provide positive value to the company.

Digital marketing offers various benefits, as outlined in the book "The Power Of Digital Marketing" (2020) by T. Rachmadi. First, digital marketing makes it easier for companies to connect with consumers, enabling easy access to product or service information. Second, it helps increase sales by reaching a wider market. Third, it reduces operational costs for the company with better efficiency. Fourth, real-time customer service enhances the connection between the company and consumers. Fifth, it enables easier and faster online transactions, increasing the company's revenue. Lastly, digital marketing allows companies to compete with major brands in the market.

Chakti (in "The Book of Digital Marketing", 2019) adds that digital marketing also serves as a gateway to consumer information, providing consumers with more time to understand products or services, and facilitating easy and unlimited access for consumers to obtain information and make transactions. Techniques or strategies in digital marketing play an important role in enhancing the effectiveness of a company's marketing to achieve set targets. According to the book "Digital Marketing dan E-Commerce" (2023), these strategies include the use of Big Data and Search Engine Optimization (SEO).

Big Data is used to analyze consumer patterns and preferences to accurately target through personalized marketing campaigns and more accurate decision-making. SEO, as explained by Rini and Ferdian (2016), is a series of processes to increase the volume and quality of traffic to a website through search engines, aiming to maintain a top position in search results. SEO not only increases brand awareness and sales but also enables companies to compete effectively.

Additionally, digital advertising is also an effective strategy to quickly reach a wider and more relevant target market. Various formats of digital advertising include Display Ads, Video Ads, Social Media Ads, Search Ads, E-Mail Ads, Native Ads, and Remarketing. Through payment based on digital media or platforms, companies can increase their brand's visibility and exposure and ensure marketing campaigns effectively reach the targeted audience.

Nasrullah (2015) defines social media as a medium that facilitates the formation of social bonds in the virtual world. Meanwhile, Kotler and Keller (2016:642) explain social media as a communication tool that allows users to share information in various forms such as text, images, sound, and video with other individuals or companies. Overall, social media

can be considered a platform for online interaction that encompasses various forms of communication and information exchange.

The primary purposes of using social media include creating personal branding for individuals, companies, or public figures, forming communities with similar interests, and serving as a marketing tool to promote businesses. In a study by Dhir, Pallesen, and Konuş (2017), the functions of social media include interpersonal communication through text messages, chats, or comments, maintaining relationships by sharing content and interacting, social influence that affects users' attitudes and behaviors through influencers or friends, information seeking for news, guides, product reviews, and entertainment, as well as a means for exploring interests, hobbies, and learning through educational content and tutorials.

The remainder of the paper is structured as follows. The methodology outlines our three data collection approaches: observation, interview, and literature review. The findings section presents the identification of three main digital marketing strategies employed by PT Mediatama Binakreasi for INACRAFT 2023, and explores the process of developing digital marketing content, specifically for Facebook and Instagram. The conclusion summarizes key findings, highlights theoretical and practical contributions, and proposes avenues for future research.

METHODOLOGY

The researcher employed direct field observations and actively participated in the INACRAFT 2023 event, organized by PT Mediatama Binakreasi. Field observation is a qualitative research method where the researcher systematically observes people or events in their natural settings to gain insights and understanding (Angrosino, 2007).

During this period, in-depth interviews were conducted with key personnel from PT Mediatama Binakreasi's Marketing Communication division. In-depth interviews are a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation (Boyce & Neale, 2006). Purposive sampling was employed to select the interviewees. Purposive sampling, also known as judgmental sampling, is a non-probability sampling method where the researcher selects participants based on their knowledge, relationships, and expertise in the subject being studied (Palinkas et al., 2015). Interviewees included staff members responsible for Marketing Communication and Social Media Specialist roles, with a focus on the social media marketing efforts for INACRAFT 2023.

The gathered data from observations and interviews were transcribed meticulously for systematic analysis. This process involved documenting and interpreting the discussions and responses from the interviewees. The subsequent analysis aimed to identify key strategies, challenges, and outcomes related to the digital marketing efforts during the INACRAFT 2023 event.

FINDINGS AND DISCUSSION

This part is divided into two sub-sections. First, the identification of three primary digital marketing strategies utilized by PT Mediatama Binakreasi for INACRAFT 2023, namely social media, paid advertisement, and the INACRAFT Market website. This includes examining how each strategy was implemented and its impact on reaching a wider audience and enhancing brand awareness. Finally, the identification of the process of creating digital marketing content, specifically on Facebook and Instagram for INACRAFT 2023, detailing the stages from content planning to execution, and the challenges faced during the process.

Various Forms of Digital Marketing at the INACRAFT 2023 Event

The digital marketing efforts by PT. Mediatama Binakreasi show significant cost efficiency indicators. Their strategy reduces costs and time through online advertising channels like Facebook Ads, Instagram Ads, YouTube Ads, electronic billboards, social media platforms, websites, mobile marketing, and video marketing. Compared to previous years, INACRAFT 2023 actively used digital marketing to expand its target market reach, which in turn increased brand awareness and interest from both local and international communities. The digital marketing strategy for the INACRAFT 2023 event consists of three key elements.

The first strategy is leveraging social media as a tool to create two-way interaction between the company and consumers, enabling clear and interactive information delivery. The second strategy is utilizing paid advertising platforms to target the right market specifically and effectively by paying certain fees to use these features on the chosen platforms. The final strategy is using the INACRAFT Market website to help SMEs sell their products online, making transactions efficient and effective.

Social Media

Regarding the first strategy, PT Mediatama Binakreasi specifically utilized Instagram as one of the main social media platforms to publish information related to the INACRAFT 2023 event. The use of Instagram by PT Mediatama Binakreasi aims to support various marketing aspects of the INACRAFT 2023 event, including ticket sales, date and time announcements, sponsor and partner information, and event programs such as talk shows, workshops, and seminars.

In addition to intensive interaction, incentive programs are also a crucial part of the digital marketing strategy implemented through social media platforms by PT Mediatama Binakreasi. At the INACRAFT 2023 event, various exciting programs were disseminated through social media, designed to engage multiple parties, including students from various universities as part of their education on event implementation. This reflects PT Mediatama Binakreasi's commitment to optimizing digital marketing indicators to enhance the success and positive impact of the INACRAFT 2023 event.

Within the scope of the strategy utilizing social media networks, PT Mediatama Binakreasi also collaborated with influencers to expand the marketing reach of the event. At INACRAFT 2023, PT Mediatama Binakreasi partnered with influencers such as Nadine



Chandrawinata (Instagram: @nadelist) with 2 million followers, and Aurel Hermansyah (Instagram: @aurelie.hermansyah) with 30.9 million followers. This collaboration aims to broaden the brand awareness of the INACRAFT event and reach a wider target market, both locally and internationally.

In addition to Instagram, Facebook was also chosen as a platform to extend the marketing reach. Facebook allows indirect interaction and information dissemination through the internet, enabling INACRAFT 2023 to reach the target audience more effectively. PT Mediatama Binakreasi used similar design, captions, and publication schedules between Facebook and Instagram, making it easier to disseminate information without needing to repost, making their marketing strategy more efficient.

Beyond Instagram and Facebook, TikTok was also utilized as a new platform to promote the INACRAFT 2023 event. TikTok is known for its engaging short videos, which PT Mediatama Binakreasi leveraged to disseminate information and build buzz about the event. Videos from TikTok were mirrored to Instagram reels (@weareinacraft), increasing efficiency and effectiveness in spreading information about INACRAFT 2023. By using these two platforms in parallel, PT Mediatama Binakreasi successfully reached a broader audience and increased awareness of the event among both local and international communities.

Paid Advertisement

Paid Ads are features available on certain platforms that help find the target market specifically and effectively by paying a certain fee. The Marketing Communication Division of PT Mediatama Binakreasi used this feature to promote the INACRAFT 2023 event, ensuring information was accurately disseminated to domestic and international target markets, based on location, age, interests, and other related factors.

Instagram, Facebook, and YouTube were chosen as platforms for using Ads features to market INACRAFT 2023. On Facebook, the first step is selecting the post to be boosted. Next, the goal of the post is determined either automatically or manually, according to the desired target. The third step is defining the target audience, including location, age, interests, and other criteria. The duration and budget are also set to achieve the desired target. Finally, ad placements are chosen, followed by payment and clicking the "Boost post now" button to activate the Ads feature.

In addition to Facebook, PT Mediatama Binakreasi also utilized Instagram Ads as a digital marketing strategy for the INACRAFT 2023 event. The steps start with selecting the Instagram post to be boosted. After that, the desired Ads Goals for the campaign are set. Then, the target audience is chosen using preset templates, including criteria such as gender, age, location, interests, and others to align the message with the appropriate target audience. After determining the audience, the next step is setting the budget and duration of the Ads campaign on Instagram. The Ads Review process is conducted to preview the Ads, including the Ad goal, Audience, Budget and duration, and Payment, so users can ensure the settings align with the targeted marketing strategy. The final step is making the payment and activating the campaign by pressing the Boost post button, allowing the Ads feature to be used effectively to achieve the desired marketing goals.

By using the Ads feature, PT Mediatama Binakreasi recorded a significant increase in Reach, Impressions, and Engagement on the Instagram account @weareinacraft. A total



of 139,059 accounts showed higher interest compared to previous campaigns, noting a 60% increase. Impressions also rose by 40%, with posts being viewed 220,939 times. Besides Facebook and Instagram, PT Mediatama Binakreasi also utilized the Ads feature on YouTube to broaden the marketing reach.

INACRAFT Market Website

The INACRAFT Market website has become a significant indicator in digital marketing for each INACRAFT event organized by PT Mediatama Binakreasi due to its attractive and functional design. Launched in 2022, this website not only supports the marketing strategy but also facilitates consumer online shopping. Features available on it, such as information about INACRAFT's history, theme, and icons, exhibition layout, participant list, and event programs, provide users with a comprehensive experience. Additionally, this website plays a crucial role in supporting SMEs to sell their products efficiently and effectively. Additional information about online partners, promotions, media partners, and INACRAFT's development over the last five years is also provided, making this website a complete and easily accessible source of information for all users.

Digital Marketing Content Creation Process for INACRAFT 2023

The process of creating digital marketing content for INACRAFT 2023 on Facebook and Instagram begins with the creation of content pillars. These pillars include the foundation of the content plan to be published, including educational information, participants, tickets, visit schedules, and event-related details for INACRAFT 2023. The content pillar includes information about event dates, health protocols, facilities, visit schedules, insight programs, sponsors and support, ticket purchase, free shuttle bus facilities, daily event activities, teasers, key visuals (KV), countdowns, and marketplace. Additionally, there is interactive information content, event programs such as seminars, workshops, talk shows, photography competitions, regional dance performances, regional musical instruments, fashion shows, and other information like recommended hotels and travel agents, information about the Association of Exporters and Producers of Indonesian Handicraft (Asephi), and collaborative content with various parties.

Next is the creation of the content calendar. This calendar contains the publication schedule for content determined in the content pillar. The subsequent stage is developing the content concept, including deciding captions, hashtags, content distribution on the platforms to be posted, and the design concept for the content to be published. Once the concept is created, the content design is then made and submitted for suitability checks and revisions if needed. If the design is appropriate and does not require revision, the content is ready to be uploaded according to the date specified in the content calendar.

However, there are several obstacles in the process of creating digital marketing content for INACRAFT 2023. The first obstacle comes from social media platforms Facebook and Instagram. Because Facebook mirrors content on Instagram and is part of the Meta business, issues sometimes arise, such as Facebook suddenly being unable to process payments or requiring pre-paid funds before and submission. This causes a lack of synchronization between posts on Facebook and Instagram. Additionally, the difference in

ad approval times between Facebook and Instagram is also an obstacle, with Instagram usually taking 24 hours for approval, although sometimes faster than Facebook.

Other obstacles come from external factors, such as discrepancies between the expected results by the client, which cause the work to be revised and adjusted again, hindering the schedule of subsequent tasks. On the YouTube platform, obstacles occur when there are changes in ad duration or the addition of sponsors and partnerships, which require time for revision and re-uploading of the ad. Additionally, issues like YouTube accounts being banned are also a problem but can be resolved by using available backup accounts. Overall, despite several obstacles in the process of creating digital marketing content for INACRAFT 2023, systematic steps and efforts to resolve arising issues can help ensure that the content is published as planned and provides useful information for the audience.

CONCLUSION

INACRAFT 2023 demonstrated an enhanced digital marketing strategy with a primary focus on market expansion and brand awareness through Instagram, Facebook, and TikTok. PT Mediatama Binakreasi successfully leveraged Paid Ads to reach a broader audience while using the website as an efficient platform for transactions and building brand awareness related to the event. Content creation for INACRAFT 2023 on Instagram and Facebook began with detailed content pillars and an organized content calendar, covering all event details, participant information, tickets, and visit schedules. The content conceptualization process involved determining captions, hashtags, platform distribution, and attractive designs, with careful design reviews before uploading according to the schedule in the content calendar.

However, the execution of digital marketing for INACRAFT 2023 faced various technical and strategic challenges. One of these was the difficulty in managing social media platforms like Facebook and Instagram, which sometimes experienced technical issues causing post synchronization problems. The use of Paid Ads also demanded a well-planned strategy to achieve the desired goals. Other challenges included approvals for content and designs from external parties, as well as platform policy challenges like those on YouTube affecting the event's promotional strategy.

Based on the research conducted, PT Mediatama Binakreasi has the potential to improve the effectiveness of digital marketing strategies for future INACRAFT events. Firstly, it is important for PT Mediatama Binakreasi's marketing communication division to consistently interact with audiences on social media platforms throughout the year, not just before or on the event day. Instagram content should include detailed information about the INACRAFT event, Indonesian products, and tips related to handicrafts to enhance audience knowledge and understanding.

Additionally, TikTok can be optimized more intensively by producing engaging video content about INACRAFT and Indonesian crafts to spark interest among the younger generation. YouTube is advised to be active in providing informative and entertaining video content, possibly collaborating with relevant partners to expand audience reach. Lastly, PT Mediatama Binakreasi is recommended to frequently collaborate with influencers or key opinion leaders (KOL) to increase brand exposure and strengthen relationships with a broader audience. Implementing these steps is expected to help



INACRAFT maintain its position as one of Indonesia's premier events through innovative and effective digital marketing strategies.

This research aims to provide a foundation for PT Mediatama Binakreasi to adapt a more holistic and sustainable digital marketing approach. With a deeper focus on educational and interactive content on social media platforms, the company can expand its potential audience reach and strengthen their engagement with the INACRAFT brand sustainably, which in turn can enhance brand loyalty and participation in future events.

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