

Digital Marketing Strategy to Increase the Competitiveness of the Mekongga Traditional Mantik Sangia Woven Cloth Creative Industry

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ABSTRACT

This study aims to analyze digital marketing strategies to increase the competitiveness of the Mekongga Customary Mantik Sangia woven cloth creative industry in Kolaka Regency. This study applies a descriptive qualitative approach, collecting information through in-depth interviews and careful observation. The 7P Marketing Mix and SWOT analysis are used to analyze the data and determine the internal and external factors that influence the implementation of digital marketing in the woven cloth business. Research informants consist of business owners, employees of the Kolaka Regency Tourism Office, consumers, suppliers, and other related parties. The study findings show that the Mekongga Customary Mantik Sangia woven cloth business has strengths in product quality, motifs, business legality, and local government support. Opportunities are also supported by increasing public interest in local products and the development of digital marketing. However, there are still weaknesses such as suboptimal digital promotion, limited digital marketing knowledge, and the lack of use of paid advertising. Threats faced include price competition, changes in consumer tastes, and the declining interest of the younger generation in traditional cloth. Strategies that can be implemented include strengthening product branding, improving the quality of digital content, utilizing social media and marketplaces, digital marketing training, and more modern product innovations to increase the competitiveness of the creative industry in the digital era.

INTRODUCTION

The national economy demonstrates a country's ability to manage resources to promote sustainable growth, income equality, and social welfare (Ningrum et al., 2024). In the era of globalization, economic performance is influenced by internal factors such as fiscal

and monetary policies, human resource quality, and institutional arrangements, as well as external factors such as the global economy, technology, and geostrategic challenges. Therefore, integrated economic policies are needed to create inclusive and sustainable growth (Ramdani et al., 2025). Economic growth plays a crucial role in income equality and improving welfare through expanding employment opportunities and increasing purchasing power. To achieve this, government commitment and public participation are needed in increasing productivity and consumption of goods and services (Sembiring et al., 2023).

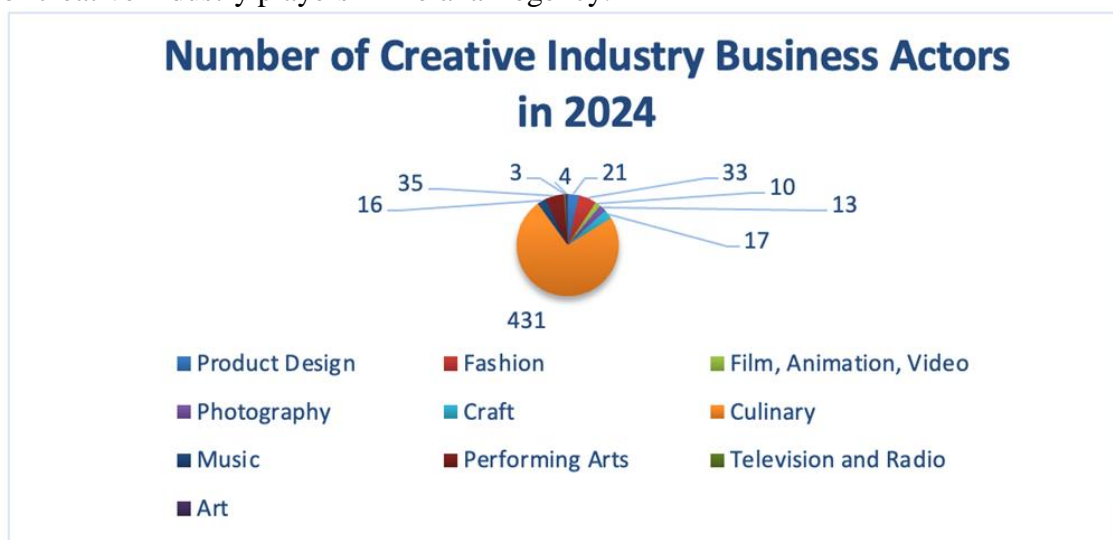
Indonesia's economic development from 2010–2025 shows significant dynamics, particularly in the creative economy sector. According to Statistics Indonesia (BPS) in 2024, this sector contributed IDR 1,611.2 trillion, or 7.28%, to national GDP, exceeding the national GDP growth rate of 5.03%. In 2025, its contribution will increase to IDR 1,366 trillion, or 6.83%, indicating a change in the sector's performance. Although the creative economy's contribution to GDP declined from 2024 to 2025, the national economy still relies on this industry for its primary functions. The creative economy is a source of adaptive and sustainable growth, supporting economic stability and public welfare.

National economic growth is also supported by the creative economy sector, which is based on creativity, innovation, and cultural richness. This sector encompasses 16 subsectors, including advertising, applications, architecture, design, crafts, photography, publishing, media, fine arts, fashion, film, culinary arts, performing arts, and music (Elza, 2025). This diversity demonstrates the creative economy's role as a driver of economic growth through the development of various creative industries (Dian et al., 2021). In this context, the creative industry serves as a platform for businesses to produce products and services with economic value and competitiveness (Stiadi et al., 2021). Its development reflects the potential of individual creativity and the importance of innovation and knowledge as drivers of the Indonesian economy (Daisy and Syafitri, 2024). According to the Indonesian Ministry of Trade, the creative industry thrives by leveraging individual creativity, skills, and talents as key resources. Its diverse subsectors demonstrate the strategic role of the creative industry, particularly through digital technology and content, in enhancing competitiveness and creating added economic value in the digital era.

However, the craft subsector in Kolaka Regency has not yet optimally utilized digital marketing. Businesses have not fully integrated digital technology as a means of promotion and distribution (Astuti et al., 2023). This is influenced by low digital literacy, a lack of understanding of online marketing strategies, and minimal use of digital platforms (Lubis et al., 2025). In contrast to crafts, the culinary, fashion, and other subsectors have demonstrated better performance in digital marketing. Culinary businesses are more adaptive in using social media, marketplaces, and service applications to reach a wider consumer base (Oktavia and Nirawati, 2025). This is supported by the characteristics of culinary products that require intensive promotion and are responsive to market trends (Tania and Pratama, 2025). In the fashion subsector, digital marketing is developing through engaging visual content, collaboration with influencers, and e-commerce optimization to increase sales. High competition encourages businesses to be more innovative in utilizing digital technology (Lestari et al., 2023).

The creative industry has advantages in creating added value based on creativity, innovation, and culture. First, it is able to generate high sales value through unique designs, concepts, and symbolic meanings. Second, it is able to adapt to digital technology in production, distribution, and marketing, thereby increasing efficiency and expanding markets. Third, the creative industry has significant export potential because products based on local culture have global appeal, strengthening the nation's image and Indonesia's position on the international stage. However, the creative industry still faces several obstacles. First, limited access to financing due to a lack of collateral, disorganized financial administration, and high business risks. Second, understanding of copyright, trademarks, and patents remains low, and IPR protection is weak. Third, there is a lack of supporting infrastructure such as modern production facilities, collaboration spaces, and digital networks. Fourth, there are gaps in technical, digital, and managerial skills. Fifth, there are marketing challenges due to high competition and a limited understanding of branding and digital marketing. Utilizing digital marketing and advertising is a crucial strategy in increasing the competitiveness of the creative industry. Digital advertising allows businesses to monitor consumer behavior.

Furthermore, there are gaps in technical, digital, and managerial skills and a lack of understanding of branding and digital marketing. Leveraging digital marketing and advertising is a crucial strategy for enhancing the competitiveness of the creative industry (Ardana et al., 2023). Digital advertising allows businesses to monitor consumer behavior and needs in real time, enabling online business models and digital marketing strategies to drive sales and strengthen business positions amidst competition (Khumairoh and Nisa, 2024). For creative industry players to remain relevant in the face of increasingly fierce market competition and adapt to shifting customer preferences and market dynamics, it is crucial for them to become more competitive (Stiadi, 2022). The following is an overview of the number of creative industry players in Kolaka Regency.



Source: Department of Tourism, 2024

Figure 1. Number of Creative Industry Business Actors

Based on the data in Figure 1, the number of creative industry entrepreneurs in Kolaka Regency increased in 2024. This number was recorded at 583 entrepreneurs, an increase of 10 entrepreneurs compared to 2023, which amounted to 573. This increase indicates that public interest in developing businesses in the creative industry sector continues to grow, as well as the development of creative economic activities in Kolaka Regency from year to year. This increase indicates significant growth in the creative industry ecosystem and increasing public interest in exploiting economic opportunities in various sectors. This development has had a significant impact on the development of the creative industry, which is supported by the rich culture and local wisdom of Kolaka Regency. However, despite its significant potential, the competitiveness of creative industry entrepreneurs in Kolaka Regency is still relatively low. Increasing competitiveness in the long term requires careful consideration and the implementation of appropriate development plans (Islam et al., 2023).

In terms of human resources, creative industry entrepreneurs in Kolaka Regency still face obstacles in implementing digital marketing effectively. This is evident in their low ability to create creative and engaging content, particularly in designing visual concepts and understanding evolving digital marketing trends. This is all due to a lack of understanding of matters related to digital marketing (Rusnendar et al., 2024). Direct sales, word-of-mouth advertising, and attendance at community events are still important to some business owners. As a result, their marketing strategies are still in their infancy and can hinder their efforts to become more competitive. Therefore, creating a digital marketing plan that aligns with the needs of businesses in Kolaka Regency requires a thorough investigation. The research gap between the enormous potential of the creative industry and the still-limited implementation of digital marketing forms the basis of this study, entitled "Digital Marketing Strategy to Increase the Competitiveness of the Mekongga Customary Mantik Sangia Woven Fabric Creative Industry."

METHOD

The data in this descriptive qualitative research comes from in-depth interviews and participant observation of creative industry business owners and managers. The analysis was conducted through an analytical approach to the 7P marketing mix as the basic foundation for compiling a SWOT. The SWOT analysis method is carried out by identifying four main aspects: first, strengths, namely internal factors that are advantages; second, weaknesses, namely internal factors that hinder performance; opportunities, namely external conditions that can be exploited for profit; and finally, threats, namely external factors that have the potential to cause risks.

The research informants consisted of one employee of the Kolaka Regency Tourism Office in charge of creative economy development, one business owner and two employees of creative industry businesses, 10 consumers, one marketing expert, and two suppliers. These informants were selected because of their in-depth knowledge and experience regarding the weaknesses, strengths, threats, and opportunities faced by creative industry entrepreneurs in utilizing digital marketing. The purpose of this sample selection was to obtain diverse perspectives on the implementation of digital marketing strategies, particularly those related

to increasing the competitiveness of the creative industry in Kolaka Regency. In this regard, informants also discussed the obstacles faced by digital technology and its impact on the sustainability and development of their businesses in an increasingly competitive market.

This research focuses on business actors in the Mekongga Traditional Mantik Sangia Woven Fabric industry. Furthermore, this study identifies various internal and external factors faced by business actors. The research was conducted by preparing a list of flexible interview questions, allowing for in-depth information collection through in-depth interviews. A suitable digital marketing plan to increase the competitiveness of the creative industry producing traditional Mekongga Sangia woven fabric was created by establishing study objectives as the basis for a conceptual framework. The following is an outline of the research framework based on the description provided above.

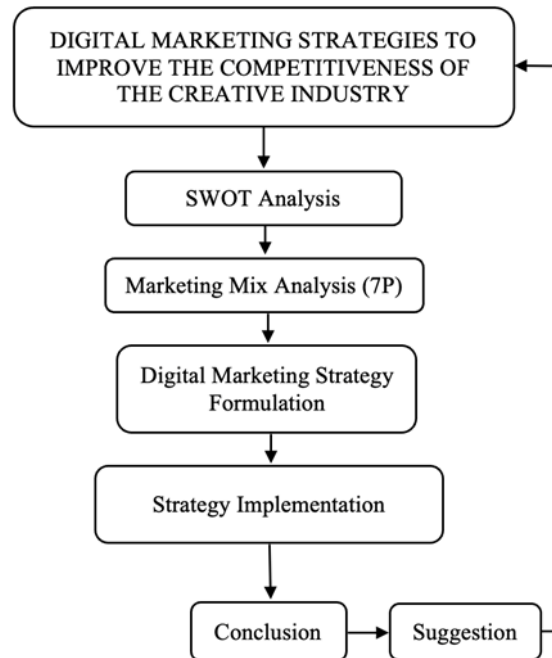


Figure 2. Conceptual Framework of the Research

RESULTS AND DISCUSSION

Marketing Strategies Used by Mekongga Traditional Mantik Sangia Woven Cloth Business Actors

The formulation of this marketing strategy uses the marketing mix (7P) as a reference, namely

1. Product

Businesses in the creative sector of Mekongga's Mantik Sangia Adat woven fabric aim to sell high-quality woven products as part of their product mix. The Mekongga Mantik Sangia Adat woven craft business offers a wide range of products, including bags, wallets, and accessories, in elegant colors achieved through natural dyes. The fabric's density is determined by the yarn, so the results will not wear out quickly even after years of use. The

colors are fade-resistant. Furthermore, this fabric is available in a variety of patterns and motifs.

2. Price

The study findings show that producers of Mekongga's traditional Mantik Sangia woven cloth still apply pattern-based pricing, with prices ranging from Rp. 350,000 to Rp. 1,000,000. Production costs, the level of competition, and demand for certain motifs are factors that influence the price of their woven cloth.

3. Promotion

As part of its promotional efforts, the government participates in regional and international textile exhibitions, providing opportunities for local weavers, such as the Mekongga Customary Mantik Sangia weavers, to showcase their work. The company's lack of optimization in this area is a weakness, and Mekongga Customary Mantik Sangia weaving requires more advertising, particularly on social media.

4. Place

Pemuda Street, Sabilambo Village, Kolaka Regency, is home to the Mekongga Traditional Mantik Sangia Woven Cloth workshop. It's customary for the artisans to sit around their workshop until customers arrive to purchase their woven cloth.

5. People

Craftsmen possess traditional, highly skilled skills, a strength evident in: Woven cloth entrepreneurs in Kolaka Regency possess a strong ability to produce woven cloth with high-quality motifs and cultural value. This expertise is derived from experience and weaving skills passed down through generations, resulting in each motif possessing its own distinctive characteristics and uniqueness. In addition to maintaining the quality of the materials and the neatness of the weaving, the craftsmen are also able to adapt the motifs to consumer demand without losing the traditional value of the woven cloth. Government and community training, including digital marketing and product quality development, is available.

6. Process

Manual production processes can actually become a selling point. In digital marketing, these processes can be used as educational content to increase the value and appeal of local products in the eyes of consumers. From a sales perspective, businesses are also starting to use digital systems such as chat ordering and digital payments, although their use is not yet fully maximized.

7. Physical Evidence

Because it influences how customers perceive a business's professionalism and quality, physical evidence plays a crucial role in its marketing. In the woven fabric creative industry, physical evidence can be demonstrated through high-quality product photos, customer testimonials, consumer ratings, and attractive and secure product packaging. These four aspects can increase consumer trust and strengthen a business's image in the marketplace. In the digital world, physical evidence translates into:

1. High quality product photos

High-quality product photography is a crucial visual tool in marketing, especially for digital sales. Clear, detailed, and engaging photos showcase the quality of the materials, the uniqueness of the motifs, and the authentic colors of the woven fabric, boosting consumer confidence in making a purchase. Furthermore, products can be more appealing on social media and online marketplaces if professionally photographed using the right lighting techniques.

2. Customer testimonials

Customer testimonials also serve as tangible evidence that influences consumer purchasing decisions. The products are high-quality and meet buyers' expectations, as demonstrated by positive customer reviews. The more positive testimonials provided, the greater the level of trust potential customers have in the business.

3. Consumer ratings

Customer ratings and testimonials are two ways to measure customer satisfaction with a business's products and services. High ratings indicate that consumers are satisfied with the quality of the woven fabric, the seller's service, and the product delivery process.

4. Packaging

Product packaging also plays a crucial role in conveying a professional impression and enhancing the product's selling value. Attractive, neat, and secure packaging can protect woven fabrics from damage during distribution while providing a positive consumer experience. Furthermore, using packaging designs that reflect local cultural identity can create a unique appeal and strengthen the image of woven fabrics as regional specialties with high cultural value.

SWOT Analysis in Determining Marketing Strategy for Mantik Sangia Woven Cloth, Mekongga Traditional Woven Cloth

Internal Environmental Analysis

1. Strength

Mantik Sangia woven cloth business has strengths in various fields such as:

a) The woven fabrics offered are of high quality

Woven fabrics are known for their high quality materials, durability, and neatness. This increases consumer confidence and adds value, making the product more competitive in the market.

b) A variety of motif choices and can be made according to request

The product offers a wide variety of patterns and the flexibility to accommodate custom orders. This advantage makes the product more attractive because it can be tailored to consumer tastes and needs.

c) Cooperation with the government in Kolaka Regency

Support and partnerships with local governments assist in promotion, training, and access to MSME development programs. This strengthens business positions and expands market opportunities.

d) Sales are made online and offline.

Sales strategies are implemented both directly (offline) and through digital platforms (online). When combined, these strategies will expand market exposure, make products more accessible to customers, and boost sales growth.

e) Business premises permit, operational permit, business legality.

A business with complete legal standing provides a sense of security and trust for both consumers and business partners. Furthermore, legal standing facilitates business development, such as access to financing and collaboration.

2. Weakness

a) Relatively high prices

The higher price of woven fabrics compared to similar products can be a barrier to attracting consumers, especially in the lower-middle market segment. This can cause consumers to turn to cheaper alternatives, even if they are of lower quality.

b) Promotion and digital content that is not yet optimal

Underutilization of promotional operations conducted through digital media, including online marketplaces and social media, in terms of posting frequency, content quality, and paid advertising, has resulted in limited market reach and less widespread product awareness.

c) The location of the physical store selling woven fabrics is not strategic.

Store locations that are not centrally located or difficult to reach result in low customer traffic, which in turn reduces offline sales opportunities.

d) There is no special promotional HR department that handles digital marketing

The lack of specialized digital marketing personnel leads to poorly managed promotional activities. As a result, marketing strategies become less focused and inconsistent in reaching target markets.

e) Marketing knowledge is still limited

Business owners still have a limited understanding of modern marketing strategies, particularly digital marketing. This hinders their ability to maximize the use of digital technology and platforms to increase sales.

External environment analysis

1. Opportunity

a) Increased purchasing power and consumer taste for local products

Increasing purchasing power indicates that consumers have greater financial capacity to purchase products, including local ones. Furthermore, changing consumer tastes, which are beginning to appreciate local products for their quality, uniqueness, and cultural value, present a significant opportunity for businesses. The growing demand for local goods, such as woven textiles, is also driving this trend, as people are increasingly aware of the value of local products in support of domestic products.

b) Government support for creative industry businesses

The government plays a role in supporting the development of the creative industry through training, capital assistance, exhibition facilitation, and business legality

policies. This support can help businesses improve their marketing efforts, enhance product quality, and become more competitive.

c) Support for digital marketing development

Businesses can advertise their products more effectively and to a wider audience thanks to the development of digital marketing. Businesses can reach more people at a lower cost through digital advertising, online marketplaces, and social media. Digital marketing also helps increase consumer interaction, strengthen brand awareness, and facilitate consumer behavior analysis to determine appropriate marketing strategies.

2. Threat

a) Competitors who set relatively lower prices

This occurs when other businesses offer the same product at a lower price. This can reduce a business's competitiveness, as consumers tend to choose more affordable products, especially if they don't prioritize quality or uniqueness.

b) Changes in consumer tastes

Consumer tastes are dynamic and can change with trends, lifestyles, and the influence of social media. If businesses fail to adapt to these changes, their products may be perceived as unattractive or outdated, potentially leading to lower sales.

c) The declining interest of the younger generation in traditional fabrics

The younger generation tends to be more interested in modern products or contemporary fashions than traditional fabrics. This has led to a shrinking potential market, requiring businesses to innovate in design and marketing strategies to maintain product relevance and demand.

Table 1. SWOT Analysis (At the Mekongga Customary Mantik Sangia Weaving Company)

| | |
|--|---|
| <i>Strenght</i> | <i>Weakness</i> |
| <ol style="list-style-type: none"> 1. High-quality woven fabrics offered. 2. A wide selection of motifs, custom-made to order. 3. Collaboration with the Kolaka Regency government. 4. Sales are conducted online and offline. 5. Business permits, operational permits, and business legality are available. | <ol style="list-style-type: none"> 1. Relatively high prices 2. Digital promotion and content are suboptimal 3. Physical stores selling woven fabrics are located in less strategic locations. 4. Lack of dedicated promotional staff to handle digital marketing 5. Limited marketing knowledge |
| <i>Opportunity</i> | <i>Threats</i> |
| <ol style="list-style-type: none"> 1. Increasing consumer purchasing power and appetite for local products 2. Government support for creative industry businesses 3. Support for digital marketing development | <ol style="list-style-type: none"> 1. Competitors setting relatively lower prices 2. Changing consumer tastes 3. Declining interest in traditional fabrics by the younger generation |

Source: researcher data, 2026

IFAS Matrix (Internal Factor Analysis Summary) Creative Industry of Mantik Sangia Woven Fabric, Mekongga Traditional Woven Fabric

The IFAS (Internal Factor Analysis Summary) table is created to compile the company's internal strategic elements in the context of its strengths and weaknesses that have been identified.

Table 2. IFAS Matrix

| NO | INTERNAL FACTORS | WEIGHT | RATING | WEIGHTED RATING |
|---------------------------------------|--|-------------|--------|-----------------|
| <i>Strenght</i> | | | | |
| 1. | The woven fabrics offered are of high quality | 0.18 | 4 | 0.72 |
| 2. | A variety of motif choices and can be made according to request | 0.14 | 4 | 0.56 |
| 3. | Cooperation with the government in Kolaka Regency | 0.13 | 3 | 0.39 |
| 4. | Sales are made through online and offline sales | 0.12 | 4 | 0.48 |
| 5. | Business premises permit, operational permit, business legality | 0.10 | 4 | 0.40 |
| TOTAL | | 0.67 | | 2,55 |
| <i>Weakness</i> | | | | |
| 1. | Relatively high prices | 0.10 | 3 | 0.30 |
| 2. | Promotion and digital content that is not yet optimal | 0.07 | 4 | 0.28 |
| 3. | The location of the physical store selling woven fabrics is not strategic | 0.05 | 3 | 0.15 |
| 4. | There is no special promotional HR department that handles digital marketing | 0.06 | 3 | 0.18 |
| 5. | Marketing knowledge is still limited | 0.05 | 2 | 0.10 |
| TOTAL | | 0.33 | | 1.01 |
| TOTAL STRENGTHS AND WEAKNESSES | | 1.00 | | 1.54 |

Source: researcher data, 2026

Referring to the aforementioned study, the Strength score was 2.55 and the Weakness score was 1.01. This means there is a gap of 1.54 points between the two scores. This study demonstrates that the Mekongga Mantik Sangia Traditional Woven Fabric possesses numerous strengths. Their woven textiles are among the finest, come in a wide variety of designs, and boast unique motifs and characteristics.

Matrix EFAS (External Factor Analysis Summary) of the Creative Industry of Mantik Sangia Mekongga Traditional Woven Fabrics.

Tabel 3. EFAS Matrix

| NO | EXTERNAL FACTORS | WEIGHT | RATING | WEIGHTED RATING |
|--------------------------------------|---|-------------|--------|-----------------|
| Opportunity | | | | |
| 1. | Increased purchasing power and consumer taste for local products | 0.26 | 3 | 0.78 |
| 2. | Government support for creative industry businesses | 0.17 | 4 | 0.68 |
| 3. | Support for digital marketing development | 0.21 | 3 | 0.63 |
| TOTAL | | 0.64 | | 2.09 |
| Threats | | | | |
| 1. | Competitors who set relatively lower prices | 0.10 | 3 | 0.30 |
| 2. | Changes in consumer tastes | 0.16 | 4 | 0.64 |
| 3. | The declining interest of the younger generation in traditional fabrics | 0.10 | 3 | 0.30 |
| TOTAL | | 0.36 | | 1.24 |
| TOTAL OPPORTUNITY AND THREATS | | 1.00 | | 0.85 |

Source: researcher data, 2026

The opportunity score was 2.09 and the threat score was 1.24, with a difference of 0.85 between the two, according to the study findings mentioned above. Based on these results, it appears that Tenun Mantik Sangia Tenun Adat Mekongga is capitalizing on opportunities and avoiding, or at least minimizing, the impact of risks posed by competitors and other external forces.

The Mantik Sangia Tenun Adat Mekongga woven cloth company is shown in the image below, based on a weighted ranking calculation of its internal and external factors:

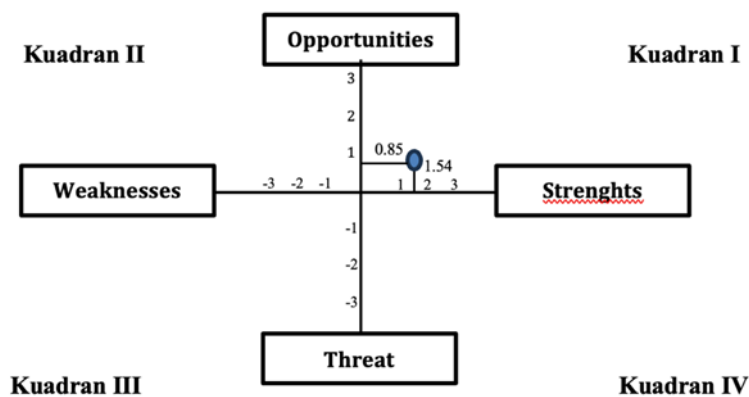


Figure 3. SWOT Matrix Results

Quadrant 1 best describes the current condition of the Mantik Sangia Adat Mekongga Weaving Company, based on the analysis findings. An aggressive strategic marketing approach is recommended. This indicates that the people running the weaving business in Mantik Sangia Adat Mekongga possess qualities that can increase sales of weaving to

customers. Being in position 1 is quite advantageous. The owners and operators of the Mantik Sangia Adat Mekongga traditional weaving creative business are well-positioned to capitalize on current opportunities due to their qualities. The people running the Mantik Sangia Adat Mekongga traditional weaving creative industry can be supported by an aggressive strategy. Based on the identification in Figure 3, the strategy is carried out further by using the SWOT Matrix which includes the IFAS and EFAS indicators, namely as follows:

Table 4. SWOT Matrix

| | | |
|---|--|---|
| <p>IFAS</p> <p>EFAS</p> | <p>Kekuatan (S)</p> <ol style="list-style-type: none"> 1. The woven fabrics offered are of high quality. 2. A variety of motifs are available and can be customized according to your request. 3. Collaboration with the Kolaka Regency government. 4. Sales are conducted online and offline. 5. Business permits, operational permits, and business legality are available. | <p>Kelemahan (W)</p> <ol style="list-style-type: none"> 1. Relatively high prices 2. Digital promotion and content are suboptimal 3. Physical stores selling woven fabrics are located in less strategic locations. 4. Lack of dedicated promotional staff to handle digital marketing 5. Limited marketing knowledge |
| <p>Peluang (O)</p> <ol style="list-style-type: none"> 1. Increasing consumer purchasing power and appetite for local products 2. Government support for creative industry businesses 3. Support for digital marketing development | <p>Strategi SO</p> <ul style="list-style-type: none"> ▪ Developing innovative variations of woven fabric motifs to follow trends and increasing interest in local products. ▪ Maximizing cooperation with the Kolaka Regency government to promote products through events, exhibitions, and MSME programs. ▪ Optimize online sales (marketplaces and social media) by highlighting product quality as the main advantage. ▪ Strengthening branding as a quality and legal woven fabric product to increase consumer trust in the digital market. | <p>Strategi WO</p> <ul style="list-style-type: none"> ▪ Take advantage of digital marketing developments by improving the quality of promotional content (product photos, videos, storytelling). ▪ Attend training from the government or MSME programs to improve digital marketing knowledge. ▪ Recruit or train specialized human resources in the field of digital marketing to manage promotions professionally. ▪ Using online platforms to overcome the limitations of less strategic physical store locations. |
| <p>Ancaman (T)</p> | <p>Strategi ST</p> | <p>Strategi WT</p> |

| | | |
|---|---|---|
| <ol style="list-style-type: none"> 1. Competitors setting relatively lower prices 2. Changing consumer tastes 3. Declining interest in traditional fabrics by the younger generation | <ul style="list-style-type: none"> ▪ Emphasizing premium quality and unique motifs to differentiate it from competitors who offer lower prices. ▪ Developing more modern designs without eliminating traditional values to accommodate changing consumer tastes. ▪ Creating a cultural education campaign through digital media to increase the interest of the younger generation in woven fabrics. ▪ Utilizing business legality as an added value to build trust compared to informal competitors. | <ul style="list-style-type: none"> ▪ Develop a more flexible pricing strategy to remain competitive without compromising quality. ▪ Improve marketing skills through training to be able to compete with more aggressive competitors digitally. ▪ In order to keep up with shifting customer tastes, it's a good idea to conduct market research as often as possible. ▪ Create product innovations that are more attractive to the younger generation (for example, modern fashion made from woven materials). ▪ Gradually optimize digital promotions to reduce dependence on offline sales. |
|---|---|---|

Based on interviews with Mekongga's traditional Mantik Sangia weaving business owners, they have utilized social media as a digital marketing tool. Platforms used include Instagram and WhatsApp Business. Social media use has had a positive impact, increasing sales and expanding the market beyond the region. However, challenges remain in creating promotional content, utilizing paid advertising services, and consistently managing the accounts. The informant stated that although he has a social media account as a promotional tool, its use is still limited and not managed consistently.

This is because people in the industry don't know enough about how to handle digital information in a way that reflects what consumers want. Furthermore, the informant revealed that he still faces difficulties in creating engaging content and reaching a wide range of consumers. He admitted to not understanding what types of content are popular in the market, including the use of visuals, captions, and posting timing strategies. This situation makes his promotions less effective and has not been able to significantly increase sales.

Business owners admitted they had never used paid advertising on digital platforms due to a lack of understanding of how it works, its benefits, and the costs involved. They prefer simple promotions through social media and traditional marketing methods. This indicates that the use of digital marketing is still in its infancy, requiring training and increased digital literacy for businesses to grow and become more competitive. Interviews with employees of Tenun Mantik Sangia Adat Mekongga revealed that product marketing is still carried out simply, either through direct promotions or social media posts without a clear plan. Employees also admitted they lack the skills to create engaging content and are

unfamiliar with digital features like paid advertising. As a result, their marketing reach remains limited and they are unable to attract a wider consumer base.

The Creative Economy Development Team of the Tourism Office has provided various training programs, including digital marketing, design creativity, and assistance in accessing business capital, to support the weaving industry in Kolaka Regency. Interviews revealed that the weaving industry's strengths lie in product quality, cultural values, and government support, but it remains imperfect in managing digital marketing, creating content, and implementing new advertising methods. While this industry presents opportunities due to technological advancements and the increasing demand for regional goods, it still faces the threat of competition and rapidly changing market trends.

Alternative strategies from the results of the formulation of this research strategy are as follows:

1. The results of the SO (Strength - Opportunity) strategy for the Mekongga Customary Mantik Sangia Weaving creative industry are:
 - a) The Mekongga Customary Mantik Sangia Woven Fabric business owner develops innovative woven motifs and follows market trends to ensure that the product remains in demand by consumers.
 - b) Business actors are taking advantage of collaboration with the Kolaka Regency Government to expand promotions through regional events, exhibitions, and MSME programs.
 - c) Business actors optimize online sales by highlighting product quality and business legality to increase consumer trust in Mekongga Traditional Mantik Sangia Woven cloth.
2. The ST (Strength - Threat) strategy for the Mekongga Customary Mantik Sangia Weaving creative industry is:
 - a) The Mekongga Customary Mantik Sangia Woven Cloth business owner emphasizes premium quality and unique traditional motifs to differentiate them from competing products.
 - b) Business actors develop modern woven designs without eliminating cultural values and traditional regional characteristics.
 - c) Business actors conduct cultural education through digital media to attract the interest of the younger generation and strengthen consumer trust in traditional woven products.
3. The WO (Weakness - Opportunity) strategy for the Mekongga Customary Mantik Sangia Weaving creative industry is:
 - a) The Mekongga Customary Mantik Sangia Woven Fabric business is improving the quality of its digital promotional content to make it more attractive and informative for consumers.
 - b) Business actors take part in digital marketing training to improve their ability to use social media and marketplaces.
 - c) Markets and social media help businesses reach a wider audience and sell more of their woven products.

- d) Business actors implement pricing strategies such as promotions and bundling to attract consumer interest in Mekongga Traditional Mantik Sangia Woven products.
4. The WT (Weakness - Threat) strategy for the Mekongga Customary Mantik Sangia Weaving creative industry is:
 - a) The Mekongga Customary Mantik Sangia Woven Cloth business applies flexible prices to be able to compete with other products in the market.
 - b) Business actors improve their digital marketing skills through training so that product promotions can be carried out more effectively.
 - c) The company looked at the demand for woven products by surveying customers to find out what they wanted.
 - d) Business actors develop innovations in modern woven products to increase competitiveness and reduce dependence on offline sales.

CONCLUSION

Based on the research results, the digital marketing strategy in the creative industry of Mantik Sangia Adat Mekongga woven cloth has a competitive business. This is supported by business strengths such as good quality woven cloth, diverse motif variations, complete business legality, and cooperation with the local government. In addition, opportunities from increasing public interest in local products and the development of digital marketing are supporting factors in expanding the market through social media and marketplaces. The results of the SWOT analysis show that the appropriate strategy to implement is to maximize digital promotion, strengthen product branding, improve the quality of marketing content, and utilize government support through training and creative industry promotion activities in Kolaka Regency.

However, this study also uncovered several issues still faced by businesses, such as suboptimal digital promotion, limited digital marketing knowledge, a lack of specialized marketing human resources, and minimal use of paid advertising. Furthermore, threats from lower-priced competitors, changing consumer tastes, and the younger generation's declining interest in traditional textiles are challenges that must be addressed. To remain competitive and secure their future in the digital age, businesses must improve their digital marketing capabilities through training, new product innovation, consistent promotional strategies, and better use of digital advertising and social media.

The SO strategy is carried out by developing innovative woven fabric motifs according to market trends, utilizing collaboration with the Kolaka Regency Government for promotions through events and MSME programs, and optimizing online sales by highlighting product quality and business legality to increase consumer trust.

ST's strategy is implemented by highlighting the premium quality and uniqueness of woven fabric motifs as a differentiator from competitors, developing modern designs without eliminating traditional values, and conducting cultural education through digital media to attract the interest of the younger generation and strengthen consumer trust.

WO strategies include improving the quality of digital promotional content, participating in digital marketing training, and increasing exposure in new markets through

social media and online marketplaces. Furthermore, pricing strategies such as promotions and bundling can be used to attract more consumers.

The WT strategy is implemented by implementing flexible pricing, improving digital marketing capabilities through training, conducting market research, and developing innovative modern woven products to be competitive and reduce dependence on offline sales.

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