

## IMPROVING BATIK SELLING POWER IN THE GLOBALIZATION ERA: PRODUCT INNOVATION AND SOCIAL DIGITAL MARKETING

R. Adjeng Mariana Febrianti<sup>1)</sup>, Mochamad Firman Harisman<sup>2)</sup>, Eka Sakti Gusnawan<sup>3)</sup>

[adjeng.mariana@widyatama.ac.id](mailto:adjeng.mariana@widyatama.ac.id)<sup>1</sup>

[mochamad.firman@widyatama.ac.id](mailto:mochamad.firman@widyatama.ac.id)<sup>2</sup>

[eka.sakti@widyatama.ac.id](mailto:eka.sakti@widyatama.ac.id)<sup>3</sup>

<sup>1)2)3)</sup> Widyatama University, Bandung, Indonesia

Corresponding author: [adjeng.mariana@widyatama.ac.id](mailto:adjeng.mariana@widyatama.ac.id)

### Abstract

*In the current era of globalization, the impact of culture that enters Indonesia is increasing. As one of the traditional arts and able to compete in the global market, the batik industry needs to innovate, both in the process and in its products. Since ancient times the existence of batik is influenced by the blend of cultures between regions, social situations and outside influences. Some organizations that do not carry out innovation and integrated digital marketing will be far behind by their competitors, so that batik products themselves are difficult to penetrate the market. This study aims to examine the factors that can affect the selling power of batik, especially Papuan batik, where this research is expected to be a strategic choice in order to remain competitive in the global market. This study uses an explanatory method approach, where the position of each variable explains the causal relationship. The sample in this study was selected as many as 110 SMEs. The results of the descriptive analysis showed that the responses to each variable and question were in the good category. Based on the results of the coefficient of determination adjusted R square test results obtained a value of 80.5%. This shows that the two independent variables, namely product innovation and social digital marketing, have a strong influence in influencing the selling power of a product. Therefore, this study has proven that these two variables can be used as one of the strategies used in entering the global market in order to obtain a competitive advantage. The limitation of this research is that the respondents are only limited to certain industries, namely the Papuan batik industry. It is hoped that further research can be carried out with a different scope and with a larger sample and also use other variables that may affect the selling power of a product.*

**Keywords:** *Product innovation; Social digital marketing ; Selling power of SMEs*

### Introduction

Increasing world globalization which is marked by the existence of such rapid inter-country trade has raised awareness of the importance of competitiveness for companies (Cloud, 2021). Along with the awareness that competitiveness is an important factor, every business is also required to innovate about its products by seeking new knowledge or recombining existing knowledge in new ways (Guiné, 2020). In the current era of globalization, every company or organization in various countries must be able to have competitiveness. Seoane (2019) stated that the innovation factor is crucial in facing global challenges. The creative industry is believed to have a contribution in improving the country's economy and competitiveness, this is as stated in the research of Najafi and Tavani, (2018) that the creative industry is able to answer the challenges of the global economy. But regardless of its ability to innovate, a company or organization has limitations regarding the market it will enter (Xie, 2020). Given that many organizations are well established with product innovation, it is difficult for them to bring these products into new markets, especially in the context of SMEs (Tseng, 2018). Various parties argue that creativity is the main source in building innovation. In this context, digital social networks have become virtual instruments to facilitate the delivery of innovation, knowledge and trust products with content that can be enriched with multimedia elements (Shawky et al. 2019). Social media trends have grown so rapidly due to the large number of users from various circles, so that it becomes an opportunity for organizations to develop their marketing strategies (Ilyash, 2018)

In the last decade or so, the way consumer goods are marketed and sold has changed greatly with various technological factors primarily driving change. Retailers are constantly looking for new and innovative ways to reach customers. An increasingly popular approach involves using social media to communicate with customers (Adetunji, 2018). Social networking sites are experiencing explosive growth. In 2019, a total of 3.03 billion active social media users are estimated globally (Sutduean, 2019), then in 2020 99% of those aged 16-25 years are indicated to use a lot of social media sites, so that the amount of daily content shared on social media is too high. increasing, especially in Indonesia.

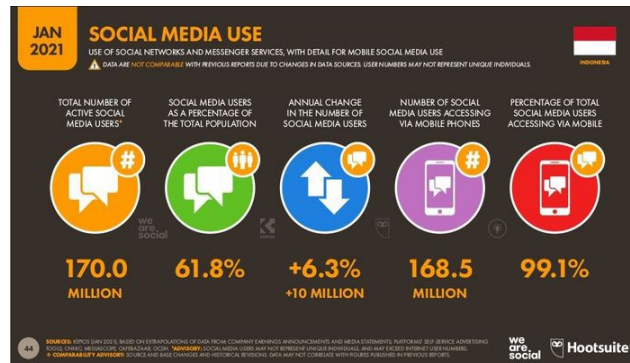


Figure 1. Increasing the number of social media users in Indonesia

Given that the increase in individuals and activity on social media has led to businesses using sites like Facebook, Twitter, Instagram etc. to become popular in order to make a profit (Nema, 2018). Research shows that 79% of companies surveyed have a presence on social media (Juska, 2017), and 38% of companies plan to spend more than 20% of their total advertising budget on social media channels by 2020 (Glozer, 2020). This implies that in the digital age, social media platforms are playing an increasingly important role and are likely to change the way organizations market goods and communicate with customers. Batik is one of the sub-sectors that is an industrial icon in Indonesia that has been around for a long time (Triatmanto et al., 2019). However, in its activities, it is still found that the integration of sellers in social media has not been comprehensive, especially in the batik pattern in Papua. This has resulted in the batik pattern not being widely known and left behind by its competitors. Batik as a fashion product is one of the sub-sectors of the creative industry which is seen as important to support prosperity in the economy (Asyhari et al., 2018; Permana, 2019). In order to be able to compete in the global market, batik products need to innovate. To make a batik motif, it can be done by hand writing with a canting, or with a stamp, where the cloth is decorated with a motif or pattern using canting stamp media, as well as by combining the two. Figure 1 shows three kinds of batik-making processes.



Figure 2. Types of batik

The existence of batik certainly cannot be separated from the existence of the role of a batik maker or batik craftsman. To produce batik products that have global competitiveness requires people who have high creativity in their development so as to produce an innovation for the product itself. In addition to batik products, innovation must also be carried out in the manufacturing process. Figure 3 shows that batik making should be integrated into tools that can increase productivity.

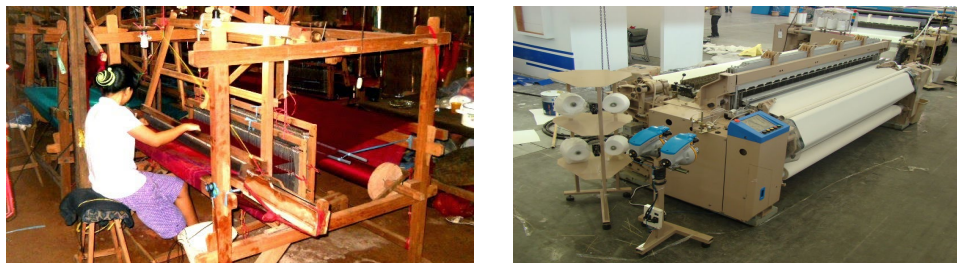


Figure 3. Traditional to Modern

Seoane Vazquez, (2019) states that innovation is not only in terms of products, but also in the process of how the product is created. For example in the tools used, or the products produced. Figure 2 presents the innovation process in batik products and the tools used in the batik-making process.

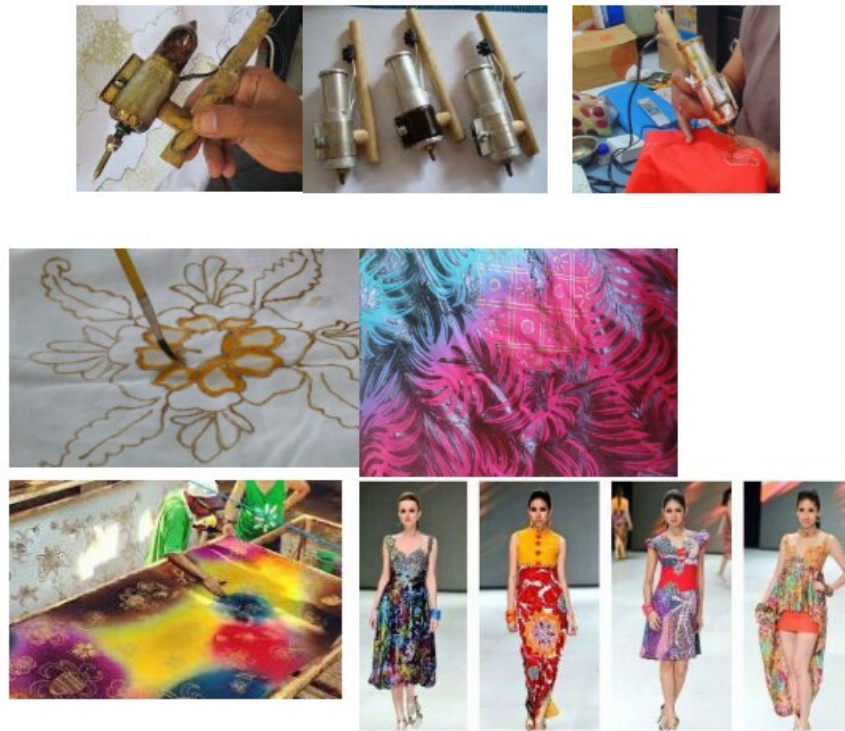


Figure 4. Innovations in color and batik-making tools

Given that competitiveness in the batik industry itself is increasing, this study aims to develop factors that can affect the company's selling power, especially in the scope of the Papuan batik industry SMEs. As for the formulation of the problem in this study, (1) how much influence product innovation has on the selling power of Papuan batik? (2) how much influence does social media marketing have on the selling power of Papuan batik? (3) how big is the influence of product innovation and social media marketing on the selling power of Papuan batik?

This research is divided into five parts, where in the first part is presented about the background of the problem, the second part is presented about the relevant theory and the development of hypotheses, the third part is presented about the methodology, types of research and research samples, the fourth part is presented about the results and discussion, then the last section is presented regarding conclusions and suggestions for future research.

### **Theory Study and Hypothesis Development** ***Product Innovation for Sme's***

Tseng, (2018) defines product innovation as the introduction of new goods or services in order to meet external market needs or user needs. According to Flikkema, (2019) product innovation in general has a positive short-term and long-term impact on organizational performance. What's more, the impact persists over time. Product innovation is classified as the introduction of a product that is new to the company or the introduction of a new product to the market (Engelman, 2017). This innovation is considered a source of heterogeneity among companies to seek competitive advantage in an industry (Najafi-Tavani, 2018). Innovation represents a dynamic component of the firm (Rousseau et al., 2016). Previous research has suggested that products are often proprietary because they are developed within the company. Product innovation helps protect the company from market threats and competitors (Lafuente, 2018). Najafi-Tavani, (2018) found that product innovation has a positive and significant effect on company performance. Ernawati, (2019) and Purwanti et al., (2020) conducted a similar study in their respective contexts and had similar findings using enterprise-level data of the Japanese National Innovation Survey and the CDM model. Kahle, (2020) examines the relationship between new product innovation and company sales of both new and existing products. They found that companies, with new product innovations that realized large sales of new products, tended to increase their marketability. Based on their research of companies in Brazil, found that product innovation also translates into superior sales growth rates (Carboni, 2018). Especially when combined with process innovation. Alternative measures, such as productivity, productivity growth, or profitability, can capture the beneficial effects of innovation. According to Carboni, (2018) there are several dimensions in explaining product innovation, namely new product lines, additions to existing product lines, and improvements to existing products.

### *Social Digital Marketing in Digital Era*

The retail landscape has undergone a major transformation in the last decade due to the substantial growth in Internet sales and other technological innovations such as digital marketing, artificial intelligence or virtual reality shopping platforms (Tiago & Veríssimo, 2014). These changes have profoundly changed the way consumer goods are traded (Dolega et al., 2021) and how retailers communicate with customers to increase business profits. New forms of retail such as online retail have been found, especially in Indonesia, which has changed the customer's shopping experience. Customers can now access purchases and search for goods through mobile applications, which is becoming increasingly popular (Patano and Priporas, 2016). This approach to selling and buying goods online has become a trend nowadays. (Müller, 2018) states that Social media marketing is the use of social media platforms to connect with customers in establishing relationships as an effort to increase sales. Commonly used social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat (Dwivedi, 2021).

If most customers engage with social media, companies should engage with social media too. Currently direct marketing, telemarketing, information websites, television, radio and other mechanisms for disseminating information related to the company or its products. Digital marketing is used to present marketing messages through page views and advertisements to reach many people in a short time (Dolega et al., 2021). It serves as an advertising tool that shapes behavior and can facilitate interaction between buyers and sellers. Regardless of their usefulness, this type of marketing strategy can effectively target both linkers and sellers. If the company is trying to build mutually satisfying long-term relationships with customers, it needs a platform or a web as an intermediary (Bhor, 2018). In particular, companies should seek to develop digital relationships using promotional strategies that emphasize content creation. To this end, word of mouth can be of great help. Online communication tools allow customers to respond to the company. This pressures companies to adopt more digital marketing (Ho, 2020). In response, several companies have adopted Web-based technologies, thus representing a social revolution in the way these technologies are used. Of great importance for companies wishing to communicate with their customers is the emergence of participatory information sharing via the Internet and platforms (Sahai, 2018). This phenomenon, coupled with global improvements in communication technology and lower costs for Internet access. Previous research suggests that the use of social media in marketing practices can have an influence on competitiveness so that companies can increase their sales. Dolega et al., (2021) mention five dimensions in explaining social media marketing, namely entertainment, interaction, trendiness, customization, and wom.

### *Concept Selling power of SMEs*

Marketability is a factor to assess the success of an organization in selling and promoting its products or services. Yuan, (2020) states that selling power is the achievement of success in sales which is expressed quantitatively (volume) of a product. Product selling power is the total amount generated from selling goods, often interpreted as sales achievement or sales volume (Wang, 2020). Selling power can also be used as a parameter to measure the rise and fall of sales expressed in units (Gevorgyan, 2018). According to Mukarromah (2018), selling power is sales that have been achieved or desired by the company within a certain period of time. This requires a strategy either in terms of promotion or the uniqueness of the product itself. (Nasution et al., 2017) explains that a sale can be measured from the volume generated not from profit. It can be concluded that sales power is the amount of sales measured using units so as to improve sales performance. Lestari, (2017) explains several factors that can affect sales power, namely the condition of the organization itself, the promotions carried out, the products offered and the media in promoting. Sales problems in an organization are generally handled by the sales department which is managed by salespeople (Yuan, 2020). Large organizations have a sizeable sales force, but this is different from small companies or SMEs. In small companies, sales problems are handled by people who carry out other functions because their workforce is relatively small (Nursyirwan et al., 2020). Sales volume is the final result achieved by the company from the sales. Poluan et al., (2019) stated that there are several factors that can increase the selling power of a company, namely providing products that are unique and different from competitors, placing products in accordance with consumer trends and needs, and targeting products in the targeted segment. Previous research conducted by Koeswandi & Primasakara, (2020) stated that the selling power of a company can be influenced by the products offered and the media used in promotion and sales.

### **RESEARCH METHODS AND SAMPLE**

In this study, the object of research to be investigated is the factors that can affect the selling power of batik in Papua. The variables studied were Product Innovation and Social Digital Marketing as independent variables and marketability as the dependent variable. This type of research is quantitative research using the explanatory method. Explanatory research is used because it is to find out and explain the position of the independent variables that have a causal relationship between one variable and another. The questionnaire is carried out online by sharing a network link that will direct respondents to a page and can display several questionnaire questions. Furthermore, the researchers selected respondents with a population of 152 people

and then selected incidentally who had met the criteria by using the Slovin formula so that a sample of 110 respondents was obtained from Papuan Batik SMEs. The data collection method used in this research is by distributing questionnaires using a Likert scale of 1 to 5. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something to be measured. Each variable in this study was measured by 5 questions for product innovation, 5 questions for social digital marketing and 4 questions for the selling power variable. Data analysis was performed using multiple linear regression analysis with the equation  $Y = a + b_1X_1 + b_2X_2 + e$  using SPSS 25 software.

## Research Results and Discussion

### Profil respondent

The results obtained from the distribution of questionnaires showed that the characteristics of the respondents were 58% female and 42% male. This shows that in general, there are more women in Papuan batik SMEs than men. This shows that fashion batik is generally often used by women. Then among the profiles of respondents on age criteria, it was found that 45 years with a percentage of 35%. Batik SMEs in this age range are generally used in formal events. Furthermore, the researchers obtained results from the frequency of respondents' income, that the category of 5 to 10 million dominates when compared to other income frequencies. Thus, the authors obtain information that in this frequency range can be used as one of the factors that can be used as price fixing by the company.

Table 1. Respondent Profile

Respondent Profile		Percentage
Gender	Male	42%
	Female	58%
Age	< 23 Years Old	17%
	23 – 33 Years Old	19%
	34 – 44 Years Old	29%
	≥ 45 Years Old	35%
Education Level	Senior High School	21%
	Associate's Degree	28%
	Bachelor's Degree	33%
	Master's Degree	11%
	Doctoral's Degree	7%

Source: data processed 2021

In the descriptive analysis conducted by the researcher, the average score obtained from the respondents in responding to the questionnaire on the questions was obtained at 4.3, this score indicates a high response to the variables tested in this study. Table 2 shows the results that respondents' responses to each variable indicate that the results of the descriptive analysis fall into the good category.

Table 2. Descriptive Analysis Results

No	Variable	Average Score	Standard Deviation	Interpretation
1	Product Innovation	4,5	0,1111	Good
2	Social Digital Marketing	4,4	0,1489	Good
3	Selling power Batik	4,1	0,4878	Good

Source: data processed 2021

### Normality and Multicollinearity Test

Normality test aims to determine the value of the distribution of data in a group of variables whether the data is normally distributed or not. In this study, the value of the Kolmogorov-Smirnov normality test was obtained with Sig. Test Statistic of  $0.200 > 0.05$  ( $\alpha = 5\%$ ). So it can be concluded that the data is normally distributed.

Table 3. Kolmogorov-Smirnov . Normality Test

		Unstandardized Residual
N		110
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,71084933
Most Extreme Differences	Absolute	,070
	Positive	,047
	Negative	-,070
Test Statistic		,070
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

While the Multicollinearity Test is carried out with the aim of ascertaining whether in a model there is intercorrelation or collinearity between independent variables. In this test, the tolerance value of the Product Innovation and Social Digital Marketing variables is 0.607 ; 0.607 where the value of each variable > 0.1. Meanwhile, the VIF value of each variable is 1.647 ; 1.647, because the value of each variable < 10, it can be concluded that there is no strong correlation between the independent variables in this study.

Table 4. Uji Multikolinearitas

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Innovation	,607	1,647
	Digital	,607	1,647

### Multiple Linear Regression Test

The following are the results of the linear regression equation in table 3. Selling Power of Batik = 7,882 + 0.195 Product Innovation + 0.431 Social Digital Marketing

Table 5 Multiple Linear Regression Test Results

Variable	Regression Coefficient	t <sub>count</sub>	Sig.
Constant	7,882		
Product Innovation	0,195	3,833	0,001
Social Digital Marketing	0,431	4,264	0,000

### Coefficient of Determination Test (Adjusted R Square)

Based on table 4, the Adjusted R Square value is 0.802. This figure means that the selling power of Batik can be influenced by the Product Innovation and Social Digital Marketing variables by 80.2% while the remaining 19.8% is influenced by other variables outside the study. R Square value of 80.5% shows a strong relationship between the independent variable and the dependent variable.

Table 6. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,897 <sup>a</sup>	,805	,802	2,736

a. Predictors: (Constant), Digital, Innovation

### Partial Hypothesis Test

From the test results, the t-count value for the Product Innovation variable is 3.833 with a significance value of 0.001 < 0.05. Therefore the Product Innovation variable is said to have a significant effect on the

Selling Power of Batik. Furthermore, for the Social Digital Marketing variable, the t-count value is 4.264 with a significance value of  $0.000 < 0.05$ . So that it can be seen that Social Digital Marketing partially has a significant influence on increasing the Selling Power of Batik.

### Simultaneous Hypothesis Test

Based on the ANOVA test, the calculated value was 25.804 with a significant value of 0.000. Then it can be seen the value of the table at the level of  $\alpha = 0.05$ ,  $df_1 = k - 1 = 3 - 1 = 2$ , and  $df_2 = n - k = 110 - 3 = 107$  then obtained a table of 3.08. With results like this, namely  $F_{count} > F_{table}$ , it can be seen that the Product Innovation and Social Digital Marketing variables together can significantly affect the Selling Power of Batik.

Table 7. Simultaneous Hypothesis Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	386,346	2	193,173	25,804	,000 <sup>b</sup>
	Residual	801,009	107	7,486		
	Total	1187,355	109			

a. Dependent Variable: Selling power Batik

b. Predictors: (Constant), Digital, Innovation

## Research Discussion

### The Effect of Product Innovation on the Selling Power of Papuan Batik.

Product Innovation is carried out to find out how much adaptation and consumer considerations are made to products resulting from innovation which will then affect the Selling Power of Batik itself. Good, innovative and substitutive products will increase sales power. In this study, the response to the question items for the Product Innovation variable has a high average value. Respondents agreed that the Product Innovation factor could affect the Selling Power of Batik. Based on the results of partial hypothesis testing or test-test, it can be concluded that the product innovation variable shows  $H_0$  is rejected and  $H_1$  is accepted, meaning that the selling power of Batik is strongly influenced by the Product Innovation factor. These results are in accordance with research conducted by Asashi & Sukaatmadja, (2017) and Haji et al., (2017) that companies or organizations that increase their innovation in a product can increase their selling power. This shows that it is important for organizations to always improve their creativity and innovation in order to compete in the global market.

### The Influence of Social Digital Marketing on the Selling Power of Papuan Batik.

The selection of marketing techniques today is very important to do in an effort to increase sales power. Traditional techniques may still be used but will be less effective in reaching consumers or a wider market, therefore digital is the best choice for market expansion. A good Social Digital Marketing ability will have a very positive impact on increasing the Selling Power of Batik. From the research that has been done, it is known that Social Digital Marketing has a high average value. These results state that most of the respondents agree that Social Digital Marketing has an effect on the Selling Power of Batik. Based on the results of the partial hypothesis testing that has been done, it can be concluded that Social Digital Marketing can significantly influence the Selling Power of Batik, so in this case  $H_0$  is rejected and  $H_1$  is accepted. This result is also in accordance with research conducted by Bhor, (2018) and Dolega et al., (2021) that in a world that is constantly changing, companies must be able to adapt to respond to environmental changes that occur, especially in social media trends. Given that technology and information as well as social media have become a necessity for consumers in seeking information related to what they need.

### The Influence of Product Innovation and Social Digital Marketing on the Selling Power of Papuan Batik.

Good collaboration between Product Innovation and Social Digital Marketing will certainly increase Batik's Selling Power. The innovation of a product will not be known by consumers without marketing, especially digital marketing. Effective digital marketing by bringing innovative products to attract consumers. This explanation is supported by the results of the ANOVA test, namely the arithmetic value is greater than F table and the significance value is less than 0.05 so that it can be concluded that together the Product Innovation and Social Digital Marketing variables can significantly affect the Selling Power of Batik. The results of this test are also supported by research by Dolega et al., (2021) Pamuji et al., (2016) Rahmat et al., 2016).

## Conclusions And Research Suggestions

The results of this study reveal that Product Innovation and Social Digital Marketing variables can significantly affect Batik's Selling Power. Product Innovation must continue to be improved as an effort to maintain consumers and continuous updates so that consumers become interested and increase the Selling Power of Batik. Digital marketing will be very helpful in marketing new products resulting from innovation, because the ability to touch the market becomes easier and faster. This research is only limited to Product Innovation and Social Digital Marketing variables in determining the level of Batik Selling Power, it is possible that there are other variables that can affect the Selling Power of Papuan Batik, such as Product Quality and Brand Image. The limitations of this study are the relatively small number of samples due to the limitations of the researcher. For further research, it is hoped that the number of samples can be increased by conducting research with a different and wider geographical location.

## Reference

- Adetunji, R. (2018). Social media marketing communication and consumer-based brand equity: An account of automotive brands in Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 34(1), 1–19. <https://doi.org/10.17576/JKMJC-2018-3401-01>
- Asashi, T., & Sukaatmadja, I. P. G. (2017). *Peran inovasi produk dalam memediasi pengaruh orientasi pasar terhadap kinerja pemasaran*. neliti.com.
- Asyhari, A., Pudjihastuti, S. H., & Kurdaningsih, D. M. (2018). Peran mediasi keunggulan kompetitif pada faktor determinan kinerja bisnis UKM di sentra tenun batik di Jawa Tengah. *Jurnal Siasat Bisnis*. <https://journal.uii.ac.id/JSB/article/view/10825>
- Awan, U. (2021). Enhancing green product and process innovation: Towards an integrative framework of knowledge acquisition and environmental investment. *Business Strategy and the Environment*, 30(2), 1283–1295. <https://doi.org/10.1002/bse.2684>
- Bhor, H. N. (2018). Digital media marketing using trend analysis on social media. In *Proceedings of the 2nd International Conference on Inventive Systems and Control, ICISC 2018* (pp. 1398–1400). <https://doi.org/10.1109/ICISC.2018.8399038>
- Carboni, O. A. (2018). Complementarity in product, process, and organizational innovation decisions: evidence from European firms. *R and D Management*, 48(2), 210–222. <https://doi.org/10.1111/radm.12284>
- Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders and sales. *Journal of Retailing and Consumer Services*, 60(February). <https://doi.org/10.1016/j.jretconser.2021.102501>
- Dwivedi, Y. K. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Engelman, R. M. (2017). Intellectual capital, absorptive capacity and product innovation. *Management Decision*, 55(3), 474–490. <https://doi.org/10.1108/MD-05-2016-0315>
- Ernawati, D. (2019). Pengaruh kualitas produk, inovasi produk dan promosi terhadap keputusan pembelian produk Hi Jack sandals Bandung. In *JWM (Jurnal Wawasan Manajemen)*.
- Flikkema, M. (2019). Trademarks' relatedness to product and service innovation: A branding strategy approach. *Research Policy*, 48(6), 1340–1353. <https://doi.org/10.1016/j.respol.2019.01.018>
- Gevorgyan, R. (2018). Development and implementation of the model for sales volume forecasting for the brewing company. In *ACM International Conference Proceeding Series* (pp. 149–153). <https://doi.org/10.1145/3278252.3278291>
- Glozer, S. (2020). Helpful hypocrisy? Investigating 'double-talk' and irony in CSR marketing communications. *Journal of Business Research*, 114, 363–375. <https://doi.org/10.1016/j.jbusres.2019.08.048>
- Guiné, R. P. F. (2020). The link between the consumer and the innovations in food product development. In

- Foods* (Vol. 9, Issue 9). <https://doi.org/10.3390/foods9091317>
- Haji, S., Arifin, R., & ABS, M. K. (2017). Pengaruh Orientasi Kewirausahaan, Inovasi Produk, Keunggulan Bersaing Terhadap Kinerja Pemasaran Usaha cengkeh Di Bawean. *Jurnal Ilmiah Riset Manajemen*. <http://www.riset.unisma.ac.id/index.php/jrm/article/view/438>
- Ho, C. W. (2020). Does social media marketing and brand community play the role in building a sustainable digital business strategy? *Sustainability (Switzerland)*, 12(16). <https://doi.org/10.3390/SU12166417>
- Ilyash, O. (2018). The influence of the industry's innovation activities indices on the industrial products' revenue of Ukraine. *Economics and Sociology*, 11(4), 317–331. <https://doi.org/10.14254/2071-789X.2018/11-4/21>
- Juska, J. M. (2017). Integrated marketing communication: Advertising and promotion in a digital world. In *Integrated Marketing Communication: Advertising and Promotion in a Digital World*. <https://doi.org/10.4324/9781315526812>
- Kahle, J. H. (2020). Smart Products value creation in SMEs innovation ecosystems. *Technological Forecasting and Social Change*, 156. <https://doi.org/10.1016/j.techfore.2020.120024>
- Koeswandi, T. A. L., & Primasakara, E. A. (2020). Analisis Saluran Pemasaran Terintegrasi UMKM Badii Farm Purwakarta dalam Meningkatkan Volume Penjualan. In *Jurnal Ilmu Manajemen*
- Lafuente, E. (2018). Sustainable and traditional product innovation without scale and experience, but only for KIBS! *Sustainability (Switzerland)*, 10(4). <https://doi.org/10.3390/su10041169>
- Lestari, V. N. S. (2017). Analisis Faktor-faktor promosi dalam usaha untuk meningkatkan volume penjualan. Mukarromah, S. (2018). Implementasi Strategi Bauran Pemasaran Dalam Meningkatkan Volume Penjualan Toko BajuSenamGrosir. com.
- Müller, J. (2018). Digital, Social Media, and Mobile Marketing in industrial buying: Still in need of customer segmentation? Empirical evidence from Poland and Germany. *Industrial Marketing Management*, 73, 70–83. <https://doi.org/10.1016/j.indmarman.2018.01.033>
- Najafi-Tavani, S. (2018). How collaborative innovation networks affect new product performance: Product innovation capability, process innovation capability, and absorptive capacity. *Industrial Marketing Management*, 73, 193–205. <https://doi.org/10.1016/j.indmarman.2018.02.009>
- Nasution, M. I., Prayogi, M. A., & Nasution, S. M. A. (2017). Analisis Pengaruh Bauran Pemasaran Terhadap Volume Penjualan. *Jurnal Riset Sains Manajemen*.
- Nema, G. (2018). The impact of integrated marketing communication (IMC) tools on learning in B-schools: A study. *Prabandhan: Indian Journal of Management*, 11(5), 42–54. <https://doi.org/10.17010/pijom/2018/v11i5/123813>
- Nursyirwan, V. I., Ardaninggar, S. S., & ... (2020). Implementasi Strategi Pemasaran dalam Meningkatkan Volume Penjualan. *Jurnal PkM*. <https://journal.lppmunindra.ac.id/index.php/pkm/article/view/5077>.
- Pamuji, D., Kumadji, S., & Hidayat, K. (2016). Pengaruh Kompetensi Komunikasi Terhadap Direct Selling Serta Dampaknya Pada Volume Penjualan (Survei Pada Seller Tupperware Pt. Vinivici Prima Lestari Di Surabaya). *Jurnal Administrasi Bisnis SI Universitas Brawijaya*, 31(1), 132–139.
- Permana, I. (2019). Customer Switching Behavior dalam Membeli Batik dari UKM. *Business Innovation and Entrepreneurship*
- Poluan, F. M. A., Mandey, S., & Ogi, I. W. J. (2019). Strategi Marketing Mix dalam Meningkatkan Volume Penjualan (Studi Pada Minuman Kesehatan Instant Alvero). *Jurnal EMBA: Jurnal Riset*
- Purwanti, P., Sarwani, S., & Sunarsi, D. (2020). Pengaruh Inovasi Produk Dan Brand Awareness Terhadap Keputusan Pembelian Konsumen Pada PT. Unilever Indonesia. *Inovasi*. <http://www.openjournal.unpam.ac.id/index.php/Inovasi/article/view/5442>
- Rahmat, M. O. H., Matdoan, I., Ilmu, F., Sains, U., Ilmu, F., Universitas, M., Jayapura, T., Teknologi, J., &

- Vol, I. (2016). *SISTEM INFORMASI PENJUALAN BATIK PAPUA BERBASIS WEBSITE* Staff Pengajar pada Program Studi Teknik Informatika Fakultas Ilmu Komputer dan Manajemen - Universitas Sains dan Teknologi Jayapura. 4(2), 1–15.
- Sahai, S. (2018). Role of social media optimization in digital marketing with special reference to Trupay. *International Journal of Engineering and Technology(UAE)*, 7(2), 52–57. <https://doi.org/10.14419/ijet.v7i2.11.11007>
- Seoane-Vazquez, E. (2019). Innovation and competition in advanced therapy medicinal products. In *EMBO Molecular Medicine* (Vol. 11, Issue 3). <https://doi.org/10.15252/emmm.201809992>
- Sutducan, J. (2019). The moderating role of marketing communications in the relationship between supply chain integrations and supply chain performance. *International Journal of Innovation, Creativity and Change*, 5(2), 193–210.
- Tiago, M. T. P. M. B., & Verissimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708. <https://doi.org/10.1016/j.bushor.2014.07.002>
- Triatmanto, B., Sanusi, A., & ... (2019). Pemberdayaan Ukm Batik Seng Desa Sengguruh Kabupaten Malang. *PEDULI J.*
- Tseng, M. L. (2018). Service innovation in sustainable product service systems: Improving performance under linguistic preferences. *International Journal of Production Economics*, 203, 414–425. <https://doi.org/10.1016/j.ijpe.2018.07.020>
- Wang, C. (2020). Rankings Correlation Study: Brand Search Volume vs. Brand Sales Volume. In *2020 5th IEEE International Conference on Big Data Analytics, ICBDA 2020* (pp. 6–10). <https://doi.org/10.1109/ICBDA49040.2020.9101286>
- Xie, X. (2020). How can open innovation ecosystem modes push product innovation forward? An fsQCA analysis. *Journal of Business Research*, 108, 29–41. <https://doi.org/10.1016/j.jbusres.2019.10.011>
- Yuan, F. (2020). Intelligent sales volume forecasting using Google search engine data. *Soft Computing*, 24(3), 2033–2047. <https://doi.org/10.1007/s00500-019-04036-w>