

ABSTRACT

Batik Kenarie Sukabumi is a Micro, Small, and Medium Enterprise (MSME) engaged in the batik fashion industry, established in 2011. As a pioneer in the batik industry in Sukabumi City, Batik Kenarie carries distinctive Sukabumi motifs such as the Fish Motif, Turtle Motif, and Cikole Motif, aimed at preserving the nation's cultural heritage. Although more than a decade has passed, the sales growth of Batik Kenarie remains low, primarily due to the suboptimal use of digital marketing strategies.

This research aims to design a more effective digital marketing strategy for Batik Kenarie Sukabumi using the SOSTAC method. (Situation analysis, Objectives, Strategy, Tactics, Action, Control). This method helps analyze the current situation, set clear goals, design a structured marketing strategy, and determine the necessary tactics and actions to achieve the desired results. Control is carried out to ensure that the implementation is proceeding as planned and is capable of improving marketing performance.

The situation analysis shows that Batik Kenarie has utilized several digital marketing tools, such as social media and e-marketplaces, but the implementation is still limited. The limited number of employees and the lack of a deep understanding of digital marketing are among the main causes. This research also shows that the promotion of Batik Kenarie products on digital platforms is still not optimal, especially in terms of content and interaction with customers.

The proposed strategy in this research includes the optimization of social media through a Social Media Optimization (SMO) approach, content marketing, collaboration with partners, video marketing, the use of the [campsite.bio](https://www.campsite.bio) platform to drive customer traffic, and leveraging user-generated content (UGC). In addition, the optimization of e-marketplaces such as Shopee and Tokopedia is also proposed to enhance product exposure and facilitate customers in making purchases.

The implementation of this strategy is expected to raise public awareness of the Batik Kenarie Sukabumi brand and boost sales growth through digital platforms. To ensure the success of this strategy, the use of a strategy map is implemented to visualize the flow and stages of the designed strategy. With this planning, Batik Kenarie is expected to enhance its marketing performance in the digital era and be able to compete with other competitors who have already optimally utilized digital marketing.

Keywords: Batik, Digital Marketing, SOSTAC, MSMEs, Sukabumi