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The Utilisation Of Digital Marketing Through Influencers To Maintain Sekomandi Weaving As A Creative Economic Product Of Kalumpang Women In Mamuju District

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Abstract

Sekomandi weaving is a fabric inherited from the Kalumpang community of Mamuju Regency, West Sulawesi, believed to be one of the oldest weavings with a span of more than 480 years. The obstacles experienced by Sekomandi weaving craftsmen are still onerous to determine the market share which has an impact on the lack of demand from local people and tourists visiting Mamuju Regency. This research aims to maintain and escalate the creative economy of Kalumpang women by utilising digital marketing through influencers. This research employed a mixed method with a SWOT matrix approach to find strengths, overcome weaknesses, then maximise opportunities and threats. The number of informants was five craftsmen of Sekomandi Kalumpang woven fabric. Primary data were collected by observation, interviews and questionnaires. The results of the study were in Quadrant I position, namely Sekomandi woven fabric had the opportunity to survive in the midst of fabric product competition if it utilised product marketing using digital marketing through the roles of influencers in maintaining Kalumpang women's creative economy products in Mamuju Regency. S-O (Strengths-Opportunities) strategic steps were taken to ameliorate brand awareness of Sekomandi woven fabric using digital marketing in collaboration with the role of influencers in creating relevant creative and

authentic content that could elevate the sales target of Sekomandi woven fabric directly impacting influencer followers. The novelty of the research lies in the use of social media digital marketing utilising the roles of influencers in introducing Sekomandi woven fabric products handcrafted by Kalumpang women in Mamuju Regency.

Keywords: *Digital Marketing; influencer; Creative Economy; Women; Sekomandi Weaving*

1. Introduction

Digital marketing is a promotional step to advance the brand by involving technological sophistication by innovatively using social media as a means of introducing products to the general public who possess the potential to become consumers. Pinpoints that digital marketing using websites is an intuitive innovation that connects buyers and organisations as sellers easily supported by the speed of unlimited access to information in the modern era [1]. Digital marketing is momentous as a strategic step in modern marketing [2]. Digital marketing illustrates the evolution of numerous components using social and mobile media into a form of marketing strategy that is easily accepted by the public [3].

Asseverate that technology owns a huge impact on the development of marketing that relies on digital media that changes human behaviour in assessing products [4]. Assert that technological developments are widely used by companies in introducing products through social media using figures who have fans [5]. Affirm that competitive competition requires tools that make it easy to interact and communicate effectively between companies and customers [6]. Remark that digital technology is a modern marketing model that is effectively used to provide information to consumers [7].

Digital marketing contains influencer content promoting products and brands online on social media such as Instagram, Facebook and Weibo, Influencer marketing is an online communication strategy involving influencers' followers in an effort to introduce products. Influencers can build many relationships through influencers' followers, which is very effective in marketing products using figures [8]. The role of the influencer is considered as an opinion giver according to the displayed character that can be followed due to the effect of the figure that can be emulated by followers [9]. Influencer marketing is relevant to encourage followers' effectiveness by treating products effectively with the support of followers to make higher purchases [10]. The more research that confirms the use of digital marketing using the role of influencers in building and maintaining products and brands effectively, there is a common opinion that influencer marketing has the power to be followed by followers so that it is effective in introducing products and maintaining brands through social media, influencers, social media platforms and consumers become three components that can unite to create markets [11].

The creative economy is a new hope in the midst of economic turmoil that continues to experience changes, the creative economy is driven by the realisation of added value with the creation of creative and innovative businesses so that it can aggrandize competitiveness and buying interest as a creative economy business start-up.

Declare that creative fabric-type products with natural materials are able to absorb moisture content, therefore the level of user comfort is a consideration in making purchases [12]. Woven fabrics own

other benefits including sound absorbers that are not only used as clothing but become a dual function that possesses many more benefits [13];[16]. The advantages of woven fabrics have a density of parameter segments that can directly provide durability and comfort, therefore the woven fabric production process uses weft yarn perpendicular to the pattern arranged based on the desired weaving results to have its own appeal for consumers who will make purchases [17];[8];[9] convey that the use of computer media as a technological tool has an important role in creating weaving results according to the right pattern and integrated with modernisation competitiveness. Technology is more objective in producing products with relatively fast techniques and providing a small or affordable selling price due to the fast work process and not using a lot of labour. Argue that the strength of the woven fabric production depends on the yarn material used, especially on the surface of the fabric comprises high durability according to the basic material of the yarn [18].

The competitiveness of the creative economy is a catalyst for the people's economy in encouraging community income in the midst of current arduous economic conditions. The above explanation with the similarity of previous research certainly provides strength for creative economy business actors to maintain and develop products that are created so that they still have a clear market share. Tenun Sekomandi products are local products of the Kalumpang community in Mamuju Regency which are in danger of being abandoned by consumers. This happens according to observations that have been made, due to a lack of attention from local consumers and tourists who come to Mamuju Regency, West Sulawesi Province. Tenun Sekomandi is only occasionally used as souvenirs for honoured guests. This situation makes the Sekomandi weaving craftsmen, who are dominated by mothers and women in Kalumpang Sub-District, Mamuju Regency, less enthusiastic about maintaining their crafts so that it owns a direct impact on income which makes it strenuous to get out of the poverty line or burdensome welfare levels.

Problems in the utilisation of digital marketing through influencers to maintain Tenun Sekomandi, a creative economic product of Kalumpang women in Mamuju Regency. This research aims to find out the utilisation of digital marketing that employs the roles of influencers in an effort to maintain the creative economic product of Sekomandi weaving produced by Kalumpang craftswomen in Mamuju Regency.

2. Theoretical Review

Digital Marketing

Digital marketing is the use of online media as an online platform for promoting and communicating products [19]. The distribution of content by providing interesting information to retain followers whose activities are directly prospecting through social media. Vukmirović et al. (2020) coin that interaction with the audience of platforms such as Twitter, Instagram and Facebook gives a direct

impression of the story that is conveyed effectively. Bala (2018) states that how to get interesting and useful content to each user builds engagement in creating value. Says that optimisation of content to be easily obtained or found in search engines in an effort to increase visibility [20]. Pronounces that digital marketing is building strong relationships with customers through continuous interaction and a way to answer or respond to comments that are quickly measurable [21]. There are similar perceptions regarding digital marketing, namely cooperation with influencers in conducting targeted promotions as a strategy to boost brand awareness to increase sales [21];[14][15].

There are fundamental reasons why digital marketing is noteworthy to be applied in marketing activities, namely: 1) More efficient targeting, digital marketing can make it easier to find out what customers want, what they like and what they don't like, 2) Reaching a wider audience, through digital marketing companies can connect with people from all over the world so that, will expand potential customers, and 3) More efficient costs, through digital marketing companies can save budgets and maximise the company's financial results because all marketing activities are carried out online [22];[57][58];[66][67].

Digital marketing possesses several indicators namely: 1) Accessibility, the ability of users to access information and services provided online and advertising. 2) Interactivity, the level of two-way communication that refers to the reciprocal ability of communication between advertisers and consumers, and responds to the input that will be received. 3) Entertainment, the ability of advertising to provide fun or entertainment to consumers. 4) Credibility, the level of consumer trust in the advertisements that appear or the extent to which advertisements provide information about them that is trustworthy, impartial, competent, credible, and specific. 5) Informativeness, the ability of advertisements to supply information to consumers, and provide a true picture of a product so that it can provide economic benefits [23].

Digital marketing has a significant impact on shaping perceptions and influencing visitors' decisions to visit. Here are some impacts of digital marketing, namely: 1) Building brand awareness with assorted digital channels such as social media, companies can build brand awareness effectively. High brand awareness can form a positive perception of the business being run and expand the likelihood that the person will visit the website or place of business. 2) Testimonials or online reviews play a salient role in shaping a person's perceptions to the extent that good positive reviews and accurate evidence of quality and customer satisfaction influence the decision of visitors to visit. 3) Interactions through social media shape customer perceptions about authenticity, brand value, and so on. Positive responses and direct interaction can create an emotional bond with customers that will encourage them to visit the website or establishment. 4. Paid advertising campaigns can deliver quick results and shape the perception that the business constitutes an attractive offer. Precisely targeted adverts can motivate visitors to click on the advert and visit the website [25].

Influencer

Marketing using influencers is a product description disseminated to the public using the internet by posting to social media to become a spectacle. The way of the influencers work is to create interesting content so that followers engage on posts such as like, share and comment through this way influencers get a high reach. Influencers can influence the attitudes and behaviour of social

media followers. Report that influencers are a new attraction in the modern era that can move someone to act to make purchases to fulfil their wants and needs after getting information from the social media they use [26]. Respond that influencers are present from social media introducing products or services to be part of providing information to followers. An influencer is an attraction that is judged from a sympathetic attitude to create ambition, intelligence and character to act to get the desired product or service individually or in groups [27];[21];[58][59];[60][61]. Confirms that an influencer is someone who has the ability to influence purchasing decisions from the knowledge gained with the audience. Influencer figures who are active on social media, blogs and platforms that have many followers and are mutually involved in channeling communication verbally [28] Influencers have the benefit of helping introduce products or services to the general public at large using internet-applied media that can progress campaign activities [29]. Influencers should be a good fit in order to create an authentic brand message in order to have a positive reputation impact on the brand conveyed to the audience. Meanwhile, Influencer is a marketing strategy used by displaying opinions to encourage purchasing decisions [30];[63][64][65].

The increasing emergence and popularity of social media have led to the emergence of a new marketing approach called influencer marketing [31];[66][67]. Influencer marketing differs from traditional word-of-mouth (WoM) marketing because in influencer marketing, marketers gain more control and insights based on the marketing results carried out by the influencer. Content influencers can have access to a number of views, likes, comments, posts as well as inputs related to the product or service. The reputation of an influencer can be derived from the influencer's expert qualifications in their field of expertise and consumer trust in the influencer. The success and influence of an influencer can be determined by the attraction that can describe the ability to get a reaction from consumers through an influencer's post. Explains that one method influencers can use to measure engagement is by counting the number of likes, comments, shares, retweets, and favourites that exist on influencer posts based on different time spans, for example, such as monthly, daily, or hourly periods.

Woven Fabric

Weaving is classified as one of the typical Indonesian cultural arts produced by the hand skills of the Indonesian people using excessively simple or traditional looms. The word weaving owns meaning, historical value, and high technique in terms of colours, motifs, and types of materials used, especially the yarn used, and each region possesses its own characteristics. In addition, weaving is also one of the cultural heritages of the Indonesian people that should be maintained and preserved.

Weaving is a craft in the form of materials (fabrics) made from yarn (cotton, silk) by inserting weft transversely on the warp (tools, tools). The weft thread is the thread that is inserted crosswise when weaving the fabric, while the warp thread itself is a weaving thread that is arranged parallel (lengthwise) and does not move (bound at both ends).

Weaving crafts are produced by the crossing that occurs between two threads that are perpendicular to each other (vertical and horizontal). Threads whose direction is vertical or follows the length of the fabric are called warp threads, and threads whose direction is horizontal or follows the width of the fabric are called weft threads [34]. Weaving activities become a traditional textile craft art that has a strong historical value through the workings of

two sets of warp and weft threads that are transformed into cloth. Woven fabric is one of the equipments of human life that has been known from prehistoric times and obtained from the development of body covering clothing after grasses and bark. The development of weaving leads to the quality of the materials used and begins to recognize the motifs and colours that are prioritised in the woven product. Woven fabrics have functions in several aspects of the lives of the people who make them in each region, both social, economic, religious, and aesthetic aspects or weft threads which in the manufacturing process are tied and dipped in natural dyes. Sekomandi woven fabric is the development of a form of woven fabric that is given a variety of decorative patterns created to complement the beauty needs of woven fabric. The results of Sekomandi weaving can be utilised as clothing and fashion equipment, interior decoration or furniture upholstery material. Sekomandi's woven fabric production process from the artisans still uses traditional looms. The technique used in Sekomandi weaving is before weaving, the strands of yarn are adjusted to the desired ornamental pattern or pattern. Sekomandi fabric handicrafts are known in the region of West Sulawesi Province.

Women's Creative Economy

The creative economy began to be discussed when John Howkins wrote the book 'Creative Economy, How People Make Money from Ideas'. Howkins in Gumrah (2024) defines creative economy as an economic activity where the input and output are ideas. In one short sentence, the essence of creativity is ideas. Thus, it can be imagined that only with the capital of ideas, a creative person can earn a relatively high income.

Women's creative economy has developed and contributed to the economy. Women's involvement in handicraft weaving has become a potential in the family to augment the standard of living and family welfare. Kalumpang Village, Mamuju Regency, is known for its typical woven fabric of Sekomandi. The women of Kalumpang Village provide a unique perspective that can create woven fabric products that are done from generation to generation by ancestors to create diversity and creative innovation from models and designs.

Women's creativity in developing Sekomandi woven fabrics contributes to family income, enhances quality of life, and reduces the gender gap in the economy. Businesses run by women do not only focus on profit but possess an impact on social values, women's issues and improving sustainability education. Women bring a unique perspective that can effectively and efficiently create products that can support the family economy [35] highlight that forms of activities that provide a group in empowering women to strengthen the family economy from poverty problems. Portray that women's economic participation is salient in reducing poverty as an effort to increase household income and encourage regional economic development [36]. Highlights that women's creative economy dispels the myth of women as household appendages whose fate depends only on their husbands. Women's empowerment directly contributes and provides formulas in creative economic activities to improve women's skills and expertise in creating economic value [37]; [30][31][36]. Women's creative economy is part of the process of gaining power, strength and ability from weak women in order to identify needs and potential as in effort to solve problems faced in the family [38]. Women's creative economy is access to life for women's

professional mobility armed with skills to make themselves qualified [39].

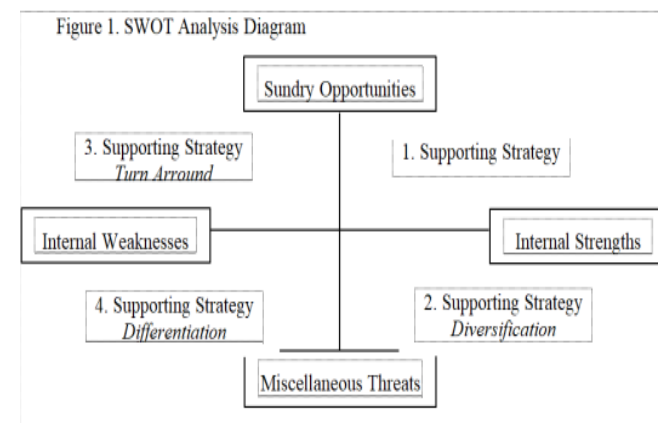
Efforts to develop the rural economy, the creative economy has a weighty role, namely:

1. Creating employment opportunities in the creative economy sector in the category of micro, small and medium enterprises that are characteristic of labour-intensive work groups.
2. Entrepreneurial development among the creative economy as a form of creativity and innovation from each individual and community group that generates income output in the family.
3. Development of economic sectors with other economic growth such as tourism and art goods that generally grow the regional manufacturing industry sector.
4. Regional development through the creative economy sector in the category of micro, small and medium enterprises as the driving force of the regional economy reduces the gap in equitable regional development [40].

The family economy determines the level of ability to fulfil household needs in a sustainable manner through creative economic sector activities by empowering the ability or potential of the family to have value in the form of family income. Community empowerment activities in Kalumpang Village, Mamuju Regency can ameliorate the quality of life for the better. Kalumpang Village owns a relatively disadvantaged community level that is on the poverty line, especially for women, so a role is needed in re-empowering the Sekomandi weaving potential as a handicraft product for women's activities that has existed in Kalumpang Village, Mamuju Regency for 480 years. Women's empowerment activities in the creative economy movement are expected to possess a positive impact as a provision for the community to pursue woven fabric crafts.

Problem-Solving Approach

Based on the problem of maintaining Tenun Sekomandi, a creative economic product of Kalumpang Women in Mamuju Regency, the empirical and comparative approach adheres to descriptive qualitative research with the support of SWOT analysis to identify internal factors of strengths and opportunities then identifies factors of weaknesses and threats. The marketing management science approach as a way to apply digital marketing with the role of influencers who own followers on social media (Instagram, Facebook and Weibo) is used as a problem-solving approach for Sekomandi weaving as a creative economic products of Kalumpang Women in Mamuju Regency.



The description of the SWOT diagram image is as follows

- 1) **QUADRANT 1:** A situation that provides advantages, Sekomandi weaving production has opportunities and strengths so that it can take advantage of existing opportunities. The strategy applied can support aggressive business growth (growth-oriented strategy).
- 2) **QUADRAN 2:** Although Sekomandi weavers face threats, they still have internal strengths. Strategies are applied using existing strengths to take advantage of long-term opportunities by diversifying (product or market).
- 3) **QUADRAN 3:** Sekomandi weavers get great opportunities, but from other sectors, there are constraints or internal weaknesses. Strategies that can be carried out to minimise internal problems in order to seize existing opportunities.

QUADRAN 4: Conditions that show surprisingly unfavourable because they face diverse threats and internal weaknesses. The strategy is defensive.

Tabel 1
Matrix SWOT

	IFAS	STRENGTH (S) Determine the strength factors of Sekomandi Kalumpang weaving	WEAKNESS (W) Identify the weakness factors of Kalumpang Sekomandi weaving
EFAS			
OPPORTUNITIES (O) Specify the opportunity factors of Kalumpang Sekomandi Weaving		STRATEGY (SO) Create a power strategy to seize the opportunity	STRATEGY (WO) Devise strategies to overcome weaknesses to seize opportunities
THREAT (T) Pinpoint the threat factors of Kalumpang Sekomandi Weaving		STRATEGY (ST) Invent a strategy to utilise strengths to overcome threats	STRATEGY (WT) Design a strategy to improve weaknesses to overcome threats

Source: Data processed, 2024

Based on table 1 of the SWOT matrix, four strategic steps are obtained as follows:

- 1) SO strategy: Strategies are made by utilising internal strengths in seizing as many opportunities as possible. The Strengths and Opportunities (SO) strategy utilises internal strengths in obtaining external opportunities.
- 2) ST strategy: Strategies are made by using internal strengths to overcome external threats. The Strengths and Threats (ST) strategy utilises internal strengths to avoid external threats.
- 3) WO strategy: Strategies are made based on external opportunities that are owned by minimising weaknesses. The Weaknesses and Opportunities (WO) strategy seeks to escalate internal weaknesses by taking advantage of existing external opportunities.
- 4) WT strategy: Strategies are based on defensive activities by trying to minimise weaknesses and avoid threats. The Weaknesses and Threats (WT) strategy is carried out to avoid internal weaknesses by avoiding external threats.

3. Research method

This research employed mixed methods (quantitative and qualitative) with a SWOT matrix approach to find strengths, overcome weaknesses, then maximise opportunities and threats. Qualitative research methods are often called naturalistic research

because research is conducted in natural conditions (natural settings) or also called ethnographic methods, where many utilise a cultural approach through Sekomandi Kalumpang woven fabric craftsmen using digital marketing media with the roles of influencers to maintain Kalumpang women's creative economic products in Mamuju Regency. The object of research on Sekomandi woven fabric craftsmen Kalumpang women's creative economic products in Mamuju Regency. The number of informants was five craftsmen of Sekomandi woven fabric in Kalumpang. Primary data collection was started from observation, interviews and distribution of questionnaires aimed at informants to get weight and rating numbers as SWOT instruments. The research was carried out with careful and systematic preparation until the research objectives were achieved. The most seminal element in research was employing scientific methods as a means to identify the symptoms that occurred and find solutions to the problems being studied so that the results obtained could be accounted for scientifically. The qualitative data were collected and then analysed using a descriptive approach through the stages of data condensation, data display, and verification.

The SWOT method is popularly done by organisations to know the environmental situation in planning business strategies. SWOT analysis can be done by identifying internal and external factors that can provide a reference in introducing Sekomandi Kalumpang Weaving using digital marketing media with the roles of influencers who have high followers on social media (Instagram, Facebook and Weibo). The SWOT matrix was utilised to elevate marketing strategies systematically by considering the relationship between strengths, weaknesses, opportunities and threats. SWOT is a way to observe the internal and external marketing environment (Whelen et al., 2012).

Based on the explanation above, the research was conducted using a qualitative method with Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.

4. Results

The research was conducted by making a questionnaire and collecting field data based on the factors below.

- 1) The step of identifying the internal factors of strengths and weaknesses of the Sekomandi Weaving craftsmen of Kalumpang Women's creative economic products in Mamuju Regency.

Identification of internal factors.

a. Strengths

- 1) Sekomandi owns a strong tradition and cultural identity with unique characteristics.
- 2) Inherent motifs with local characteristics maintain cultural heritage.
- 3) Manualised manufacturing process using traditional ancestral techniques.
- 4) Woven fabric products that preserve the local wisdom culture of the Kalumpang community.
- 5) Still using natural colouring materials tree roots and leaves as a symbol of cultural and artistic wealth.
- 6) Received support from the Mamuju Regency government in terms of preservation.
- 7) Sekomandi woven fabric craftsmen still maintain the authenticity and diversity of products.

b. Weaknesses

- 1) It is tough to determine the market share in the sale of Sekomandi woven products.
- 2) The selling price of Sekomandi woven products seems expensive to consumers.
- 3) Marketing is still an obstacle in optimising the sales of Sekomandi woven products.
- 4) Traditional techniques and materials are demanding to adapt to the fashion trends of modern design needs.
- 5) Sekomandi weaving products can only be used in certain activities.
- 6) The distribution of Sekomandi woven products is still highly limited due to the basic production materials being classified as steps.
- 7) Influencers or media are not used in introducing Sekomandi woven products.

Steps to identify external factors of opportunities and threats for Kalumpang Women's creative economy product Sekomandi weaving craftsmen in Mamuju Regency.

Identification of external factors.

a. Opportunities

- 1) Sekomandi weaving products are used as souvenirs typical of the Kalumpang area of Mamuju Regency.
- 2) The cultural strength inherent in Sekomandi woven products is still preserved by the local government of Mamuju Regency.
- 3) Online marketing E-commerce platforms and social media utilising influencers.
- 4) Collaboration with fashion brand designers to create innovative collections to aggrandise the image of Sekomandi weaving as a cultural product.
- 5) The roles of the local government in making one of the historical cultural icons in Mamuju Regency.
- 6) The historical quality of Sekomandi weaving by consistently maintaining the reputation of the ancestral heritage of the Kalumpang tribe of Mamuju Regency.
- 7) The roles of influencers can actively promote Sekomandi weaving products until effective storytelling occurs which can create emotional consumers to make purchases.

b. Threats

- 1) The extinction of Sekomandi woven fabric by the modernisation of life.
- 2) The millennial generation of the Kalumpang tribe lacks the level of concern for preserving the traditional Sekomandi weaving craft.
- 3) Climate change possesses reduced the number of plants used as natural dyes for Sekomandi cloth.
- 4) Changes in tastes and lifestyles along with the times will reduce demand from the community.
- 5) Modern designs and products are cheaper and faster to produce.
- 6) A decline in the quality of materials, such as natural dyes that are truly challenging to find, can hamper the production of Sekomandi woven fabrics.
- 7) The younger generation's lack of interest and training in traditional weaving techniques could make Sekomandi woven fabrics extinct.

Results of identification of internal and external factors

The results of the questionnaire distribution were then processed to obtain the value and rating of internal and external factors.

1. Identification of Getting the Weight and Rating Value of IFAS and EFAS

a. Internal Factor Weight

Table 3 Calculation Results of Internal Factor Weights

Statement	Informant					Total	Rating	Weight	Score
	1	2	3	4	5				
OPPORTUNITIES									
BP 1	4	4	4	4	4	20	0,145	4	0,58
BP 2	4	4	4	4	3	19	0,138	3,8	0,52
BP 3	4	4	4	4	4	20	0,145	4	0,58
BP 4	4	4	4	4	4	20	0,145	4	0,58
BP 5	4	4	4	4	4	20	0,145	4	0,58
BP 6	4	4	4	4	3	19	0,138	3,8	0,52
BP 7	4	4	4	4	4	20	0,145	4	0,58
Total	28	28	28	28	26	138	1	27,6	3,945
THREATS									
BP 1	3	4	4	4	4	19	0,146	3,8	0,555
BP 2	3	4	3	4	4	18	0,138	3,6	0,498
BP 3	3	4	4	3	4	18	0,138	3,6	0,498
BP 4	3	4	4	4	4	19	0,146	3,8	0,555
BP 5	3	4	4	4	4	19	0,146	3,8	0,555
BP 6	3	4	3	4	4	18	0,138	3,6	0,498
BP 7	3	4	4	4	4	19	0,146	3,8	0,555
Total	21	28	26	27	28	130	1	26	3,717

b.Weight of External Factors

Table 3 Calculation Results of Internal Factor Weights

Statement	Informant					Total	Rating	Weight	Score
	1	2	3	4	5				
OPPORTUNITIES									
BP 1	4	4	4	4	4	20	0,145	4	0,58
BP 2	4	4	4	4	3	19	0,138	3,8	0,52
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BP 4	4	4	4	4	4	20	0,145	4	0,58
BP 5	4	4	4	4	4	20	0,145	4	0,58
BP 6	4	4	4	4	3	19	0,138	3,8	0,52
BP 7	4	4	4	4	4	20	0,145	4	0,58
Total	28	28	28	28	26	138	1	27,6	3,945
THREATS									
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BP 2	3	4	3	4	4	18	0,138	3,6	0,498
BP 3	3	4	4	3	4	18	0,138	3,6	0,498
BP 4	3	4	4	4	4	19	0,146	3,8	0,555
BP 5	3	4	4	4	4	19	0,146	3,8	0,555
BP 6	3	4	3	4	4	18	0,138	3,6	0,498
BP 7	3	4	4	4	4	19	0,146	3,8	0,555
Total	21	28	26	27	28	130	1	26	3,717

Source: Data processing results, 2024

Based on the results of the SWOT analysis. Then the calculation figures for the X and Y analysis charts are obtained as follows.

(X, Y)

$$\frac{S - W}{2} : \frac{O - T}{2}$$

$$\frac{3,917 - 3,779}{2} : \frac{3,945 - 3,717}{2}$$

$$\frac{0,138}{2} : \frac{0,228}{2}$$

(0,069; 0,114)

Based on the results of the calculation of the X and Y analysis graph, the X and Y value axes are as follows.

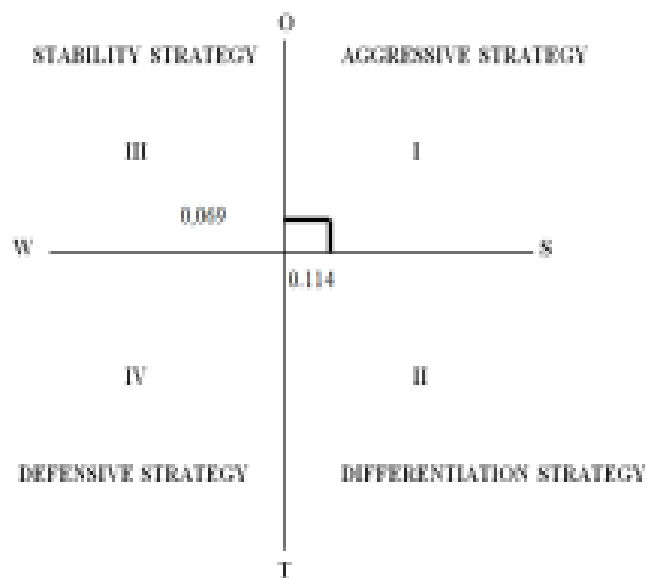


Figure 2. Grand SWOT Analysis

Based on Figure 2 of the SWOT chart analysis above, Sekomandi weaving was in QUADRAN I position: Sekomandi woven fabric had a chance to survive in the midst of fabric product competition if it utilised product marketing using digital marketing through the roles of influencers in maintaining the creative economic products of Kalumpang women in Mamuju Regency.

Women often bring unique perspectives that can create new products and services. This can augment diversity and innovation in the creative industry. In developing businesses in the creative sector, women can ameliorate family income and improve quality of life, the roles of women also help in reducing the gender gap in the economy. Women in the creative economy often build networks and communities to support each other and assist in sharing knowledge, experience, and resources. Creative businesses run by women not only focus on profit, but also provide social impact, such as supporting women's issues, education, and sustainability providing new opportunities for women to create Sekomandi woven fabric handicrafts that can be marketed using social media digital marketing products utilising the roles of influencers to reach potential buyers more widely in maintaining the creative economy products of Kalumpang women in Mamuju Regency.

5. Discussion

1. Strategic strengths of Sekomandi weaving artisans

- Sekomandi has a tradition and cultural identity with unique characteristics that are strongly attached.
- The inherent motifs with local characteristics maintain cultural heritage.
- Manualistic skill-making process using traditional ancestral techniques.
- Woven fabric products that preserve the local wisdom culture of the Kalumpang community.
- Still using natural colouring materials tree roots and leaves as a symbol of cultural and artistic wealth.
- Received support from the Mamuju Regency government in terms of cultural preservation.
- Sekomandi woven fabric craftsmen still maintain the authenticity and diversity of products.

2. Weaknesses of the Sekomandi weaving artisan strategy

- It is laborious to determine the market share in the sale of Sekomandi woven products.
- The selling price of Sekomandi woven products seems expensive to consumers.
- Marketing is still an obstacle in optimising the sales of Sekomandi woven products.
- Traditional techniques and materials are wearisome to adapt to the fashion trends of modern design needs.
- Sekomandi weaving products can only be used in certain activities.
- The distribution of Sekomandi woven products is still acutely limited due to the basic production materials being classified as steps.
- Influencers or media are not used in introducing Sekomandi woven products.

3. Strategic opportunities for Sekomandi weaving craftsmen

- Sekomandi weaving products are used as souvenirs typical of the Kalumpang area of Mamuju Regency.
- The cultural strength inherent in Sekomandi woven products is still being preserved by the Mamuju Regency local government.
- Online marketing of e-commerce platforms and social media utilising influencers.
- Collaboration with fashion brand designers to create innovative collections to enhance the image of Sekomandi weaving as a cultural product.
- The role of the local government in making one of the historical cultural icons in Mamuju Regency.
- The historical quality of Sekomandi weaving by consistently maintaining the reputation of the ancestral heritage of the Kalumpang tribe of Mamuju Regency.
- The roles of influencers in actively promoting Sekomandi weaving products so that effective storytelling occurs which can create emotional consumers to make purchases.

4. Strategic threats to Sekomandi weaving craftsmen

- Sekomandi woven fabric is extinct in the modernisation of life.
- The millennial generation of the Kalumpang tribe lacks the level of concern for preserving the traditional Sekomandi weaving craft.
- Climate change has reduced the number of plants used as natural dyes for Sekomandi cloth.
- Changes in tastes and lifestyles along with the times will reduce demand from the community.
- Modern designs and products are cheaper and faster to produce.
- A decline in the quality of materials, such as natural dyes that are increasingly formidable to find, can hamper the production of Sekomandi woven fabrics.
- The younger generation's lack of interest in and training in traditional weaving techniques could make Sekomandi woven fabrics extinct.

5. SO, WO, ST, and WT Strategies.

1. Strength to Opportunities (SO) Strategy

- Sekomandi woven fabric must be marketed online and offline to be recognised by the public as a woven fabric product with strong cultural values.
- The role of the local government in preserving the local culture of Sekomandi woven fabric through the regulation of local regulations.

- c) The roles of influencers are needed through testimonials of the advantages of Sekomandi woven fabric that are not owned by other regions.
- d) Using modern fashion design to make the use of Sekomandi woven fabric more attractive.
- e) The local government through the Tourism Office plays an active role in preserving Sekomandi cloth as a regional icon of Mamuju Regency.
- f) Marketing Sekomandi woven fabric involves the active roles of the Mamuju Regency Tourism and Culture Office in the form of cultural exhibitions.
- g) Influencers play an active role in conveying information to the public online using social media, as a locally nuanced product made from natural materials.

2. Weakness to Opportunities (WO) Strategy

- a) Must get a new market share in attracting consumer buying interest.
- b) Adjust the selling price of Sekomandi woven fabric products to the target market.
- c) Optimise digital marketing on social media to introduce the advantages and quality of Sekomandi woven fabric.
- d) Use designers in designing modern classic fashion models to attract public interest.
- e) The local government should make a local regulation on the use of batik uniforms made from Sekomandi woven fabric used by employees on certain days at work.
- f) Preserving the basic material of Sekomandi cloth so that it does not become extinct.
- g) Using influencers in marketing online through digital marketing or social media.

3. Strength to Threat (ST) Strategy

- a) Must make advertisements that are discrepant from other products, by displaying the historical advantages of culture so that the cultural heritage of the ancestors survives in the era of globalisation.
- b) Educate the younger generation about the momentousness of maintaining local traditional cultural arts that own historical strengths.
- c) The model and design of the finished product made from Sekomandi cloth must adapt to modernisation.
- d) Sekomandi fabric products should follow consumer tastes.
- e) Pricing of Sekomandi fabric products should be in line with modern trends.
- f) Maintaining the quality of materials and products produced so that the values of cultural uniqueness are attached to Sekomandi cloth.
- g) Conduct training for the next generation of Sekomandi fabric weavers to preserve the Sekomandi woven fabric from extinction.

4. Weakness to Threat (WT) Strategy

- a) Make products with low prices, but maintain the quality.
- b) Make product innovations in terms of shape and colour to attract the millennial generation to purchase products.
- c) Increase social media marketing, and carry out maintenance of plants used as fabric dyes, in order to avoid shortages of raw materials.
- d) Match the products of Sekomandi weaving with the tastes and styles of the modern generation.
- e) Create pricing that is in line with the purchasing power of local, regional and foreign communities.

- f) Optimise the production of Sekomandi fabrics in accordance with market demand, so that consumer needs are met.
- g) Strategise in attracting young people through the roles of influencers who possess teenage followers or fans in marketing products.

The digital era has boosted eminently rapidly in the modern era. Marketing is a far-reaching aspect in creating the success of the competitiveness of Sekomandi woven fabric products to be widely known both on a domestic and foreign scale. Digital marketing using the roles of influencers is profoundly relevant to be used in marketing Sekomandi woven fabric products because consumer behaviour is exceedingly dependent on digital smartphone technology, making it easier to see firsthand the advantages and uniqueness of Sekomandi woven fabric products.

Digital marketing strategies can include a variety of methods including the use of social media, a strong and relevant content strategy using influencers, this method allows consumers to interact directly in the digital realm by understanding consumer preferences more accurately. Collaboration with influencers is an ultimate element in the digital marketing strategy that possesses a positive impact on brand awareness of Sekomandi woven fabric, which has the strength of historical cultural values. Influencers will assist the Sekomandi woven fabric brand to be accessed by relevant consumers.

Influencers refer to the roles of individuals on social media who have a following, such as bloggers, celebgrams and YouTubers. Influencers generally own a loyal following, so what they say possesses a big impact and is relevant in selling Sekomandi woven fabric products. The role of influencers can utilise Sekomandi's woven fabric collections until the influencer's collaboration with the use of digital marketing can be more effectively utilised on social media platforms such as Instagram, TikTok, and other platforms.

The decision to implement digital marketing through the roles of influencers is due to the behaviour of consumers who are dominated by modern behaviour and prefer to find product information through social media platforms Facebook, Instagram, and TikTok. Consumer behaviour tends to trust the opinions of others, so the roles of influencers are considered appropriate to influence consumer decisions in purchasing Sekomandi woven fabric collection products. Influencers who possess credibility and trust with their followers through authentic and interactive content will get positive judgments from their followers.

Stages that can be carried out in the application of digital marketing with influencer collaboration to introduce the Sekomandi woven fabric collection include:

1. Use of the right influencers

Choosing relevant influencers according to the target market to be reached, it is substantial to use influencers with significant followers and full commitment.

2. Understanding the influencer's target

The influencer's content contains demographic profile messages in line with the campaign that will be delivered to the influencer's audience or followers.

3. Authentic and creative influencer content

The roles of influencers can create creative and authentic content that feels more natural, this can help the existence of Sekomandi

woven fabric be conveyed in a more meaningful way with positive value in the eyes of consumers.

4. Influencers have a strong influence on their followers

Influencers own a loyal following that can be trusted in order to reach consumers who are toilsome to reach with conventional marketing methods.

Several previous studies have used marketing strategies to collaborate with influencers to advance product brand awareness. [54] coin that Rahsa Nusantara uses the roles of influencers, where collaboration is carried out with influencers with countless content, such as Rahsa Nusantara working with Kushandari Arfanidewi, an influencer who focuses on home cooking, culinary with a healthy lifestyle, Kushandari Arfanidewi possesses 157 thousand Instagram followers, besides that Rahsa Nusantara also collaborates with Tanya Larasati who have 100 thousand followers using the hashtag #PelanPelanSehat. Invent that engaging public figures or influencers can progress brand awareness which can be assessed directly by the general public regarding relevant products, such as educational studies on the selection of beauty products using influencers with the @dr.richard_lee account. The content carried out gets a lot of comments, so it gets the attention of the audience when collaborating and communicating with various competent parties such as fellow doctors, artists, and public figures.

6. Conclusion

This research comprehensively describes the utilisation of digital marketing through influencers in maintaining Sekomandi weaving as a creative economic product of Kalumpang women in Mamuju Regency. The research detailed the results with SWOT chart analysis, where the results showed that Sekomandi woven fabric was in Quadrant I position, namely Sekomandi woven fabric owned the opportunity to survive in the midst of fabric product competition if it utilised product marketing using digital marketing through the roles of influencers in maintaining Kalumpang women's creative economic products in Mamuju Regency. Steps taken to ameliorate brand awareness of Sekomandi woven fabric could be employed by digital marketing strategies in collaboration with the role of influencers by creating relevant creative and authentic content that could escalate the sales target of Sekomandi woven fabric directly impacting influencer followers.

Digital marketing could be used as a way of marketing effectiveness in collaboration with influencers who possessed the power to reach audiences and elevate brand awareness of Sekomandi cloth as a woven product that had strong cultural-historical value, especially among young generations who spent more time on social media. Digital marketing through the role of influencers was able to advance sales of Sekomandi woven fabrics online, which facilitated access for the public to make purchases.

The weakness of the research on the application of digital marketing using the roles of influencers did not provide long-term results, so brands needed to continue to adapt in finding new ways to maintain relevance. The use of influencers required costs that were a burden on weaving craftsmen. In addition to the potential for controversy such as the figure of an influencer involved in a scandal would have a negative impact on the product or brand being promoted, including the Sekomandi woven fabric of Kalumpang women's creative economy products in Mamuju Regency.

Future researchers are expected to examine the use of digital marketing with the roles of influencers to maintain Sekomandi weaving in Kalumpang women's creative economic products in Mamuju Regency using a quantitative descriptive approach with PLS-SEM (Partial Least Squares Structural Equation Modeling) and SEM (Structural Equation Modeling) analysis methods that present intervening variables as reinforcing variables in maintaining Sekomandi weaving in Kalumpang women's creative economic products in Mamuju Regency.

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