



## Strategi Pemasaran sebagai Upaya Meningkatkan Daya Saing dan Penjualan: Studi Kasus UMKM Batik Malabis Bangkalan

### *Marketing Strategy as an Effort to Improve Competitiveness and Sales: A Case Study of Batik Malabis MSME in Bangkalan*

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#### Abstract

*Dalam era globalisasi yang semakin maju, persaingan bisnis menjadi semakin ketat, terutama di sektor fashion, termasuk batik. Batik, sebagai warisan budaya Indonesia, telah mengalami perkembangan pesat, tidak hanya di pasar lokal tetapi juga di pasar internasional. Kini, batik tidak hanya dianggap sebagai pakaian tradisional, tetapi telah bertransformasi menjadi bagian dari mode modern yang dapat diterima oleh berbagai kalangan masyarakat. Salah satu pelaku usaha yang berupaya beradaptasi dengan tren ini adalah Batik Malabis, sebuah toko batik lokal yang berlokasi di Bangkalan, Madura. Batik Malabis berkomitmen untuk menggabungkan motif tradisional khas Madura dengan sentuhan desain modern guna menarik minat konsumen, khususnya generasi muda yang mulai mengapresiasi batik sebagai bagian dari identitas budaya sekaligus gaya hidup. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus untuk menganalisis strategi pemasaran yang diterapkan oleh Batik Malabis dalam meningkatkan penjualan produk batik modern. Pendekatan ini dipilih karena memungkinkan peneliti untuk mengeksplorasi secara mendalam berbagai aspek strategi pemasaran, seperti promosi, penentuan harga, pemilihan saluran distribusi, serta pemanfaatan media sosial dan digital marketing yang disesuaikan dengan karakteristik pasar lokal. Data dikumpulkan melalui studi literatur dari berbagai sumber, termasuk jurnal akademik, buku, dan artikel industri yang relevan dengan strategi pemasaran di sektor fashion dan UMKM batik. Dengan demikian, penelitian ini memberikan gambaran komprehensif mengenai efektivitas strategi yang diterapkan Batik Malabis. Tujuan dari penelitian ini adalah untuk menganalisis strategi pemasaran yang diterapkan oleh Batik Malabis dalam upaya meningkatkan penjualan produk batiknya. Selain itu, penelitian ini juga bertujuan mengidentifikasi kelebihan dan kekurangan dari strategi tersebut, serta memberikan rekomendasi yang relevan dan aplikatif untuk membantu Batik Malabis dalam meningkatkan daya saing di tengah ketatnya persaingan pasar.*

**Kata kunci:** Strategi Pemasaran, Batik Modern, Fashion

#### Abstract

In today's era of advanced globalization, competition in the business landscape is becoming increasingly intense, particularly within the fashion industry, including the batik sector. As a symbol of Indonesia's rich cultural heritage, batik has evolved significantly, gaining popularity not only in domestic markets but also on an international scale. Once regarded solely as traditional attire, batik is now embraced as part of contemporary fashion that appeals to a wide range of consumers. Batik Malabis, a local batik business based in Bangkalan, Madura, is one of the enterprises that has actively adapted to these changing trends. By integrating traditional Madurese patterns with modern design elements, Batik Malabis seeks to engage a broader customer base—especially younger generations who are beginning to view batik not only as a



cultural expression but also as a stylish and fashionable choice. This research adopts a qualitative method using a case study approach to explore the marketing strategies employed by Batik Malabis in boosting the sales of its modern batik products. This approach enables a thorough investigation into various aspects of marketing, including promotional tactics, pricing strategies, and the use of digital platforms tailored to the preferences and behaviors of the target market. Data were gathered through literature review from diverse sources such as scholarly journals, academic books, and industry publications related to marketing in the fashion and batik sectors. This provides a well-rounded understanding of the effectiveness of the marketing efforts implemented by the business. The purpose of this study is to examine how Batik Malabis applies marketing strategies to enhance product sales. Furthermore, the research aims to identify the strengths and weaknesses of these strategies, offering practical and relevant recommendations to support Batik Malabis in remaining competitive in a dynamic and increasingly challenging marketplace.

**Keywords: Marketing, Modern Batik, Fashion**

## INTRODUCTION

In today's increasingly globalized world, business competition has become more intense, particularly in the fashion industry, including the traditional batik sector. As part of Indonesia's cultural heritage, batik has experienced rapid development—not only in the local market but also internationally. Batik is no longer viewed solely as traditional attire but has evolved into a modern fashion trend that resonates with a wide range of consumers.

One business striving to adapt to these evolving trends is Batik Malabis, a local batik store based in Bangkalan, Madura. Batik Malabis integrates traditional designs with modern aesthetics to attract a diverse consumer base, particularly the younger generation who have begun to appreciate batik as both a cultural identity and a personal fashion statement. However, in the midst of increasingly fierce competition, Batik Malabis faces the challenge of sustaining and boosting its product sales. The dynamic market landscape requires the business to continuously innovate and develop marketing strategies that are both effective and relevant.

In this regard, marketing strategy plays a crucial role in determining the success of a business, especially in drawing consumer interest and improving product sales. A well-executed marketing strategy can help position products effectively in the market, build long-term customer relationships, and strengthen brand loyalty (Handayani, 2020).

This study aims to analyze the marketing strategies implemented by Batik Malabis in its effort to increase product sales. It also seeks to identify the strengths and weaknesses of those strategies to provide relevant and practical recommendations for enhancing competitiveness in the market. The research uses a case study approach, enabling a deep exploration of the specific marketing methods employed by Batik Malabis. Data will be gathered through in-depth interviews, observation, and relevant document analysis related to marketing strategies in the batik industry.

Through this approach, the research is expected to make a significant contribution to the field of marketing, particularly in identifying effective strategies within the batik fashion sector. Furthermore, the study may serve as a useful reference for other batik entrepreneurs seeking to develop strategies aligned with their product characteristics and target market (Diniaty, 2014).

At the same time, advancements in information and communication technologies have drastically transformed the marketing landscape, particularly through the rise of digital platforms. The use of social media, e-commerce, and other digital tools has become essential in modern marketing



strategies. In this context, Batik Malabis is also challenged to optimize digital media and technology to increase brand visibility and attract consumers.

Social media platforms such as Instagram, Facebook, and TikTok now play a significant role in shaping consumer perception of a brand. Batik Malabis is working to build a strong brand presence on these platforms by highlighting the uniqueness of its batik products, which blend traditional craftsmanship with contemporary style. In addition, key marketing strategies such as product innovation, pricing, promotion, and strategic location selection all have different impacts on consumer purchasing decisions. This research will conduct an in-depth analysis of these strategies to understand their effectiveness and contribution to sales performance at Batik Malabis.

The study also considers both internal and external factors that influence the success of marketing efforts, including consumer behavior, market trends, and competitive dynamics in the batik industry (Handayani, 2020).

Batik Malabis was selected as the case study subject due to the uniqueness of its product offerings and its efforts to innovate in marketing. The store represents an interesting example of how traditional culture can be blended with modern marketing approaches. Therefore, this research is expected to offer a comprehensive picture of effective marketing strategies for batik businesses operating in today's competitive and globalized market.

Through this analysis, the study aims to provide practical insights that can help Batik Malabis and other local batik businesses design marketing strategies that are adaptive and effective. Ultimately, the research findings are expected to not only support Batik Malabis in increasing its sales but also contribute to the broader development of the batik industry—both in terms of product innovation and marketing strategies that align with the current preferences and needs of consumers. This research seeks to bridge the gap between marketing theory and practice, and serve as a foundation for further studies exploring the role of digital technology in promoting traditional cultural products like batik (Sope, 2023).

### **Research Problem and Objectives**

Based on the background described, the research problem is formulated as: *"How effective are the marketing strategies implemented by Batik Malabis in increasing its competitiveness and product sales in the local batik market?"*.

The objective of this study is to analyze the marketing strategies used by Batik Malabis in Bangkalan and evaluate their effectiveness in enhancing both sales performance and brand competitiveness. This research not only aims to identify the types of marketing strategies employed—such as product innovation, pricing, promotion, and placement—but also to explore how these strategies influence consumer behavior and purchasing decisions. Furthermore, the study seeks to examine the internal and external factors that affect the success of Batik Malabis's marketing efforts, including market trends, customer preferences, and competition. Ultimately, the research intends to provide practical recommendations for improving the marketing strategies of Batik Malabis, so the business can better adapt to changing market dynamics and expand its reach, especially among younger consumers and digital audiences.



## METHOD

This study adopts a qualitative research method with a case study approach to explore the marketing strategies implemented by *Batik Malabis in Bangkalan* in an effort to increase product sales and enhance competitiveness in the modern batik industry. A qualitative case study is considered appropriate as it allows the researcher to gain a deep and holistic understanding of complex phenomena within their real-life context (Creswell & Poth, 2018). Through this approach, the study aims to analyze specific elements of Batik Malabis's marketing strategies—such as pricing, product positioning, promotional methods, and digital media utilization—based on the unique characteristics of its products and target consumers. The case study approach is instrumental in uncovering contextual factors and strategic decisions that are often overlooked in broader quantitative surveys.

The data for this research are primarily collected through a comprehensive literature review, drawing from peer-reviewed journals, academic books, industry reports, and articles focusing on marketing strategies in the fashion and traditional textile sectors, particularly batik. Secondary data from previous research and market analyses are used to understand the broader dynamics of the batik industry in Indonesia and the role of marketing in influencing consumer behavior. Key sources include works by Kotler & Keller (2016) on marketing management, and studies by Handayani (2020) and Diniaty (2014) regarding digital marketing and consumer engagement in local creative industries. These references help contextualize Batik Malabis's efforts within established marketing theory and current industry trends.

The data collected are analyzed using thematic analysis, which involves identifying recurring patterns, themes, and relationships in the marketing strategies and their perceived outcomes (Braun & Clarke, 2006). This technique allows the researcher to systematically interpret textual data and draw meaningful conclusions regarding the effectiveness of Batik Malabis's strategies. To ensure data validity and reliability, the study incorporates triangulation by comparing findings across multiple sources and perspectives. By critically examining literature from both academic and professional contexts, this research aims to produce a well-rounded, integrated analysis that can inform practical marketing recommendations for Batik Malabis and similar SMEs in the traditional fashion sector.

## RESULTS AND DISCUSSIONS

### Data Analysis

This study focuses on analyzing the marketing strategies implemented by Batik Malabis in Bangkalan and evaluating their effectiveness in increasing the sales of modern batik products. The analysis is based on secondary data collected through literature studies, including academic journals, books, industry reports, and relevant articles related to marketing strategies in the fashion and micro, small, and medium enterprises (MSMEs) sectors. This approach enables a comprehensive understanding of how specific marketing strategies influence consumer purchasing decisions in the context of a modern batik store. One of the primary strategies identified is the use of digital platforms, particularly social media like Instagram and e-commerce sites, to expand market reach. In the digital era, these platforms play a significant role in shaping brand image and



attracting consumer interest, especially among younger generations who value both fashion and cultural identity.

Another key aspect analyzed is the pricing strategy adopted by Batik Malabis. Prices are set with careful consideration of consumer purchasing power while emphasizing the added value of offering a modern design that retains traditional batik uniqueness. Promotional strategies such as special product campaigns and discount programs are also examined, as they are instrumental in attracting new customers and maintaining market presence. Although Batik Malabis relies heavily on online channels, the local offline experience is not overlooked, particularly in creating appealing shopping experiences for local customers (Lupi, 2016). The thematic analysis method is used to identify patterns across these strategies, which helps reveal their strengths and weaknesses. For instance, consistent social media use has proven effective in expanding customer reach and enhancing brand awareness, although it requires substantial time and creative effort. Pricing strategies effectively target the middle-class segment, yet maintaining profit margins under competitive pricing remains a challenge.

Furthermore, the analysis reveals that Batik Malabis's success is driven by a holistic integration of various marketing strategies. The synergy between online and offline efforts has allowed the business not only to boost sales but also to strengthen customer relationships. This research highlights the importance of adaptive marketing strategies that align with consumer trends and expectations. Future analysis will include more detailed mapping of how Batik Malabis can further improve the effectiveness of existing strategies and explore opportunities for innovation in digital marketing (Atmoko, 2018).

In addition to digital marketing and pricing, this study evaluates the branding strategies used by Batik Malabis to build a strong and attractive identity. Branding plays a crucial role, especially in conveying the unique value of batik products that blend traditional heritage with modern fashion. A prominent strategy identified in the literature is the use of storytelling, through which Batik Malabis educates consumers about the uniqueness and craftsmanship involved in batik production. This approach aims to establish an emotional bond between consumers and the products, enhancing the perceived value of the batik beyond its functional use. With this emotional appeal, consumers are not merely purchasing clothing but engaging with cultural heritage.

Distribution strategy is another vital component of this analysis, particularly in how Batik Malabis leverages online platforms to expand its consumer base beyond the local area. E-commerce facilitates broader market access and allows the brand to respond quickly to shifting consumer demands. Promotional techniques such as free shipping and discount vouchers further support this approach. The findings indicate that this combination of digital distribution and attractive promotional tactics has been a key driver in increasing sales. In the current digital economy, the convenience of online shopping significantly enhances customer appeal and purchase likelihood (Rusdi, 2019).

The literature-based data analysis shows that a combination of strong branding, extensive digital distribution, and innovative marketing strategies are the key components that give Batik Malabis a competitive advantage. By continuously adapting to market trends and consumer needs, the company has effectively used its marketing mix to maintain customer loyalty and attract new markets. The results suggest that the marketing success of Batik Malabis is not due to a single factor





but to the synergy of multiple well-integrated strategies. These insights offer valuable recommendations for other batik businesses seeking to adopt similar approaches to increase sales and strengthen their market position amid fierce competition (Diniaty, 2014)

### **Marketing Strategy and SWOT Analysis of Batik Malabis**

Batik Malabis in Bangkalan has adopted a marketing strategy primarily focused on leveraging digital media as a core tool to reach broader markets. In today's digital era, social media platforms such as Instagram and Facebook serve as effective channels for product promotion and building consumer relationships. Batik Malabis consistently shares visually appealing content—including high-quality product photos and short videos showcasing the batik-making process or styling tips for their modern batik products. In addition to visual engagement, Batik Malabis utilizes Instagram Stories and live shopping features to interact directly with customers and provide updates on new product releases or special offers. This intelligent use of digital platforms has helped the brand build strong brand awareness and establish a solid position in the modern batik market, especially among younger consumers familiar with social media.

Beyond digital marketing, Batik Malabis also implements a competitive pricing strategy to attract a wide consumer segment. The pricing approach is carefully balanced to align with consumer purchasing power while maintaining the product's perceived value. Specifically, the brand targets middle-class consumers who seek high-quality local products at accessible prices. By positioning its products strategically in terms of price, Batik Malabis meets customer expectations for authentic yet stylish batik garments. This pricing strategy not only broadens market reach but also provides added value to consumers seeking products with traditional aesthetics packaged in a modern design. Furthermore, the brand's thoughtful pricing approach contributes to consumer loyalty, as buyers perceive the products as high-quality and culturally meaningful investments.

In addition, Batik Malabis employs a strong branding strategy to reinforce its brand identity and foster emotional value among consumers. Branding for Batik Malabis goes beyond logos or slogans—it encompasses the narrative and cultural messages embedded in each product. One notable approach is storytelling, where the company shares the background stories behind each design, including its cultural philosophy and artistic origin. Through storytelling, the product is not merely viewed as fashion but as a symbol of culture and heritage, enhancing its perceived value in the eyes of consumers. This branding strategy effectively builds emotional connections with customers, boosts brand loyalty, and integrates the products into the lifestyles of culturally appreciative consumers (Jatmiko, 2020).

### **SWOT Analysis of Batik Malabis**

Before presenting the SWOT analysis of Batik Malabis, it is essential to understand the current landscape in which the brand operates. Batik Malabis has emerged as a modern batik brand that seeks to bridge tradition and contemporary fashion through a culturally-rooted marketing approach. In line with the shift in consumer behavior, especially among younger demographics, the brand leverages digital marketing, storytelling, and e-commerce to build brand awareness and market presence. However, like any growing business in the fashion and cultural product industry, Batik Malabis must continually evaluate its internal strengths and weaknesses, as well as external opportunities and threats, to maintain sustainability and competitiveness. The following SWOT



analysis offers a structured overview of the key factors that influence the brand's strategic position in the market.

**Tabel 1. SWOT Analysis of Batik Malabis's Marketing Strategy**

Strengths	Weaknesses
<b>Storytelling-Based Branding:</b> By applying storytelling, Batik Malabis positions its products as cultural artifacts rather than mere fashion items, increasing perceived value among consumers.	<b>Limited Physical Shopping Experience:</b> Due to its focus on e-commerce, Batik Malabis may struggle to meet the expectations of customers who prefer in-person shopping or examining products physically.
<b>Competitive Pricing:</b> Price points are tailored to the purchasing power of the middle-class market, making quality batik accessible without compromising product integrity.	<b>Sustainability of Pricing Strategy:</b> Maintaining competitive pricing may challenge profit margins, particularly when production or raw material costs rise.
<b>Effective Digital Marketing:</b> Batik Malabis successfully utilizes social media (e.g., Instagram and Facebook) to reach a wider audience at relatively low marketing costs.	<b>Dependence on Social Media Platforms:</b> Heavy reliance on social media poses risks if platform algorithms change or digital advertising costs increase.
Opportunities	Threats
<b>International Market Expansion:</b> Strong branding and online platforms provide the opportunity to tap into global markets interested in ethnic fashion and cultural products.	<b>Changing Consumer Preferences:</b> Fashion trends evolve quickly, requiring Batik Malabis to continuously innovate to remain relevant.
<b>Growing Interest in Local Products:</b> Rising consumer appreciation for high-quality local goods creates opportunities to attract culturally conscious buyers.	<b>Increasing Competition:</b> The entry of new competitors—both traditional and modern batik brands—may reduce Batik Malabis's market share.
	<b>Rising Operational Costs:</b> Increasing costs for digital marketing, raw materials, and logistics could impact profitability and the effectiveness of the pricing strategy.

Based on Table 1, the SWOT analysis of Batik Malabis' marketing strategy reveals that its primary strengths lie in its storytelling-based branding approach, competitive pricing, and effective use of digital marketing. These aspects enable Batik Malabis to reach a broader market, particularly among younger consumers who prefer online shopping. However, the analysis also highlights certain weaknesses, such as the limited physical shopping experience and heavy reliance on social media platforms, which pose risks if algorithm changes or rising advertising costs occur. On the opportunity side, Batik Malabis has strong potential to expand into international markets and capitalize on the growing appreciation for high-quality local products. Nevertheless, threats such as shifting consumer preferences, increasing competition, and rising operational costs must be addressed through continuous innovation and diversified marketing strategies.



## **Distribution and Promotional Strategies**

In addition to branding, distribution has become a key component of Batik Malabis's marketing efforts. By utilizing e-commerce platforms and major Indonesian online marketplaces, Batik Malabis is able to reach consumers across the country without the need to establish physical stores in every region. This online distribution advantage not only offers convenience for customers but also enables the company to respond to market demands more swiftly and flexibly. In practice, Batik Malabis frequently offers attractive promotions such as seasonal discounts, free shipping, and bundled product packages to increase consumer appeal. This broad and flexible distribution strategy has proven effective in boosting sales volume and strengthening brand presence across various market segments—both local and national—solidifying Batik Malabis's position as one of Indonesia's leading modern batik retailers (Fauzi, 2021).

## **CONCLUSION AND SUGGESTIONS**

Based on the findings of this study, it can be concluded that the marketing strategies employed by Batik Malabis in Bangkalan to enhance the sales of modern batik products include the integration of digital marketing, competitive pricing, strong branding through cultural storytelling, and extensive distribution via e-commerce platforms. The use of digital tools—particularly social media platforms—has proven effective in increasing brand awareness and attracting the attention of younger consumers who are highly engaged in the online environment. Additionally, by setting competitive prices, Batik Malabis successfully targets the middle-class segment that seeks high-quality yet affordable batik products. The branding approach, which emphasizes cultural narratives and storytelling, has fostered an emotional connection between the brand and its consumers, elevating batik beyond its functional use into a symbol of cultural identity. Furthermore, online distribution has enabled the business to reach a broader market across geographical boundaries with greater accessibility and convenience.

To ensure sustainable growth and competitiveness in the future, it is suggested that Batik Malabis continue to refine its digital marketing strategies by leveraging emerging technologies such as artificial intelligence and data analytics for personalized customer engagement. Additionally, collaborations with local influencers and participation in virtual exhibitions or online cultural events could further enhance the brand's visibility and cultural value proposition. Strengthening product innovation by integrating traditional Madurese motifs with contemporary fashion trends may also serve to differentiate Batik Malabis in a crowded marketplace. Lastly, establishing partnerships with tourism-related institutions or local government agencies could provide greater exposure and support in promoting batik as a cultural heritage product.

In summary, a synergistic and adaptive marketing strategy is essential not only for improving sales performance but also for maintaining the cultural relevance of batik in the modern fashion industry. Batik Malabis has demonstrated how traditional products can thrive through innovation, digital adaptation, and cultural authenticity. Future studies could further explore consumer perceptions and the role of local identity in shaping purchase decisions, especially in the context of regional creative industries.





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