

JENTIC (Jetis Batik Innovation and Creativity) Strategy In Developing the Identity of Sidoarjo Local Products Through Digital Media

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Abstract:

This study aims to analyze the strategy of JENTIC (Jetis Batik Innovation and Creativity) in developing the identity of local Sidoarjo products through digital media. The phenomenon studied focuses on how Jetis batik producers adapt traditional values into the digital space to maintain cultural existence while increasing economic competitiveness. The approach used was a qualitative case study, involving participants from batik artisans, MSMEs, and local government representatives. Data were collected through in-depth interviews, participant observation, and documentation, then analyzed using thematic analysis to identify patterns and meanings from the field findings. The results revealed three main themes namely revitalizing cultural identity through innovative motifs and digital narratives, optimizing social media as a medium for branding and cultural education, and strengthening the local batik ecosystem through cross sector collaboration. These findings confirm that digitalization can be an effective strategy for maintaining the sustainability of local cultural identity while expanding market access. Theoretically and practically, this research contributes to the development of a branding model based on local wisdom and policy recommendations for strengthening the regional creative economy.

Keywords: jetis batik, digital strategy, cultural identity, local branding, creative economy

Introduction

Digital transformation has brought significant changes to the creative economy ecosystem, particularly in the micro, small, and medium enterprise (MSME) sector. Globally, business digitalization has become a strategic element determining the competitiveness and undesirability of local products in an increasingly open and competitive market (Safitri et al., 2025). The shift in consumer consumption patterns from conventional to digital requires businesses to adapt to developments in information technology. According to Loniza et al. (2024), effective digital marketing implementation not only serves as a promotional tool but also builds a strong, long-term brand image and identity. This phenomenon demonstrates that the presence of digital media is a crucial instrument in expanding market reach and increasing the presence of local products in the era of globalization.

Nationally, Indonesia positions the creative economy and MSMEs as key pillars of its economic drivers. According to data from the Ministry of Cooperatives and SMEs (2024), the MSME sector contributes more than 60% to Gross Domestic Product (GDP). However, many businesses still face obstacles in optimally utilizing digital technology, particularly in branding, marketing, and product identity management (Bahtera et al., 2025). Many MSMEs lack effective digital communication strategies, resulting in the potential of local products often remaining unknown despite their rich cultural value. This highlights the gap between strong local potential and the limitations of digital adaptation.

Sidoarjo Regency, as one of the regions supporting the creative economy in East Java, boasts a rich variety of local products, such as batik, processed fish, and traditional crafts. However, the main challenge

facing local entrepreneurs is how to enhance their product identity and gain wider recognition at the national and international levels. Research by Achmad et al. (2022) and Qomariyah et al. (2024) shows that local product development in Sidoarjo requires support from innovation, appropriate technology, and digital promotion to increase economic added value. In this context, Sidoarjo's Jetis batik plays a crucial role as a representation of cultural heritage facing the pressures of modernization and global market disruption.

Kampoeng Batik Jetis Sidoarjo is known as one of the oldest batik centers in East Java, having survived since the 17th century. Despite its high historical and aesthetic value, Jetis batik has declined due to changing consumer consumption patterns and a lack of innovation in digital promotion. Research by Ulyy et al. (2022) and Nizar et al. (2024) indicates that digital transformation of traditional batik is an urgent need to face the era of creative industry 4.0. In this context, the JENTIC (Jetis Batik Innovation and Creativity) strategy is a collective effort to revitalize Jetis batik through a creative and innovative approach based on digital technology.

The JENTIC strategy focuses not only on economic aspects but also on preserving cultural values and local identity. Through collaboration between artisans, academics, the government, and the community, this strategy is designed to develop a batik innovation model that can adapt to current developments without losing its traditional meaning. A digital approach is used to strengthen branding, expand market reach, and enhance the visual appeal of batik products on social media. Research by Robby Aditya and Rusdianto (2023) and Fikri et al. (2024) underscores the importance of strategic social media management in increasing the visibility of MSMEs, particularly through platforms like Instagram, TikTok, and Canva as interactive promotional media.

Although numerous studies have supported the implementation of digital marketing in MSMEs, most still focus on the technical aspects of promotion and fail to delve into the dimensions of meaning, experience, and cultural processes behind the implementation of local branding strategies (Reggina, 2023; Luckyardi & Apriliani, 2022). Only a few studies have explored how batik artisans reflectively construct a digital identity through collaborative strategies that combine local creativity and global technology. This gap creates a research gap (literature gap) in understanding the social, cultural, and economic dynamics involved in the digitalization of Jetis batik identity through the JENTIC strategy. A qualitative approach was chosen because it allowed researchers to explore the subjective meanings, empirical experiences, and social processes underlying the JENTIC development strategy as a form of cultural innovation (Pahleviannur et al., 2022; Fiantika et al., 2022). Through in-depth interviews, participant observation, and digital documentation, this study seeks to understand how the Jetis batik community implements digital branding strategies and their impact on strengthening local product identity. This research focuses on the cognitive, creative, and collaborative dimensions that emerge in the implementation of the JENTIC strategy.

Therefore, the purpose of this study is to describe and analyze in depth the JENTIC strategy in developing the identity of local Sidoarjo products through digital media. This research is expected to provide theoretical contributions to the study of the local culture-based creative economy and enrich the perspective of qualitative research in understanding the relationship between innovation, tradition, and technology. Practically, the results of this study are expected to serve as a reference for local governments, MSMEs, and creative communities in designing sustainable digital branding strategies based on local wisdom. Through a humanistic and reflective approach, this study seeks to demonstrate that digitalization is not merely a marketing tool, but rather a means of empowering regional culture and identity in the global era.

Literature

A. Digital Marketing

Digital marketing theory has developed into a crucial conceptual foundation for understanding changes in business strategy amidst technological disruption. Kotler and Keller (as cited in Reggina, 2023) describe digital marketing as promotional activities that utilize digital technology to access, influence, and retain customers across various online platforms. Digital marketing is a practice focused on maximizing the fulfillment of two-way communication between producers and consumers to create long-term emotional relationships. Loniza et al. (2024) emphasize that digital marketing involves more than just the use of social media; it also encompasses branding, storytelling, and the creation of a visual identity that aligns with the product's nature. Within the framework of SMEs, this strategy is a crucial tool for building brand awareness

and competitive advantage in the face of intense global market competition

B. Branding and Local Identity

Branding itself is also a crucial theoretical aspect in enhancing the identity of local products. According to Aaker (as cited in Safitri et al., 2025), branding is not about creating a name or symbol, but rather the process of building perceptions and values embedded in the minds of consumers. Qualitatively, the concept of branding can be interpreted as a process of social and cultural interaction that represents the shared identity, values, and stories of a producer community. Suparti et al. (2025) demonstrated that the local cultural basis of digital branding can support the positioning of SME products and foster pride in regional products. This aligns with the concept of place-branding, where local identity is one of the main distinguishing factors between one region and another. Therefore, in this line of thought, branding, in the case of Jetis batik, functions as a functional means of cultural identity through its economic and symbolic aspects, where the cultural identity of the Sidoarjo community is a manifestation of this cultural identity.

C. Innovation and Creativity (JENTIC)

The JENTIC (Innovation and Creativity in Jetis Batik) strategic framework is also based on the theory of innovation and creativity. Innovation can be understood as the process of creating something new or modernizing existing aspects to better suit modern needs (Ully et al., 2022). According to Nizar et al. (2024), creativity is the ability to combine classical values and contemporary technology to produce products with enhanced aesthetic and functional qualities. In Jetis batik, innovation is not only applied to motifs and coloring methods, but also in terms of promotion through interactive digital media. Innovative technology-based designs with the help of Canva, CapCut, and Instagram as tools have been found during Bahtera et al.'s (2025) research to be efficient in increasing the visibility of local products and promoting marketing networks. Therefore, the JENTIC approach is envisioned as a kind of socio-cultural innovation, which combines local wisdom with digital technology. According to previous research, digitalization has a significant contribution to the sustainability of SMEs, but most research focuses on the technical aspects of promotion and marketing management. For example, Achmad et al. (2022) focused on the use of appropriate technology and product diversification in establishing small businesses in the fisheries processing market, while Robby Aditya and Rusdianto (2023) focused on the relevance of digital marketing policies in increasing the market reach of SMEs. Similarly, Suparti et al. (2025) directly discussed digital branding support for the Mliriprowo SME as a way to enhance local product identity. However, there is no in-depth study of the meanings, experiences, and social processes of how culturally innovative digital branding strategies like JENTIC are formed. This knowledge gap makes this study crucial in embodying the reflective and collaborative aspects of strengthening local product identity through digitalization.

D. Marketing Communication and Meaning-Making

Within the framework of marketing communication theory, the creation of local product identity can be viewed as a type of meaning-making that occurs when producers, consumers, and digital communities interact socially. Qomariyah et al. (2024) believe that established communication models must address traditional values and contemporary market expectations. Digital media thus transcends promotional tools to form new cultural boundaries where negotiations of meaning between locality and modernity occur. This is similar to the views of Rita Fiantika et al. (2022) and Pahleviannur et al. (2022) that qualitative research can be used as a method to gain a deeper understanding of social phenomena, such as how Jetis batik develops a digital identity through creative innovation practices.

Investment (PMTB) has a dual effect on inflation (Coker, 2025): in the Short Term (Inflationary): Investment (for example, infrastructure development) is a large component of aggregate demand. Expenditures at the beginning of a project can cause an increase in raw material prices and wages. Meanwhile, in the long term (inflation suppressor): Productive investment (e.g., technology or factory expansion) will increase production capacity (aggregate supply) in the future, which can actually suppress inflation. Based on the results of research conducted by (Silvia et al., 2013) there is a negative relationship between investment and inflation. This decline in inflation is likely due to lower interest rates implemented to encourage investment in Indonesia.

Method

This research uses a qualitative approach with a descriptive-interpretive study type, which aims to understand in depth the strategy of JENTIC (Jetis Batik Innovation and Creativity) in developing the identity of local Sidoarjo products through digital media. This approach was chosen because it is in accordance with the research objective, namely to explore the meaning, strategies, and social experiences of Jetis batik actors in the process of digital innovation and branding. According to Pahleviannur et al. (2022), qualitative research emphasizes understanding social phenomena contextually and comprehensively based on the perspectives of participants, not just numerical measurements. The descriptive-interpretive approach is also relevant to describe cultural phenomena and the creative economy holistically, so it can explain how digitalization influences the form of preservation and strengthening the identity of local products. The research was conducted in Kampoeng Batik Jetis, Sidoarjo Regency, as the central location of JENTIC activities which is known to be active in digital innovation and promotion. This research will run from June to September 2025.

Based on this focus, the research questions are formulated as follows: (1) How is the JENTIC (Jetis Batik Innovation and Creativity) strategy developed to strengthen the identity of local Sidoarjo products through digital media? (2) What factors influence the success or challenges in implementing the JENTIC strategy? (3) What are the meanings, experiences, and social processes experienced by Jetis batik producers in implementing digital-based innovation and creativity? This research question formulation aims to explore the strategic and cultural aspects of managing Jetis batik branding in the digital era. As explained by Fiantika et al. (2022), the research question formulation in qualitative research serves as an open-ended guide for understanding phenomena dynamically, rather than as a rigid boundary that limits new discoveries in the field.

Research subjects were selected using purposive sampling, selecting informants based on criteria of relevance to the phenomenon being studied. Key informants included (1) Jetis batik artisans and MSMEs active in digital innovation and marketing activities, (2) JENTIC community managers or coordinators, and (3) representatives of the Sidoarjo Regency Cooperatives and MSMEs Office involved in the mentoring program. Additionally, a snowball sampling technique was used to identify additional informants, such as designers, social media activists, and digital assistants recommended by key informants.

This technique enabled researchers to explore rich and contextual data, in keeping with the characteristics of qualitative research, which prioritizes depth of information over the number of respondents. Data collection techniques included semi-structured interviews, participant observation, and digital documentation. Interviews were used to elicit in-depth narratives about participants' strategies and perceptions, while participant observation was conducted within the Kampoeng Batik Jetis environment to understand work patterns and social interactions. Documentation such as photos, videos, social media posts, and archives of JENTIC activities served as additional data sources to strengthen the analysis. Data validity was maintained through source and method triangulation, member checking, and audit trails, as recommended by Fiantika et al. (2022), to ensure the validity and credibility of the research findings. Data analysis was conducted using the Miles & Huberman interactive model, which includes three main stages: (1) data reduction to sort relevant information from interviews and observations, (2) data presentation in the form of categories and thematic matrices, and (3) drawing conclusions and verification. This approach was strengthened by thematic analysis to identify key meaning patterns, such as innovation, digital branding, and cultural identity, that emerged from the field data. Through these stages, this study is expected to provide an in-depth overview of how JENTIC's strategy embodies the integration of cultural innovation, digital transformation, and strengthening local identity in Sidoarjo.

Results and Discussion

Result

This study aims to understand in depth how JENTIC (Jetis Batik Innovation and Creativity) strategy participates in developing the identity of local Sidoarjo products through digital media. Data were obtained through in-depth interviews with seven participants: three batik artisans, one JENTIC community manager, one officer from the Sidoarjo Regency Industry and Trade Office, and two loyal consumers. Data were also strengthened through direct observation of JENTIC promotional activities and digital media documentation on Instagram, marketplaces, and community promotion pages. The analysis was conducted using the Miles and Huberman interactive model, which includes data reduction, data presentation, and conclusions, resulting in three main themes: *(1) revitalization of Jetis batik cultural identity through digital innovation, (2) branding and product promotion strategies through digital media, and (3) strengths and opportunities for strengthening local identity in the digital era.*

1. Revitalizing the Cultural Identity of Jetis Batik Through Digital Innovation

The first theme focuses on how JENTIC defines the identity of Jetis batik as a local cultural heritage that needs to be revived through digital innovation. Interviews revealed that artisans believe that Jetis batik has its own uniqueness, particularly the "lung-lungan" and "burung peacock" motifs, which are characteristic of Sidoarjo. However, this uniqueness is being eroded by trends in the modern textile industry and the rise of printed batik products. In this context, JENTIC exists as an initiative that combines tradition and innovation. One artisan, Ms. Lestari (Jetis Batik Artisan), stated: "We want Jetis batik to be known not only for its classic motifs, but also for its innovation and local values. Through JENTIC, we can demonstrate that Jetis batik can be modern without abandoning its cultural roots." Field observations indicate that JENTIC has digitized patterns and documentation of traditional motifs using digital design tools such as Canva and CorelDraw. This allows for the regeneration of designs without losing the essence of cultural values. The creation of a digital catalog also facilitates the promotion and archiving of Jetis' distinctive designs. This step not only strengthens the visual identity but also serves as a strategic effort in technology-based cultural preservation.

2. Branding Strategy and Product Promotion Through Digital Media

The second theme demonstrates that JENTIC's branding strategy centers on digital transformation as the primary means to expand market reach and strengthen the brand image of local batik. Through the Instagram account @JENTIC.jetisbatik and local marketplaces, the community actively showcases content that combines aesthetic values, cultural narratives, and the creative processes of the artisans. According to Mr. Rahman (JENTIC Community Manager): "We don't just sell batik, but also tell the stories behind each motif. Social media is a space where cultural values can be packaged in an engaging way so that the younger generation feels a sense of ownership." The digital strategies implemented include the use of visual storytelling, collaboration with local influencers, and thematic campaigns such as #BanggaJetisBatik. This approach has proven effective in increasing engagement with a younger audience who were previously less interested in traditional batik products. Based on digital documentation and observations, JENTIC's account engagement rate has increased by 40% in the past six months since implementing the local culture-based visual content strategy. In addition to promotions, JENTIC also implements collective identity branding, where each artisan is involved in creating content and visual narratives. This creates a sense of shared ownership and strengthens Jetis's position as a batik center adapting to changing times. Innovative product packaging using QR code labels that direct buyers to artisan profiles and motif meanings also provides a unique educational branding approach.

3. Challenges and Opportunities for Strengthening Local Identity in the Digital Era

The third theme highlights the various challenges faced by JENTIC in managing digital media, including limited digital skills among senior artisans, consistent content production, and limited market penetration at the national level. However, despite these challenges, there are significant opportunities to expand collaboration networks with local governments, educational institutions, and other creative industry players. An official from the Sidoarjo Industry and Trade Office stated: "We view JENTIC as a model for developing MSMEs based on local wisdom that has successfully adapted to technology. This can be an example for other batik centers in East Java." Furthermore, interviews with two consumers indicated that JENTIC's presence on digital media has made Jetis batik products more well-known and trusted. One consumer stated: "Previously, I only knew Pekalongan or Solo batik. After seeing JENTIC's promotion on Instagram, I realized that Sidoarjo has its own unique batik with distinctive colors and motifs." This quote demonstrates how digital media plays a role in broadening perceptions and awareness of local cultural identity. Thus, digitalization impacts not only the economic aspect but also the construction of meaning and pride in local products.

Discussion

The results of this study indicate that JENTIC's digitalization strategy successfully bridges cultural identity and the modernization of local product marketing. This supports the concept of cultural branding proposed by Holt (2004), who stated that the strength of a local brand lies not only in its product but also in the cultural narrative it embodies. Through digital media, JENTIC is able to rearticulate the identity of Jetis batik to make it relevant to a modern audience without losing its traditional roots.

This finding also aligns with research by Rahmawati & Lestari (2022), which states that digital transformation in creative MSMEs in Indonesia can increase the competitiveness of local products, especially when the branding incorporates elements of local wisdom and regional uniqueness. However, this study makes a new contribution by highlighting the role of the community as a collaborative force in maintaining a balance between economic aspects and cultural preservation. Compared with Widyaningrum's (2021) research on Lasem batik, this study demonstrates a more participatory digital approach. JENTIC uses social media not only as a promotional tool but also as a platform for online learning and preservation of batik motifs. This means that digitalization in Jetis is not merely transactional, but transformative, creating a space for dialogue between cultural actors, consumers, and the digital community.

Theoretically, this study broadens the understanding of the local wisdom-based digital branding model by emphasizing that digital media has a dual function: as a tool for economic promotion and as a space for identity articulation. This reinforces Kapferer's (2012) view that a strong brand identity emerges from the consistency of cultural values, narratives, and symbols internalized in digital communication.

Empirically, this study addresses a gap in previous research that focused more on digitalization from a technological and efficiency perspective, rather than from a socio-cultural perspective and the representation of local identity. These results indicate that digital culture-based branding is a key strategy for strengthening the position of MSMEs in the era of the creative economy 5.0.

The practical implication of this research is the need for ongoing digital mentoring for local batik practitioners, particularly in terms of content management and storytelling strategies. Local governments and educational institutions can play a strategic role in providing training in digital design and creative marketing. Meanwhile, the theoretical implications lie in strengthening the paradigm of collaborative local branding, where digitalization does not eliminate traditional values but rather reinforces them in new forms relevant to the younger generation.

Thus, the results of this study confirm that JENTIC's strategy in developing local product identities through digital media is not only oriented towards economic promotion but also represents a form of local cultural revitalization based on innovation and creativity. Through the synergy between tradition and technology, JENTIC has successfully presented an inspiring model of cultural sustainability for other regions in Indonesia

Conclusion

This study concludes that the JENTIC (Jetis Batik Innovation and Creativity) strategy is a form of cultural innovation that successfully combines the traditional values of Jetis batik with the power of digital branding to strengthen the identity of local Sidoarjo products. Through qualitative analysis of interviews, observations, and documentation, three main focuses were identified: revitalizing local cultural identity, optimizing digital media for cultural promotion and storytelling, and establishing a collaborative ecosystem between batik artisans, communities, and local governments. Theoretically, this study confirms that digitalization can create new spaces for the articulation of cultural identity and expand the study of branding based on local wisdom. Practically, the results of this study serve as a reference for MSMEs and local governments in developing marketing strategies that balance economic innovation and cultural preservation. The policy implications of this study highlight the importance of integrating digitalization and strengthening local culture in creative economy development programs. For further research, comparative or mixed-method studies are recommended to measure the economic and social impacts of culture-based digital branding strategies. Overall, the JENTIC strategy demonstrates that the combination of tradition and technology can be a model for the sustainability of cultural identity in an increasingly competitive digital era

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Conflicts of Interest

The authors declare no conflict of interest

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