

Social Media Marketing and Relationship Marketing on Adikara Batik's Customer Engagement

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Abstract

The globalization of commerce in the digital age has revolutionized the way businesses engage with their customers. As a traditional art form with deep cultural roots, Indonesian batik has not remained untouched by this transformation. This thesis aims to explore the multifaceted impact of social media marketing on customer engagement within the Indonesian batik industry. As social media platforms continue to serve as prominent channels for brand promotion and customer interaction, this study delves into how the unique and intricate designs of Indonesian batik, coupled with strategic digital marketing, shape customer engagement and influence consumer behavior. The demographic being studied consists of people who have participated in Adikara Batik's online platforms, specifically Instagram and TikTok, and people who have attended workshop classes. The technique of purposive sampling is utilized to guarantee the incorporation of participants who genuinely exhibit curiosity and participation. In order to gain quantifiable insights into participants' opinions on Adikara Batik's social media marketing and their levels of engagement with the brand, data is gathered through an electronically disseminated, structured questionnaire. The study explores a variety of factors, such as consumer engagement measures like likes, comments, shares, and workshop attendance, as well as social media marketing techniques, which include content relevancy, post frequency, interactive features, and promotional campaigns. The study attempts to identify patterns and correlations in the gathered data by combining descriptive and inferential statistical techniques. Strict adherence is made to ethical requirements, including as participant confidentiality, anonymity, and informed consent. There are numerous limitations to this research, including one which is its exclusive focus on Adikara Batik, which might limit the applicability of the findings to other sectors. Furthermore, response bias is introduced by the use of self-reported data. The study's findings are intended to be insightful and useful for Adikara Batik as well as the larger academic community. They will present complex viewpoints on how social media marketing affects customer engagement in the context of traditional craftsmanship.

Keywords: *Social Media Marketing, Relationship Marketing, Customer Engagement, Content, Adikara Batik*

1.INTRODUCTION

In the digital era, within an environment where the dividing lines among cultures and businesses are in a perpetual state of change, the fusion of long-standing heritage and modern marketing strategies has given rise to new paradigms in the realm of trade. Indonesian batik, an iconic textile art form with profound cultural origins, serves as a vibrant affirmation of the nation's abundant heritage and inventive flair. As the vibrant motifs and intricate patterns of Indonesian batik continue to captivate worldwide audiences, this traditional craft has entered a transformative phase shaped by the growing influence of digital marketing—especially through social media platforms.

Social media marketing has emerged as a potent force in this transformation, acting as a bridge that connects traditional artisanship with a global audience. Through platforms such as Instagram and TikTok, batik entrepreneurs can promote their works, engage with consumers, and foster appreciation for cultural products in ways that were previously unimaginable.

Adikara Batik, a handwritten batik brand initiated by the younger generation, represents a unique case of how cultural heritage and digital innovation intersect. In addition to producing traditional batik items, Adikara Batik actively engages with audiences via social media and conducts educational workshops aimed at preserving batik skills and values. This effort not only revitalizes interest in Indonesian culture but also builds meaningful engagement with the younger demographic and even people with special needs.

This study investigates the influence of social media marketing and relationship marketing on customer engagement, using Adikara Batik as a case study. It aims to highlight the importance of digital strategy in maintaining cultural relevance

while enhancing consumer interaction in a highly competitive online landscape.

Batik Hand-Drawn Pattern

The base of images on batik is made up of patterns known as batik motifs, which combine lines, shapes, and artwork to create a single piece that represents batik as a whole. Animal, human, geometric, and other elements are included in these batik designs. A person's status is frequently conveyed through batik designs. The art of batik is a tradition that is passed down through the generations. For this reason, batik motifs frequently end up being distinctive to batik made by particular families. There are various motifs related to Indonesian culture. The formation of batik motifs is influenced by a number of factors, such as geographic location. People who live near the sea will create batik with sea-related motifs, and people who live in the mountains will be inspired by the surrounding natural conditions, including flora and fauna, as well as the nature and system of regional livelihoods. This displays a number of motifs below, including (Nugroho, 2020).

Adikara Batik

Adikara Batik is a handwritten Batik Brand created by the younger generation in the current era. Adikara Batik started its debut by opening a studio to provide training in making written batik, in a house which then expanded to make the studio at an international university and then collaborated with other batik studios, also collaborated with and supported by the local city government.

The activities of the Adikara Batik workshop are to carry out training within one day, as well as training for a certain period to become handwritten batik craftsmen. Batik Adikara itself produces written batik with various functions, such as jarik, scarves, pillowcases, clothing, sarongs, paintings, etc. Adikara Handwritten

Batik craftsmen attract more of the younger generation from high school, university, and young executive levels. What is interesting is that Adikara Handwritten Batik craftsmen also work with young people with special needs.

2. LITERATURE REVIEW

This study is grounded in Social Exchange Theory, which describes social behavior as an exchange of resources and benefits between individuals. Introduced by George C. Homans, the theory emphasizes that people engage in interactions with the expectation of receiving rewards while minimizing costs. This theoretical framework underpins the investigation of how social media marketing and relationship marketing influence customer engagement, as it explains customer participation as a reciprocal process that offers value and emotional return. Social media marketing has emerged as a multifaceted strategy leveraging platforms such as Instagram and TikTok to increase brand visibility, promote interaction, and influence consumer behavior. According to Kotler and Keller (2016), social media enables two-way communication through text, visuals, and videos, fostering a more dynamic relationship between brands and consumers. Businesses can share their identity, build trust, and engage audiences through relevant and interactive content, ultimately encouraging customer loyalty and brand connection.

Relationship marketing focuses on long-term customer engagement by building trust, satisfaction, and emotional connections. In digital contexts, it involves personalized communication, loyalty strategies, and active customer feedback responses. As Mandal (2023) suggests, relationship marketing on social platforms encourages customer commitment and advocacy, which are crucial for sustaining competitive advantage. Personalized experiences and consistent interaction are essential to

fostering loyalty and long-term customer value. Customer engagement represents the depth of emotional and behavioral investment that a consumer shows toward a brand. It includes actions such as likes, comments, shares, and participation in brand-related events or workshops. According to Rosário & Dias (2023), effective engagement is achieved through community building, personalized experiences, and two-way communication. In the context of Adikara Batik, customer engagement is not only a transactional outcome but also a cultural and emotional connection.

Previous research supports the notion that both social media and relationship marketing strategies significantly influence customer behavior. For instance, Gummerus et al. (2017) emphasized the role of brand communities on social media in enhancing engagement, while Sivaraman (2023) noted how personalized digital strategies can improve satisfaction and loyalty. However, few studies have explored these factors in traditional, cultural businesses like Adikara Batik, highlighting a gap this research seeks to address.

Social media Marketig. Based on Kotler and Keller (2016), social media gives customers a way to communicate with businesses via text, photos, voice, and video, and vice versa. Social media gives advertisers the ability to create an online voice and presence. Rowe, Branagan, and Dolega (2021) claim that social media has the benefit of improving customer communication by disseminating pertinent information on a range of platforms and allowing users to engage in conversation with one another on brand reputation.

Value. According to (Kotler, 2020) consumer decision-making is fundamentally based on the idea of value, the perceived advantage that a good or service provides in comparison. Value in marketing refers to the total value that a customer

receives for their investment, not only the qualities or effectiveness of a product (Kotler, 2020). Emotional in nature, value perception can be affected by a variety of factors, such as customer satisfaction, brand image, and quality. Consumers emotionally calculate the costs and advantages of a purchase, and it is this perceived balance that affects their choices (Cakiki & Tekeli, 2021).

Content. (Cheung et al., 2020, 8) Claim that the currency of social media marketing is content. It comes in many forms, such as text, pictures, and videos, and it's essential for drawing in and holding the interest of viewers. By diving into the psychology of online interactions, the theoretical investigation of content and engagement illuminates how engaging content increases user engagement and cultivates deep connections. In the dynamic between content and engagement, educational content is particularly important. Businesses establish themselves as authority in the field by offering useful information, tutorials, and how-to guides.

Relationship Marketing, A key component of long-term company success is developing strong relationships with customers. Cultivating long-term relationships, loyalty, and customer engagement are the main goals of relationship marketing (Mandal, 2023,). The theoretical foundations of relationship marketing are discussed in this section, along with the ways in which social media platforms offer a special venue for brands to communicate directly with consumers, developing individualized relationships and brand evangelists (Mandal, 2023,) and businesses can interact directly with customers on these platforms, which offer a distinctive and dynamic environment for building relationships and tailored engagement.

Word of mouth. Digital spaces have become the new venues for word-of-mouth communication, with online channels enhancing the influence of user referrals. This section explores the theoretical underpinnings of word-of-mouth marketing in the digital age, focusing on how favorable recommendations propagate over social networks and impact consumers'

perceptions of brands and purchase decisions. According to (Khadka & Maharjan, 2017, 19) Customer preferences and requirements are given priority in relationship marketing. Deeper comprehension of consumers' values, tastes, and actions is required. Engagement and Communication. And takes regular and efficient communication to build relationships, (Khadka & Maharjan, 2017, 20-21) claim the purpose of keeping up a constant conversation, businesses contact customers via a variety of platforms, including social media, email marketing, and customized interactions. In addition One of the key components of relationship marketing is personalizing communications.

Customer Engagement and interactive communication are all essential to effective customer engagement (Rosário & Dias, 2023, 13). This section delves into the theoretical underpinnings of customer engagement, emphasizing the ways in which social media marketing offers venues for interactive campaigns, user-generated content, and two-way communication that cultivate stronger ties with the target audience.

The research questions, research purposes, and problems, all involve the formulation of the study's hypothesis and research model. The research model states that the following is how the hypotheses are set follow:

H1: Social Media Marketing significantly influence customer engagement at Adikara Batik

H2: Relationship marketing significantly influence customer engagement at Adikara batik



3.METHODOLOGY

This research applied a quantitative approach with a descriptive-causal design to examine the

influence of Social Media Marketing and Relationship Marketing on Customer Engagement at Adikara Batik. The study employed a structured survey instrument to gather primary data and applied Structural Equation Modeling (SEM) using AMOS 26.0 for data analysis. Although this research is mostly based on quantitative methodology, a qualitative approach was also taken to obtain more accurate results (Afera 2023).

Research Model and Process

The research process began with theoretical framework development and hypothesis formulation, followed by data collection using a structured questionnaire, validity and reliability testing, and hypothesis testing through SEM. The research framework was based on Social Exchange Theory, positing that interactions between businesses and customers are influenced by reciprocal value.

A visual representation of the research process includes the following stages: Problem identification and theoretical review, Questionnaire Development, Sampling and data collection, Validity and Reliability Testing and Data Analysis Using SEM

Type of Data. This study utilized both primary and secondary data: Primary data were collected through an online questionnaire distributed via Google Forms. Secondary data included academic journals, prior studies, and official reports relevant to digital marketing and customer engagement.

Population and Sample. The population in this study consisted of individuals who had interacted with Adikara Batik, either by following its Instagram and TikTok accounts or by participating in its workshops. The sampling method was non-probability purposive sampling, targeting those who were familiar with Adikara Batik's digital presence or offline events. To ensure sample representativeness, a cluster proportional sampling technique was also employed, dividing respondents into categories based on workshop attendance and online interaction frequency. A total of 124 respondents

completed the survey, exceeding the minimum sample requirements for SEM analysis (Hair et al., 2010).

Research Instrument

The instrument used in this study was a structured questionnaire comprising closed-ended questions measured on a five-point Likert scale, ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). The questionnaire measured three main variables:

Social Media Marketing: content relevance, post frequency, interaction quality, and promotional campaigns. Relationship Marketing: service quality, trust, word-of-mouth, and commitment. Customer Engagement: likes, shares, comments, participation in workshops, and loyalty indicators. The questionnaire was adapted from validated instruments used in previous marketing and engagement studies.

Data Analysis Techniques. Data were processed using SPSS 26.0 for descriptive statistics and reliability tests, and AMOS 26.0 for SEM and model fit analysis. The analysis stages included: Validity testing using Confirmatory Factor Analysis (CFA), Reliability testing with Cronbach's Alpha, Goodness-of-fit indices to assess model fit, including: Chi-square (χ^2), Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Comparative Fit Index (CFI).

Validity and Reliability. All constructs met the minimum acceptable factor loading value (> 0.5).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.943	20

Cronbach's Alpha scores for all variables were above 0.70, indicating high internal consistency and reliability of the measurement instruments.

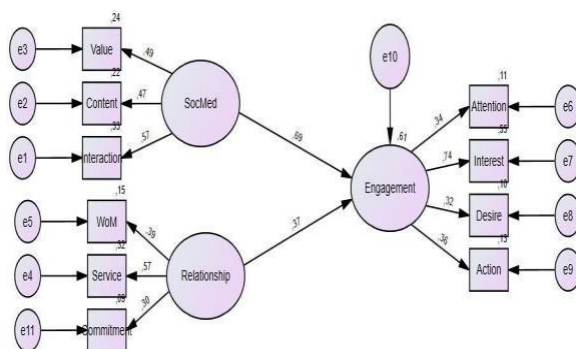
RESULT

Adikara Batik wrapped up a vibrant workshop and education program that gave participants a thorough understanding of traditional batik techniques as well as insightful knowledge of the cultural and historical background of this age-old art form. The program skillfully blended instructional lectures with practical activities like "mencanting," or applying wax, and "membatik," or dying, to provide participants a well-rounded experience. In order to continue building a community of batik fans and further promoting this traditional art form, Adikara Batik is thinking of holding monthly workshops.

The findings of this study were derived through data analysis using Structural Equation Modeling (SEM) with AMOS 26.0. A total of 124 respondents participated in the research, consisting of individuals who had interacted with Adikara Batik through social media (Instagram and TikTok) or participated in its workshops.

Data Analysis

Structural Equation Modeling (SEM)



The results of the hypothesis testing revealed the following:

The influence of Social Media Marketing on Customer Engagement: The analysis indicated a

significant and positive relationship between social media marketing and customer engagement. This suggests that elements such as post frequency, content relevance, interactivity, and campaign effectiveness significantly enhance customer interaction and loyalty. The influence of Relationship Marketing on Customer Engagement: Relationship marketing also showed a significant positive impact on customer engagement. Trust, commitment, quality of service, and word-of-mouth communication were found to strengthen

emotional bonds and active participation from customers.

Model Fit indices indicated that the model used in this research achieved acceptable fit values: RMSEA < 0.08, CFI and GFI > 0.90. The model confirms that both independent variables significantly affect customer engagement. These findings emphasize the importance of strategic digital communication and relationship-building for traditional industries like batik to sustain and grow their customer base.

CONCLUSION

This study concludes that both social media marketing and relationship marketing have a significant and positive influence on customer engagement in the context of Adikara Batik. Effective use of digital platforms, coupled with consistent customer relationship management, can foster loyalty and participation among customers. Key conclusions are as follows: Social Media Marketing positively influences customer engagement through relevant content, interactive features, and promotional consistency. Relationship Marketing contributes to long-term engagement by building trust, commitment, and service quality. Adikara Batik's ability to blend traditional craftsmanship with modern marketing

platforms is a key factor in enhancing its customer engagement strategy.



Recommendation

Adikara Batik boosts its connection with customers, there are a few practical steps based on the study's insights. Firstly, when using social media, focus on making the brand known. Use engaging content, interactive features, and clear communication to grab and keep customer attention. In terms of relationships, prioritize customers. Make interactions personal, deliver services effectively, and build a commitment to the brand. Encourage customers to talk positively about the brand among their peers.

Tailor the content to match what customers are interested in, address their concerns, and provide value. This is crucial both in your social media presence and in how you interact with customers. Try different ways to engage customers - workshops, interactive sessions, or special events. This can make customers more interested, excited, and involved. However, the research shows that relationship marketing has little effect on client involvement. This suggests that some modern marketing techniques may be more successful in engaging clients than Adikara Batik's conventional relationship-building tactics.

Listen to what customers are saying about the brand online and respond promptly. Encourage customers to share their experiences and opinions. Keep your brand messaging consistent,

and use data to guide decisions. Build good relationships with customers. Regularly check how well your strategies are working and be ready to adjust based on what you learn. By doing these things, Adikara Batik can create stronger and more lasting connections with its customers, making their overall experience more engaging and meaningful.

Source

(<https://www.instagram.com/p/Csa9tjep90t/?hl=en>)



Source

(<https://www.instagram.com/p/CwygwbwBdPB/?hl=en>)

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APPENDIX

