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Creative Economy Development

Government Efforts and the Use of Digital Media for
MSMEs in East Java

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Abstract

The purpose of this study is to identify government efforts that have been carried out through the interview and documentation process, especially for the government through the Cooperative and MSMEs service, to identify the use of digital media, to identify the impact of government efforts and the use of digital media by MSMEs in the field of Batik Crafts by MSMEs. The method used by the researchers was a qualitative approach. The research findings indicate that the government's efforts to develop the creative economy are supported by training facilitated by the department, and the district government, through the Cooperatives, MSMEs, and Trade Department, also provides assistance in business management, including the use of digital media. The research findings on the use of digital media by MSMEs indicate that artisans and entrepreneurs have utilized digital media for marketing activities, with Instagram and TikTok being the most common. Research findings related to the impact of government efforts and the use of digital media can be seen to have a positive impact, namely, it can further improve the competence or quality of artisans in the digital world.

Keywords: Creative Economy Development, Government Efforts, Digital Media, MSMEs



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Introduction

The revival of MSMEs in Indonesia has been aspired to by the government in every period of government. Currently, the creative economy industry is receiving significant government attention through the Cooperatives and MSMEs Department in each city and district (1). The creativity generated by individuals through business activities has its own market value, thus contributing to the economic well-being of the entrepreneurs themselves. The creative economy offers an alternative for improving the national economy. The creative economy remains a key driver of the Indonesian economy. For example, in 2021, it contributed Rp 1,900 trillion, and in 2022, it contributed 17.7% of Indonesia's GDP, or Rp 1,280 trillion (2). In 2023, MSMEs contributed approximately 61% to Indonesia's Gross Domestic Product (GDP), equivalent to approximately IDR 9,580 trillion (3). Indonesia's creative economy has grown rapidly in recent years and is a driving force behind the home-based economy. Home industries optimize their performance through innovation to compete and thrive. Optimizing performance through innovation, namely by carrying out innovation planning in business activities (4). The creative economy can be defined as a system of supply and demand transactions based on economic activities driven by the home industry sector (5). One sub-sector of the creative economy that has received significant attention is the crafts sector. As a subsector of the creative economy, crafts has the potential to boost the economy while simultaneously advancing heritage (6). The crafts subsector encompasses handicrafts, designs, and creativity-based products, both technologically and traditionally. Crafts is a form of industry based on creativity and skill. The crafts sector can create significant employment opportunities for Indonesians and increase incomes. The crafts subsector contributed 15.70%, the fashion subsector contributed 18.15%, and the culinary subsector contributed 41.69% (7). These three subsectors are the largest contributors to the GDP of East Java Province, which has a rich culture and crafts sector that offers significant opportunities for developing the creative economy. Sidoarjo Regency is one of the regencies in East Java with the largest and the most well-known MSMEs in the province (8). Sidoarjo Regency is also a producer of painted Batik, with 12 MSMEs and is a center for Batik clothing. In addition to Sidoarjo Regency, East Java Province also has Madura Island, which also contributes 11% to East Java's economic growth. Bangkalan Regency has a very diverse creative industry. One form of creative industry in Bangkalan Regency is the hand-drawn Batik MSME. One type of micro-enterprise with the potential to grow in Bangkalan Regency is hand-drawn Batik (9). The potential for superior products in Bangkalan Regency is dominated by small businesses and hand-drawn Batik crafts. The Indonesian government has implemented various efforts to encourage the growth of the creative economy, including policies supporting MSMEs, such as training, providing facilities, and access to capital in the form of financing. The government has also designed working capital expansion programs for MSMEs impacted by Covid-19 who are already connected to financing institutions or banks, and for MSMEs who have never received financing from financial institutions (10). In addition to financial services, training to improve the competency of human resources is also being provided. Efforts made to improve human resources and the welfare of village communities, by utilizing information and communication technology, continue to be encouraged by the government through creative economy-based education and training (11). The government's role as a policymaker and economic stabilizer is to provide comprehensive programs, activities, coaching, training, and mentoring to all levels of business (12). With government support, the large number of MSME entrepreneurs will also contribute to economic development. Small and medium-sized enterprises (SMEs) play an important role for growth and sustainable development, particularly for rural areas in which MNCs are absent (13). The relationship between the level of development and the entrepreneurship equilibrium rate initially decreases and later increases (14). Based on the existing phenomenon, the researcher is interested in researching "Creative Economy Development: Government Efforts and the Use of Digital Media for MSMEs in East Java" This study aims to explore the government's efforts in supporting the development of the creative economy in the craft sector, as well as analyzing how digital media is used by craft MSMEs in East Java Province in expanding their markets and increasing their competitiveness. It

is hoped that the results of this study can contribute to formulating more effective policies and appropriate strategies in developing the creative economy in the craft sector, especially at the MSME level. The formulation of the problem or focus of the research proposed in this study include: How are the government's efforts in developing the creative economy in MSMEs in the field of Batik Craft in East Java?, How is the use of digital media by MSMEs in the field of Batik Craft in developing the creative economy in East Java?, What is the impact of government efforts and the use of digital media by MSMEs in the field of Batik Craft in developing the creative economy in East Java?

Research Methods

In this research, the researchers used a qualitative approach to answer the research problem, namely about how the government's efforts in developing the creative economy in the field of batik UMKM crafts. The researchers also answered the problem regarding the use of digital media that had been carried out by craftsmen who were also business actors in this case, the owner of the Batik UMKM. By using a qualitative approach, the researcher could describe both problems and determined the impact of the problems. This study employed a *purposive sampling* technique in selecting the informants. Informants were deliberately chosen based on specific criteria relevant to the research focus. These criteria included their level of knowledge, experience, and direct involvement in the development of the creative economy and the utilization of digital media by MSMEs in East Java Province. The primary informants consisted of local government officials from agencies responsible for cooperatives and MSMEs who are directly involved in policy formulation and implementation related to creative economy development. In addition, the informants also included MSME actors from various creative economy subsectors who have actively utilized digital media in their business activities, particularly for marketing, promotion, and business management purposes. Data collection was conducted through in-depth interviews until data saturation was achieved. Data saturation was indicated by the absence of new or significant information emerging from subsequent interviews. This condition was reflected in the repetition of response patterns, the consistency of themes across informants, and the stability of categories and concepts generated during the data analysis process. The researcher conducted data analysis through systematic stages. The initial stage involved verbatim transcription of the interview data. Subsequently, a coding process was carried out by assigning codes to data segments that were relevant to the research objectives. Following the coding process, the researcher applied source and data triangulation by comparing information obtained from various informants as well as supporting documents. The final stage of analysis involved the development of a thematic narrative that integrated the empirical findings with relevant theoretical frameworks and policy contexts.

Result

The development of the creative economy is crucial for the Cooperatives and MSMEs Department, as well as the Trade Department. Creative economic development, which also targets community welfare, is one of the government's goals. East Java, which is also a center for community creativity, is a pillar in supporting community welfare. Batik crafts are one of East Java's leading products. Bangkalan Regency and Sidoarjo Regency are well-known batik producers, and they have been able to survive and grow rapidly after the COVID-19 disaster. The existence of MSMEs that have survived and been able to grow is certainly inseparable from the role of the government and the skills of artisans in managing a competitive market. In this study, the researchers revealed, among other things:

1. Government Efforts to Develop the Creative Economy in MSMEs in the Batik Craft Sector in East Java

Local governments, through the Offices of Cooperatives, MSMEs, and Trade, demonstrate sustained commitment to creative economy development by designing programs based on the actual needs of business actors. These programs include production and marketing skills

training, facilitation of MSME exhibitions, community-based mentoring, and support for access to financing schemes such as regional microcredit (KUR). Policy implementation is not merely administrative in nature but is translated into tangible activities that are directly experienced by batik artisans. These efforts indicate that local governments function as facilitators and key drivers of the creative economy ecosystem at the local level.

The local government, through the Cooperatives, MSMEs, and Trade Offices, had made ongoing efforts to foster competitiveness through various programs. This was in line with what was conveyed by (GMW/IK-01/DK.UMKM/BGKLN).

“Yes, the agency always supported MSMEs in Bangkalan Regency. This support was usually included in the work program which was prepared based on the needs of MSMEs. Usually, we gathered the heads of associations who represented their members to convey the aspirations of the businesses they were carrying out”.

The similar thing was also conveyed by (HS/IP-01/DK.UMKM/BGKLN).

“The department always created sustainable programs for Batik MSMEs so that they could survive the onslaught of competition from products from outside Bangkalan Regency”.

The Sidoarjo Regency Government was also making efforts to foster the competitiveness of MSMEs to support them in facing competition from various batik-producing regions. The Regency Government, through the Cooperatives and MSMEs Office and the Trade Office, had said (DY/IK-01/DK.UMKM/SDA).

“We always provided ongoing training programs to MSMEs to hone their skills in both production and marketing”

The similar thing was also conveyed by (FTY/IP-01/DK.UMKM/SDA) that:

“Due to the high competition for Batik products, the agency facilitated what MSMEs needed. The agency also strived to always support Batik products and other MSMEs. The agency often held exhibitions to promote the work or products of MSMEs in Sidoarjo”.

Based on the information conveyed by informants from the cooperative and MSME offices in Bangkalan and Sidoarjo districts, the role and efforts of the government through the office could be seen in the form of existing policies in the office in supporting the development of the creative economy in the Batik craft sub-sector, namely by including activities needed by Batik craftsmen in the district in the office's work program. Existing activities were obtained by the office through absorbing the aspirations of Batik craftsmen. In addition, the East Java provincial government through the district office also facilitated MSMEs in product promotion through MSME exhibitions. Other policies in the Sidoarjo district office also included, mentoring the MSME community, the existence of KURDA 2025 which could stimulate the development of MSMEs through KUR funds.

The government's efforts in developing the creative economy were crucial when existing policies were no longer merely a complement or formality of government, but more importantly, the implementation of government policies to help MSMEs develop, compete, and survive amidst the intense competition not only within East Java, but also from within the province of East Java. Indonesia was currently in the era of industry 4.0, moving towards the era of society 5.0, which meant that in the 4.0 era, human activities would prioritize the use of technology. This was also crucial for business actors whose marketing activities had clearly utilized digital technology. Therefore, the government needed to do a lot to facilitate MSMEs in their efforts to win the competition in the current digital era, especially in the creative economy products of the Batik craft subsector in Bangkalan Regency and also in Sidoarjo Regency, East Java Province. This was in accordance with what was conveyed by (GMW/IK-01/DK.UMKM/BGKLN) that:

The Department of Cooperatives, MSMEs, and Trade, in an effort to improve the quality of MSMEs, had strived to provide motivation and training, and this had been ongoing. Especially then that competition had been driven by technological advancements, we had emphasized digital training for MSMEs in Bangkalan Regency, especially Batik artisans and MSME players.

The similar thing was also conveyed by (HS/IP-01/DK.UMKM/BGKLN) that:

“We conducted training to improve the skills of business players. The training that was often conducted included branding training, the use of social media, and in the future, we also planned to create a marketplace for each type of business. We hoped that people who wanted to look for products could go directly to the marketplace”.

The Sidoarjo Regency Cooperatives and Micro Enterprises Office also strongly supported improving the quality of business actors in the era of Industry 4.0 technology. The challenges of competition in the digital world were undeniable and had to be addressed. This was in line with what was conveyed (DY/IK-01/DK.UMKM/SDA) that:

“Indeed, we at the agency consistently provided support and facilitated what MSMEs needed to develop their micro-enterprises. This was especially true in the current situation, where social media and digital media had become primary tools for communication and transactions. Therefore, we at the agency provided training programs related to digital technology and mentoring related to digital marketing, conducted by the agency’s design and technology divisions, so that micro-enterprises in Sidoarjo remained competitive and could expand their market beyond Sidoarjo”.

The similar thing was also conveyed by (FTY/IP-01/DK.UMKM/SDA) that:

“Training was carried out according to the work program and aimed to ensure that business actors could also use digital media, especially Batik, where usually the business players or craftsmen were old or elderly, sometimes they were also lazy to practice, but we always emphasized that this training was important”

Based on the interview results, it had been revealed that the efforts of the East Java Provincial Government through the district government, which in this case had been implemented by the Cooperatives, MSMEs and Trade Service, had not been only in the form of policies. The government's efforts in developing the creative economy in East Java, especially in the Bangkalan and Sidoarjo districts in the field of Batik Craft, had included conducting training activities related to digital technology and also collaborating with several universities in terms of the Tridharma of Higher Education activities in terms of community service.

2. The Use of Digital Media by MSMEs in the Batik Craft Sector in the Development of the Creative Economy in East Java

Batik MSME actors have begun to utilize digital media, including social media platforms and e-commerce marketplaces, to expand their marketing reach. Platforms such as Instagram, TikTok, Facebook, and WhatsApp serve as the primary channels for promotion and consumer interaction. However, the adoption of digital technology remains uneven due to limitations in digital literacy, particularly among older artisans. This condition has led to a division of roles within households, where younger family members manage digital marketing activities while artisans concentrate on the production process. This finding suggests that digital transformation among MSMEs is not solely technological in nature but also involves social and cultural dimensions.

Efforts to develop the creative economy had not only be undertaken by the government through its work programs, but also by businesses, who had to begin to understand that competition in the digital world had been intensifying. The increasing number of business conducting marketing activities through platforms like Shopee, Lazada, TikTok Shop, etc., and also utilizing social media platforms like Instagram, Facebook, and WhatsApp, had resulted in

an expanded reach. Batik craft was a unique product found in several regions. Batik entrepreneurs in East Java were spread across nearly every region. The numerous Batik entrepreneurs in East Java also competed with each other. Given this competition, the government, through the Cooperatives, MSMEs, and Trade Office, had created a program to develop and enhance the competencies of artisans and entrepreneurs. The government's development efforts were being well-executed, as stated by (DMYT /IK-01/K.PGYBN/BGKLN).

"If there's a program from the agency related to business development, it's always communicated to the association's chairman, and I, as the association's chairman, also communicated it to the members. This way, all members were aware and were expected to participate. Typically, the program involved training or exhibitions".

Similar things were also conveyed by other Batik business players from Bangkalan district that:

"The Micro Business Development Service always provided information when there were activities and the service was also active in encouraging business players to participate in programs implemented by the Micro Business Development Service".

Similar things were also conveyed by (ZA/IK-01/K.PGYBN/SDA) that:

"The Micro Business Development Service usually directly contacted the association chairman via WhatsApp and members to participate in programs such as MSME exhibition programs, training or coaching from the service or from universities"

This statement was also in accordance with what had been conveyed by members of the craftsmen who were also Batik business players that:

"We were always given information by the chairman of the association, Mr. ZA, if there were programs from the government and also from universities".

In this case, it had been revealed that the creative economy development undertaken by the government and its agencies had been recognized by batik artisans and entrepreneurs in Bangkalan Regency and Sidoarjo Regency. Information had been disseminated in a coordinated manner by the government's cooperatives, MSMEs, and trade agencies, then had forwarded to the Head of the Batik Association, who then had passed it on to members or Batik artisans.

Government programs had been crucial for sustaining businesses and winning competition in the digital age. Batik artisans and entrepreneurs had considered mastering technology crucial. Current technology could expand marketing reach, as stated by (ZRY /IK-02/A.PGYBN/BGKLN) that:

"Yes, digital media was important, but I was not technologically savvy enough at my age. My more knowledgeable children usually helped me with digital. So, if I was serving someone who made a purchase in person, my children handled the online work"

This was similar to what was conveyed by (SMYT /IK-03/A.PGYBN/BGKLN) that:

"Nowadays, there were a lot of online promotions, so online promotions were important. If it's online, it's the kids. I was quite old, and my job was production and serving customers who came to my house and ordered"

This statement was confirmed by (AF /IP-02/BGKLN) that:

"Yes, I helped my mother online, she served customers who came directly".

This statement was confirmed by (SMY /IP-03/BGKLN) that:

"It's important to be online, but as a parent, it's a bit difficult, so I (the child) was the one who was online to make videos"

In terms of digital technology, craftsmen who were also business players in Sidoarjo Regency also said :

“Nowadays, many businesses were using online, but because of my age, I still only served those who came and if there were direct orders” (KHTN /IK-02/A.PGYBN/SDA)

This statement was confirmed by the employee (SR /IP-IK02/KRYWN/SDA) that

“Yes, indeed, no one was online here because it was impossible”.

Different things were conveyed by craftsmen and business players (RYNDI/IK-03/A.PGYBN/SDA) that :

“The use of digital media was indeed important and was currently the primary medium for promotion. I continued my parents' business using online media, which was currently trending”.

Based on the information provided by the informants, it had been clear that the development of technology and digital media had played a significant role in marketing. With digital media, Batik artisans and business owners could expand their marketing reach. However, there had been several obstacles in using digital technology. Many Batik artisans and business owners had been older and had not had the ability to adapt to technology. Due to this obstacle, batik artisans and business owners had been assisted by children who had been more adept at adapting to technology.

The emergence of various digital platforms had made it easier for consumers and businesses to conduct transactions. Businesses could easily promote and reach a wider target market, while consumers could easily find the products they needed. The new digital platforms also had made it easier for Batik artisans, who also had worked as entrepreneurs, to conduct marketing activities, including sales transactions. Batik artisans and entrepreneurs in Bangkalan Regency (SRY /IK-04/A.PGYBN/BGKLN) stated:

“I had used several online platforms for promotions: Instagram, Facebook, TikTok, and I also frequently had posted statuses on WhatsApp. However, I often got consumer responses from Instagram and TikTok. On WhatsApp and Facebook, most of the comments were from my friends. So, when I promoted on Instagram and TikTok, I got a lot of responses and messages”.

The similar thing was also conveyed by (SDH/IK-05/A.PGYBN/BGKLN) that:

“In Bangkalan, most people used Instagram and TikTok, perhaps because of the current social media trend. So, my son managed those and made Batik videos. That's why Bangkalan Batik was well-known, and many people bought it, both online and in person”.

Batik craftsmen and entrepreneurs from Sidoarjo Regency (AMR/IK-05/A.PGYBN/SDA) also said that:

“When promoting, I often used Instagram, my son often promoted directly or lived on TikTok so that Batik was known and many people ordered it”.

3. The Impact of Government Efforts and the Use of Digital Media by MSMEs in the Batik Craft Sector on the Development of the Creative Economy in East Java

The synergy between government programs and the use of digital media has generated positive impacts on capacity building among batik craft MSMEs. Government-led training and mentoring initiatives enhance business skills, creativity, and entrepreneurs' confidence in managing their enterprises. Meanwhile, digital media usage expands market access, increases the visibility of local batik products, and creates greater opportunities for sales growth. These

impacts extend beyond economic outcomes to include business sustainability and improvements in the welfare of MSME actors.

The Department of Cooperatives, MSMEs, and Trade consistently had launched various work programs for MSME development, including training programs, mentoring, and funding. This had been expected to positively impact the development of creative economy businesses in regencies across East Java. Government training and mentoring would have improved MSMEs' skills and competencies. This was in line with the statement made by (DMYT /IK-01/K.PGYBN/BGKLN) that:

“The positive impact of digital or conventional themed training was that craftsmen could be more creative in terms of marketing. With knowledge of digital media, craftsmen could market with a wider market reach and the opportunity for products to be sold was greater”

A similar thing was conveyed by the chairman of the Sidoarjo Regency Batik Association, namely:

“Craftsmen could experience numerous impacts from government programs through the department. With training, craftsmen would become more skilled, and in sales, the use of digital media today would be able to expand marketing”.

This had demonstrated that government efforts through program implementation and the use of digital media could have positively impacted both MSMEs and the community. Digital-themed training and the use of digital media could have provided Batik entrepreneurs in Bangkalan and Sidoarjo regencies with the opportunity to develop their business potential.

The research findings across the two study sites—Bangkalan Regency and Sidoarjo Regency—encompass key aspects, including local government initiatives, the level of digital media utilization by MSMEs, and the impacts perceived by business actors. Through cross-case comparison, the study identifies both similarities and differences in policy strategies, mentoring approaches, and MSME responses to government programs and advancements in digital technology. Furthermore, the study reveals several recurring patterns, notably the consistent role of government as a facilitator of MSME development, the widespread tendency of MSMEs to utilize social media as the primary channel for digital marketing, and persistent challenges related to digital literacy among older artisans. These challenges are commonly addressed through the involvement of family members, particularly younger generations, in managing digital marketing activities. Overall, the findings indicate that the development of the creative economy in the batik craft subsector in East Java is shaped by collaboration between responsive government policies and the adaptive capacity of MSMEs within the digital ecosystem. The success of creative economy development does not occur in isolation but emerges from the interaction among government actors, business practitioners, and digital technology support.

Discussion

Government efforts to develop the creative economy in MSMEs in the batik craft sector in East Java

Based on research results, it was known that developing the creative economy was a very important program. A creative economy operating in a country could increase economic growth. This sector had shown great potential in supporting economic growth, especially in developing countries like Indonesia. In developing the creative economy in a region, both local and central governments had a strategic role in promoting its success (15). The uniqueness of creative economy products could attract consumers, thus enabling them to become business opportunities, creating jobs, and reducing unemployment. The creative economy could be used to strengthen existing businesses by innovating and developing new commercialized products (16). The importance of the government's role in supporting government work programs

through the cooperative, MSME, and trade departments was to improve quality through competency enhancement. In the era of digital competition, it was certainly important for the government, the cooperative and MSME departments, to facilitate competency enhancement in the form of mastery of digital media by craftsmen who were also Batik business actors. With the provision of digital media training, it could certainly improve the skills of craftsmen who were also business actors to carry out marketing activities through digital media, the effectiveness of digital marketing training in increasing MSME digital literacy and providing a foundation for sustainable digital transformation (17). In addition to training, it was also necessary for the government as an effort to develop the creative economy, especially in this study in the field of Batik product craft subsectors in Bangkalan and Sidoarjo regencies to provide ongoing mentoring. Continuous mentoring in business could make craftsmen who were also Batik business actors more creative in terms of marketing for the success of a business. By assisting the community in managing their businesses better and managing marketing actively by creating a Google My Business application account in digital marketing, it also had a positive impact on their businesses (18). The government, through the Cooperatives, MSMEs, and Trade Office, had also implemented an MSME exhibition program to develop the creative economy. In this case, government-facilitated exhibitions could positively influence the recognition of batik products and increase sales. MSME exhibitions/bazaars aimed to increase interest in purchasing MSME products (19).

The use of digital media by MSMEs in the batik craft sector in developing the creative economy in East Java

Based on the research conducted, it could be explained that the use of digital media by Batik craft MSMEs in East Java had become a key strategy in business development and increasing competitiveness in the creative economy era. The use of digital media by batik MSMEs was crucial in the digital era. The use of digital media could increase sales volume and also expanded marketing reach. Digital media was an effective channel in today's technology-driven society. Digital progress and MSMEs had a close relationship because nowadays technology is a factor in increasing income for MSMEs (20). Now is the time when business people use digital media in the form of marketing platforms and also social media as promotional media. With the advancement of technology and the difficulty of reaching marketing targets, MSMEs were choosing to utilize digital media to promote their products (21). Digital transformation was no longer an option, but a necessity for survival and growth in increasingly fierce global competition. Batik craft MSMEs in East Java utilized various digital platforms, including social media (Instagram, Facebook, TikTok), marketplaces (Shopee, Tokopedia, Lazada), and instant messaging apps (WhatsApp Business). The digital media widely used by batik artisans and entrepreneurs in Bangkalan and Sidoarjo regencies include Instagram, TikTok, and WhatsApp, and Shopee was a preferred sales platform. The use of digital media by artisans and entrepreneurs in Batik businesses served as a platform for competition and success. The use of digital media had driven a shift in marketing patterns from conventional offline systems (exhibitions, shops, or traditional markets) to a hybrid model (offline and online). The use of digital media for Batik products in Bangkalan and Sidoarjo regencies not only expanded market reach but also contributes to product innovation and strengthens the culture of each region. However, the current challenge was the ability of artisans and entrepreneurs to adapt to digital media technology. Many of them were over 50 years old and considered themselves unable to carry out online activities, so they delegated the management of their digital media to employees or children. Overall, the use of digital media by Batik craft MSMEs in East Java had proven to play a strategic role in the development of the creative economy. Digital media opened wider market access, increased product innovation, and strengthened local cultural narratives. However, the use of digital media was not yet fully optimal due to ongoing literacy challenges.

The Impact of Government Efforts and the Use of Digital Media by MSMEs in the Batik Craft Sector on the Development of the Creative Economy in East Java

Based on the research results, it could be seen that business success was the goal of every entrepreneur, and the success of MSMEs was also a government hope. The success of MSMEs would have a direct impact on employment and unemployment reduction. This meant that the government's hope of reducing unemployment could be achieved through the success of MSMEs. The government's efforts in training programs, exhibitions, and mentoring had certainly had a positive impact on batik artisans. These positive impacts included increased innovation in marketing and product creation, as training and workshops provided valuable input from instructors. These product innovations had increased market interest and increased sales volume. Product innovation strategy had an impact on increasing sales volume compared to before (22). Winning the competition and increasing product recognition and demand were the goals of using digital media. The impact of digital media use felt by Batik artisans included increased sales volume due to transactions conducted through both online and offline activities. Batik artisans also obtained many references for creative and innovative Batik designs that were popular with consumers through digital media. This demonstrated that digital media used by Batik artisans could have a positive impact on the development of the creative economy. Creativity carried out by MSME actors had to follow existing trends in order to survive (23). Developing the creative economy in each region will increase competitiveness with foreign products. Export activities can further expand market networks in the digital age, potentially reducing poverty through employment. Export activities can thrive through government support and facilitation. Export oriented trade policies, trade facilitation, SME incentives, and structural reforms to help SSA countries reach the export threshold more rapidly, thereby enhancing the poverty-reducing effects of economic growth (24).

Conclusion

The results of the study showed that the government's efforts in developing the creative economy were carried out through support in the form of implementing training facilitated by the service and the district government through the cooperative, MSME and Trade service, also providing assistance in business management, including those related to the use of digital media.

Research on digital media used by MSMEs revealed that artisans, who were also business owners, had used digital media for marketing, with Instagram and TikTok being the most common. Digital media operations tended to be handled by the artisans' children due to the age of the artisans, who were also business owners, who were no longer able to adapt to technology, and the artisans only served home orders or deliveries.

The results of research related to the impact of government efforts and the use of digital media showed that these activities had a positive impact, namely that they could improve the competence or quality of craftsmen in the digital world and by starting to use digital media, the marketing reach was wider with wider promotion opportunities and increasing sales.

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