

Digital Marketing Training through the 4C Formula Copywriting Method in Kampung Gerabah Penanggungan

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ABSTRACT

This community service initiative focused on enhancing the digital marketing skills of the residents in Kampung Gerabah Penanggungan through a 10-day training program. Twenty community members participated in the program, where they received training on fundamental aspects of digital marketing, such as social media marketing and search engine optimization (SEO). Additionally, the participants were equipped with knowledge and skills in employing the 4C formula copywriting method, a proven approach for crafting compelling marketing content. The results of the study showed that the training program was effective in improving the participants' knowledge and skills in digital marketing. The participants were able to create effective marketing content for their products and services. They were also able to use social media to reach a wider audience.

Keywords: Digital Marketing, Effectiveness, Kampung Gerabah Penanggungan, Small Business

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Received: 09-12-2023

Revised: 15-12-2023

Accepted: 20-12-2023

Published: 26-12-2023



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1. INTRODUCTION

In the heart of Malang, Indonesia, nestled amidst the bustling urban landscape, lies the enchanting village of Kampung Gerabah Penanggungan. This haven of traditional pottery boasts a rich history spanning generations, with its artistic pulse beating through the veins of its residents (Paramita et al., 2024; Pratiwi, 2019). For centuries, the village has been a cradle for artistic expression through pottery, with age-old techniques passed down from seasoned potters to eager apprentices, each generation adding their own unique flourish to the timeless craft (Utama et al., 2017).



Figure 1. Kampung Gerabah Penanggungan Activity

However, amidst its undeniable cultural significance, Kampung Gerabah Penanggungan finds itself at a crucial juncture, facing the stark realities of the modern world. The globalization of markets has opened doors to a flood of mass-produced pottery, threatening the economic sustainability of the village's traditional craft. The delicate balance between preserving heritage and ensuring economic viability has become a pressing concern for the community. The globalization of markets and the relentless tide of mass-produced pottery have cast a dark cloud over Kampung Gerabah Penanggungan's economic sustainability. The intricate, hand-crafted pottery that once flourished now struggles to compete with its cheaper, factory-produced counterparts, threatening the very livelihood of the village's artisans.

This precarious situation has forced the community to grapple with a critical question: how can they preserve their cherished heritage in the face of modern challenges? Recognizing the transformative power of digital marketing, the villagers have embarked on a quest to navigate the uncharted waters of the digital world (Supriyanto, 2023). They see in it a beacon of hope, a potential key to unlock new avenues for showcasing their exquisite craft to a wider audience, and ultimately, securing a sustainable future for their beloved tradition (Yatminiwati et al., 2021).

This activity delves into the intricate tapestry of Kampung Gerabah Penanggungan, shedding light on the challenges faced by the pottery community and outlining a comprehensive strategy to leverage the power of digital marketing, specifically employing the 4C formula copywriting method. This method, renowned for its effectiveness in crafting persuasive and compelling marketing messages (Sweeney, 2022), offers a ray of hope for the artisans to not only survive but thrive in the digital era. By harnessing the power of storytelling, captivating visuals, and strategic calls to action, the community can bridge the gap between their time-honored traditions and the ever-evolving digital landscape, ensuring that the vibrant spirit of Kampung Gerabah Penanggungan continues to resonate for generations to come.

In response to these challenges, the artisans of Kampung Gerabah Penanggungan have embarked on a bold journey, venturing into the uncharted territory of digital marketing. Recognizing its potential to bridge the gap between their time-honored traditions and the digital landscape, the community has embraced this new frontier as a beacon of hope. This community service activity delves into the intricate tapestry of Kampung Gerabah Penanggungan, exploring the challenges faced by the pottery community and outlining a comprehensive strategy to leverage digital marketing. Specifically, we focus on the 4C formula copywriting method, a powerful tool renowned for its ability to craft persuasive and compelling marketing messages (Lisnik & Majernik, 2023). This method, like a skilled potter shaping clay, offers the artisans the opportunity to not only survive but thrive in the digital era, ensuring the continued legacy of their craft for generations to come.

2. METHODS

This community service activity was conducted in the form of a digital marketing training using the 4C copywriting method. The training aimed to improve the knowledge and skills of the potters of Kampung Gerabah Penanggungan in the field of digital marketing, particularly copywriting. The training was conducted for 10 days, with 20 participants who were representatives of the potters in Kampung Gerabah Penanggungan. The training was conducted by a community service team consisting of lecturers and students from Universitas Widyagama Malang.

The methods used in the training were a combination of training, discussions, and practice. In the lecture phase, the participants were given material on the basics of digital marketing, including social media marketing, search engine optimization (SEO), and email marketing. In the discussion phase, the participants were invited to discuss and exchange ideas about the material that had been given. In the practical phase, the participants were given the opportunity to practice the digital marketing skills they had learned. The following are the details of the activities carried out in this training:

Day 1: Explanation of the objectives and targets of the training, as well as participant introductions.

Days 2-4: Material on the basics of digital marketing, including social media marketing, search engine optimization (SEO), and email marketing.

Days 5-7: Material on the 4C copywriting method.

Days 8-10: Digital marketing practice, including social media content creation, SEO optimization, and email marketing.

3. RESULTS AND DISCUSSION

3.1. Results

The implementation of digital marketing training utilizing the 4C copywriting method in Kampung Gerabah Penanggungan yielded highly encouraging results. Feedback from participants echoed a resounding appreciation for the program, characterized as both informative and empowering. Participants were particularly grateful for acquiring practical skills, which they readily applied to their businesses, resulting in a tangible impact on their marketing strategies.

Positive Outcomes and Skill Development. Participants reported significant progress in several key areas:

1. **Understanding Digital Marketing Basics:** The training effectively imparted fundamental knowledge on digital marketing, covering essential aspects such as social media marketing, search engine optimization (SEO), and email marketing. Participants demonstrated a heightened comprehension of these concepts, forming a solid foundation for their subsequent marketing endeavors.
2. **Creation of Effective Marketing Content:** Armed with insights from the 4C copywriting method, participants were able to craft marketing content that was not only clear and concise but also compelling and engaging. The principles of the 4C method proved invaluable in guiding them towards producing content that resonated with their target audience.
3. **Utilization of Social Media for Audience Expansion:** The training empowered participants to leverage social media platforms as potent tools for expanding their reach. By adopting effective digital marketing strategies, they succeeded in connecting with a broader audience, thereby enhancing their visibility and potential customer base (Katsikeas, et.al., 2020).



Figure 2. Training of 4C Copywriting

Impact on Business Performance. The positive outcomes of the training manifested in tangible improvements in the participants' businesses:

1. **Increase in Sales and Inquiries:** Post-training, participants reported a notable uptick in both sales and customer inquiries. The newfound knowledge and skills in digital marketing translated directly into heightened effectiveness in promoting their pottery products and services.
2. **Wider Audience Reach:** The successful application of digital marketing strategies enabled participants to break free from the limitations of local markets. By extending their reach

beyond geographical boundaries, they were able to tap into a global audience, amplifying the exposure of Kampung Gerabah Penanggungan's traditional pottery.

Overcoming Challenges in the Digital Era. The training emerged as a successful intervention in addressing the challenges posed by the digital era:

1. **Competing with Mass-Produced Pottery:** Participants, previously grappling with the overshadowing presence of mass-produced pottery, successfully utilized digital marketing to distinguish their offerings. The newfound ability to convey the unique stories behind each piece resonated with customers, setting their products apart in a market saturated with generic alternatives.
2. **Wider Audience Engagement:** The training enabled participants to overcome the hurdle of limited audience engagement. Through effective digital marketing strategies, they not only attracted new customers but also fostered meaningful connections with their audience, creating a sense of community around Kampung Gerabah Penanggungan's craftsmanship.

3.2. Discussion

The resounding success of the digital marketing training, specifically through the implementation of the 4C copywriting method, unveils a transformative model that empowers small businesses entrenched in traditional industries to not only survive but thrive in the digital age. At the core of this success lies the 4C method, which emerged as a linchpin, providing participants with a structured and effective approach to crafting persuasive marketing content.

1. **Effective Copywriting as a Pillar of Success:**
The 4C copywriting method, championed by Misechko (2020), emerged as the cornerstone of the training's success. By emphasizing clarity, conciseness, compelling calls to action, and credibility, participants crafted persuasive marketing messages that captivated their target audience. As highlighted by Miller (2012), clarity and conciseness are paramount in cutting through the digital noise and capturing attention.
2. **A Blueprint for Competing in the Digital Landscape:**
This training serves as a model for how small businesses, especially those rooted in tradition, can thrive in the digital age. By equipping participants with digital marketing tools like social media marketing, SEO, and email marketing, the initiative empowered them to transcend local limitations and reach a global audience. As argued by Utoyo (2020); Ihwanudin, et al., (2023), the digital age presents a level playing field, allowing traditionally disadvantaged players to compete effectively. This training exemplified this notion, demonstrating how small businesses can utilize digital marketing to showcase their unique offerings and carve out a competitive niche in the global market.



Figure 3. Documentation After Training

3. **Knowledge and Skills as Catalysts for Growth:**
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effectively. This training exemplified this notion, demonstrating how small businesses can utilize digital marketing to showcase their unique offerings and carve out a competitive niche in the global market.

The success of this digital marketing training transcends its immediate impact, serving as a beacon of hope for small businesses worldwide (Sulistyan et al., 2022). It demonstrates how effectively integrating digital strategies can catalyze growth, foster competitiveness, and preserve the unique cultural heritage embedded in traditional industries (Iswari et al., 2021). As noted by Yang et.al. (2018), traditional crafts are valuable not only for their economic contribution but also for their role in preserving cultural identity and diversity. This training offers a roadmap for ensuring the sustainability and relevance of these traditions in the digital era, by empowering artisans to bridge the gap between their legacy and the modern marketplace.

4. CONCLUSION

The culmination of our study in Kampung Gerabah Penanggungan paints a compelling picture of the transformative potential inherent in digital marketing training for small businesses, particularly when coupled with the efficacy of the 4C formula copywriting method. The results suggest that embracing digital marketing strategies can serve as a catalyst for significant improvements in the marketing endeavors of small businesses, providing them with the tools to navigate the challenges of the modern business landscape.

One of the key takeaways from our findings is the pivotal role played by the 4C formula copywriting method. This method, emphasizing clarity, engagement, a compelling narrative, and a call to action, emerges as a valuable asset for businesses seeking to enhance their marketing copy. The concise nature of the content ensures that messages are clear and easily digestible, capturing the audience's attention in the saturated digital space. The compelling narratives crafted through this method not only resonate with the audience but also evoke a sense of engagement, fostering a connection between the business and its customers. Furthermore, the inclusion of a clear call to action provides a directional focus for the audience, guiding them toward desired outcomes.

In the context of Kampung Gerabah Penanggungan, our study demonstrates that the application of the 4C formula copywriting method within the framework of digital marketing training resulted in tangible improvements. The participants, hailing from traditional pottery businesses, reported enhanced knowledge and skills in digital marketing. They were able to translate this newfound expertise into effective marketing content, leading to increased sales, wider audience reach, and a more profound engagement with their customer base.

The success of our study suggests that digital marketing training, when tailored to the unique needs of small businesses, can offer a viable solution to the challenges they face. Beyond theoretical concepts, the practical application of digital marketing strategies, coupled with the principles of effective copywriting, equips businesses with the means to not only survive but thrive in the digital era. As we reflect on the journey with Kampung Gerabah Penanggungan, it becomes evident that the integration of digital marketing is not merely a technological adaptation but a cultural and economic lifeline for traditional industries. By leveraging the power of the internet and social media, these businesses can transcend geographical constraints, connect with a global audience, and preserve their cultural heritage in the process. In conclusion, the results of our study underscore the significance of digital marketing training, especially when anchored in the principles of the 4C formula copywriting method, as a potent tool for empowering small businesses. The transformative impact witnessed in Kampung Gerabah Penanggungan serves as a testament to the potential of this approach in reshaping the narrative for traditional industries in the digital age. As we look forward, the lessons learned and the success observed in this study offer a blueprint for similar communities and small businesses worldwide, providing them with a roadmap to navigate the challenges and embrace the opportunities presented by the dynamic landscape of digital marketing.

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