

APPLICATION OF GRAPHIC DESIGN FOR WEBSITE-BASED DIGITAL MARKETING AT THE INDONESIAN HANDICRAFT EXPORTERS AND PRODUCERS ASSOCIATION (ASEPHI) MAGELANG

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ABSTRACT: The application of graphic design in website-based digital marketing strategies is crucial for organizations such as the Indonesian Handicraft Exporters and Producers Association (ASEPHI) in Magelang. This study aims to explore how the application of graphic design can improve the effectiveness of digital marketing campaigns, particularly through websites. The research method used is a case study focusing on ASEPHI Magelang. Data was collected through interviews with ASEPHI officials, observations of the existing website, and analysis of documentation related to previous digital marketing activities. The research findings indicate that the appropriate application of graphic design can strengthen brand identity, enhance visual appeal, and facilitate the communication of marketing messages. Additionally, responsive and user-friendly graphic design on the website can improve user experience, extend interaction time, and drive conversions. This study provides recommendations for ASEPHI Magelang to prioritize improving the quality of graphic design on their website, including the use of high-quality product images, intuitive layout design, and integration of design elements that support the brand narrative. These improvements are expected to optimize ASEPHI Magelang's digital marketing potential, enhance their online presence, and ultimately expand the market reach for Indonesian handicraft products. The implementation of this Community Service activity employs training and mentoring methods. By conducting training and mentoring sessions with partners, it is hoped that appropriate solutions can be provided.

Keywords: *Graphic Design, Website, Digital Marketing, ASEPHI*

INTRODUCTION

ASEPHI was established as a forum for entrepreneurs and artisans to channel their aspirations to further encourage entrepreneurship and become professional entrepreneurs, while also supporting and contributing to the success of national economic development programs. ASEPHI's vision is to channel the aspirations of entrepreneurs and artisans in the craft sector to further encourage entrepreneurship, thereby transforming artisans and producers into professional entrepreneurs while also supporting the government's efforts to achieve national economic development programs. Magelang is one of the top international tourist destinations in Central Java, attracting the highest number of visitors in the region. The craft sector also has a significant number of SMEs due to its high tourism potential; however, during the COVID-19 pandemic, everything changed drastically due to restrictions on human mobility. SMEs in the craft sector faced difficulties in sales processes due to the decline in the number of visitors and the reduction in purchasing power in the global economy.

One of the key skills in business is the ability to effectively and efficiently market products, enabling precise, swift, and real-time

outreach, which is expected to significantly impact sales. The implementation of digital accounting and marketing using Artificial Intelligence is anticipated to boost the economy, particularly among ASEPHI Magelang members. ASEPHI Magelang focuses on improving marketing and sales of products, while in the financial aspect, digitalization is needed to facilitate transaction processes. Business groups and ASEPHI members still rely on retail in sales, making it difficult to expand significantly in the digital market. There are still many challenges in marketing, which hinder sales growth. On the other hand, the transition from the conventional market to the digital market is inevitable, so they must adapt quickly.

This community service initiative focuses on the digitalization of marketing and accounting through Artificial Intelligence technology for members of the Association of Exporters and Producers of Handicrafts in Indonesia (ASEPHI) in Magelang. The objectives of this community service program include: a) Enhancing and expanding the digital market, b) Improving financial technology, c) Increasing the income of members and the association, d) Enhancing work efficiency and effectiveness.



Figure 1. ASEPHI Website As A Promotional Medium

The Covid-19 pandemic has had a major impact on the Indonesian economy. Negative economic growth for four consecutive quarters since the Covid-19 pandemic began has led to an increase in layoffs, a decline in consumer purchasing power, and a rise in poverty, with one in ten Indonesians now living below the poverty line. The tourism sector is one of the industries that has been significantly affected by the Covid-19 pandemic. According to data published by the Ministry of Tourism and Creative Economy, the number of international tourists entering Indonesia has dropped drastically since February 2020, with the peak occurring in April 2020, when only 158,000 tourists arrived. Approximately 12.91 million people in the tourism sector experienced reduced working hours, and 939,000 people in the tourism sector were temporarily unemployed.

By the middle of the second half of 2022, the tourism sector in Indonesia began to recover. Visitors to tourist attractions started to return, and managerial skills in operations were needed to establish a good operational system, particularly in financial management using digital accounting. Additionally, there was a need for more extensive promotion and marketing efforts to meet targets, requiring effective and efficient steps in the aspect of Digital Marketing using Artificial Intelligence (AI) technology.

The community around Borobudur Temple heavily relies on small-scale businesses, particularly handicrafts, making the concept of "Shopping Tourism" an integral part of boosting the local economy. Handicrafts are economically valuable due to their high market value, as they showcase local culture and art through crafts that utilize Indonesia's natural resources. On one hand, there is environmental conservation, and on the other, there is an economic impact on the creative

economy sector. However, this is still greatly hindered by the lack of knowledge related to digital marketing and digital accounting, especially those based on Artificial Intelligence, which causes obstacles and limits access to a wider market. In fact, the market potential for handicrafts is very open, not only in the local market but also internationally.

The Application of Science and Technology for the Community Together with Partners in Determining Priority Issues That Must Be Addressed

The development of marketing and accounting in the era of the 4th Industrial Revolution no longer allows businesses to operate using traditional software or manual methods to handle large volumes of data. Given the changing expectations of customers demanding faster processing of financial information and the high demand for such services, technology has become a megatrend for accounting and business to maintain long-term business stability (Khanom, 2017). However, discussing only the advantages and disadvantages is insufficient if accountants are unable to adopt the appropriate system to assist in integrating technology-based accounting recording activities, where the role of technology is generally to help companies and all people achieve their goals more quickly and flexibly. Therefore, the following are some accounting software mentioned in Deniswara et al. (2020) that can be used by entities and accountants in their operational activities, including: Hadoop, R-Programming, IBM SPSS Modeler, Data Mining, Cloud Accounting, Generalized Audit Software/Audit Command Language, Artificial Intelligence/Blockchain

In the aspect of digital marketing, there are several methods that can be used to leverage Artificial Intelligence technology, including: Chatbot, Image Recognition,

Programmatic Advertising, Predictive and Targeted Content, Identification of <https://digiads.id/s> Digitalization support for marketing and accounting aligns with ASEPHI's objectives, which emphasize the unique characteristics of locally-based, environmentally friendly products that meet export quality and international standards. ASEPHI was established to provide solutions to assist small and medium-sized handicraft businesses, particularly its members, in competing through digital media to run their businesses, especially in the areas of marketing and finance.

METHOD

The approach used to address the issues of partners/objects of community service is training in web



design and website-based digital marketing, and assistance in the use of marketing tools and the web as digital marketing tools. The implementation of science and technology activities includes introducing Digital Marketing Websites, conducting training in Design and Digital Marketing, providing guidance when association members utilize website-based marketing media with digital marketing design, and providing training on digital marketing strategies for penetrating local and international markets.

DISCUSSION

The achieved results include the ASEPHI Magelang website being updated with a more attractive and user-friendly interface.



Figure 2. Documentation of Community Service Implementation

1. Display Improvements (UI/UX)

More modern and professional visual design with more attractive colors, fonts, and layouts to create a professional impression. Selection of themes appropriate for the handicraft industry, such as batik motifs or distinctive Indonesian design elements. Color adjustments for a more harmonious and visually comfortable experience, and more intuitive navigation with an updated menu layout that is simpler and easier to access. Product categories, member

profiles, and export information can be accessed more quickly. Clearer icons and navigation buttons to prevent visitors from getting lost while searching for information

2. New Features Added

- a) More Attractive Product Gallery: Added a product catalog with high-quality photos. The zoom-in feature on images allows potential buyers to view product details. Product descriptions are more comprehensive, including materials, sizes,

- prices, and purchasing methods.
- b) Online Order Form: Added a direct order form feature via the website. This form allows potential buyers to contact exporters or manufacturers directly.
 - c). Social Media Integration: Adding share buttons to social media platforms like Instagram, Facebook, and WhatsApp to make product promotion easier. Displaying Instagram feeds directly so visitors can see the latest product updates, and
 - d). News and Articles Feature: Adding a news and articles page containing information about the handicraft industry. Includes digital marketing tips, market trends, and customer testimonials.
3. Website Performance Optimization
- a) Improving loading speed by optimizing images and CSS/JS files to speed up page loading times. Implementing caching technology to make the website load faster.
 - b) Mobile-Friendly and Responsive: The website is designed to be responsive so it can be accessed smoothly on laptops, tablets, and smartphones. Using a flexible layout to ensure the design remains clean across various screen sizes, and
 - c) SEO (Search Engine Optimization) involves using meta tags, SEO-friendly product descriptions, and improved URL structure. Optimizing keywords related to handicraft products to make the website easier to find on Google.
4. Ease of Website Management Training for ASEPHI members on how to manage the website independently. A simpler admin dashboard to update

products, news, and articles without requiring technical skills. Tutorials on website usage for ASEPHI members to enable them to manage their digital businesses more independently.

The ASEPHI Magelang website update aims to enhance digital marketing effectiveness for handicraft exporters and producers in Magelang. With a more attractive design, more comprehensive features, and improved performance, ASEPHI is expected to reach both local and international customers more easily.

Enhancing ASEPHI members' digital marketing skills in designing and utilizing websites for marketing. Using Canva and CorelDRAW for product catalogs and banners. Digital design principles: color, typography, and image optimization. Website management and optimization. Content management: product uploads, catalog updates, basic SEO. Social media integration: Instagram, Facebook, WhatsApp. Copywriting strategy: engaging and persuasive product descriptions. Related to digital marketing strategy. Then, an attractive landing page for higher conversion rates. Google Analytics for website traffic analysis. Facebook and Instagram ads for online promotions. Regular mentoring and evaluation, and hands-on practice in uploading content and marketing campaigns. Evaluating the effectiveness of strategies using data and customer feedback. The hope is that ASEPHI members are now more independent in design, digital marketing, and website utilization to increase sales.

ASEPHI members are able to use graphic design tools to create digital promotional materials.

- a). Design Tools Training: Canva & CorelDRAW for catalogs, banners, and logos. Design principles: color, typography, composition, and image optimization. This enhances the ability to create digital promotional materials,
- b). Professional-designed

digital product catalogs. Promotional banners and Instagram/Facebook posts for branding. Infographics and CTAs (Call to Action) to increase customer interaction, and c). Integration with websites and social media for digital marketing. Analysis of content effectiveness based on customer engagement. Guidance and feedback to improve design quality. Therefore, ASEPHI members are now able to independently create and manage digital promotional materials to enhance online marketing.

Potential for increased sales of handicraft products through digital platforms. Increasing sales of handicraft products through digital platforms has great potential because it can expand the market beyond geographical boundaries. With websites and marketplaces such as Shopee, Tokopedia, and Etsy, products can be accessed by customers from various regions and even overseas 24 hours a day. Digital marketing strategies such as paid ads on Facebook and Instagram help increase reach and target a more specific audience, while SEO optimization ensures products are easily found on Google. Additionally, the use of social media and influencer marketing also contributes to building brand awareness and increasing customer trust.

Cost efficiency is one of the main advantages of digital platforms, as sellers do not need to incur significant costs for physical store rentals. With digital systems, transactions can be conducted automatically through online payments, and chatbots are used to enhance customer service. Business scalability also improves as business owners can add products or expand markets more quickly. The impact of this strategy is significant, especially for ASEPHI members who now have greater opportunities to increase their revenue and product competitiveness in the global market. Digitalization

enables them to reach potential customers from various countries and accelerate the export process. Additionally, innovation in design and product diversification has grown due to trends that can be monitored through digital data. More broadly, the handicraft industry also benefits from increased demand, which directly impacts the well-being of artisans.

For the regional economy, digital transformation in handicraft marketing opens up new job opportunities in the creative industry and digital marketing sectors. This also promotes the growth of local SMEs and enhances the competitiveness of Indonesian products on the international stage. With the right adoption of technology, ASEPHI is not only able to survive in the digital era but also strengthen its position in the global market, create broader export opportunities, and drive the development of an economy based on the creative industry.

Impact And Benefits

1. Enhancing the competitiveness of ASEPHI products in the digital market.

This is achieved by optimizing marketing strategies, branding, and technology-based product innovation. The use of digital platforms such as websites, e-commerce, and social media enables ASEPHI handicraft products to reach a broader market, both locally and internationally. With a more professional and user-friendly website design, as well as an attractive and informative product catalog, customers can easily find and purchase products.

Digital marketing strategies such as SEO (Search Engine Optimization) are implemented to make ASEPHI products easier to find on Google, while digital ads through Facebook Ads, Instagram Ads, and Google Ads help increase visibility and reach a more

specific target market. Additionally, leveraging social media for storytelling and influencer marketing strengthens brand awareness and enhances customer trust in the products. Innovation in design and product diversification are also key factors in enhancing competitiveness. Products must be packaged with visually appealing designs, using professional photography techniques, and highlighting product advantages through informative and persuasive descriptions. Adding interactive features such as customer reviews, product usage tutorial videos, and automated chatbot services enhance the customer shopping experience and build brand loyalty.

Beyond marketing, operational efficiency is also improved through digital inventory management systems and transaction automation, enabling faster and more accurate stock management and order processing. With this approach, ASEPHI is not only able to compete with other local products but also gains stronger competitiveness in the international market, opening broader export opportunities, and enhancing the marketability of Indonesian handicraft products in the digital era.

2. Facilitating ASEPHI members in marketing their products online.

This is achieved through digital platform optimization, marketing strategy training, and technology utilization. With the development of a more professional and user-friendly website, members can easily upload products, manage catalogs, and update information without requiring complex technical skills. Integration with marketplaces such as Shopee, Tokopedia, and Etsy also enables ASEPHI products to reach a

wider customer base through automated transaction systems.

Digital marketing strategies are implemented to enhance product visibility online. SEO usage ensures products are easier to find in Google searches, while digital ads via Facebook Ads and Instagram Ads help target specific customer segments. Additionally, social media is used as a promotional tool with visually appealing content, product storytelling, and collaborations with influencers to enhance brand awareness. Creating promotional materials is also made easier through graphic design training using tools like Canva and CorelDRAW, enabling ASEPHI members to independently create high-quality banners, catalogs, and digital ads. Additional features like chatbots and WhatsApp integration simplify communication with customers, enhance interaction, and accelerate transaction processes. With an integrated digital system, the marketing process becomes more efficient, operational costs are reduced, and access to customers is broader. This enables ASEPHI members to not only increase sales but also strengthen the competitiveness of their products in the digital market, both domestically and internationally.

3. Enhancing ASEPHI Magelang's online presence through its website and social media.

By optimizing the website and social media as the primary tools for digital marketing. The ASEPHI website has been updated with a more professional design, intuitive navigation, and integration of product catalogs and e-commerce features, making it easier for customers to search for and purchase products. SEO (Search Engine Optimization) has been implemented to improve the website's ranking on Google

search engines, ensuring products are easier to find by potential buyers.

Social media platforms such as Instagram, Facebook, and TikTok are utilized to build customer engagement and expand marketing reach. Content marketing strategies are implemented by creating visually appealing content, including high-quality product photos, videos showcasing the handicraft production process, and storytelling about the uniqueness of ASEPHI products. Collaborations with influencers and the use of digital ads (Facebook & Instagram Ads) help increase brand awareness and drive more traffic to the website.

Additionally, shoppable posts on Instagram and Facebook allow customers to purchase directly from social media without having to switch to another platform. WhatsApp Business and automated chatbots are also implemented to provide quick responses to customers, increase engagement, and expedite the transaction process. With this approach, ASEPHI Magelang can strengthen its presence in the digital market, enhance product visibility, and expand sales opportunities both in the local and international markets.

Outcomes Of The Service

1. Website and Graphic Design for Digital Marketing as a marketing tool for ASEPHI.

Website and graphic design are key elements in ASEPHI's digital marketing strategy to enhance product appeal and expand the market. ASEPHI's website has been updated with a professional design, intuitive navigation, and e-commerce features, enabling customers to access product catalogs, place orders, and obtain business information easily. SEO (Search Engine Optimization)

optimization has been implemented to make products easier to find in Google searches, thereby increasing online visibility.

Graphic design plays a crucial role in attracting potential buyers through visually appealing and informative content. The use of Canva and CorelDRAW enables the creation of promotional banners, digital product catalogs, and social media posts consistent with the brand identity. Every marketing material is designed to reinforce ASEPHI's branding through harmonious colors, typography, and layout.

Integration between the website and social media platforms like Instagram, Facebook, and TikTok enables broader promotion with visually appealing content and targeted digital ads. Shoppable posts and direct links to the website make it easier for customers to make transactions. Additionally, WhatsApp Business and automated chatbots are implemented to enhance interaction and sales conversions. With a combination of a professional website and high-quality graphic design, ASEPHI is able to enhance product competitiveness, reach a broader market, and strengthen its position in the digital handicraft industry.

2. Digital marketing training that partners can apply to expand market reach.

The digital marketing training provided to ASEPHI partners focuses on digital-based marketing strategies to increase the visibility and market reach of handicraft products. The training material covers the use of websites, social media, digital advertising, SEO, and marketing data analysis so that partners can independently manage and develop their businesses in the

digital realm.

Participants are trained in website and marketplace management, including how to upload products, optimize descriptions using SEO techniques, and implement attractive landing page strategies to increase sales conversions. In addition, they are also given skills in graphic design using Canva and CorelDRAW, in order to create professional promotional materials that are consistent with product branding.

In the field of social media, partners are equipped with content marketing techniques that include visual content creation, product storytelling, and scheduled posting strategies to increase engagement. This training also covers the use of paid digital advertising (Facebook & Instagram Ads) to effectively reach a wider audience. Partners are taught how to target potential customers based on demographics, interests, and online behavior, so that each advertising campaign is more targeted.

In addition, this training introduces WhatsApp Business and automated chatbots to improve customer interaction and speed up the transaction process. With retargeting and email marketing strategies, partners can maintain relationships with customers and increase their loyalty. Google Analytics and Facebook Insights are also used to help partners analyze the performance of their digital campaigns and improve their marketing strategies based on data.

Through this training, ASEPHI partners have the skills to develop their businesses digitally, increase turnover, and expand their markets both domestically and internationally, making them more independent

and competitive in the handicraft industry.

3. Digital Skills and Web Marketing Operations for ASEPHI Members.

The digital skills and web marketing training for ASEPHI members focuses on using digital technology to enhance the online marketing of handicraft products. The program covers website management, digital marketing optimization, and the use of technology-based marketing tools to enable ASEPHI members to market their products more independently.

In website management, members are trained to upload and manage product catalogs, update information, and use SEO (Search Engine Optimization) techniques to make their products easily discoverable on Google search engines. Additionally, they are taught to optimize landing pages and sales pages to increase conversion rates. The ASEPHI website also features e-commerce functionality, enabling members to manage transactions directly.

Furthermore, the training covers the use of social media and digital advertising, such as Facebook Ads, Instagram Ads, and Google Ads, to reach a wider audience. They learn how to create engaging promotional content, use product storytelling, and leverage videos and graphic designs as marketing tools. Canva and CorelDRAW are taught to help members create promotional banners, digital catalogs, and high-quality visual content.

To enhance customer interaction, ASEPHI members are also introduced to WhatsApp Business, automated chatbots, and email marketing to improve customer response and accelerate transactions. Google Analytics and Facebook Insights are used as tools to monitor digital marketing performance, allowing members to evaluate the effectiveness of

the strategies implemented. With these skills, ASEPHI members can manage digital marketing independently, increase the competitiveness of their products in the online market, and expand their sales reach both locally and internationally.

CONCLUSION

This community service program successfully improved the digital marketing and web marketing skills of ASEPHI Magelang members in marketing handicraft products more effectively and efficiently. Through a more professional and user-friendly website update, ASEPHI members now have a digital platform that supports modern marketing. SEO optimization and social media integration make products easier to find by potential customers, both in local and international markets.

Additionally, training in graphic design and digital marketing strategies helps members create high-quality promotional materials using tools like Canva and CorelDRAW. The use of digital advertising, chatbots, and WhatsApp Business enhances interaction with customers and speeds up transactions. With this approach, ASEPHI Magelang is able to increase product competitiveness, expand market reach, and open up broader export opportunities, thereby directly impacting local economic growth and the well-being of artisans.

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