

Marketing Innovation of Melayu Songket Deli Through Podcasts

¹Tengku Silvana Sinar*, ²Rohani Ganie, ³Tasnim Lubis, ⁴Tengku Syarfina

^{1,2,3,4}Faculty of Cultural Science, Universitas Sumatera Utara, Medan

* tengkusilvana@usu.ac.id

Abstract. This research aims to improve digital marketing capabilities for the IR & IR - Melayu Craft Joint Business Group (KUB) in Bandar Khalipah Village, Deli Serdang Regency, through training in the use of podcast media. This community service program is designed to overcome these obstacles by utilizing podcast technology as a marketing tool. The research method involves several stages: submission of proposals, preparation of training materials, implementation, and monitoring and evaluation. The training lasted for six months, with lecture sessions, questions and answers, and practice regarding podcast creation and promotion. Participants are trained to create interesting podcast content, manage and promote it effectively. The research results show significant improvements in several aspects. Sales of songket products increased by 30% after implementing podcasts in marketing strategies, indicating the effectiveness of this method in expanding market reach and increasing consumer awareness. Additionally, there was a 40% increase in KUB members' digital marketing skills, reflected in better podcast quality. Members' ability to use data analysis tools also increases, enabling them to understand market dynamics in real-time and make more strategic marketing decisions.

Keywords: Innovation, Podcast, Service, Songket.

Article history: Received: Jan 2025; Revised: Jan 2025; Accepted: Jan 2025; Available online: Jan 2025

How to cite this article: Sinar, T.S, Ganie, R. , Lubis, T. Syarfina, T. (2025). Marketing Innovation of Melayu Songket Deli Through Podcasts. *Journal of Community Research and Service*, (-).

I. INTRODUCTION

The Malay tribe is one of the dominant tribes in the North Sumatra area. Malays themselves are one of the oldest nations in the archipelago. Malays are known for their culture which depicts values such as mutual respect, humility and gaining knowledge, which have been passed down from generation to generation (1). However, Malays in North Sumatra are not just one tribe, Malays have many sub-ethnicities in North Sumatra with their own characteristics. One of them is the Deli Malays who are a Malay sub-ethnic on the East coast of North Sumatra and spread from the Deli Serdang Regency area, Deli Tua, the edge of the Deli river, to Labuhan (2). As we know, Malay itself is known for its valuable heritage, one of which is songket woven cloth.

Songket is a type of technique for making woven cloth by adding gold or silver thread decoration to the weft or warp threads by twisting the threads. This technique of plucking additional decorative threads became known as songket (3). The use of additional gold or silver threads originating from China or India,

when Islam entered Indonesia, influenced the decorative variety of songket weaving patterns in coastal communities, where the region is the distribution of Malay tribal communities. Like the Malay region in general, the Melayu Deli region also has its own songket cloth which is one of the Malay Deli cultural heritages. The songket weaving technique which involves the use of gold or silver threads woven manually and creates intricate patterns and adds shine and elegance is the hallmark of Melayu Deli songket. Because the Malay Deli songket cloth is an important heritage, it is necessary to preserve this songket cloth.

Traditional Indonesian fabrics have been part of Indonesian society since prehistoric times. Its existence is a social and cultural tool which is part of history, a supporter of the economy, a link between tribes, and a source of pride for the country. Songket weaving itself is one of the traditional cloth cultural heritages which is one of the identities of the Malay tribe, which is one of the largest and oldest ethnic groups in the world spread across the ASEAN region. In Indonesia itself, the Malay ethnic group is spread from Sumatra (Aceh, North Sumatra, Riau, West Sumatra, South Sumatra), Kalimantan, Sulawesi, Bali to Lombok.

In North Sumatra, songket has existed since the 18th century, this is based on the book *Mission to the East Coast of Sumatra 1823*, written by Anderson. Apart from that, the history of songket cloth can also be traced back to the Dutch colonial era. At that time, the Dutch introduced the use of songket cloth as official clothing for indigenous people who worked in the colonial government. This reflects the beauty and skill in making songket which was recognized by the colonial authorities (4).

Songket craftsmen and the fashion industry can benefit from songket production and marketing. Songket craftsmen have an important role as guardians and inheritors of the knowledge and expertise of songket making. With knowledge of songket and the use of the latest technology, songket cloth craftsmen can create jobs and an economy that helps local communities. This can be seen in the service carried out by Risna, Hafidzah, and Nuraini (5) from Brawijaya University in the Pekanbaru area. Where they provide assistance in the form of partnership cooperation between small and micro entrepreneurs in songket weaving, supply chain analysis, identification of alternative raw materials, and enriching entrepreneurial insight for songket weavers. With this dedication, they aim to create songket entrepreneurs who maximize intellectual capital and create strategic and alternative plans, in which it is hoped that the Pekanbaru songket weaving business will continue to run. Apart from that, the service carried out by Ida Bagus, I Ketut, I Nengah, Ida Ketut (6) from Triatma Mulya University also carried out the same thing in preserving the Songket Weaving business in Jembrana Regency. Where they utilize and share knowledge of Augmented Reality technology with Jembrana weaving entrepreneurs to create more attractive packaging for songket woven products, in order to increase marketing of songket woven cloth.

In Nabila's research (7), digital marketing is marketing using digital media by utilizing the internet to market its products, the media used can be web, social media, email, database, mobile, digital TV, SMS, online advertising, e-mail, -books, infographics, podcasts, webinars, surveys, blog posts, and Search Engine Optimization (SEO). Content marketing is the most important aspect of digital marketing, because content marketing is the content of digital marketing itself. Entrepreneurs must know about the product they want to convey and what kind of narrative must be created in order to attract the attention of potential consumers to get to know the product being marketed and enable the creation of loyal consumers. To create this narrative, entrepreneurs must know the important aspects in creating content marketing, these aspects are relevance, quality, promotion and the media used (8).

Podcasts, as a format of content marketing, have differentiation from other forms of content marketing. The term podcast itself comes from a combination of the words "Ipod" - the famous portable MP3 player created by Apple in 2001 and the word "broadcast" which later in 2004, Ben Hammersly, used the term podcast to describe audio content spread on the internet (9). In research, Andria Luthfi (10) stated the meaning of podcasts from two perspectives, namely for listeners, podcasts are a way to enjoy interesting content from all over the world for free. Meanwhile, for podcasters (people who create content on podcasts), podcasts are a very effective way to reach many listeners.

According to Geoghegan & Klass (11), the potential of podcasts lies in their advantages, namely that they can be accessed online, are easy and control is in the hands of the consumer, can be taken anywhere, and without time limits. This is what makes it a potentially effective marketing tool. The superiority of podcasts in product marketing has also been proven in research conducted by Elsyetia and Farah (12), where they conducted research on digital marketing using podcasts on brand awareness of Teman Sleep Podcast. And it was found that digital marketing using podcasts had an influence of 60.4% on brand awareness. Apart from that, Rositas (13) also explained other advantages of podcast media compared to other digital marketing media, these advantages are in the form of:

1. Easy to consume content. Podcast content is easy to access from any device and can be accessed anywhere and at any time, so as to maximize consumer consumption of product content.
2. Higher engagement. Podcasts are digital media that only require the sense of hearing to be enjoyed, so the focus of the content can be smaller and deeper. That way, listeners can understand more deeply about the podcast content being discussed.
3. Personal connection. The podcast itself is delivered as if we were chatting, therefore listeners can feel more personal when listening to the podcaster telling a story.
4. Evergreen Content. Evergreen here means content that remains the same. Because podcasts are a periodic series, the content discussed in each podcast series will remain the same for a long period of time.

In conclusion, by using digital media the consumer target can increase, and consumers can also find out information about products more clearly, as well as create loyalty with consumers to achieve marketing targets.

In digital marketing itself, there needs to be a narrative to explain the product being marketed so that consumers know the context of the marketing. This narrative is also called content marketing. Content marketing is basically the use of any type of content (video, text, sound, images, etc.) used in digital marketing to connect with the public and achieve marketing goals (14). Content marketing is about creating a story and what the actor is doing with the product to the public.

Based on the background above, the USU community service team included English Literature Study Program students in this service to accompany the community service team in training the IR & IR - Malay Crafts Joint Business Group (KUB). The aim of the training is to (1) develop the skills of KUB IR & IR - Kriya Melayu, in product marketing (2) to improve and build direct social communication with KUB IR & IR - Kriya Melayu, and (3) hone KUB IR & IR - Malay Crafts through knowledge, about product marketing through digital media Podcast and implementing it in product marketing.

The team has designed a training program for product marketing using the product marketing method via Podcast. Partners who will be the target of community service are KUB IR & IR - Kriya Melayu, in Bandar Khalipah Village, Deli Serdang Regency, which has produced various kinds of innovations in Deli songket cloth, and has succeeded in preserving one of Deli's Malay heritage. Even so, Malay Kriya itself still faces obstacles in running this songket textile business.

One of these obstacles is the marketing of songket cloth products. In this global era, developments occur very quickly and rapidly, this makes marketing products using the old method not very effective. To face this problem, the community service team from USU's Faculty of Cultural Sciences feels it is necessary to provide training, direction and knowledge to the community, in the form of outreach on marketing innovation through Podcast media, which will be carried out at KUB IR & IR - Kriya Melayu. Podcasts themselves are audio content that is recorded and then published periodically on the internet for free and easily accessed, with the aim of attracting a specific audience and creating a bond with them over time (9).

II. Method

This community service program is aimed at KUB IR & IR - Malay Crafts and lasts for a period of 6 (six) months. Participants are KUB IR & IR - Kriya Melayu participating in the Songket Malay product marketing program with details that each session will last 180 minutes (4 hours) per week. The

methods used in this outreach activity are the lecture method, question and answer method, and practical method to introduce marketing using podcast media.

The lecture method is used to provide an introduction to what a podcast is, how to use podcasts for promotion, what are the advantages of podcasts for promotion compared to other promotional media, and how to use podcasts for marketing. The question and answer method was used to determine the extent of the participants' ability to understand what a podcast is and its uses. Apart from that, there will be a discussion session with participants regarding the use of podcasts to better understand how to use podcasts to market Melayu Deli songket cloth. This method is the method that the extension team will use to teach participants how to use podcasts to market Malay Deli songket cloth.

In general, this service activity is carried out with several documented stages for producing reports and outputs as follows

1. Stage of designing a community service program after conducting a survey of village locations and talking with partners to see the partners' main problems. The team calculates the implementation budget by considering the availability of infrastructure, transportation and accommodation for service implementers.
2. The stage of making a schedule for implementing service and preparing teaching materials/materials, and a training schedule.
3. The program target is set for July-September 2024. At the implementation stage, facilitators provide training in each meeting session. Learning system with exposure related to the use of digital media, namely Podcasts.
4. Providing and delivering material clearly so that it is understood, and motivating the public regarding the use of Podcasts for product marketing.
5. The implementation of this program will be monitored through monitoring and evaluation activities by the University of North Sumatra Community Service Institute with the aim of (1) monitoring the effectiveness of training and looking for alternatives in implementing service if obstacles are found that require immediate solutions, (2) the service program can achieve performance optimally according to target. The results of monitoring and evaluation will be included in a progress report.
6. In the final stage, it is hoped that KUB IR & IR - Kriya Melayu partners in Bandar Khalipah Village, Deli Serdang Regency can use podcasts to market Deli Melayu songket cloth products. Indicators of success, it is hoped that all participants can understand the material and be able to market products through Podcast digital media.
7. Training results will be reported in 2 stages. The first stage is a progress report which will report the progress of the program which has run 70 percent. The second stage is the final report which will report the results and outcomes that have been achieved during the program. Progress reports and final reports consist of activity reports and financial reports.

III. Result and Discussion

The community service program designed for KUB IR & IR - Kriya Melayu focuses on increasing members' abilities in digital marketing, especially through the use of podcasts. The training carried out at KUB IR & IR - Kriya Melayu was held at Percut Sei Tuan, Deli Serdang and covered various technical aspects, from how to create interesting podcast content to strategies for managing and promoting it effectively. By choosing podcasts as a marketing medium, participants are provided with a tool that is relatively easy to access yet highly effective in reaching a wide audience. Podcasts were chosen for their flexibility and growth potential, which is already predicted to experience a significant rise in popularity based on a Nielsen report.

During the training, participants learn how to design engaging podcast content as well as techniques for optimizing reach and impact. The training materials also include an introduction to digital analytics tools to monitor the effectiveness of their marketing campaigns. With this approach, participants are expected to not only understand the latest technology but also be able to apply it effectively to achieve maximum results. Apart from that, understanding of market trends and digital data analysis is also provided to support more informed decision making.



Fig. 1. Introduction to Podcasts for Service Partners

The results of implementing digital marketing programs show significant achievements in several key areas. First, there was a 30% increase in the sales volume of songket products after implementing podcasts as part of a marketing strategy. This shows the effectiveness of podcasts in expanding market reach and increasing consumer awareness about the products offered. This increase is a positive indicator that the new digital marketing approach has been well received by the target audience.

Apart from increasing sales, KUB IR & IR - Kriya Melayu members also experienced an increase in digital marketing skills. There was a 40% increase in members' skills in creating and managing podcast content, which was reflected in better and more engaging podcast production quality. Data analysis shows that the podcast produced is listened to more and responds positively by listeners compared to traditional marketing methods previously used.



Fig.2. Implementation of Songket Marketing Innovation Through Podcasts

Another improvement lies in market understanding and digital data analysis. KUB IR & IR - Kriya Melayu members are now more skilled in using analytical tools to understand market dynamics in real-time. With these capabilities, they can identify market trends, product availability and competition levels more effectively, which supports more strategic marketing decisions. This improvement in market understanding is essential to ensure that their songket products remain competitive and relevant in the market.

Overall, the results of this program show that combining digital marketing with a structured approach, such as podcasts, can have a significant impact on sales and marketing skills. This program was also successful in increasing engagement and interaction between KUB IR & IR - Kriya Melayu members and their audience. This success shows the huge potential of digitalization in supporting local businesses and provides a strong foundation for further development in the future.

IV. Conclusion

This community service program succeeded in improving the digital marketing skills of KUB IR & IR - Kriya Melayu members, especially in using podcasts as a promotional tool. As evidenced by the 30% increase in sales of songket products, the use of podcasts has had a significant impact in expanding market reach and increasing consumer awareness. In addition, the training provided deepens participants' understanding of digital marketing strategies, which has a positive impact on their marketing effectiveness. In the process of implementing the program, participants demonstrated increased skills in creating and managing quality podcasts, as well as in market data analysis. Program evaluation shows that the digital approach implemented is not only efficient in promotion but also useful in increasing product competitiveness. These results confirm that the integration of digital marketing, especially podcasts, can be an effective strategy for local businesses in facing modern market challenges.

REFERENCES

- [1] Liliweri A. Makna budaya dalam komunikasi antarbudaya. 2nd ed. Yogyakarta : Yogyakarta LKis; 2007.
- [2] Irwansyah I, Heldiansyah H. Penerapan Ornamen Melayu Deli pada Rancangan Desain Interior Masjid Pasujudan Jannatun Naim. PROPORSI : Jurnal Desain, Multimedia dan Industri Kreatif. 2021 Aug 7;6:103.
- [3] Ismail. Dekranasda Provinsi Sumatera Utara. 2019. Mengenal Songket dan Sejarahnya.
- [4] Lestari S, Riyanti MT. KAJIAN MOTIF TENUN SONGKET MELAYU SIAK TRADISIONAL KHAS RIAU. Jurnal Dimensi DKV Seni Rupa dan Desain. 2017 Mar 1;2(1):33–48.
- [5] Wijayanti R, Nurjannah H, Nurmasari ND. Peningkatan Kemampuan Kemitraan Usaha Tenung Songket Melayu Riau. BERDAYA EKONOMI: Jurnal Pengabdian Masyarakat [Internet]. 2023 May;1(2):75–82. Available from: <https://jurnal.stiekma.ac.id>
- [6] Negara IBKDS, Adi I ketut Y, Juniawan IN, Wijaya IKK. PMP Inovasi Pengemasan Produk Tenun Songket Dengan Teknologi Augmented Reality Bagi Kelompok Tenun Kembar Sari Kabupaten Jembrana. In: Prosiding Seminar Nasional Unimus. Semarang: Universitas Muhammadiyah Semarang; 2023. p. 1441–50.
- [7] Izzaturrohman NR, Suyanto AMA. Analisis Pengaruh Pemasaran Digital (digital Marketing) Terhadap Brand Awareness Pada E-commerce. eProceedings of Management. 2019;6(2).
- [8] Baltes LP. Content marketing-the fundamental tool of digital marketing. Bulletin of the Transilvania University of Brasov Series V: Economic Sciences. 2015;111–8.
- [9] Cantavalle S. Pixarprinting Blog. 2023 [cited 2024 Apr 8]. How to use podcasts in marketing. Available from: <https://www.pixartprinting.co.uk/blog/podcast-marketing/>
- [10] Luthfi A. Peran New Media Podcast Duobudjang di dalam Menyosialisasikan RUU Permusikan. [Jakarta]: Universitas Prof. DR. Moestopo Beragama; 2019.
- [11] Geoghegan MW, Klass D. Podcast Solutions. Berkeley, CA: Apress; 2007.
- [12] Veronica E, Oktafani F. THE EFFECT OF DIGITAL MARKETING PODCAST ON BRAND AWARENESS OF TEMAN TIDUR PODCAST. e-Proceeding of Management. 2021;8(1):242–9.
- [13] Sari R. Universitas Mahakarya Asia. 2023 [cited 2024 Apr 8]. Menggunakan Podcast untuk Membangun Otoritas dalam Digital Marketing. Available from: <https://blog.unmaha.ac.id/menggunakan-podcast-untuk-membangun-otoritas-dalam-digital-marketing>
- [14] Gupta A, Nimkar N. Role of Content Marketing and it's Potential on Lead Generation. Ann Trop Med Public Health. 2020;23(17).
- [15] Happonen A, Ghoreishi M. The Case of Fabric and Textile Industry: The Emerging Role of Digitalization, Internet-of-Things and Industry 4.0 for Circularity. In: Proceedings of Sixth International Congress on Information and Communication Technology. Singapore: Springer Link; 2021. p. 191–200.

- [16]Imarshan I. POPULARITAS PODCAST SEBAGAI PILIHAN SUMBER INFORMASI BAGI MASYARAKAT SEJAK PANDEMI COVID-19. *Perspektif Komunikasi: Jurnal Ilmu Komunikasi Politik dan Komunikasi Bisnis*. 2021;5(2):213–21.