

## Digital Marketing Strategy for Balinese Handicrafts Facing the Metaverse Era

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### ABSTRACT

The Internet has become a basic need for every individual. Especially now, the world is preparing for the metaverse era. Many segments that have experienced a shift in conventional activities have now switched to digital systems. This article aims to determine the digital marketing strategy for Balinese handicrafts in the new average era and whether the digital marketing strategy can increase sales of Balinese handicrafts in the new middle era after the pandemic Covid-19. In this study, the researcher used qualitative research with a phenomenological exploration approach using the sampling technique of snowball sampling and saturation. This study shows that perpetrators of MSMEs (Micro, Small and Medium Enterprises) in Bali have used digital marketing in marketing. The digital media used by these MSME actors are Facebook, Instagram, and WhatsApp. By utilizing the Facebook, Instagram, and WhatsApp applications as media for digital marketing strategies for handicrafts, MSME actors in Bali have increased sales of handicraft products, especially in the new normal era.

### Keywords:

*Digital Marketing*

*Handicrafts*

*Metaverse*

*New Normal*



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### INTRODUCTION

The Internet has become a basic need for every individual. Moreover, the Covid-19 pandemic started to shake Indonesia in March 2020. The rise in the Internet can be seen in education, where every student or student does online learning. Then the Work from the Home policy was carried out, and the most visible impact was the shift in methods. Shopping that was initially conventional has now shifted to an online shopping system. According to data obtained by APJII in November 2020, the increase in Internet usage in Indonesia in the second quarter reached 73.7%. Population or the equivalent of 196.3 million users. According to BPS, nearly 200 million users out of Indonesia's total population of 266.9 million. Of course, this number is too extraordinary when the Internet has become the basic need of Indonesian people (APJII, 2020; Achmad et al., 2020).

As a tourist area already famous for its natural beauty, culture, and customs, Bali has its tourist attraction, both domestic and foreign tourists. Based on data from the Bali provincial statistical agency for the last five years until before the Covid-19 pandemic, foreign tourist arrivals to Bali were 4,927,937 in 2015 to 6,275,210 visits in July 2019, while the appearance of domestic tourists to Bali increased from 7,147,100 in 2015 to 10,545,039 in 2019. The Covid-19 pandemic has devastated the tourism world. The spread of the Covid-19 virus requires the government to tighten community activities that impact the community's economy. This pandemic has indirectly resulted in many workers losing their jobs (Herliandry et al., 2020). This impact also directly results in businesses that are receptive to closing their businesses and slowing economic growth. Therefore, the government is trying to issue policies in the new normal era so that economic growth can bounce back, such as policies to always comply with health protocols and restrictions on large-scale community movements (Arianto, 2021; Muhyiddin, 2020).

The presence of micro, small and medium enterprises amid society play an essential role in supporting the national economy. The role of MSMEs is considered flexible because they can absorb much labor quickly regardless of educational background. In addition to MSMEs, they are considered to be able to improve the national economy. They can also reduce the unemployment rate in Indonesia (Mandasari, 2019; Barnawi, 2020). Several handicraft MSMEs include shoe craftsmen, bag artisans, and bamboo artisans in Bali. The MSME sector, especially artisans, must be friendly with technology in this normal era. Of course, in promoting goods or services, they began to use technology in marketing which is called digital marketing (McLaughlin & Stephens, 2019).

On the other hand, because of the restrictions set by the government to deal with this new normal era, all activities that create crowds or direct transactions between consumers and sellers must be minimized. With the limited movement of the community and continued to provide product services to potential consumers, one of the efforts made by economic actors engaged in this field is to utilize digital platforms that are already available. Digital marketing is considered the most effective in industry 4.0 today because it can attract consumers quickly and has a broad reach. Of course, this has a positive effect on economic agents. Digital marketing can include websites, search engine marketing, social media marketing, video marketing, and email marketing (Darma & Noviana, 2020).

It is also supported by previous research, namely Research by Febryantoro (2018), which says that digital marketing is a way that can help economic actors to be able to provide information directly to customers. Meanwhile, Romdonny's (2018) research found that digital media offers enormous benefits for marketing a product. This research is interesting because now, a completely digital lifestyle has changed human life that used to be entirely conventional and has become practical and easy to do, including marketing a product. Digital life is considered a result of technological developments that are following the needs of society in this era of 4.0.

The development of increasingly advanced technology requires the world to make a change in all aspects of the field. Recently, there has been an issue regarding the metaverse era that will color the virtual world. Conversation soared after Facebook founder Mark Zuckerberg changed the company's name to Meta and revealed his vision of building a virtual world called the Metaverse. Metaverse is a virtual world that brings together real-world experiences, not just apps. Presenting Metaverse, at least five technologies will be combined using augmented Reality through the metaverse application (Dhiyatmika et al., 2015; Sari et al., 2020).

Several studies have been carried out previously that say that digital marketing strategies can increase sales in this era of 4.0. Trulline (2021) conducted research that discussed the marketing of MSME products through social media and e-commerce. This research was conducted with a qualitative descriptive method. This study aims to determine how MSME actors can utilize digital marketing and e-commerce. The results of this study are that MSME actors have started to make friends with the digital world (social media) and e-commerce, such as GrabFood and GoFood, in marketing their products. MSMEs also recognize good use of social media to increase sales turnover (Rosita, 2020).

Research conducted by Febriantoro & Arisandi (2018) regarding the Utilization of Digital Marketing for Micro, Small, and Medium Enterprises in the Era of the Asean Economic Community. This research was conducted using a qualitative method and was carried out on MSMEs registered at the Market Community Empowerment Service - Cooperatives and City Small and Medium Enterprises. This study found that digital marketing makes it easier for MSME actors to communicate with potential consumers, widen market wings, and increase sales. Handika, Maradona & Dharma's (2018) research discusses the culinary business marketing strategy using influencers through Instagram. This research was conducted at The Night Market Café & Coworking Space with qualitative analysis. The research results are why conventional marketing strategies move to digital-based on technological advances. Now consumers are all involved in social media, especially Instagram. It is undoubtedly more profitable and can reduce costs in marketing. Coupled with the use of influencers in terms of marketing techniques, this will have a positive influence.

Hasanuddin's (2021) research discussed the Culinary Business Startup during the Covid-19 Pandemic. The method used in this research is observation and in-depth interviews. The results are that many pioneering culinary entrepreneurs use technology to market their products. The quality of a product can increase buying interest from potential consumers. Untari & Fajariana's (2018) research on marketing strategy through the @Subur\_Batik Instagram account shows that social media is a powerful tool for increasing sales. A month before using Instagram, sales at the productive batik company only sold 70 clothes with a profit of 10,000 pieces. Hence, the monthly profit was only 700.00. however, after using social media, there was an increase in sales. Were a month, sold up to 200 to 700 batik cloths.

Research conducted by Ramadhan (2017) regarding social media shows that Instagram has also become an excellent digital marketing medium. This digital consumer lifestyle is undoubtedly not only influenced by an individual's attitude but also influenced by norms and subjective perceptions of behavioral control affecting consumer participation used in performing a behavior. It is consistent with the theory of planned behavior initiated by Ajzen (1991). A business in this new normal situation is not something easy. Plus, the world has started to enter the metaverse era, a very extraordinary breed of existing technology. Currently, it is indispensable for marketing strategies with powerful moves to attract consumers' hearts. It is deemed necessary to study further how the digital marketing strategy for Balinese handicrafts in the metaverse era. In this case, it is not sure whether digital marketing will significantly influence the sale of handicraft

products in Bali and whether the perpetrators of handicraft MSMEs in Bali are ready to face the changing times in the metaverse era later. So, in this case, a deeper study is needed about the strategies that handicraft business people in Bali will carry out to face the metaverse world in the future.

## THEORETICAL FRAMEWORK

### A. Digital Marketing

Given today's marketing dynamics, many expect marketing 4.0 in this revolutionary era. Marketing 3.0 discusses the significant change from product-driven marketers who are customer-centered and ultimately human-centered marketing. The future of marketing will lie in creating products, services, and a corporate culture that embraces and reflects the company's values. Much has been found in Marketing 3.0, especially technological advancement. The technology we see and use today is nothing new. Technological advances have been around for several years now, and the overall impact of this convergence has profoundly affected marketing practices around the world. A new trend then emerged with the term "sharing" economy, "now" economy (Kotler, 2017; Al-Afifi et al., 2015).

Technology convergence will eventually lead to the intersection between digital and traditional marketing. In this era of technological advancement, everyone longs for touch. We are social beings, so we want to take advantage of advanced technologies backed by big data analytics, products become less personalized, and services become personalized. The key is to capitalize on this paradox in the digital economy, and a transition to a new marketing approach is needed. Therefore, marketing 4.0 emerged due to marketing 3.0 (Kotler, 2017).

The world has experienced a permanent change due to technological development in the last few decades. Mainly there are changes in marketing practices. Digital technology is integrated quickly and continuously so that marketing 4.0 is achieved (Vassileva, 2017). In marketing 4.0, marketing must adapt to the changing nature of the customer path in the digital economy. Marketing 4.0 is human-centered and aims to humanize brands with human-like attributes. Then proceed with exploring more detailed marketing content to create communication with customers. It also explains how marketers can apply marketing to get higher sales in the digital era. What is important here is that marketing 4.0 describes the deepening and expansion of human-centered marketing to cover every aspect (Kotler, 2017). Marketing is a development that continues to follow change rules, following the products and needs following the prevailing business paradigm (Saravankumar and Lakshmi, 2012).

This shift has completely changed our world as humans. Horizontal, inclusive, and social forces defeat vertical, exclusive, and individual strengths. It makes customers stronger, now, they feel challenged, and they are no longer afraid of big companies and big brands. Now they prefer to share stories of a good or bad product or about the brand. Communication between customers is more credible than existing advertising campaigns (Amri, 2020). Technological developments that have exceeded the limit have a significant influence on the production process and daily life and change the lifestyle of consumers. Marketing 1.0, 2.0, 3.0, and 4.0 have different characteristics, so in the end, the concept of marketing mix emerged (Başyazıcıoğlu & Karamuştafa, 2018).

The social environment has become a significant source of influence that can overtake external marketing communications and even personal preferences. Customers will be more likely to believe from the experience of their colleagues when deciding on a product they choose. Marketers need to embrace the shift towards a more horizontal, inclusive, and social business landscape. With the emergence of social media, geographic and demographic barriers are meaningless because they allow people to connect and communicate, and companies will be easier to innovate. Customers will become more horizontal. They will be warier of marketing that relies on factors including friends, family, followers, and many more (Salim, Rosdian, Marta, 2022). In the end, customers will buy more social products than ever before. Customers will pay more attention to their social circles (Kotler, 2017). Marketability 4.0 can make the marketing system stand out and keep pace with the market chaos, where customers are brought into the digital age to trigger customer interactions with products (Dewi, 2020).

In a business, marketing is the lifeblood for a company that can guarantee the success of a company. Marketing strategy is an essential thing in marketing a product and service. Of course, the marketing of products and services can be seen from the level of consumer satisfaction based on what we offer (Mashuri, 2019). Digital marketing is not meant to replace traditional marketing. On the other hand, traditional and digital marketing have to live side by side with a war that exchanges between customers. Traditional marketing plays a significant role in building awareness and interest in the early stages of interaction between companies and customers. When the interaction takes place and the customer demands to be closer to the company, digital marketing becomes even more critical. The most vital role of digital marketing is to take actions related to the latest technology. Since digital marketing is more responsible than traditional marketing, the focus is on getting results, while conventional marketing focuses on initiating customer interactions (Kotler, 2017).

In the current era of 4.0, the Internet has become a basic need for every individual. Moreover, the Covid-19 pandemic started to shake Indonesia in March 2020. The increase in the Internet can be seen in education, where every student or student does online learning. WFH has carried out, the shift in spending has now switched to an online shopping

system. From the data obtained by APJII in November 2020, there has been an increase in internet use in Indonesia in the second quarter, rising to 73.7% of the population or equivalent to 196.3 million users. According to BPS, almost penetrated 200 million users from Indonesia's population of 266.9 million. Of course, this number is so extraordinary that the Internet has become a basic need among the people of Indonesia (APJII, 2020). All current activities in digital-based predictions are no exception business. It is reflected in the increase in digital content, the increasing use of smartphones in accessing the Internet, the improvement in cellular data quality, and the launch of the 4G service network. Even now, 5G services have emerged. Of course, the development of digital technology will affect the world of marketing.

According to Suwanto (2017), this 4.0 technological revolution has changed the world view of marketing in recent years. It can be seen in communication between customers and providers, which was previously done using traditional methods, which have now shifted to the digital world (Afrilia, 2018). Currently, the era is all about using technology, starting from the emergence of the Internet, smartphones, and other digital media. Bali is one of the tourist destinations that domestic and foreign tourists highly target. One of the restaurants in Bali in the Kuta area has not utilized technology optimally even though it can affect profits and competition when using technology optimally. It was revealed by (Umami and Dharma, 2021).

One of the social media that consumers can use to shop is Facebook. Over the last two years, some retailers have allowed their customers to access a subset of products on the company's Facebook page. Social media Facebook can listen to what is being said by customers about a product and brand to attract customers' intention to shop (Saravanakumar and Lakshmi, 2012). Digital marketing has the goal that is to attracting customers to interact with brands through digital media. In digital marketing, sellers can interact directly with customers. Digital marketing costs can also be reduced compared to traditional marketing, and promotional advertising is planned quickly (Sriram et al., 2015). A study conducted by Darma & Noviana (2020) proved that digital marketing is highly effective in the industry 4.0 era. It can attract consumers quickly, and with a broader range, most consumers are now connected through the Internet. Businesses make digital marketing their first choice.

Many founders of new businesses currently use social media marketing because social media marketing is considered an important marketing channel. In the study, it was found that some internet citizens spend their time playing social media. Social media marketing networks include Facebook, Twitter, LinkedIn, and Google. Through Facebook, businesses can promote product and service events, conduct Facebook-guided promotions, and discover new opportunities (Rahman & Mutmainah, 2015).

## **B. Handicrafts**

Handicrafts can neutralize human life amid environmental pollution due to plastic waste, metal waste, and others that can cause global warming. Handicrafts made from natural materials can undoubtedly reduce the incidence of environmental pollution and can also become a profitable business in the domestic and international markets. Handicrafts can be interpreted as a craft that can produce a unique piece of furniture with a high selling value (Hidayat, 2015).

Handicraft is a product made by human hand skills that can produce a unique, beautiful, and ready-to-use product. Handicrafts themselves must be preserved at this time because they can provide a high selling price (Rosidah, 2018). Creating a product, especially a handicraft product, requires extensive creativity and innovation in its development; increased creativity and innovation cause selling prices to soar and create a creative economy (Humaira et al., 2019). One example of a form of handicraft is woven now. Weaving is a way to make a pattern of shapes by crossing, overlapping, or putting caterpillars that can be made from bamboo, wood, or rattan according to their function and use (Mahzuni et al., 2017).

## **C. New Normal**

Currently, the world is shocked by an incident beyond human control that makes the whole community restless and takes many lives. This virus is known as the Coronavirus (Covid-19), which began to attack in December 2019. The first area being struck was China, Wuhan. The emergence of the Coronavirus is undoubtedly a global public concern; on January 30, WHO determined that the Covid-19 pandemic is an emergency condition of international concern (Putri, 2020). There are additional cases of Covid-19 every day, and the addition takes place very quickly and has involved countries. So far, as of March 25, 2020, a total of 414,179 confirmed cases had been reported, with 18,440 deaths (CFR 4.4%), of which patients were reported in 192 countries/regions. Several health workers were infected (Kemenkes RI, 2020). The Covid-19 outbreak has changed people's economic, religious, social, and educational lives (Nudin and Anhusadar, 2020). According to (WHO, 2020), for the first time, a confirmed Covid-19 patient in Indonesia left after an event in Jakarta where the patient came into contact with a foreign national (WNA) of Japan living in Malaysia. After the session, the patient complained of fever, cough, and difficulty breathing. News about this pandemic has a different story in each country. It all depends on the policies implemented in each country (Herliandy et al., 2020).

The Covid-19 pandemic has also disrupted the smooth export-import process in the world. As we know that China is a country that has exported goods, and Indonesia is a country that imports. Due to the emergence of this virus, the movement of exports and imports is hampered and produces negative results. The export-import sector was affected, but the taxation sector was also affected, and tax revenues decreased. It is due to the decline in the trade sector because the trade sector usually makes an enormous contribution to tax revenue, which is a severe problem (Nasution et al., 2020).

The government has imposed a new life behavior or what is known as *new normal* to break the spread of Covid-19. The government has called for this new normal in various ways, such as through social media, because at this time, the presence of social media is significant in people's lives. One of the Indonesian government's policies to combat the Covid-19 virus is to promote measures to socialize the community. This step is intended to break the chain of transmission of the Covid-19 pandemic as it requires people to keep a safe distance of at least 2 meters from others, not come into direct contact with others, and avoid large gatherings. (Princess, 2020). With the emergence of the Covid-19 pandemic, the Indonesian government issued policies that are expected to break the chain of development of the Covid-19 virus, reducing the number of Covid-19 incidents, such as doing work either studying or working from home. In Indonesia, implementing the PSBB system is different from other countries that implement a lockdown expected to help grow the community's economic crisis (Sayuti and Hidayati, 2020). The PSBB method in Indonesia is expected to make the economy wake up again but can reduce the number of exCovid-19 (Muhyidin, 2020).

The government has issued new life rules where these rules have been promoted through all existing digital media. This education about the new normal policy is aimed at the entire community to gain information about its implementation every day, especially outside the home. Normality is a term that refers to the business economy, which is skyrocketing in 2020 due to the Covid-19 pandemic. The new normal situation is a way that is done at this time, which was previously considered abnormal. So that people are encouraged to be able to follow the new life rules that are being implemented. The new normal era is a challenge for business people to maintain their business, especially SMEs (Fahriyah and Yoseph, 2020).

#### D. Metaverse

Metaverse has become a hot issue after Facebook owner Mark Zuckerberg changed the name Facebook to Meta. Zuckerberg provides a metaverse projection that users can enter and not just look at from the screen. The technology used will also lead to the development of a combination of Virtual Reality and other technologies. The term "Metaverse" was first mentioned by Neal Stephenson in the science-fiction novel "Snow Crash" in 1992. In the novel, it is concluded with a person who uses his digital avatar to explore a virtual world. The Metaverse technology designed will lead us to the technological sophistication of the future, where people can interact, work, play, and even play, watch concerts. The media used are not only laptops, smartphones, or televisions that we can access with augmented reality glasses, virtual reality headsets, and others.

Metaverse will later give a new color to the world, especially the digital world. Through the world of Metaverse, Meta (or its last name, Facebook) will distribute digital collectibles and collectibles in a non-fungible token (NFT) type that is likely to run on Ethereum (ETH). For example, collectible NFT assets can be turned into 3D avatars that their owners can take to any web space to perform activities such as work, play, exercise, or simply interact with other users. By combining blockchain technology and NFT cryptography, this Metaverse will likely work well and succeed (Anhari 2021). In the metaverse era, Augmented Reality (AR) technology can be applied to support everything to make it more exciting and interactive. Technology development is becoming faster in all fields and has become an interesting study. AR is a technology in information technology that makes 2D or 3D objects developed with computer applications able to enter the natural environment according to the surrounding conditions in real-time. The Metaverse certainly brings up something that society, in general, has never thought about. It will be realized if every level of society is equipped with an excellent digital knowledge base and understands current technological developments. AR technology is a variation of Virtual Reality (VR). The difference between VR and AR can be seen wherein AR Additional applications in the real world allow users to see and feel the natural environment when the user is only in a virtual object view (Sholeh et al., 2021).

In the upcoming metaverse era, Augmented Reality only adds or complements Reality. Augmented Reality will later combine real objects and virtual objects that exist. These virtual objects only add, not replace, real objects. We can see that the purpose of Augmented Reality is to bring virtual (virtual) objects to simplify real objects so that information is not only direct to direct users. Any user is not directly tied to the U.I. of a real object, such as a live video (Dhyatmika et al., 2015). The application used to perform online activities in real-time based on AR is Metaverse. This AR application with Metaverse can be downloaded for free and accessed via <http://studio.gometa.io/landing> (Sari et al., 2020).

## RESEARCH METHOD

This research aims to explore more deeply how the handicraft MSME business actors in Bali use digital technology in promoting their products. In addition, they aimed to find out the strategies that have been prepared by the handicraft MSME actors in Bali in facing the world in the next Metaverse. In this study, the researcher uses qualitative research with a phenomenological exploration approach because the qualitative method is more based on a phenomenological nature that requires an appreciation in conducting the research. Qualitative research is based on honest thoughts from a researcher regarding an object's condition, and in this qualitative research, the researcher acts as a research instrument (Pratiwi, 2017). Qualitative research focuses on one object of research because the goal is to explore the object of research studied intensely.

This research was conducted in MSMEs engaged in bamboo handicrafts in Bali. Informants in this study were taken based on two sampling techniques, namely the snowball sampling technique and the saturation sampling technique. The data source for this study was obtained from primary and secondary data. Primary data was collected directly from the researchers during their field trips through interviews and observations with informants (Bandur, 2016). Direct interviews were conducted with the MSME owners who were selected as informants. Secondary data is sourced from scientific journal literature, books, and the Internet. It is retrieved by taking part or data reported and documents from the sales of each MSME.

The data obtained based on the results of interviews, observations, and documentation in this study will then be analyzed based on the proper selection to explain the problem following the objectives of this study. In qualitative research, there is a stage called the verification stage for the validity of the data. Data verification means that the researcher retests the data accuracy that has been obtained by listening to the interviews conducted with the informants. In addition, it then being matched with the interview results that the researchers have written. In this study, the data verification test used triangulation. Triangulation checks data accuracy from various sources, time, and data collection techniques (Afrilia, 2018).

## RESULT AND DISCUSSION

Currently, marketing is the most important thing for a business where business actors are required to be friendly with technology. One of the businesses that must be friendly with technology is MSMEs in bamboo handicrafts. In the current new normal era, MSMEs are the main focus. Some MSMEs can have experienced an increase in sales turnover in the current normal era because it is marked by the opening of several activities in the country but still with strict health protocols. MSME actors must be able to adapt to digital platforms as a more effective way of marketing communication without leaving existing traditional markets (Rulandri et al., 2020). Following research conducted by (Silvatika, 2020), the unemployment rate was high during this new normal era. The economy was not stable, ere MSMEs were forced to be able to shift in behavior and economic activity so that SMEs could survive in this new normal era. From the data found in the field, it was found that MSME actors engaged in handicrafts have now moved to use technology to market the products they produce and have started to leave the conventional way.

Most of these handicraft MSMEs use digital marketing, a type of social media, to market their products to increase sales in this new normal era. As research conducted by Afrilia (2018) said, this can be seen in communication between customers and providers, which was previously done using traditional methods, which have now shifted to the digital world. For SMEs and handicrafts in Bali, digital marketing can help them run their businesses. This statement is in line with research conducted by Darma & Noviana (2020, which says that digital marketing is considered very effective in Industry 4.0 era as it can attract consumers from all over the world with a faster and broader scope. Since most consumers are now connected through the Internet, businesses make digital marketing their first choice.

In the upcoming metaverse era, Augmented Reality only adds or complements Reality. Augmented Reality will later combine real objects and virtual objects that exist. These virtual objects only add, not replace, real objects. We can see that the purpose of Augmented Reality is to bring virtual (virtual) objects to simplify real objects so that information is not only direct to direct users. Any user is not directly tied to a real object, such as a live video (Dhyatmika et al., 2015). The application used to perform online activities in real-time based on AR is Metaverse. This AR application with Metaverse can be downloaded for free and accessed via <http://studio.gometa.io/landing> (Sari et al., 2020).

Nowadays, many business startups are using social media because social media marketing is considered an important marketing channel. In the study, it was found that some Internet users spend time playing on social networks. Social media marketing networks include Facebook, Twitter, LinkedIn, and Google. Through Facebook, businesses can promote events about products and services, run promotions guided by Facebook, and discover new opportunities (Sriram et al., 2015). In the data in the field, it was found that the perpetrators of this bamboo craft MSME utilize digital marketing types of social media to do marketing. Social media is an online-based media that helps interaction between individuals and one another. Social media can help to market a product where everyone can make an exciting video, edit a sound and publish the product they make. Where this social media has a comprehensive and very flexible scope, the marketing carried out does not require a large enough cost and is more effective. The emergence of social media can undoubtedly

increase a person's activity, from looking for friends on social media to doing online marketing (Suryani, 2014). In this study, MSMEs use types of social media such as Instagram, Facebook, and WhatsApp to market their products. Facebook is a social networking service and website launched in February 2004 and operated and owned by Facebook, Inc. Facebook was founded by Mark Zuckerberg (Ziveria, 2017).

Facebook is the most widely used type of social media to market a product because of its broad scope (Yasya et al., 2019). Because of this, Facebook is an essential tool for online sales and has a huge impact. As from the MSME business, this bamboo handicraft said that the most frequent orders came from Facebook when they first opened their business. Their sales have increased since using social media. Facebook, which before had not used any type of social media but is now using Facebook, its sales have increased drastically. Instagram is another social media used by these MSME actors to increase their sales. Facebook is a network, and social media wherein users must have an account and password to operate this social media. They represented the individual as a social network member with the account marker and password. This digital marketing strategy using Facebook is for them a means of product promotion so that the results obtained in the form of downloads, customer interaction, and content creation can be completed efficiently. Facebook's marketing strategy is beneficial in increasing the number of customers and subscribers. MSME actors also form new relationships as marketers to expand their network. It is, of course, achieved by adequately using Facebook as a means of advertising. Facebook can reach consumers widely and help MSMEs in marketing as research conducted by (Marta, 2015) states that efficient and effective advertising with technological developments in Bali uses Facebook. Facebook is selected Many based on available data. Facebook Can display an image of an object and its location. In addition, it can also load Facebook to check the status of receiving comments directly from the general public. Likewise, promoting its marketing is well operated, consistent, and widespread.

The following social media that is often used is Instagram. Now Instagram social media is widely used, especially by young people. Bamboo handicraft business owners use the fast development of the Internet for marketing their products through the Internet. These MSME owners have developed digital marketing strategies, one of which is by using Instagram as a medium for marketing their products. Instagram is a social media application, a social network based on Android for smartphones can also be used on iOS for iPhones, and Instagram is generally used to share photos and videos. Like other social media, Instagram gets many friends with a system of followers and followers. The most crucial feature is that Instagram has Filter tools already popular with all social media users who can add filters, Virtual filters that can be set to Tag photos. The reason users use this filter is that it is trendy. The Instagram media has various features that support the product promotion process, including uploading photos and videos, Insight, Instagram stories/stories, live broadcasts, captions, comments, hashtags, likes, direct messages (DM), geotagging, explore (Mufiddah, 2019). In utilizing the Instagram feature, MSME owners only use some of the available features, such as uploading photos and stories, most often. These MSME actors said that with the use of Instagram, many requests came in in large numbers. According to them, Instagram is a social media that can be used as a practical means of buying and selling online. Small and medium enterprises (SMEs) have begun to design their social media to attract customers and create a feed with a single theme to make it more attractive, and MSME actors have started using the hashtags used to upload images so that they can easily find other subscribers and start implementing a regular and severe schedule from the posts they make. The product logo is essential to promote and carry out buying and selling activities on social media, especially Instagram because it shows its identity as an MSME and its branding. On the logo or brand that will be introduced to consumers. The logo itself is crucial for a business, i.e., something that describes its service business and the vision and mission of the business. Let consumers understand and know what we sell and understand the logo's message we made. A marketing strategy for brand logos can be helpful for the handicraft MSME stakeholder community in Bali. While MSME actors have many relationships with customers and vision and mission achieved and organized, online communication platform MSME players can expand their market share, said one of the MSME handicraft players in Susut Bangli.

Using social media as digital marketing in business processes can save money, time, and effort. From various surveys conducted, the results show that people feel more comfortable and safer when shopping online through various sales applications during the Covid-19 pandemic—establishing a small home-based business, marketing products using social media commonly used by the community, such as the WhatsApp application. The sales process via WhatsApp has increased sales. WhatsApp is one of the most active social media; that Indonesian people use, with a penetration rate of 83%. Height WhatsApp users in Indonesia are a positive signal for the startup community in implementing the PSBB policy due to the Covid-19 pandemic. WhatsApp is an alternative to digital online marketing platforms (Andamisari, 2021). WhatsApp opportunities such as internet-based digital marketing and information technology can be used to expand and improve marketing functions. Handicraft SMEs have proved it in Bali. The various benefits obtained from the WhatsApp application and the various features available make many MSMEs in Bali, especially MSMEs with Balinese handicrafts, use the WhatsApp application to communicate with family, relatives, or friends for business. Micro, small and medium enterprises such as those run by MSME actors in the Bangli, Denpasar, and Gianyar areas certainly have a minimal budget to advertise as a whole and their products, so WhatsApp is seen as a digital marketing opportunity for marketing the products of the business at home during the pandemic.

Facebook, Instagram, and WhatsApp are the three social media most frequently used by Bali handicraft SMEs to promote digitally. They admit that using these two applications, especially during the current normal era, helps their sales. They had felt this before the pandemic appeared. At first, they did not use digital marketing, then tried to shift with the times and felt more significant market share. However, in 2019 Covid-19 began to emerge. That was the lowest point of their sales. Even though they had used digital marketing in their sales, the economic condition was slumping at that time. These MSMEs revealed that sales in the pandemic era yesterday had dropped, but now the situation has changed. New normal so that the level of the economy has gradually recovered. Digital-based advertising tools will indeed never be separated from the Internet. Digital marketing using the Internet is beneficial for business people to promote exposure to active customers. Actively seek information about products and services. Therefore, digital marketing has a significant role in various promotional efforts for a brand or brand using digital media to track its development. Digital Marketing is now an overall strategy used by most marketers globally. Social networks are currently considered very important for promoting business, considering that having a high number of social network users significantly affects consumer consumption patterns (Buchari & Nurcahya, 2021).

Through WhatsApp, Instagram, and Facebook, handicraft SMEs in Bali can also increase the number of product sales and increase the business they run. It is evidenced by interviews with several MSME actors in Bali who stated that using digital marketing is also an effortless way to reach customers. Potency the increase in sales can be much more significant. One of the perpetrators of MSME handicrafts in Bali conveyed the following statement.

*“For marketing, I only use social media such as Instagram, Facebook, and WhatsApp. Of course, without us realizing it, digital media is instrumental in helping the economy of MSME actors like me” (Mr. Wayan, a Bangli Bali handicraft MSME actor, personal interview).*

Product sales can be comprehensive using this digital marketing. Furthermore, according to the interview results by a handicraft MSME actor located in Denpasar, this will affect the delivery of these products.

*“For delivery, I use the Maulagi system application, so there is an option to send and pay on the spot. So, I just use this application to make it easier for my resellers, especially in rural areas. So that is what he paid. He came and paid the courier. After all, this is JNT, so the money went into our account. When it is done, the receipt comes out later from the receipt JNT is input, so JNT cannot lie to our customers asking for more money. Later from JNT, it will be deposited into his office, so later the office will transfer it to my account” (Mrs. Kadek, MSME craftsman in Denpasar Bali, personal interview).*

WhatsApp also makes these bamboo handicraft SMEs familiar with their customers. Customers can communicate effectively with business actors through chat. Therefore, these bamboo craft SMEs use this chat application to improve customer service. Customers and prospects can order directly and quickly. The strategy of these UMIKM actors also uses the Facebook and Instagram applications specifically for the world of advertising to promote their products. Besides that, these MSME actors use endorsement services to promote their products, as mentioned by one of the MSMEs handicrafts located in Gianyar.

*“On the other hand, my strategy is to increase product sales in the current new normal era. Apart from using F.B. Ads and Instagram Ads, we use a program for endorsements. Now I rarely use F.B. Ads and Instagram Ads because it's already known to be the first every month I use it, so it is a million more a month because it is not known yet. Yes, I think the money is gone. Now that I have used the program, some work, and some don't. With me, I use Instagram reels. Reels are like your TikTok. People want to watch videos, not photos. Crazy reels are great. For a month's celebgram, we have a budget for that. Just like F.B. and Instagram Ads. There are at least two celebgrams a month, right? You have to be brave, right? (Ms. Sari, a small and medium-sized handicraft business in Gianyar Bali, personal interview)*

The businesses run by most people in Bali are generally in the form of handicrafts made of bamboo because, in Bali, there are various kinds of religious ceremonies. These products are indispensable as facilities and infrastructure for prayer, especially for women. These MSME actors usually use WhatsApp status as a digital marketing medium. This feature is helpful because WhatsApp Status allows businesses to see how many users viewed or opened WhatsApp Status as potential customers. When perfecting the products offered officially using WhatsApp, WhatsApp statuses can be designed as creatively as possible, inspiring potential customers. All companies need to change their profile picture and WhatsApp status to attract customers' attention. So that anyone whom contacts can find out the latest products. It is similar to the statement said by a Balinese handicraft MSME actor in the Gianyar area where he said that with this digital marketing, his business was greatly helped significantly during the current new normal era rather than still opening a shop, it is not sure whether anyone will come or not.



*“The benefits of marketing through social media are enormous for me, so it is constructive, especially in the current situation. For example, we do not open a shop, so our business is widespread, and many people know that so many orders are entering the new normal” (Mrs. Agung Dewi, a small and medium-sized handicraft business in Gianyar Bali, personal interview).*

Digital marketing using social media is a marketing process carried out by third parties, namely social media-based websites. Many social media accounts can be used to market or promote a product or service. Social media accounts are commonly used for promotions, such as Twitter, Facebook, and Instagram. Companies or brands can carry out structured and targeted promotions. Thanks to this medium, anyone can do social media marketing. As long as they have a social media account, they can do goal-oriented marketing (Wijoyo et al., 2020). Talking about social networks, of course, cannot be separated from the content creation they contain. When creating content for social networks, one thing that can be done is organic and engaging content for readers to share. In addition to getting organic traffic, users can also pay through the paid advertising features that have been provided (Siska & Prapto, 2021).

The development of information technology is accelerating very rapidly. Various large and small companies take advantage of this development to manage their business. The number of competitors is a factor that needs to be considered for entrepreneurs to enter a very tight competition. Appropriate marketing and communication strategies are used to reach the target market so that sales and profits always increase. With digital marketing, communication and transactions can be done anytime/in real-time and globally. With the increasing number of chat-based social network users day by day, this opens the door for SMEs to develop their market with just a smartphone.

On the other hand, the evolution of technology makes conditions more dynamic. It forces companies to keep up with existing advances if they do not want to be left behind or compete with similar companies. Competitor's commercial. The economic principles limits that someone always wants a profit of as much and always increases without incurring operational costs. So, in the current digital era, many businesses developing in the community are starting to use digital media for marketing their business products, especially using online media such as interactive mass media compared to conventional means (Asse, 2018). Moreover, a new digital world will appear, known as the metaverse era.

Based on interviews that have been conducted with several informants, it was found that some informants are ready to follow the changing times in the Metaverse later and market their products in a virtual world based on Augmented Reality.

*“Hahaha, the metaverse era, to be honest, I have not thought about it at that time, but like it or not, we have to be prepared for the changing times rather than out of date” (Interview with Mr. Wayan Ardana, an MSME craftsman in Bangli Bali).*

*“Metaverse era huh? Yes, like it or not, we have to follow if there are more enthusiasts in that era with a wider reach, so we have to follow” (Interview with Ms. Kadek, a small and medium-sized handicraft business in Denpasar Bali).*

The world of the Metaverse is now a hot topic for many people. After Mark Zuckerberg announced that Facebook's parent company was turning into Meta, it was clear his goal was to pursue the great opportunity of the Metaverse aggressively. In the era of information technology that is multiplying as it enters the metaverse era, Augmented Reality (AR) application in various fields is an alternative form. Artificial Intelligence is a computer technology that has human-like intelligence. The world of the Metaverse requires this to imitate human cognitive functions. AR is a technology in information technology that combines 2D or 3D objects developed with computer applications in a real environment similar to the Reality around the user in real-time. AR technology is a variation of Virtual Reality (VR). Unlike VR, AR only adds applications or complements them in natural environments with 3D. AR allows users to use applications to see the natural environment using a virtual object display (Sholeh et al., 2021).

In its application, Metaverse requires several technologies that support its performance. The technology needed first is Virtual Reality (VR). This technology can bring someone into the digital world. The user can interact with the environment in a computer-simulated virtual world. Through VR, Metaverse users will be able to witness the visual aspects of the Metaverse that are close to Reality.

Next, Augmented Reality (AR) simulates artificial objects in a natural environment. AR will complement VR, which brings audio and sensory features. It allows Metaverse users to interact directly. In addition, AR requires a camera and monitor device or HMD so that additional virtual objects can run in real-time. Third, Artificial Intelligence is a technology that can connect every device. One can automate all devices without having to be on site. It provides convenience for the government and industrial sectors. Artificial Intelligence is a computer technology that has human-like intelligence. The world of the Metaverse requires this to imitate human cognitive functions. Fourth, namely digital currency, in the future in the Metaverse, there will be financial transactions that require digital currency as a means of

financial transactions. Metaverse will use cryptocurrencies to buy and sell payments and investment vehicles. Finally, an internet connection is certainly needed to support Metaverse for its operation. Therefore, implementing Metaverse requires a fast internet connection. Now, the world is also preparing a 5G network to help Metaverse in the future.

This study shows that the handicraft MSME actors in Bali have utilized digital technology in marketing their products. Later, with increasingly developing technology, the product marketing process will become easier and can cover a broader target market. One example of the development of digital marketing is the product presentation process in the form of NFT (Non-Fungible Token), where entrepreneurs can promote or sell their art products through social media platforms.

One example of technological developments that occur today and in the future is product sales presentations, which tend not to require physical interaction. Everything can be done in different spaces, but the results of information and transactions can be obtained simultaneously. The above is a small example that is currently happening based on this small example. With the continued development of technology, one of which is metaverse technology, the communication, presentation, or product sales process will increase even more, and everything becomes more manageable and cost-effective. Product quality can be directly monitored—considered by consumers. Furthermore, there will be changes in the business model in the metaverse era later, where MSME actors will always follow these changes.

Table 1. Application of *digital marketing*

Kode Informan	Asal Informan	Jenis Aplikasi
Information I	Gianyar	Facebook, WhatsApp, Instagram
Information II	Denpasar	Facebook, WhatsApp, Instagram
Information III	Bangli	WhatsApp, Instagram
Information IV	Denpasar	Facebook, WhatsApp, Instagram
Information V	Bangli	Facebook, WhatsApp, Instagram

Source: Results of research interviews

## CONCLUSION

The use of social media is an effective means of accessing digital marketing for business people to increase sales, especially MSMEs in Balinese handicrafts. During the current new normal after pandemic covid-19 and the emergence of PSBB policies in various Indonesia regions, all community activities, including business operations. Choosing the right social media for MSME business actors, such as MSMEs handicraft in Bali, requires separate considerations. Business people. Facebook, Instagram, and WhatsApp are the choice social media platforms globally and alternative platforms that Balinese MSME handicraft players can use as digital marketing media. Given the increasingly sophisticated technological developments currently, the hottest discussion is about the Metaverse, which many people are competing to be able to create. It is a sales increase during the new normal time from the research that has been done, especially with the existence of this Metaverse. It will be able to develop further the opportunities for these Balinese handicraft MSMEs to promote their products more intensely to the outside world and, of course, increase sales. Digital marketing currently plays an essential role in marketing and selling a product. Of course, this will increase even more if the perpetrators of this craft can enter a new world, namely the world of the Metaverse. This research is expected to be a reference for further research to understand digital marketing strategies in facing the demands of the upcoming metaverse era, especially in the arts such as handicrafts. The next researcher can continue this research to conduct research again when the metaverse world occurs. A conclusion is obtained that the sales process through the digital world will provide increased sales, which can happen when the metaverse era has been legally applied.

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