



The Effect of Local Wisdom-Based Marketing, Online Community, and Product Visualization on Brand Awareness in Batok Handicraft MSMEs in Blitar

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ABSTRACT

This study aims to examine the influence of Local Wisdom-Based Marketing, Online Community, and Product Visualization on Brand Awareness of Coconut Shell Craft MSMEs in Blitar. In the midst of increasingly competitive market dynamics, building strong brand awareness is important for the sustainability of small businesses. A quantitative approach was used with data collected through questionnaires distributed to 150 respondents who are actors in the coconut shell handicraft sector. The results of multiple linear regression analysis showed that all three independent variables- Local Wisdom-Based Marketing, Online Community, and Product Visualization a significant positive effect on Brand Awareness. The F test results show that these variables simultaneously affect brand awareness with a significance value of 0.000. The coefficient of determination (R^2) value is 0.610, indicating that 61% of the variation in brand awareness is explained by the three independent variables, while the remaining 39% is influenced by other factors not included in the model. The findings highlight the importance of integrating local cultural values, fostering online community engagement, and presenting visually appealing products to increase brand visibility and recognition among consumers

INTRODUCTION

MSMEs (Micro, Small, and Medium Enterprises) are one of the main pillars in Indonesia's economic development. Based on data from the Ministry of Cooperatives and SMEs (2022), MSMEs contribute more than 60% to the national Gross Domestic Product (GDP) and absorb around 97% of the workforce. Moreover, MSMEs also play an important role in cultural preservation and strengthening local identity, especially through products that carry local wisdom values. According to Sutarto (2010), local wisdom is a value system that grows and develops in a society and can be utilized to strengthen culture-based marketing strategies. This is in line with Hendro's (2018) view, which states that a marketing strategy that uses a local wisdom approach will provide a competitive advantage, especially for MSMEs that want to highlight regional identity. This approach provides added value to the product while creating an emotional closeness between the product and the consumer. Mulyanti et al (2020) emphasized that marketing based on local cultural values can increase product differentiation and strengthen the position of MSMEs in national and global markets. In this context, local wisdom-based marketing strategies not only shape authentic product identity but also become an important foundation in building sustainable marketing. One concrete example of applying cultural values in the business world can be found in the batok handicraft MSMEs in Blitar. These MSMEs process coconut shell waste into craft products that have high aesthetic value. The uniqueness of the basic materials used not only reflects the creativity of the local community but also illustrates concern for the principle of environmental sustainability. These batok handicraft products indirectly represent the values of local wisdom that grow and develop in the Blitar community.

Despite having unique cultural and product potential, MSMEs such as shell crafts in Blitar still face challenges in building strong brand awareness among consumers, especially in the wider market. Brand awareness is one of the important components in building brand equity, which directly affects consumer purchasing decisions. According to Aaker (2012), brand awareness is the ability of consumers to recognize or remember a brand under certain conditions, which is the first step in forming brand loyalty and preference. Brand Awareness is one of the main triggers so that MSME products remain in demand and create a positive impression, so that consumers are more trusting and loyal to these products (Rahayu, 2018). In the context of MSMEs, the low ability to create brand exposure consistently makes it difficult for their products to compete with products from large companies that have stronger marketing resources. Research by Inayati & Wahyuni (2017) shows that MSMEs that have high brand awareness tend to be more trusted by consumers and have a greater opportunity to increase sales volume. Therefore, an appropriate marketing communication strategy is needed, especially one that is able to highlight the uniqueness of the product and the values contained therein. When MSMEs are able to effectively communicate their brand identity, the opportunity to create awareness and interest in the minds of consumers will increase significantly.

The presence of digital media opens a new space for MSMEs to expand their reach and build closer relationships with consumers. Along with the

development of digital technology, online communities have also become a very powerful tool in supporting MSME marketing strategies. These communities not only enable more intense two-way interactions but also build relationships based on shared values, create active consumer engagement, and strengthen brand loyalty. Digital communities allow businesses to interact directly with consumers, get real-time feedback, and build deeper emotional connections between brands and customers. According to Muniz and O'Guinn (2001), a brand community is a social group formed on the basis of loyalty to a brand, which has great potential in creating non-economic added value, such as emotional bonds and trust. For MSMEs such as shell crafts in Blitar, active involvement in online communities, both through social media, ethnic product forums, and digital marketplaces, can be an important channel to expand market reach and increase brand engagement. Research by Ramadhani et al (2024) confirms that the utilization of digital communities such as discussion forums and social media groups allows MSMEs to interact directly with consumers. These interactions not only strengthen brand awareness but also build emotional connections and trust, which encourages effective word of mouth. Furthermore, online communities not only serve as a space to discuss and share experiences, but also as a medium to instill local cultural values and distinctive product narratives

In addition to local wisdom and online communities, product visualization plays an important role in attracting consumer attention and shaping positive brand perceptions. In today's highly visual digital era, consumers tend to be more interested in products that are presented aesthetically and communicatively through images and videos. According to Kotler and Armstrong (2010), visual elements such as packaging design, product display, and digital aesthetics are part of a promotional strategy that can influence consumer perceptions and preferences. This is increasingly relevant for MSMEs such as shell craftsmen in Blitar, which have unique shapes and distinctive natural materials, so they have great potential to be presented visually to highlight the beauty and uniqueness of their products. Attractive product visualization on social media is proven to be able to improve quality perceptions and strengthen brand awareness, especially among young consumers who are very responsive to visual content. Research by Fakhruddin Alwan (2023) on PT MojadiApp shows that the implementation of visual storytelling strategies on Instagram significantly increases brand awareness by 19.75%. Consistently designed visual content, using brand guidelines such as colors, logos, fonts, and characters, not only attracts audience attention but also creates an emotional connection between brands and consumers. The survey results in the study also showed that the majority of respondents rated MojadiApp's visual content as quality, effective in creating brand associations, and influencing purchase intention, thus making the product more preferred over competitors. In addition, a literature review by Sabna Sabilla et al. (2024) confirmed that strong, attractive, and informative visual branding has an important role in increasing brand awareness on social media platforms. The consistency and uniqueness of visual branding is proven to significantly increase brand recall and recognition among social media users. The use of relevant visual elements such as images and

videos, as well as a consistent visual narrative, can increase engagement and strengthen brand image. The research also highlights the importance of adapting to visual trends and dynamic audience preferences to keep visual branding strategies effective amidst intense competition.

Given the important role of local wisdom, involvement in online communities, and product visualization in shaping brand awareness, this study is relevant to conduct in order to gain a deeper understanding of how these three factors influence each other and contribute to increasing brand awareness in shell craft MSMEs in Blitar. Understanding the relationship between these variables is expected to make a theoretical contribution to the development of marketing science, especially in the context of local culture-based MSMEs. In addition, the results of this study are also expected to be a practical reference for MSME players in designing marketing strategies that are not only relevant and sustainable but also firmly rooted in local identity. These three factors are believed to be able to strengthen the identity and competitiveness of MSMEs in the midst of increasingly competitive market competition, while providing added value through the preservation of local culture and the use of digital technology. Thus, this research is expected to provide a strategic basis for MSME actors, local governments, and other related parties in designing more innovative and sustainable MSME development programs. Furthermore, this research is also an initial step to encourage MSMEs to adapt to the dynamics of digital development without abandoning the cultural values that are their main strength.

LITERATURE REVIEW

Marketing Based on Local Wisdom

Local wisdom-based marketing is a strategy that utilizes the cultural values, traditions, and customs of local communities as a basis for differentiating products in the market. Local wisdom in this context can include the use of natural ingredients, traditional designs, and cultural stories contained in each product. This strategy has great potential in building a strong and authentic brand identity. Paramita et al. (2022) emphasized the importance of developing local wisdom-based MSME products as an effort to increase community income through innovation and digital marketing. This is in line with Nugroho et al. (2020), who stated that local wisdom-based marketing strategies in MSME development can create unique and high-value products and strengthen brand awareness through a sustainable approach. For batok craft MSMEs, local wisdom reflected in the manufacturing process and product design can be a major attraction, especially for consumers who value sustainability and local cultural values. According to Aaker (2012), one of the important elements in building brand equity is brand awareness, which will increase if a brand has a unique identity and is easily recognized by consumers. In line with this view, Kotler and Keller (2016) argue that local marketing plays an important role in shaping a distinctive and memorable brand identity. This is because the local approach is able to reach the emotional aspects and cultural identity of consumers more deeply. Furthermore, a local wisdom-based marketing strategy is also seen as a sustainable practice because it promotes and empowers local potential in a

productive and sustainable manner. The indicators used to conduct local wisdom-based marketing are as follows:

1. **Use of Local Materials:** products use raw materials from nature or local products (Normansyah, 2024)
2. **Representation of Local Cultural Values:** products reflect local culture or wisdom in terms of motifs, designs, philosophies, and traditional techniques (Al Hazmi, F., & Rahmawati, S., 2024)
3. **Local Story or Narrative in Promotion:** brands convey the origin or story of local culture in marketing or packaging (Kartajaya et al, 2019).

H1: Local Wisdom-Based Marketing Has a Positive Effect on Brand Awareness in Batok Handicraft MSMEs in Blitar.

Online Community

An online community is a group formed in cyberspace for the purpose of sharing information, experiences, and common interests, which can include a community of lovers of local products or handicrafts (Muniz & O'Guinn, 2001). In the context of MSMEs, online communities serve as a platform that allows entrepreneurs and consumers to interact directly, introduce products, and build closer relationships. Research by Batubara et al. (2023) revealed that MSME involvement in digital communities can expand markets and increase sales by utilizing social media such as Facebook, Instagram, and WhatsApp. These communities also allow for more effective word of mouth (WOM), where information about products is spread through personal recommendations and consumer reviews, which can accelerate brand awareness. In addition, online communities allow MSMEs to maintain a more intimate relationship with consumers. Continuous interaction can foster customer loyalty, which is crucial for increasing brand awareness among a wider audience. Therefore, involvement in online communities can be an effective strategy for Batok craftsmanship MSMEs in building and introducing their brands to a wider market. The indicators used to measure the online community are:

1. **Participation in Groups/Communities:** Participation in an online community is the involvement of members in community activities, such as discussing, sharing information, and contributing to community content. This participation can be active (e.g. uploading content, commenting) or passive (e.g. reading or following discussions without directly contributing). (Alifia et al, 2024) (Kustriyanti, 2018)
2. **Digital Interactions about Products:** Digital product interactions are communications and discussions that take place within an online community focused on a particular product or brand. This includes the exchange of information, experiences, and opinions about the product that can influence consumer attitudes and behavior towards the brand. (Habibi et al, 2014)
3. **Brand Engagement in the Community:** Brand engagement in online communities is the extent to which a brand or company actively participates and facilitates communication within the community. This involvement can take the form of providing content, support, direct interaction with

community members, and integration of community activities into the brand's marketing strategy (Safira, J., & Aryansyah, A., 2023).

H2: Online Community Has a Positive Effect on Brand Awareness in Batok Handicraft MSMEs in Blitar.

Product Visualization

Product visualization is a way of presenting products through visual elements such as images, videos, and attractive packaging designs. In the context of digital marketing, product visualization is one of the main keys to attracting consumer attention and building positive perceptions of product quality. Kotler and Armstrong (2018) explain that consistent and attractive visual elements can increase brand awareness because they give a strong first impression to consumers. In the current era of social media and e-commerce, consumers tend to be more interested in products with prominent visual displays that are able to convey messages clearly and quickly. For batok handicraft MSMEs, the use of natural materials such as coconut shells provides visual uniqueness that can be utilized to attract market attention. Through high-quality product photos, creative videos, and aesthetic packaging design, MSMEs can create a visual narrative that not only reflects the quality of the product but also highlights the local cultural values contained in it. Research by Widiанти & Judissen (2020) shows that digital marketing strategies, including attractive product visualization and collaboration with Key Opinion Leaders (KOL), have proven effective in increasing brand awareness on digital platforms, especially among young consumers. The indicators used to measure product visualization are as follows:

1. Product photo/video quality: Product photo or video quality refers to how well the image or video displays the product in a clear, attractive, and professional manner, so that it can attract consumers' attention and provide accurate information about the product. (Alkadrie, S. A. 2024)
2. Packaging design: Packaging design is the visual appearance and physical structure of product packaging that serves to protect the product, attract consumers' attention, and convey brand identity. (Zheng, C., & Cho, D. M., 2022).
3. Consistency of visual appearance on social media: Consistency of visual appearance on social media means maintaining uniformity of visual elements such as colors, fonts, image styles, and layouts in all content published on social media platforms to strengthen brand identity and increase brand recognition. (Kaur, H., & Kaur, K. R., 2021).

H3: Product Visualization Has a Positive Effect on Brand Awareness in Batok Handicraft UMKM in Blitar.

Brand Awareness

Brand awareness is the level of a consumer's ability to recognize or remember a brand under certain conditions. Aaker (2012) states that brand awareness is one of the main components of brand equity, which can significantly influence consumer purchasing decisions. When the level of brand awareness is high, consumers tend to prefer the brand compared to competing brands because of the sense of familiarity and trust that has been formed. For MSME players, building strong brand awareness is very important, especially in

the midst of increasingly competitive market competition, both at the local and global levels. Brand awareness not only serves as an entry point in the purchasing process, but also as an important foundation for forming consumer loyalty. This loyalty will ultimately contribute to the sustainability and long-term growth of the business. According to Keller et al. (2010), there are several main indicators that can be used to measure brand awareness, namely:

1. **Brand Recognition:** The ability of consumers to identify a brand when looking at visual elements such as logos, packaging, or brand names. Brand recognition is one of the main components of brand awareness and can be achieved through consistent brand identity and effective marketing.
2. **Brand Recall:** the ability of consumers to recall or mention brand names spontaneously when faced with a particular product category. Brand recall is closely related to memory and is usually reinforced through repeated exposure to the brand, either through advertising or consumer experience.
3. **Purchase Decision (Purcahe):** the extent to which consumers include the brand as one of the alternative choices when purchasing a product or service. This indicator measures real purchasing behavior that shows the level of consumer awareness and preference for the brand.
4. **Brand Consumption:** refers to how often consumers remember and use the brand when using the product or service, including when faced with competing products. It indicates the consumer's loyalty and attachment to the brand in the context of daily use.

H4: There is a Significant Effect Between Local Wisdom-Based Marketing, Online Community, and Product Visualization on Brand Awareness in Batok Handicraft MSMEs in Blitar.

The following is a description of the conceptual framework of research: The Effect of Local Wisdom-Based Marketing, Online Communities, and Product Visualization on Brand Awareness in Batok Handicraft MSMEs in Blitar.

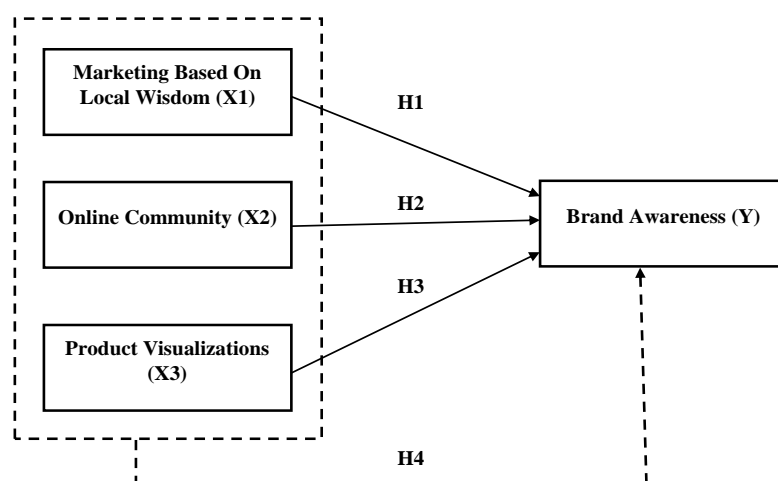


Figure 1. Conceptual Framework

METHODOLOGY

This study uses a quantitative approach with a causal associative research type, because it aims to test how much influence (both partially and simultaneously) of three independent variables, namely: Local wisdom-based marketing (X_1), Online community (X_2), and Product visualization (X_3), on one dependent variable, namely: Brand awareness (Y).

Population and Sample

The population in this study was all consumers and potential consumers who knew or had bought shell products from MSMEs in Blitar. The sample in the study was 150 respondents who represented active consumers. The sample size is considered adequate to obtain representative data, where the ideal sample size is between 100-150 respondents (Isaac & Michael, 2018). The sampling technique used is purposive sampling, with criteria:

1. Have purchased shell crafts at least once,
2. Actively follow MSME social media or local product/craft communities,
3. 18 years old and above (mature consumers who can make purchasing decisions).

Data Collection Technique

In research, data collection techniques are used in questionnaires. The closed questionnaire is used as the main tool to measure respondents' perceptions of variables X and Y . The scale used is a Likert Scale with 5 points (1 = strongly disagree, 5 = strongly agree). The questionnaire will be divided into several sections to collect data on the variables under study. The first section is related to initial information to identify respondents who fit the criteria, and the second section is related to respondent demographics, namely basic information about respondents, including age, gender, education, and occupation. The third section is related to variable X , namely local wisdom, online community, and product visualization, and variable Y is related to brand awareness.

Data Analysis Technique

The data analysis technique in this study includes several important stages. First, validity and reliability tests were conducted on the questionnaire instruments used to measure local wisdom-based marketing variables, online communities, product visualization, and brand awareness. The validity test was conducted using the total item correlation method, where the item was declared valid if the correlation value was significant and greater than r table. The reliability test is carried out by calculating the Cronbach Alpha (α) value, with the provision that the instrument is considered reliable if $\alpha \geq 0.7$. Furthermore, a classical assumption test is carried out which includes a normality test to ensure that the residual data is normally distributed, a multicollinearity test to ensure that there is no high relationship between the independent variables (seen from the VIF value < 10 and Tolerance > 0.1), and a heteroscedasticity test to ensure that there is no non-constant residual variance.

After all classical assumptions are met, the analysis continues with multiple linear regression to test the effect of local wisdom-based marketing (X_1), online communities (X_2), and product visualization (X_3) on brand awareness (Y) in shell craft MSMEs in Blitar. The equation model used in this analysis is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

To test the hypothesis, the t-test is used to determine the partial effect of each independent variable on brand awareness, as well as the F-test to see the effect of the three variables simultaneously. Finally, the coefficient of determination (R^2) is used to measure how much the three independent variables contribute in explaining the variation of brand awareness in the shell craft MSMEs in Blitar.

RESULTS AND DISCUSSION

Validity Test

The validity test is carried out to ensure that the research instrument (questionnaire) really measures what is intended. The method used is Pearson Correlation with valid criteria if the r count is more than the r table. The validity test results for variables X1, X2, X3, and Y can be seen in the following table:

Table 1. X1 Validity Test Results

Item	r count	r table	Description
X1.1	0,685	0,159	Valid
X1.2	0,649	0,159	Valid
X1.3	0,701	0,159	Valid
X1.4	0,722	0,159	Valid
X1.5	0,674	0,159	Valid
X1.6	0,698	0,159	Valid

Table 2. X2 Validity Test Results

Item	r count	r table	Description
X2.1	0,693	0,159	Valid
X2.2	0,662	0,159	Valid
X2.3	0,718	0,159	Valid
X2.4	0,689	0,159	Valid
X2.5	0,671	0,159	Valid
X2.6	0,707	0,159	Valid

Table 3. X3 Validity Test Results

Item	r count	r table	Description
X3.1	0,721	0,159	Valid
X3.2	0,698	0,159	Valid
X3.3	0,742	0,159	Valid
X3.4	0,731	0,159	Valid
X3.5	0,711	0,159	Valid
X3.6	0,745	0,159	Valid

Table 4. Y Validity Test Results

Item	r count	r table	Description
Y.1	0,728	0,159	Valid
Y.2	0,754	0,159	Valid
Y.3	0,764	0,159	Valid
Y.4	0,720	0,159	Valid
Y.5	0,711	0,159	Valid
Y.6	0,745	0,159	Valid
Y.7	0,742	0,159	Valid
Y.8	0,765	0,159	Valid

From the table above, it can be seen that all question items on variables XI, X2, X3, and Y have a calculated r value greater than the r table, which is 0.159 at the 0.05 significance level. This data meets the criteria and can be said to be valid for measuring independent variables and dependent variables.

Reliability Test

A reliable test is carried out to see the consistency of the questionnaire when used in repeated measurements. The method used is Cronbach's Alpha. The reliability criteria are where the Cronbach's Alpha value is above 0.7, the instrument is declared reliable. The reliability test results can be seen in the following table:

Table 5. X1 Reliability Test Results

Cronbach's Alpha	N of Items
0,842	6

Table 6. X2 Reliability Test Results

Cronbach's Alpha	N of Items
0,835	6

Table 7. X3 Reliability Test Results

Cronbach's Alpha	N of Items
0,857	6

Table 8. Y Reliability Test Results

Cronbach's Alpha	N of Items
0,876	8

From the table above the test results show the Cronbach's Alpha value above 0.7 for all variables studied. It can be concluded that the instrument used in the study has good reliability and consistently measures the independent and dependent variables.

Classical Assumption Test
Normality Test

The normality test is used to determine whether the residual data from the regression model spreads normally. This is important because the assumption of normality is one of the requirements in classical linear regression analysis. The test was carried out using the One-Sample Kolmogorov-Smirnov Test on unstandardized residuals. The following are the results of the normality test

Table 9. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters ^a	Mean	3,89
	Std. Deviation	0,5625
Most Extreme Differences	Absolute	0,0872
	Positive	0,0805
	Negative	(0,0075)
Kolmogorov-Smirnov Z		1,000
Asymp. Sig. (2-tailed)		0,339
a. Test distribution is Normal.		

Asymp. Sig. (2-tailed) of 0.339 obtained from the Kolmogorov-Smirnov test shows that this value is above the significance threshold of 0.05. This indicates that the data tested is normally distributed, so there is no significant difference between the distribution of sample data and the theoretical normal distribution. Thus, it can be concluded that the data meet the assumption of normality and are suitable for use in parametric statistical analysis.

Multicollinearity Test

A multicollinearity test is conducted to determine whether there is a high relationship between independent variables in the regression model. In this study, the independent variables analyzed were local wisdom-based marketing (X1), online community (X2), and product visualization (X3). The analysis is done by looking at the Tolerance value and the Variance Inflation Factor (VIF). The criteria used: Tolerance < 0.10 indicates multicollinearity. VIF > 10 indicates multicollinearity. The following are the results of the normality test:

Table 10. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Description
X1 (Local Wisdom)	0,742	1,348	No multicollinearity
X2 (Online Community)	0,695	1,438	No multicollinearity
X3 (Product Visualization)	0,769	1,300	No multicollinearity

The analysis results show that all variables have a tolerance value above 0.10 and VIF below 10, namely tolerance X1 = 0.742 (VIF = 1.348), tolerance X2 = 0.695 (VIF = 1.438), and tolerance X3 = 0.769 (VIF = 1.300). Based on the criteria

put forward by Ghozali (2016), these values indicate that there are no symptoms of multicollinearity between the independent variables in the regression model used. Thus, all independent variables can be included in the regression analysis model without worrying about bias due to high correlation between independent variables.

Heteroscedasticity Test

The heteroscedasticity test is carried out to determine whether the regression model has a residual variance that is not constant (heteroscedasticity). One of the methods used in this study is the Glejser Test, which is performed by regressing the absolute value of the residuals on the independent variables. With test criteria: If the significance value > 0.05 , then there are no symptoms of heteroscedasticity. If the significance value < 0.05 , then there are symptoms of heteroscedasticity. The following are the results of the heteroscedasticity test:

Table 11. Heteroscedasticity Test Results

Variables	Sig. (p-value)	Description
X1 (Local Wisdom)	0,372	No heteroscedasticity
X2 (Online Community)	0,284	No heteroscedasticity
X3 (Product Visualization)	0,410	No heteroscedasticity

Based on the Glejser test results, all independent variables show a significance value greater than 0.05. This means that this regression model does not experience heteroscedasticity problems, so the assumption regarding constant variance (homoscedasticity) in linear regression has been fulfilled

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the simultaneous and partial effects of the independent variables on the dependent variable. In this study, the independent variables consist of Local Wisdom-Based Marketing (X_1), Online Community (X_2), and Product Visualization (X_3), while the dependent variable is Brand Awareness (Y) in Batok Craft UMKM in Blitar. The results of this regression will be used as the basis for conducting the F test (simultaneous) and t test (partial), in order to test the significance of the influence of each variable statistically. The following is a table of multiple linear regression analysis results:

Table 12. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients (B)	Std. Error	t	Sig.
(Constant)	4,213	1,225	3,44	0,008
X1 (Local Wisdom)	0,315	0,098	3,21	0,005
X2 (Online Community)	0,278	0,092	3,02	0,003
X3 (Product Visualization)	0,354	0,085	4,16	0,000

The Regression Model Obtained: From the Table Above is as Follows:

$$Y = 4.213 + 0.315 X_1 + 0.278 X_2 + 0.354 X_3$$

Based on the results of multiple linear regression analysis, it is known that the three independent variables, namely local wisdom-based marketing (X1), online community (X2), and product visualization (X3), partially have a significant influence on brand awareness (Y) of Batok Craft UMKM in Blitar. The constant value of 4,213 indicates that when the three independent variables have no effect (zero value), the value of brand awareness formed is 4,213. The X1 coefficient of 0.315 with a significance of 0.005 indicates that each one-unit increase in the application of local wisdom strategies can increase brand awareness by 0.315 units. This means that the local culture-based approach has a real contribution to increasing consumer recognition of MSME products. Meanwhile, the online community (X2) also has a significant effect on brand awareness, with a coefficient of 0.278 and a significance of 0.003. This means that digital activities that involve consumers through online communities are able to consistently increase brand awareness. Active involvement in the community can create social relationships that have an impact on the wider and more organic dissemination of brand information.

The product visualization variable (X3) is the most influential variable, with a coefficient of 0.354 and a significance value of 0.000. This shows that visual aspects such as the quality of product photos or videos, packaging design, and consistency of display on social media play a crucial role in shaping consumers' perceptions and memories of the brand. From the overall results, it can be concluded that the three independent variables can significantly increase brand awareness, with product visualization being the dominant factor. This confirms that MSMEs not only need to maintain local values and participate in digital communities, but also need to be able to present products in an attractive and professional manner so that the brand is more easily recognized and remembered by consumers. Therefore, an integrated marketing strategy between elements of locality, community involvement, and visual strength is very important in the development of MSME brands in the current digital era.

Test of Correlation Coefficient and Coefficient of Determination (R²)

Table 13. Coefficient of Determination Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	0,781	0,610	0,598	3,555	1,942
a. Predictors: (Constant), X3, X2, X1					
b. Dependent Variable: Y					

Based on the Model Summary results, an R value of 0.781 is obtained, indicating a strong relationship between the independent variables, namely Local Wisdom-Based Marketing, Online Community, and Product Visualization, and the dependent variable Brand Awareness. The R Square value of 0.610 indicates that 61% of the variation in Brand Awareness can be explained by the three independent variables, while the remaining 39% is influenced by other variables not included in this model. The Adjusted R Square value of 0.598 corrects the R Square value based on the number of variables in the model, and still shows that the strength of the model is quite good.

T test

A t-test to determine the effect of each independent variable on the dependent variable. The t-test aims to test the individual hypothesis of each independent variable, namely Local Wisdom-Based Marketing (X1), Online Community (X2), and Product Visualization (X3) on Brand Awareness (Y). In this test, a variable is said to have a significant effect if the significance value (Sig.) < 0.05 and the t value $> t$ table. The results of this t-test will provide an overview of which variables have the most dominant contribution in influencing brand awareness in Batok Craft UMKM in Blitar. Thus, this test is important to determine the effectiveness of each marketing strategy applied to the achievement of brand awareness. Here are the results of the t-test

Table 14. T-test Results

Variables	B	Std. Error	t count	Sig. (p-value)
(Constant)	4,213	1,225	3,44	0,008
X1 (Local Wisdom)	0,315	0,098	3,21	0,005
X2 (Online Community)	0,278	0,092	3,02	0,003
X3 (Product Visualization)	0,354	0,085	4,16	0,000

Based on the t-test results presented in Table 14, it can be seen that all independent variables have a partially significant effect on the dependent variable, namely Brand Awareness. The Local Wisdom-Based Marketing variable (X1) has a t value of 3.21 with a significance value of 0.005 (< 0.05), which indicates that X1 has a significant effect on Brand Awareness. Furthermore, the Online Community variable (X2) also shows a significant effect with a t value of 3.02 and a significance of 0.003 (< 0.05). Meanwhile, the Product Visualization variable (X3) has the strongest influence with a value of 4.16 and a significance value of 0.000, which is the lowest value among the three variables. Thus, it can be concluded that, partially, the three variables, namely Local Wisdom-Based Marketing, Online Community, and Product Visualization, have a significant effect on Brand Awareness. In addition, Product Visualization (X3) can be identified as the most dominant variable in influencing Brand Awareness in Batok Craft MSMEs in Blitar.

F-test

The F test is one part of the regression model significance test which is used to test the feasibility of the model as a whole. If the significance value (Sig.) in the F test is smaller than the specified significance level (for example, $\alpha = 0.05$), it can be concluded that the regression model used is feasible and the

independent variables together have a significant effect on the dependent variable. Conversely, if the Sig. value > 0.05, then the model is considered insignificant simultaneously.

Table 15. F Test Results

Model	Sum of Squares	df	Mean Square	F count	Sig.
Regression	1420,12	3	473,37	27,75	0,000
Residuals	1375,48	81	16,98		
Total	2795,60	84			
a. Predictors: (Constant), X3, X2, X1					
b. Dependent Variable: Y					

Based on the F test results, the calculated F value is 27.75 with a significance level of 0.000, which is below the 0.05 significance limit. This shows that simultaneously, the three independent variables, namely Local Wisdom-Based Marketing (X1), Online Community (X2), and Product Visualization (X3), have a significant influence on the dependent variable, namely Brand Awareness (Y). Thus, it can be concluded that the regression model built as a whole is significant. Therefore, hypothesis H4, which states that the three independent variables jointly affect Brand Awareness, can be accepted.

The Effect of Local Wisdom-Based Marketing on Brand Awareness

The analysis shows that Local Wisdom-Based Marketing (X1) has a t value of 3.21 with a significance value of 0.005 (<0.05), which indicates that X1 has a significant effect on Brand Awareness. This indicates that the stronger the application of local wisdom elements in the marketing strategy, the higher the level of brand awareness among consumers. Local wisdom-based marketing is able to form a unique, authentic, and culturally valuable product identity, thus differentiating the product from competitors and making it easier for consumers to recognize the brand. This finding is in line with the opinion of Kotler & Keller (2016), which states that local authenticity in branding can build emotional connections with consumers, especially in segments that have pride in local identity. This finding is in line with the opinion of Paramita et al. (2022) and Nugroho et al. (2020), which state that the integration of local wisdom in the development of MSMEs not only increases economic value but also strengthens brand image and attractiveness through a sustainable and culture-based approach.

In the context of Batok Handicraft MSMEs in Blitar, the application of local wisdom values is seen through the use of coconut shells as the main material, which is not only environmentally friendly but also represents natural wealth and local culture. In addition, product designs that contain traditional elements, such as regional motifs or shapes inspired by local symbols, strengthen the aesthetic and emotional appeal of products in the eyes of consumers. The implementation of this marketing strategy also supports cultural preservation efforts while creating economic opportunities that are relevant to local identity. When consumers feel connected to the cultural values represented by a product,

they tend to have higher loyalty and form positive perceptions of the brand. Therefore, local wisdom is not only a functional uniqueness, but also a source of differentiation and emotional strength in building brand awareness in a sustainable manner amid increasingly homogenous market competition. Thus, local wisdom-based marketing has an important role in strengthening the brand position of MSMEs in local and wider markets.

Effect of Online Community on Brand Awareness

Based on the t-test results, the Online Community variable (X2) shows a significant effect on Brand Awareness, with a calculated t value of 3.02 and a significance value of 0.003 (<0.05). This indicates that activity and involvement in online communities make a real contribution to increasing consumer awareness of brands, especially among actors and supporters of the digital ecosystem. Online communities serve as a two-way interaction medium that allows consumers to share experiences, give reviews, and support product promotion organically through discussion forums, social media groups, or other digital platforms. Engagement in online groups or forums that discuss local craft, environmental, or lifestyle products allows MSMEs to introduce their products more widely, convey brand messages, and build closer relationships with potential customers. In addition, interactions that occur in the digital space between MSME players and consumers, such as conversations about product quality, sharing usage experiences, or providing responses to questions or comments, create a reciprocal relationship that strengthens consumer perceptions of the brand. These activities not only accelerate the process of information dissemination but also build trust and increase brand appeal naturally. The responsiveness and activeness of brands in establishing communication and participation in the dynamics of online communities shows the commitment and active presence of businesses in responding to the needs and aspirations of their consumers. This condition reflects that online communities are an important medium in creating emotional connections between consumers and brands.

In the context of Batok Handicraft MSMEs in Blitar, their presence in various digital communities is able to form a stronger and more relevant brand image, especially for young consumers who are more active on online platforms. This finding is supported by Widiarti & Judisseno (2020), who state that active participation in digital communities can increase consumer interaction with brands emotionally and rationally, which ultimately strengthens brand awareness. Online communities also provide a network effect, where the positive experience of one consumer can influence the decisions of other consumers in the community. Therefore, strategically utilizing the online community is one of the relevant and effective approaches in building brand awareness, especially in the increasingly connected digital era.

Effect of Product Visualization on Brand Awareness

The t-test results show that the Product Visualization variable (X3) has a significant effect on Brand Awareness, with a calculated t value of 4.16 and a significance value of 0.000, which is far below the 0.05 limit. This finding shows that product visualization plays an important role in creating a strong first impression and influencing consumer perception of a brand. In the context of

digital marketing, visual appearance is a key element that determines whether consumers will continue to pay attention to a product or not. High-quality photos and videos are able to display product details in a more attractive and professional manner, thereby increasing the credibility and attractiveness of the product in the eyes of consumers. For Batok Handicraft MSMEs in Blitar, product visualization that highlights the uniqueness of natural basic materials, such as coconut shells, can strengthen the product differentiation value in the market. The beauty of the shape, texture, and natural aesthetics of this material can be optimally displayed through a well-designed visual image, not only in photo or video content, but also in artistic packaging design that reflects local cultural values. Creative packaging design not only increases selling points but also provides a pleasant and memorable visual experience for consumers. Another important aspect is visual consistency across various digital platforms such as social media, marketplaces, and websites. A uniform visual identity, including color, design style, typography, and visual tone, helps create a strong and recognizable brand image. Consumers tend to remember and trust brands that appear consistent in conveying their visual messages. This consistency directly contributes to increasing brand awareness because it builds strong associations between brand visuals and consumer perceptions. This finding is reinforced by Widianti & Judisseno's research (2020), which shows that product visualization in the form of digital creative content, such as photos and videos, has a significant influence on increasing brand awareness, especially among young consumers who are active on social media. In addition, Nugroho et al. (2020) also emphasized that attractive product displays that are in accordance with local cultural values can increase purchase interest and strengthen the overall brand image of MSMEs. Furthermore, Kotler and Armstrong (2018) explain that consistent and attractive visual elements are one of the main factors in creating brand recognition and forming consumer loyalty. In this case, product visualization not only functions as a promotional tool but also as a medium for communicating brand values to audiences in a more emotional and authentic manner. Thus, strong, quality, and consistent product visualization is a very relevant and effective strategy to increase brand awareness, especially in today's competitive digital marketing environment.

The Effect of Local Wisdom-Based Marketing, Online Communication, and Product Visualization on Brand Awareness

Based on the results of multiple linear regression analysis, it can be concluded that the three independent variables, namely Local Wisdom-Based Marketing (X1), Online Community (X2), and Product Visualization (X3), simultaneously have a significant effect on Brand Awareness (Y). This is indicated by the calculated F value of 27.75 with a significance value of 0.000 (<0.05). Thus, the regression model built is proven to be feasible to be used to explain the relationship of the three independent variables to the brand awareness of Batok Craft UMKM in Blitar. In addition, the R Square value of 0.610 indicates that 61% of the variation in brand awareness can be explained by the three variables, while the rest is influenced by other factors outside this research model. From the t-test conducted partially, it is known that the three

variables individually also have a significant effect on brand awareness. The Local Wisdom-Based Marketing variable makes a positive contribution through the utilization of cultural values, the use of local materials, and traditional stories attached to the product. This approach not only strengthens the brand image but also creates a uniqueness that distinguishes the product from competitors, in line with the research results of Paramita et al. (2022) and Nugroho et al. (2020), which state that the utilization of local wisdom can increase selling value and expand market reach.

Meanwhile, the Online Community variable also has a significant influence through active participation of MSME players in online discussion groups, involvement in conversations about products, and consistent digital interaction with consumers. This practice enables the widespread dissemination of brand information and accelerates the process of product recognition in the digital space. This finding is in line with Widiati & Judisseno's (2020) research, which shows that active digital engagement can build emotional connections and trust in brands. The variable that has the strongest influence is Product Visualization, which includes the use of high-quality photos and videos, attractive packaging design, and visual consistency on social media. This suggests that in the digital marketing landscape, the power of visuals is a key determinant in creating a positive first impression and enhancing consumer brand recall. This research corroborates the findings of Kotler and Armstrong (2018) and Widiati & Judisseno (2020), which emphasize the importance of visual elements in strengthening brand identity and increasing brand awareness. Overall, the three variables play a strategic role in shaping and increasing MSME brand awareness amidst intense market competition. A local value-based approach, structured digital interactions and consistent visual strategies are an effective combination to create strong and sustainable brand equity, especially in the context of developing local culture-based craft MSMEs. The three variables (local wisdom, online community, and product visualization) simultaneously have a significant effect on brand awareness, with a contribution of 58.9% ($R^2 = 0.589$). This proves that an integrative marketing approach based on cultural values, digital communities, and visual displays is an effective combination in building MSME brand awareness. These results strengthen the concept of Integrated Marketing Communication (IMC) proposed by Belch & Belch (2015), where the unity of messages and cross-media approaches and values can create stronger brand equity.

CONCLUSION AND RECOMMENDATION

Based on the results of multiple linear regression analysis, it can be concluded that the three independent variables, namely Local Wisdom-Based Marketing (X1), Online Community (X2), and Product Visualization (X3), simultaneously have a significant effect on Brand Awareness in Batok Craft UMKM in Blitar. The calculated F value of 27.75 with a significance of 0.000 indicates that the regression model used is statistically feasible. In addition, the R Square value of 0.610 indicates that 61% of the variation in brand awareness can be explained by the three variables. Partially, the three variables also have a significant influence. Local wisdom-based marketing contributes to forming a

unique brand identity rooted in cultural values. Online communities encourage wider dissemination of brand information and create interactive relationships between businesses and consumers. Product visualization proved to have the strongest influence by displaying product quality attractively and consistently through digital media, thus strengthening consumers' memory and positive perception of the brand.

Based on the research results, there are several suggestions that can be given to Batok Handicraft MSMEs in Blitar in order to be able to optimally increase brand awareness. First, MSMEs are advised to continue integrating local cultural values into their products, both through design, narrative, and production processes. This strengthening of cultural identity is not only a differentiator in the market, but also strengthens the brand position in the minds of consumers. Second, the utilization of online communities needs to be enhanced through active engagement in forums, digital groups, and social media. Participation in product conversations and regular interaction with consumers can expand the reach of information and build emotional closeness with the target market. Third, product visualization needs to be a priority in digital marketing strategies. MSMEs need to pay attention to the quality of photos and videos used in promotions, create attractive packaging designs that reflect cultural values, and maintain a consistent visual appearance across digital platforms. A strong and consistent visual strategy can increase product appeal, strengthen brand image, and ultimately encourage increased brand awareness. For future research, it is recommended to consider other variables outside of this model, such as service quality, price, or customer loyalty, in order to provide a broader and deeper picture of the factors that influence brand awareness of MSMEs.

FUTHER STUDY

This research has room for further development. Future studies are recommended to explore other variables that also have the potential to influence brand awareness, such as product quality, price, more specific digital promotion strategies, or customer loyalty. In addition, the scope of the study can be expanded by involving other types of MSMEs in the creative or culinary sectors, in order to gain a more comprehensive understanding of the effectiveness of marketing strategies in various business fields. A qualitative or mixed methods approach can also be used to dig deeper into consumer perceptions of local wisdom-based marketing elements, product visualization, and the role of online communities. Finally, future research could also consider the influence of specific social media or digital platforms to see how promotional effectiveness differs across channels.

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