



Migration of Traditional Artisans to the Digital Realm: The Impact of Digital Transformation on Strategy and Market Reach

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Abstract

The advancement of digital technology has significantly influenced various aspects of human life, including the realm of traditional art. This article explores how traditional artisans transition into the digital world and how such transformation affects their marketing strategies and market reach. By utilizing social media, digital platforms, and design software, artisans are able to expand their audience and access international markets more efficiently. However, this adaptation process is not without challenges such as limited technological literacy, shifting consumer preferences, and competition with mass-produced modern artworks. Moreover, traditional values and authenticity risk being diluted if the adaptation process is not carefully managed. In terms of marketing, artisans who successfully implement digital strategies have the potential to achieve higher profitability with lower operational costs. This study aims to examine how traditional art practitioners adapt to technological developments and how this digital transformation affects their artistic existence and marketing strategies in the current digital era.

Keywords: traditional art, digital transformation, marketing strategy, technological adaptation, global market

Introduction

In today's digital era, technology has fundamentally reshaped various aspects of human life, including art and culture. The limitless growth of technology provides numerous tools and platforms that allow artisans to express their creativity more effectively. This shift begins with the migration from traditional media such as paper, watercolors, and colored pencils to digital tools installed on laptops or tablets. Artisans are also transitioning from physical exhibitions and local markets to digital platforms such as social media to introduce their work to broader audiences, even across national boundaries. Moreover, they have begun marketing their products independently by leveraging popular digital trends to attract potential buyers. Consequently, artisans must adapt their marketing strategies to

remain competitive in this increasingly digitalized world.

Traditional artisans face several challenges in sustaining their existence amidst rapid technological development and changing market dynamics. One of the major challenges lies in competing with contemporary art and mass-produced products, which are often preferred for their affordability and accessibility. Traditional artisans typically require more time to craft their works, resulting in slower production cycles that can hinder global competitiveness. Additionally, shifts in market preferences especially among younger generations who are more attracted to contemporary art present another challenge. As noted by Nawfal Aulia Luthfurrahman (2024), contemporary art provides young people with greater opportunities to express themselves

through diverse and unrestricted media. Furthermore, maintaining the authenticity and cultural integrity of traditional artworks becomes increasingly difficult as artisans adapt to digital platforms, potentially leading to the erosion of cultural values in pursuit of market trends.

In marketing, strategy plays a crucial role in determining success. Regardless of product quality, ineffective marketing can limit business outcomes. According to Natalia (2024), the main objective of a marketing strategy is to create customer value and achieve a competitive advantage in the marketplace. The digital realm has become a key factor for artisans to market their products efficiently, offering cost advantages compared to traditional promotional methods such as print advertising or physical distribution.

While many industries have successfully adapted to digitalization, the traditional art sector faces unique challenges due to uneven levels of digital literacy among artisans. These concerns highlight the need to understand how artisans navigate technological adaptation and how digital transformation influences their market strategies and outreach efforts.

Method

This study employs a descriptive qualitative approach aimed at examining the process of adaptation among traditional artisans to digital technology and its impact on their marketing strategies and market expansion. This method allows for an in-depth exploration of artisans perspectives, experiences, and challenges as they transition to the digital domain. The research subjects include traditional artisans from various regions who actively market their own works and have either begun or are in the process of migrating to digital platforms.

The qualitative method captures descriptive data through participants written or spoken words. In this study, it was used to understand how artisans perceive and respond to the challenges posed by digitalization. Key aspects include:

1. Motivation and Reasons for Migration: Exploring what drives artisans to adopt digital practices.

2. Marketing Strategies and Market Reach: Examining how digitalization affects their promotional techniques and market expansion.
3. Cultural Adaptation: Investigating how artisans preserve authenticity while aligning with digital trends.

Data Collection:

- Literature Review: Reviewing literature on traditional art, marketing strategies, and digital transformation.
- Observation: Analyzing digital platforms and online communities centered on traditional and digital art.
- Survey or Questionnaire: Collecting qualitative responses via written surveys to identify recurring themes and insights.

Research Stages:

1. Problem Formulation: identifying key research issues.
2. Research Objectives and Benefits: establishing goals and expected contributions.
3. Data Collection: using literature review, observation, and surveys.
4. Data Analysis and Structuring: organizing findings into analytical themes.
5. Conclusion: synthesizing findings into a concise summary.

Results and Discussion

Results

Data were collected through Google Form based observations involving seven respondents. The results demonstrate that digital transformation significantly affects marketing strategies and market reach, particularly in facilitating artisans transition to the digital sphere. Thematic analysis yielded the following key findings:

1. Digital Literacy and Technological Proficiency, six out of seven respondents found digital tools easy to understand and use, indicating a relatively high level of digital literacy and readiness to integrate technology into creative processes. Respondents emphasized that technology not only simplifies artistic creation but also enhances productivity and innovation.

2. Digital Marketing Transformation, the most dominant marketing method employed by respondents was visual content marketing photo and video-based promotion chosen by 85.7% of participants. This strategy was viewed as the most effective means of engaging audiences. Additionally, 57.1% of respondents considered online sales easier than offline methods, highlighting digital platforms' convenience and cost efficiency.
3. Migration and Adaptation to Digital Platforms, a total of 85.7% of respondents reported increased sales after migrating online, signifying that digitalization effectively boosts exposure and profitability. The ability to reach broader audiences through interactive digital media contributes to this positive outcome.
4. Market Expansion and Efficiency, 85.7% of respondents agreed that digital marketing expanded their market reach, while 71.4% viewed it as more time and cost-efficient than traditional methods. Thus, digital transformation benefits artisans both in visibility and operational efficiency.
5. Challenges and Barriers, artisans face several obstacles, including limited promotional consistency, market competition, creative fatigue, and inadequate logistics. While digital branding can drive high demand, insufficient production capacity often leads to fulfillment challenges. Success in digital marketing, therefore, depends on individual readiness, creativity, and infrastructural support.

Discussion

This discussion applies Everett M. Rogers Diffusion of Innovation Theory, which outlines five stages of adoption: knowledge, persuasion, decision, implementation, and confirmation.

At the knowledge and persuasion stages, artisans demonstrate awareness and acceptance of digital tools as essential components of modern artistic creation. The decision and implementation stages manifest through artisans' adoption of visual marketing strategies and preference for online commerce due to flexibility and efficiency.

Finally, at the confirmation stage, artisans experience tangible benefits improved sales,

expanded reach, and reduced costs while also acknowledging challenges in production capacity and creative sustainability. These findings support Rogers' assertion that the success of innovation adoption depends on both individual readiness and environmental support.

Conclusions

The advancement of digital technology has profoundly influenced the art and cultural sectors, driving traditional artisans to adapt to digital transformation. This migration represents an unavoidable response to evolving market and technological dynamics. The use of digital media empowers artisans to innovate creatively and market their works globally without spatial limitations.

The findings reveal that digital transformation enhances marketing strategy, market reach, and business continuity for traditional artisans. Most respondents exhibit sufficient digital literacy and adaptability in integrating technology into both creative and promotional processes. Visual content via social platforms has proven to be an effective means of expanding audience engagement and improving marketing efficiency.

Despite notable progress, artisans continue to face challenges such as creative stagnation, production constraints, and logistical barriers. Thus, the success of digitalization in the traditional art sector depends on a combination of individual competence, strategic innovation, and systemic support from stakeholders.

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