

Optimizing a Local Resource-Based Business Model for the Gadod Weaving Industry: Increasing Brand Awareness and Customer Engagement

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Abstract. The *Gadod Weaving Industry* in Majalengka, a cultural heritage of high value, faces challenges due to low brand awareness and customer engagement caused by a traditional business model that has not undergone digital transformation. This research aims to optimize a business model based on local resources through collaboration between culture and digital technology to increase brand awareness and customer engagement. This study uses a descriptive qualitative approach with a case study on *Gadod Weaving* artisans in Nunuk Baru Village. The research findings present a business model design for *Tenun Gadod* based on local resources, emphasizing community collaboration, cultural storytelling, and digital marketing. The digital campaign "Gadod Weaving for the World" showed significant improvements: content reach exceeded 32,000 impressions with 65.2% new audience, an interaction rate of 1.83% (exceeding the national average), a +211% increase in website active users, and a +306% increase in online interaction activity. The main outcomes of this research include the BMC-VPC business model, branding strategy, training for local content creators, and digital collaboration with regional media. The implementation of the R.A.I.S.E method has proven effective in integrating research, business strategy, and culture-based digital promotion. The research results demonstrate that cultural storytelling and cross-sector collaboration can increase the economic value and image of *Tenun Gadod* as a highly competitive local product. This strategy has the potential to be replicated in other traditional weaving industries, supporting cultural preservation while strengthening the creative economy in the region.

Keywords: Brand Awareness; Business Model; Customer Engagement; Local Resources; Weaving Industry;

INTRODUCTION

Gadod weaving is a traditional fabric typical of Majalengka Regency that is made manually with looms by local artisans, with simple motifs, natural coloring, and cultural values that have been passed down from generation to generation. Despite having great potential as a cultural heritage and local identity, Gadod Weaving faces challenges such as low popularity, conventional business models, lack of product innovation, limited access to digital markets, and lack of regeneration of young artisans, so it is necessary to optimize business models and digitalize to increase competitiveness in the modern era.

The strategic potential of *Tenun Gadod* Majalengka Regency in the development of the regional economy is supported by the increasing interest of tourists in authentic culture, digitalization and market expansion opportunities, and the role of MSMEs in the creative industry (Khoirul Umam & Abdurokhim, 2024; Umam, 2025). The presence of active artisans, a unique cultural heritage, and the support of the government and academics in product innovation and marketing strengthen its competitiveness. With the right strategy, this sector has the potential to drive the Local Economy and preserve Culture in a sustainable manner (Mutiarra et al., 2024; Sulaksana et al., 2021; Fitri et al., 2023).

Economic development related to the tourism potential of Gadod Weaving Culture in Majalengka Regency requires the use of an innovative Business Model to increase Brand Awareness, preserve culture, empower local communities, and support the concept of Sustainable tourism, long-term sustainable economy, cultural sustainability, and environmental sustainability (Lanzolla & Markides, 2021; Answer, 2024; Sihombing et al., 2024), without eliminating the Traditionality side in the development process. However, there are still challenges that must be overcome in the development process. Gadod Weaving industry in Majalengka Regency, namely lack of technology adoption in the production and marketing

process, limited access to the global market, low regeneration of young artisans, and instability in the supply of raw materials due to weather factors and distribution chains that are not optimal (Jauhari & Febri, 2025; Sandova & Gunarto, 2025). In addition, the lack of training and assistance for craftsmen in the aspects of business management, branding, and Digital Marketing is also an obstacle that hinders the competitiveness of this industry (Sari et al., 2023; Independent, 2023). Therefore, the formulation of the problem of this study is how to design a Business Model based on local resources that can increase Brand Awareness and Customer Engagement of the Gadod Weaving industry in Majalengka Regency.

One of the main problems is the low participation of the community, which is caused by the lack of tourist visits and the tourism management that has not been well run (Silaban et al., 2024; Amanah et al., 2025; Pribadi et al., 2024). In addition, the lack of awareness of local economic opportunities has led many people to prefer work in factories, on the other hand, digital color innovations for weaving motifs at Tenun Gadod Majalengka offer strategic potential, despite constraints in the availability of natural and synthetic dye materials (Lesiangi et al., 2021; Nugraha et al., 2024; Nugraha & Yulyanto, 2025). Although digital promotion of Gadod Weaving has been carried out, studies on the optimization of local resource-based business models are still very limited. The current situation shows low popularity, limited market access, lack of innovation, and low participation of the young generation in this industry. The existing business model is still conventional and has not been integrated with the regional creative economy ecosystem, digital platforms, cultural preservation strategies, and strengthening the raw material supply chain. Therefore, this research is needed to map the actual conditions and design an integrated business model that is able to improve production efficiency, strengthen marketing, encourage downstreaming, and increase the global competitiveness of Weaving Gadod as a local cultural product (Omelyanenko & Omelyanenko, 2023; Prasetyo et al., 2023).

The analysis was conducted using SWOT, 4C Diamond, BMC and VPC to design a business model based on local resources. The R.A.I.S.E approach is applied to recognize potential, analyze challenges, design innovations, maintain sustainability, and empower communities. The strategies developed include product innovation, digital marketing, training, regeneration of young artisans, and offline and online marketing integration to increase brand awareness and competitiveness of Weaving. In addition, the application of digital technologies in Branding and marketing allows the industry to reach a wider market. The business model must be integrated with the Creative Economy and Cultural Tourism ecosystems and compatible with e-commerce and Social Media platforms to increase product visibility. The implementation of this strategy is expected to increase the attractiveness of Gadod Weaving as a superior product and encourage Local Economic Growth.

Previous research has revealed various challenges and opportunities in the traditional weaving industry, including digital transformation and business innovation are important to deal with changing market behavior (Widagdo et al., 2023), this approach is still conceptual and does not include the operational aspects of the business model. Furthermore, focusing on the quality and market access of Baduy weaving, they have not integrated a digital strategy (Mirajiani et al., 2024). On the other hand, Asih et al. (2024) and Prasad et al. (2024) highlight the effectiveness of social media in expanding market reach and attracting the attention of younger generations, although it does not address the relationship between digital promotion, brand identity, and business sustainability. Meanwhile, the study by Siregar et al. (2024) and Mutiara et al. (2024) emphasizes the importance of digital literacy, IP protection, and brand advocacy for artisans. However, research that comprehensively integrates all of these aspects into a creative business framework based on local culture is still very limited. Although there are some studies, such as Marsinah et al. (2024) and Afternoon and Bobi (2024) that have not integrated the validation process directly with small-scale industry players, or a more adaptive

phased approach to market dynamics.

Despite growing scholarly attention to traditional textile industries, significant research gaps remain regarding the integration of local resource-based business models with comprehensive digital branding strategies. Specifically, limited empirical evidence exists on how the synthesis of digital literacy enhancement, customer engagement mechanisms, cultural narrative development, and product diversification can collectively transform traditional craft industries. This study addresses these gaps by presenting an integrated business model for the Gadod Weaving industry that prioritizes downstream value creation while simultaneously increasing brand awareness and preserving cultural heritage without compromising traditional values.

The novelty of this research lies in three key contributions: First, it develops an optimized business model grounded in local resources that leverages cultural storytelling of Gadod Weaving as a strategic differentiation tool in competitive markets. Second, it systematically applies the R.A.I.S.E. Method (Research, Analysis, Insight, Strategy, Execution) as a comprehensive solution for business development encompassing both upstream production and downstream marketing through empirical observation and stakeholder engagement via FGDs. Third, it implements a multi-platform social media digital strategy spanning Instagram, TikTok, and Facebook, employing visual storytelling approaches and micro-influencer collaborations specifically designed to enhance brand awareness and customer engagement metrics. Fourth, it establishes a collaborative ecosystem framework connecting artisans, MSME actors, government institutions, creative communities, and market stakeholders to strengthen the long-term sustainability of the weaving industry.

The practical significance of this research extends beyond addressing immediate marketing and sustainability challenges; it strategically positions Majalengka Regency as an emerging center for adaptive and competitive culture-based weaving industry in the digital era. The expected outcomes include enhanced economic opportunities for local artisans, preservation of intangible cultural heritage through commercial viability, and establishment of a replicable model for similar traditional industries facing modernization challenges. Furthermore, this study contributes theoretically by demonstrating how the R.A.I.S.E framework can effectively bridge academic research, strategic business planning, and cultural preservation initiatives in heritage craft industries.

METHOD

The object of this research is Gadod Weaving MSMEs in Majalengka Regency. Data collection through interviews, field observations, questionnaire distribution, and documentation. The data collected includes information related to business models, brand awareness levels, customer engagement, and challenges for MSME actors. After the data is collected, the analysis is carried out using the RAISE (Research, Analysis, Insight, Strategy, Execution) method which is widely applied in the business world. In the Research Stage, the researcher conducts Market Research, Observation, direct interviews with BMC-VPC artisans and Product Development to identify the main challenges in the production of Gadod Weaving, in line with marketing research practices that emphasize the importance of understanding internal and external conditions through documentation studies and field observations based on Customer Experience (Business Type Canvas, 2019; Ulfah et al., 2018).

The Analysis stage employs multiple analytical frameworks. Researchers utilize the Marketing Mix framework to investigate the 7P elements, analyze their effectiveness, provide insights into the Unique Selling Proposition (USP) (Jani et al., 2024; Siregar & Istikoma, 2023) and implement the strategy to achieve the target. SWOT (Fadhilah & Lukman, 2024) identifies internal and external factors, analyzes their impacts, provides insights into competitive advantages, designs SO, WO, ST, WT strategies, and implements them. 4C Diamond,

(Company) Gadod Weaving business will help us identify the Point of Differences (POD) and Point of Parity (POP) (Wijaya et al., 2024). The focus of this study is on the uniqueness of Gadod Weaving, which includes traditional manufacturing techniques, the use of natural materials, motifs rich in local cultural philosophy, as well as minimum standards such as local product certification and intellectual property rights. The market analysis will map potential customers both at the national and international levels, based on their demographics and lifestyles. The mapping (Competitor) will group direct competitors (such as Timso Weaving, Endek, and Ikat Sumba) as well as indirect competitors (fashion brands that use traditional fabrics and imported textile products). In addition, we will also evaluate the marketing and promotional strategies implemented by competitors. The Change stage analyzes the external factors that affect the Gadod Weaving industry using the STEEPLE (Social, Technological, Economic, Environmental, Political, Legal, and Ethical) framework.

The Insight stage was obtained from the results of the analysis that storytelling is very important to highlight the local cultural value of Weaving Gadod in digital marketing. Storytelling is able to build emotional connections, improve memory, and engagement, so that woven products are not only seen from the functional side, but also from the side of cultural and historical value. Then the Strategy stage includes; Development of a storytelling-based Digital Campaign that highlights the uniqueness of the local culture of Weaving Gadod; Training for craftsmen in the use of social media, Digital Content, and the use of e-commerce expansion platforms; Collaboration with local governments, Creative Economy, and industry players to strengthen the Business ecosystem (Ismawati et al., 2023).

Finally, Execution, CRISP-DM (Arenas et al., 2020; Sastya & Nugraha, 2023), focuses on understanding business objectives and existing data, analyzing that data, providing evaluative insights for decision-making, designing data-driven implementations, and executing and monitoring Business performance.

Table 1. Research 2025 R.A.I.S.E Scheme

| RAISE Stages | Research Process | External | Achievement Indicators | Person in Charge |
|---------------------|--|---|--|---------------------------|
| R – Research | Market research, field observations, and interviews with Gadod Weaving artisans to identify local potentials and challenges. | Map of the challenges and opportunities of the Gadod Weaving industry based on local resources. | The preparation of the documents of observation and in-depth interviews of at least 5 craftsmen. | Head Student Student 2 |
| A – Analysis | The analysis uses the 4C, SWOT, and Marketing Mix approaches to understand the market and business landscape. | Local data-driven strategic analysis documents. | Complete SWOT, 4C, 7P analysis, competitor and consumer mapping, and marketing mix. | Research Member 1 Head |
| I – Insight | Identify unique values and <i>storytelling</i> of local culture as a differentiation strategy. | Formulation of <i>branding</i> and <i>engagement</i> strategy <i>insights</i> . | <i>Insights</i> are expressed in narrative scripts and <i>storyboards</i> of digital campaigns. | Research Member 2 Head |
| S – | Designing <i>organic</i> and | Digital | The preparation | Head |

| RAISE Stages | Research Process | External | Achievement Indicators | Person in Charge |
|----------------------|---|---|---|--------------------------------|
| Strategy | <i>paid digital campaigns, training local content creators, and cross-sector collaboration.</i> | marketing strategy plan & increased customer engagement. | of the implementation strategy document and <i>training roadmap.</i> | Research Member 1 |
| E – Execution | Implementation of culture-based digital content through social media and data-based evaluation (<i>CRISP-DM</i>). | Digital campaign content, engagement evaluation reports, and strategy improvements. | Improved <i>Brand Awareness</i> metrics and user interaction on social media. | Student 2 Student 1 Head |

The RAISE (Research, Analysis, Insight, Strategy, Execution) research method is designed to answer the initial validation of the local culture-based business model. The main focus is the Optimization of Gadod Weaving from upstream to downstream, which includes aspects of production, branding, to digital distribution and mapping marketing strategies based on local cultural values. This approach serves as the basis for the preparation of a roadmap for sustainable research in the following years. The research budget is allocated proportionally to; Each stage is prepared with concrete achievement indicators, which become a benchmark for verifying research achievements and become the foundation for the continued optimization of Wenun Gadod's business model in the future.

RESULTS AND DISCUSSION

This research is located in Nunuk Baru Village, Majalengka Regency. The main focus of the research is to explore the creative economic potential of Gadod Weaving, a weaving tradition that has become a hereditary culture, currently facing various challenges; supply chain management, digital marketing, and brand strengthening. The research collaborates with various parties:

1. The Digital Business Study Program of the International Cyber Polytechnic as the main implementer,
2. The Majalengka Regency Tourism and Culture Office (Disparbud) and the Industry and Trade Office (Disperindag) as strategic partners,
3. The Nunuk Baru Village Government as a field facilitator,
4. Gadod Weaving MSME actors as the main subjects of the research, and
5. Local media Info Majalengka as a digital publication partner and supporter of online campaigns.

The study adopts a qualitative approach with a variety of data collection techniques; participatory observations, in-depth interviews, focused group discussions (FGDs), training, workshops, and documentation on traditional weaving inheritance techniques. The R.A.I.S.E (Research, Analysis, Insight, Strategy, Execution) method, is used for Data Analysis which is often used in Business Development.

Research Stage

The identification of raw materials and the mapping of the Gadod Weaving supply chain

is still local and has not been formally organized, despite strong support from the village government and artisans. The research team conducted interviews with five artisans to explore challenges in production, regeneration of young weavers, as well as the need for innovation in design and raw materials, then the researcher attended the Nunuk Baru Village Festival to understand the socio-cultural context of the community, as an opportunity to promote culture and strengthen the Wenun Gadod brand. These activities include recruitment of research partners; craftsmen, facilitators, and content creators, as well as documentation of weaving inheritance techniques as WBTB (intangible cultural heritage). The collected data is used to compile the Business Model Canvas (BMC) and Value Proposition Canvas (VPC), as a correlation between the potential of local resources and Business Development opportunities.

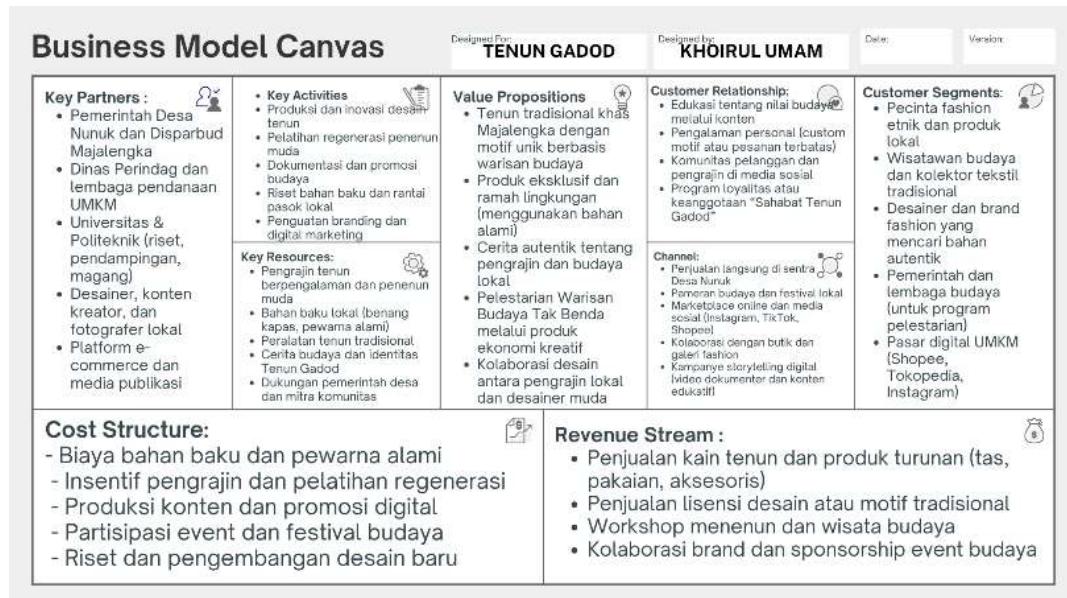


Figure 1. Canvas Weaving Business Model Drawing

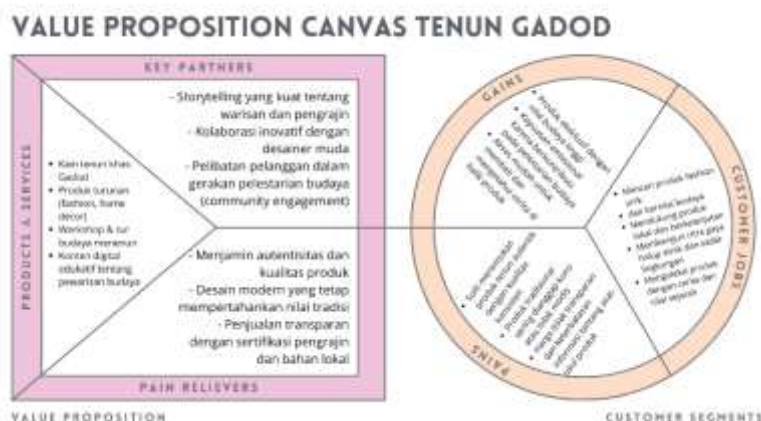


Figure 2. Value Proposition Canvas Images

Analysis Stage

A stronger Gadod Weaving business model is the goal of this stage, through a strategic approach. The combination of SWOT, Marketing Mix (7P), and 4C Diamond provides a comprehensive overview of the position and potential of Weaving. SWOT analysis shows that the strength of Gadod Weaving lies in its cultural value and historical uniqueness. However, there are drawbacks, when it comes to digital marketing and production consistency. On the

other hand, opportunities arise from the Eco-Fashion trend, then threats come from competitors outside the region such as Tenun Troso, Endek Bali, and Ikat Sumba.



Figure 3. SWOT analysis of Gadod Weaving

Marketing Mix (7P) is an innovation that is urgently needed in terms of Product Development (design and color), Promotion (digital campaigns and storytelling), and People (local HR training). The 4C Diamond analysis helps map POD and POP. Company Perspective, Gadod Weaving has advantages thanks to traditional techniques and the use of natural materials then the customer's point of view, the target market includes cultural tourists and environmentally concerned ethnic fashion lovers. Meanwhile, from the Competitor's point of view, the brand narrative needs to be updated to make it more attractive and unique. The STEEPLE framework (Social, Technological, Economic, Environmental, Political, Legal, Ethical) is used to analyze external factors that affect business sustainability.



Figure 4. 7P Marketing Weaving Gadod

Gadod weaving is a traditional textile from Majalengka that has a local philosophy, has been developed into various products such as fabrics, bags, and accessories. The marketing of this product emphasizes on cultural storytelling and eco-friendly aspects. The selling price is determined based on the difficulty level of the motif. Promotion is carried out through digital marketing (Reels), heritage fashion campaigns, collaborations with local influencers, and production process visualization. Craftsmen are a key asset; The regeneration of artisans is strengthened through entrepreneurial training, digital marketing, and modern design, in collaboration with campuses and related agencies. Traditional processes are maintained as cultural values, while efficiency is improved through quality control. Visual identity is

reinforced with local packaging and certificates of authenticity.



Figure 5. Visualization of the Model using the Gadod Weaving Product Development Plan

Gadod weaving stands out in authenticity and historical value, but it requires improvements in management, design and digitalization. The strategy is implemented focusing on strengthening the brand and human resources, with the target; tourists, ethnic fashion fans, designers, and urban consumers care for the environment through a culture-based customer experience. Competing with Weaving, which has a strong branding, Tenun Gadod differentiates through local narratives and natural motifs of Majalengka. Adapt to business changes using STEPPLE.

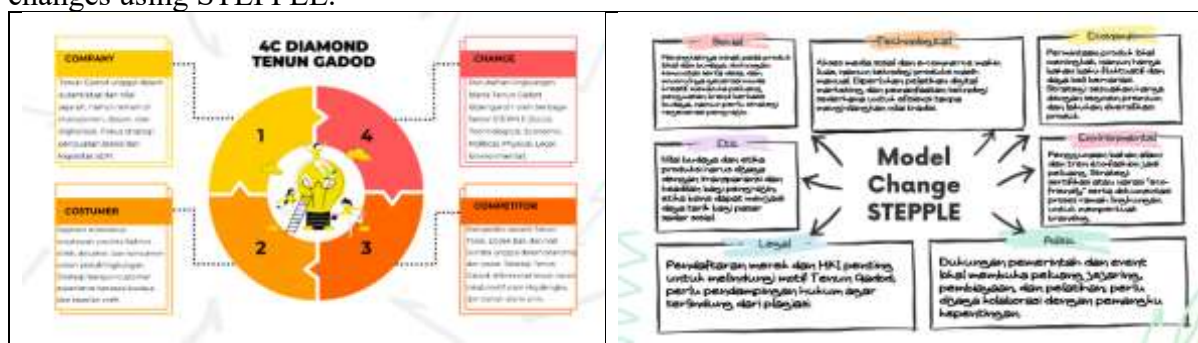


Figure 6. 4C Diamond and STEPPLE

STEEPLE shows that the development of Gadod Weaving is influenced by factors; social, technological, economic, political, legal, environmental, and ethical. The synergy of the community and the village government is very important for cultural preservation, while the younger generation provides hope for regeneration. Social media and e-commerce technology, facilitate effective promotions even though production is still done manually. From an economic perspective, local and ethnic product trends offer great opportunities, but fluctuations in production prices require pricing strategies and product diversification. The premium market can be achieved through contemporary design and a strong cultural narrative. The use of natural materials and eco-friendly practices give Eco-Fashion an edge. MSME programs and cultural festivals provide political support that needs to be optimized through collaboration. IPR and trademark protection is essential in maintaining motive and commercial originality. Ethical aspects, including honesty, fairness, and cultural preservation, are important in maintaining a positive image and sustainability. STEEPLE's analysis leads to strengthening the branding strategy of Tenun Gadod as Majalengka Eco-Fashion Heritage with POP (Point of Difference) located in classic techniques and natural materials, then cultural storytelling. The collaboration of local media, influencers, and young designers can strengthen awareness while expanding market reach. POP (Point of Parity) Gadod weaving is equivalent to woven products in Indonesia.

Table 2. Point of Difference and Point of Parity of Gadod Weaving

| POD | POP | Main Selling Points |
|-----|-----|---------------------|
|-----|-----|---------------------|

| | | |
|--|------------------------------------|--|
| The Motives and Philosophies of the Gospel of Jesus Christ. | Traditional manual weaving. | An authentic local culture. |
| Stories of mutual cooperation and local symbols. | Natural materials & hand weaving. | Emotional & cultural values. |
| Natural dyes are environmentally friendly. | Fashion & ethnic products. | Eco-fashion appeal. |
| Label: "Tenun Gadod Majalengka". | Regional cultural heritage. | Unique geographic identity. |
| Collaborative contemporary design. | Heritage exhibitions & promotions. | Innovative & attractive to the younger generation. |
| Involve local village artisans. | | Social image & empowerment. |

The sustainability of Gadod Weaving can be realized through four main directions, namely: Regeneration of young artisans, product diversification, Marketing digitalization, and IPR of Gadod weaving motifs. Thus, Nunuk Baru Village Gadod Weaving has a great opportunity to become a competitive, sustainable, and high-value Majalengka cultural icon, as well as an inspiration for the development of a creative economy based on local wisdom in Indonesia.

Insight Stage

Cultural Storytelling is the key to increasing brand awareness and customer engagement. Through interviews, observations, and analysis of digital content, it was revealed that modern consumers are more interested in products that have a story, meaning, and cultural value, not just their function. Gadod Weaving has a strong narrative about the philosophy of motifs, the process of inheritance, and the spiritual value of the craftsmen's work. This insight led the research to make storytelling a brand communication strategy with the big theme "Eco-Fashion Heritage of Majalengka", which combines aspects of tradition, sustainability, and local pride.

Strategy Stage

Collaborative workshop with Disparbud and Disperindag Majalengka with the theme of Branding, Packaging, IPR, Digital Storytelling, and E-Commerce development.

- A. The design of the new logo and packaging of Weaving Gadod reinforces the brand's identity with local touches, traditional aesthetics and modern feels. The Gadod Weaving logo features a light blue "G" with three vertical lines as a symbol of the weaving yarn, reflecting precision, tradition, and collaboration. The light blue color symbolizes cultural harmony and modernity.



Figure 7. Gadod Weaving Brand Logo

- B. Gadod Weaving packaging represents cultural values through the "Story" label which contains the story of history, philosophy of motifs, and dedication of weavers. The design combines traditional and modern nuances with recycled paper materials with natural textures and a bamboo version typical of Nunuk Baru Village as an environmentally friendly choice. The bamboo motif symbolizes the steadfastness, simplicity, and closeness of the people of Nunuk Village to nature. Gadod Weaving packaging is a symbol of harmony between craftsmen, nature, and history, presenting an authentic cultural experience that weaves the stories and noble values of the archipelago.



Figure 8. Packaging Design Variations

- C. Storytelling script and digital catalog of Tenun Gadod,** Tenun Gadod brings cultural heritage to the digital world through visual narratives about the process, motifs, and traditional values of the artisans. With the concept of "Tradition Meets Innovation", Tenun Gadod combines local wisdom and global aesthetics through social media and online catalogs that display the beauty, meaning, and philosophy of each piece of fabric.



Figure 9. Digital Storytelling Content Examples

- D. Tenun Gadod's Social Media account** is a digital storefront and a space for cultural interaction. Through the concept of "From Yarn to Story", content on Instagram, TikTok, and Facebook features the weaving process, artisan profiles, and motif philosophies. Professional visuals and strong storytelling bridge tradition with the modern market, making Tenun Gadod a symbol of global local pride.
- E. Branding and digitalization roadmap for the 2025–2026 period.** This roadmap serves as a guide to strengthening Tenun Gadod's brand identity and expanding the market through digital transformation. The activities include content creator training for 30 participants, the creation of two trial content in @InfoMajalengka, as well as collaboration with the Deputy Regent of Majalengka's account in local culture-based promotions.



Figure 10. Digital Campaign Timeline and Social Media Implementation

- F. Intellectual Property Rights (IPR) registration plan for Gadod's distinctive motives.** The registration of IPR aims to protect the authenticity and cultural value of Gadod Weaving. In 2025, it will focus on identifying and digitizing motives and legal consultations, followed by submission to DJKI in early 2026. After the certification is

issued, each product will be labeled "IPR Registered Motive" to strengthen legality and competitiveness.

Execution Stage

The execution phase of the digital campaign "Weaving Gadod for the World" (October 2025) with Info Majalengka features cultural storytelling, educational videos on the weaving process, polls of favorite motifs, and modern fashion content based on local fabrics. Evaluation with the CRISP-DM approach showed a significant increase in online purchase reach, engagement, and interest, confirming the effectiveness of the synergy between cultural branding and digital marketing. Analysis of three main channels — Instagram Reels, Meta Ads, and Website — shows that storytelling and educational content is most effective in reaching new audiences. An average video retention of 7 seconds signifies the need for a short format (15–30 seconds) with strong visuals at the beginning. The engagement rate reached 1.83%, exceeding the national average (0.5–1%), with 86% coming from non-followers. Recommendation: focus on the short content series "The Story Behind Weaving Gadod", expand distribution to TikTok and Facebook, and add a Call to Action at the end of the video. Through this data-driven approach, Tenun Gadod has succeeded in strengthening digital identity and brand sustainability based on local culture.

- A. **Business Understanding:** The digital campaign "Tenun Gadod for the World" which will be held in October 2025 aims to increase brand awareness of Tenun Gadod as a typical cultural product of Majalengka while expanding the reach of the audience on digital channels such as Instagram and Meta Ads. Through collaboration with Info Majalengka, this campaign presents various interesting content such as video storytelling "Weaving Gadod, Not Just Cloth...", educational content on the weaving process, interactive polls to choose favorite motifs, and modern fashion content based on traditional fabrics. This strategy confirms that Gadod Weaving is not only a cultural heritage of high aesthetic value, but also a local product that is adaptive, economically competitive, and relevant to modern lifestyles.
- B. The data used in the digital campaign "Weaving Gadod for the World" comes from three main sources, namely Instagram Reels (organic content), Meta Ads (Facebook & Instagram Ads), and Google Analytics. These three channels provide a comprehensive picture of digital performance and the effectiveness of the strategies implemented during the campaign period, data from all three channels shows the campaign has successfully expanded reach and increased audience engagement through a combination of organic content and paid advertising. The increase in interaction on social media and the surge in website traffic prove the effectiveness of the synergy between cultural branding and digital marketing in building the image of Tenun Gadod.

Table 3. Digital Campaign Performance Metrics Across Channels

| Canal | Key Performance Parameters | Results/Values |
|--|---|---|
| Instagram Reels | Content title | <i>"Weaving Gadod: Not Just a Cloth..."</i> |
| | Impressions | 32,786 – 32,794 views |
| | Affordable Account | 20,288 – 22,367 accounts |
| | Interactions (Like, Comment, Save, Share) | 602 total interactions (514 likes, 12 comments, 68 saves, 8 shares) |
| | Average Watch Time | 2–7 seconds |
| | Impression Source | 59.5% Browse, 32.3% Profile |
| | Message Conversations | 25–97 results |
| Meta Ads (Facebook & Instagram Ads) | Cost per Result | IDR 8,606 – IDR 83,407 |
| | Daily Budget | IDR200,000 – IDR257,000 |

| Canal | Key Performance Parameters | Results/Values |
|----------------------------|-----------------------------|-----------------------------|
| Website (Google Analytics) | Total Spend | IDR975.085 |
| | Range | 308 – 16,328 accounts |
| | Impressions | 332 – 27,161 views |
| | Active Users (90 days) | 1,300 users (+211%) |
| | Total Interactions (Events) | 13,000 interactions (+306%) |
| | Real-Time Activity | 0 observation time |
| | Search Console Integrations | Inactive |

C. Data Preparation, data from three main channels, Instagram Reels, Meta Ads, and Google Analytics; is cleaned and standardized into a single integrated dataset with 27 key parameters. This process ensures that all metrics are uniformly formatted so that they can be compared across platforms. The main steps include: (1) converting non-numerical data such as watch time duration into minutes or seconds; (2) standardize the format of numbers, percentages, and currencies; (3) segment data by channel source to differentiate the performance of organic content, paid advertising, and site traffic; and (4) mark missing values such as empty impressions or inactive Search Console integrations. Through this cleaning and standardization, the data becomes accurate and ready for use for descriptive and correlational analysis, forming an important foundation for the analysis stages in the CRISP-DM approach.

D. Modeling: Aggregated data, obtained the following performance patterns:

Table 4: Key Performance Findings and Interpretations

| Aspects | Key Findings | Brief Interpretation |
|-------------------------|--|---|
| Awareness | Reels >32K impressions, 27K ad impressions, website +211% of users | Storytelling + effective advertising increase reach |
| Commitment | 602 interactions (79.9% non-followers), 97 ad conversations | New audiences are active and responsive |
| Ad Efficiency | Cost IDR 8,606–IDR 83,407 per result | Efficient, segment-dependent & content |
| Behavior Digital | Website activity up +306% | Increased interest and buying potential |
| Storytelling | Average watch 7 seconds | Need a stronger hook & CTA at the beginning |

E. Evaluation: The results of the evaluation show that the digital campaign "Weaving Gadod for the World" has succeeded in improving cross-channel performance. Brand awareness increased significantly (+211%–+306%), and organic engagement reached 602 interactions with the majority of new audiences. Meta ads are increasing conversations, while website traffic is also growing, signaling an increase in interest in online buying. However, improvements are needed to the storytelling duration, hashtag strategy, and Google Search Console integration for more accurate analysis. Overall, the synergy of cultural branding and digital marketing has proven to be effective in strengthening the visibility and relevance of Weaving Gadod in the modern era.

F. Deployment: The results of the analysis show that the "Weaving Gadod for the World" campaign strategy needs to be focused on content strengthening, channel integration, and data optimization. It is recommended to add a strong visual hook in the first three seconds of the video as well as a clear CTA to encourage engagement and conversion. High-performing organic content can be boosted as an ad for wider reach. Websites need to be integrated with Google Search Console to monitor SEO and user behavior. Subsequent

campaigns are also recommended to present participatory formats such as polls or Q&A and build an integrated analytics dashboard for real-time monitoring. Overall, the synergy of cultural storytelling and data-driven digital marketing has proven to be effective in strengthening the image, reach, and competitiveness of Tenun Gadod in the digital era.

CONCLUSION

This research in Nunuk Baru Village, Majalengka, focused on optimizing the business model, brand awareness, and customer engagement of *Tenun Gadod*, a cultural heritage product facing challenges in supply chain management, digitalization, and branding. Conducted through collaboration among the Digital Business Study Program of Cerdika International Cyber Polytechnic, local governments, MSMEs, and local media using the R.A.I.S.E method and a qualitative approach, the study revealed disorganized supply chains, limited regeneration of young weavers, and weak promotion efforts. Analytical frameworks such as SWOT, 7P, 4C Diamond, and STEEPLE confirmed strong potential based on cultural authenticity and eco-fashion trends. Implemented strategies—including new logos and packaging, digital storytelling, social media activation, and the "Weaving Gadod for the World" campaign—increased reach and engagement by up to 306%. Culture-based digital transformation strengthened the identity and competitiveness of *Tenun Gadod*. Future research should explore sustainable models for artisan regeneration, innovative product diversification, enhanced digital marketing techniques, and robust intellectual property rights protection to solidify *Tenun Gadod* as a flagship sustainable ethnic fashion icon in Majalengka.

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