

The Role Of Digital Literacy On The Social Media Performance Of Batik MSMEs With Digital Capability As An Intervening Variable

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Abstract

MSMEs are the most important pillar in the Indonesian economy. The contribution of MSMEs to the Indonesian economy with one of the MSMEs that supports the Indonesian economy is batik. Barlingmascakeb is one of the residencies that produces and sells batik throughout Indonesia. The aim of this research is to examine the influence of digital literacy on the social media performance of batik MSMEs which is mediated by digital capability. This type of research is quantitative, sampling uses purposive sampling. The number of respondents in this research was 149 Batik MSMEs who implemented digitalization and the analysis tool in this research used SmartPLS. The results of this research are that digital literacy influences social marketing performance, digital literacy influences digital capability, digital capability influences social marketing performance and digital capability mediates digital literacy on social media performance.

Key words: Digital Literacy, Digital Capability, Social Media Performance, Batik MSMEs

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are the most important pillars of Indonesia's economy. The contribution of MSMEs to Indonesia's economy includes the ability to absorb 97% of the total workforce and accumulate up to 60.4% of total investment (ekon.go.id). The number of MSMEs currently reaches 64.2 million, contributing 61.07% to GDP, or valued at 8,573.89 trillion rupiahs in 2021. Of these 64.2 million MSMEs, 2,951 are Batik MSMEs, with only 34% involved in e-commerce or already implementing digital

marketing (ekon.go.id). MSMEs in Indonesia face several challenges, including limited digitalization capabilities, lack of product innovation, marketing difficulties, challenges in adapting to environmental changes, and slow responses to dynamic market competition, all of which hinder performance improvement (Septiandari et al., 2024).

Barlingmascakeb is a residency known for producing and selling batik throughout Indonesia, as evidenced by the 149 Batik MSMEs dedicated to batik production and sales in this area. UNESCO has designated Indonesian batik as an Intangible Cultural Heritage of Humanity since 2009, making batik a distinctive feature of Indonesia. Batik plays many roles in Indonesian society, serving not only as everyday attire but also as clothing for important events and rituals, and it is one of the key MSME sectors supporting the economy (Septiandari et al., 2024). In facing digital transformation, Batik MSMEs encounter several issues that can affect their business performance. One of the main challenges is the lack of digital understanding and skills among MSME entrepreneurs. Many may not fully grasp the needs and potential of content marketing and social media marketing strategies to develop their businesses (Salam et al., 2021). Additionally, resource limitations, especially in terms of time and finances, pose significant barriers for MSMEs. Implementing digital strategies requires time and financial investments that not all MSMEs can optimally undertake. According to data from the Ministry of Industry's Center for Handicrafts and Batik (BBKB), there were approximately 2,951 Batik MSMEs across Indonesia in 2022 (databoks.katadata.co.id), but only 34% were engaged in e-commerce. This is attributed to human resource issues (human intellectual capital). Most MSMEs lack the resources to utilize information technology effectively, with the majority of the population having only elementary education, incomplete elementary education, or no schooling at all. The lack of infrastructure and information systems (structural capital) and networking (relational capital) further exacerbates the situation. Very few MSMEs realize the importance of networking, whether with fellow MSMEs, professional associations, or the government.

In the ever-evolving digital era, the role of information technology and the internet increasingly dominates various aspects of life, including the business world. Specifically, Batik MSMEs need to continually adapt to these changes to maintain and enhance their business performance. Two main strategies to focus on in this context are Content Marketing and Social Media Marketing. Content Marketing is a crucial approach to creating and distributing valuable content for the target market (Xin & Yingxi, 2022). Through relevant and high-quality content, MSMEs can build customer trust, raise brand awareness, and create deeper relationships with consumers. Meanwhile, Social Media Marketing has become an effective channel for direct interaction with the audience (Taftasani & Ina Oktaviana Matusin, 2024). By leveraging social platforms like Facebook, Instagram, and

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Twitter, MSMEs can expand their market reach, build loyal communities, and increase customer engagement.

Another issue is the underutilization of digital marketing for promoting batik internationally. Research by Rahim et al. (2023) indicates that digital literacy influences social media performance, but Supriatna et al. (2022) found no such effect, highlighting a research gap or inconsistency in findings. This study introduces new insights into how digital literacy and digital capability affect the social media performance of Batik MSMEs in Barlingmascakeb, an approach not extensively covered in previous literature (Patria et al., 2023). By introducing digital capability as an intervening variable, this research offers new perspectives on enhancing social media performance. The benefits for Batik MSMEs from this research include effective strategies for optimizing social media use, enhancing digital capabilities to strengthen their position in the digital market, and practical knowledge for developing stronger and more competitive branding and marketing.

Digital literacy plays a crucial role in helping batik MSMEs overcome challenges in implementing content marketing strategies. In this context, understanding and digital skills are the primary foundations supporting the smooth execution of these strategies (McAnulty, 2020). Digital literacy enhances MSMEs' understanding of the needs and potential of content marketing strategies. With good understanding, they can create relevant and high-quality content, strengthen brand presence, and increase consumer interaction through various digital platforms. Furthermore, digital literacy is also crucial for managing social media platforms for marketing (Nikou et al., 2022). MSMEs with good digital literacy can effectively manage social media accounts, build online communities, and enhance customer engagement through posts, comments, and other features (Munger et al., 2021).

This study employs Dynamic Capabilities theory, which explains how companies can integrate, build, and reconfigure internal and external competencies to address rapidly changing environments (Pandya et al., 2023). In the context of Batik MSMEs in Barlingmascakeb, digital literacy is crucial in enhancing social media performance, an adaptation to technological and market changes. Digital literacy enables MSME actors to understand and effectively utilize various digital platforms and tools. However, to maximize its impact, digital literacy must be accompanied by strong digital capability—the ability to continuously update and develop digital skills and adapt social media marketing strategies according to dynamic market trends and needs. Thus, the goal of this research is to examine the influence of digital literacy on the social media performance of Batik MSMEs, mediated by digital capability.

LITERATURE ANALYSIS AND METHODOLOGY

LITERATURE

Dynamic Capabilities Theory

Dynamic Capabilities Theory is a concept in strategic management that emphasizes an organization's ability to continuously integrate, build, and reconfigure internal and external competencies to face rapid environmental changes. The essence of this theory is that a company's competitive advantage depends not only on the assets and resources it owns, but also on its ability to respond and adapt to changes in markets, technology and the business environment. Dynamic capabilities include processes such as learning, innovation, and strategic alliances that enable a company to maintain its relevance and competitiveness (Dang & Merino, 2024).

According to Teece, dynamic capabilities consist of three main activities: sensing, seizing, and transforming. Sensing is the ability to detect opportunities and threats in the external environment through effective information collection and analysis. Along involves taking action to exploit identified opportunities, which often requires quick decision making and efficient allocation of resources. Transforming, or reconfiguring, is the ability to restructure an organization's assets and processes to support new strategies and ensure continued innovation. Through these three activities, organizations can continually develop new capabilities that enable them to remain competitive in the long term.

Dynamic capabilities also emphasize the importance of top management involvement in creating and maintaining an environment that supports flexibility and adaptability. Visionary leadership based on continuous learning is essential to developing these dynamic capabilities. In addition, an organizational culture that encourages innovation, collaboration and rapid response to change is also a key element of dynamic capabilities. By developing and maintaining dynamic capabilities, companies can face unexpected challenges and take advantage of emerging opportunities, so they can continue to innovate and develop in a dynamic and complex business environment.

Digital Literacy

Digital literacy is the ability to use information and communication technology (ICT) effectively and efficiently in a variety of contexts, including education, work and everyday life. Digital literacy includes basic technical skills, such as the use of computer software, the internet, and social media, as well as the ability to find, evaluate, and critically manage information. In addition, digital literacy also involves understanding ethical and legal issues related to the use of technology, such as privacy, data security, and copyright (Munger et al., 2021).

Digital literacy skills are very important in the current digital era, where almost every aspect of life is influenced by technology (Rahim et al., 2023). Digital literacy enables individuals to actively participate in digital society, increase productivity, and access a variety of learning and work opportunities. In an educational context, digital literacy helps students develop the skills necessary to learn independently and collaboratively, utilize online resources, and communicate effectively in digital environments. In the workplace, digital literacy enables employees to use digital tools to increase efficiency, innovate, and adapt quickly to technological changes (Supriatna et al., 2022).

Digital literacy is also important for the success and sustainability of businesses, including MSMEs (Micro, Small and Medium Enterprises). In an increasingly digital business world, the ability to manage and utilize digital technology can provide a competitive advantage. MSMEs that have good digital literacy can be more effective in online marketing, customer management and business operations (Patria et al., 2023). They can also leverage data and analytics to make more informational and strategic decisions. Therefore, increasing digital literacy is an important investment for individuals and organizations to remain relevant and competitive in this digital era.

Digital Capabilities

Digital Capability is the ability of an individual or organization to effectively use digital technology to carry out various functions and tasks. This includes competence in operating hardware and software, understanding and managing digital data, and implementing digital strategies to achieve specific goals (Khin & Ho, 2019). Digital Capability involves not only technical skills but also a strategic understanding of how technology can be utilized to increase operational efficiency, expand market reach, and optimize interactions with customers or users (Veiga et al., 2024). Digital Capability is a crucial aspect. Batik MSMEs in Purbalingga Regency that have strong digital capabilities can be more effective in utilizing social media for marketing. These capabilities include using digital tools and platforms to create, manage, and analyze marketing content, as well as interact with customers more efficiently. With adequate digital literacy, MSME players can increase their Digital Capability, which in turn will improve social media performance. This research aims to show that increasing digital literacy and Digital Capability directly has a positive impact on the effectiveness of digital marketing strategies, expanding market reach, and increasing the competitiveness and sustainability of Batik MSME businesses in the area (Apasrawirote et al., 2022).

Social Media Performance

Social Media Performance refers to measuring the effectiveness of an organization or individual's use of social media platforms to achieve specific marketing objectives. This includes various metrics such as number of followers, engagement rate (likes, comments, shares), audience growth, and conversions (e.g., sales or registrations) (Kang et al., 2020). Good social media performance shows that the strategies and content uploaded on the platform are successful in attracting attention, maintaining engagement, and triggering desired actions from the target audience. In a business context, optimal social media performance can help increase brand awareness, develop relationships with customers, and ultimately, increase sales and revenue. By understanding and improving digital literacy, Batik MSME players can more effectively utilize social media to market their products (Daowd et al., 2021). Strong digital capabilities enable them to better manage and measure social media performance, thereby devising more effective strategies (Chang et al., 2018). It is hoped that the results of this research will show that increasing literacy and digital skills will have a positive impact on social media performance, which in turn will increase the competitiveness and sustainability of the Batik MSME business in Purbalingga Regency.

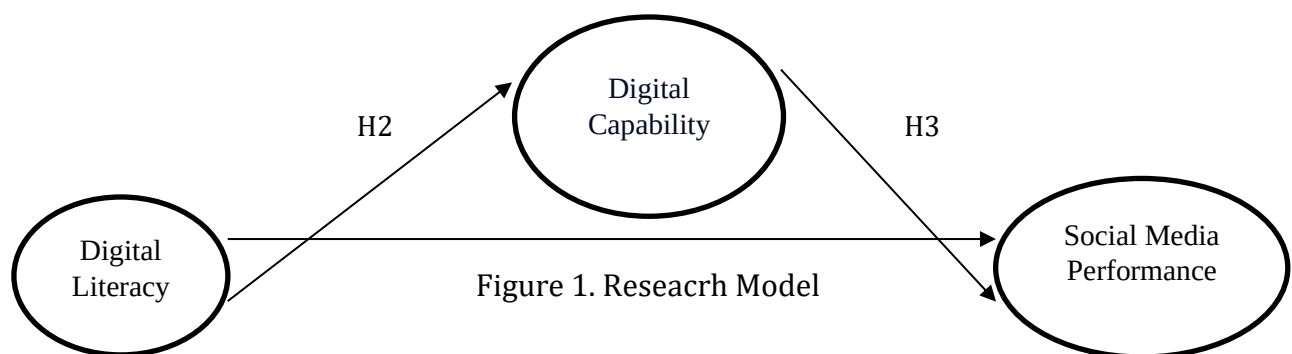


Table 1. Conceptual Definitions

Variable	Conceptual Definition	Indicator
Digital Literacy	Ability to use information and communications technology effectively and efficiently in a variety of contexts, including education, work, and everyday life.	1. Creativity, critical thinking, 2. Understanding the socio-cultural context, 3. Collaboration, 4. The ability to find and select information, 5. Communication,

		6. Electronic security, 7. Functional skills (Hague & Payton)
Digital Capability	Digital Capability is the ability of an individual or organization to effectively utilize digital technology to carry out various functions and achieve strategic goals.	1. Ability to utilize important digital technologies 2. Ability to identify new digital opportunities 3. Ability to respond to digital transformation 4. Ability to utilize Product/Service innovation (Khin & Ho, 2019)
Social Media Performance	Social Media Performance is a measure of the effectiveness and results achieved by individuals or organizations through the use of social media platforms in achieving communication, marketing and audience interaction goals.	1. Content Creation, 2. Content Sharing 3. Connecting 4. Community Building (Diab, 2023)

METHODOLOGY

This research aims to examine the influence of digital literacy on the marketing performance of batik MSMEs mediated by content marketing. This research was conducted on batik micro, small and medium enterprises (MSMEs) in the Barlingmascakeb area by giving questionnaires to MSME owners. The number of Batik MSMEs in Purbalingga Regency is 149 MSMEs and these MSMEs have implemented digitalization in their marketing but are not yet optimal. This research uses sampling using purposive sampling, this is because the criteria in this research are Batik MSMEs and have used digitalization in their marketing.

Partial Least Square (PLS) model analysis was used in this research. Research data is looked at using descriptive statistics to find out things like the age, gender and education level of the person answering the questions. Validity test with loading factor and Average variance Extracted (AVE) > 0.5 as a measure of success. Composite reliability parameters >

0.6 are used to measure how well the reliability test works (Ghozali, 2015). The PLS SEM method was used to test this idea. Inner models, R-Square values, and path coefficients are used to test the relationship between latent variables.

RESEARCH AND RESULTS

RESULTS

The first step taken is to measure the outer model to find out how valid and reliable the indicators are. The loading factor value must be greater than 0.7, and if the correlation value is less than 0.7 then the indicator is removed. Figure 2 and table 1 show the results of the outer loadings in this study:

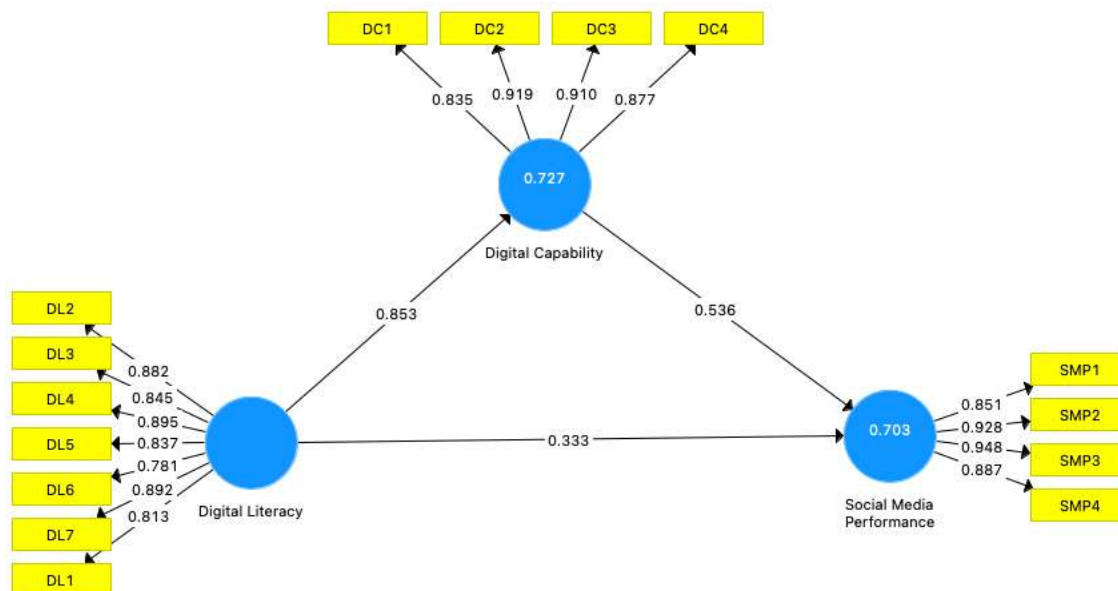


Figure 2. Outer Loadings

Table 1. Variables, Indicators, Loading Factor, AVE and Composite Reliability

Variables	Indicators	Loading Factors Running	Cronbach's Alpha	AVE	Composite Reliability
DL	DL1	0,813	0,936	0,723	0,948
	DL2	0,882			
	DL3	0,845			
	DL4	0,895			
	DL5	0,837			

	DL6	0,781			
	DL7	0,892			
DC	DC1	0,835	0,908	0,785	0,936
	DC2	0,919			
	DC3	0,910			
	DC4	0,877			
SMP	SMP1	0,851	0,925	0,818	0,947
	SMP2	0,928			
	SMP3	0,948			
	SMP4	0,887			

Source: Data obtained, 2024

The test results show that all indicators are greater than 0.7. This means that the construct has good convergent validity.

The next step is to look at R-square to test the predicted relationship between hidden variables or structural models. Figure 2 shows the structural equation modeling model, and Table 2 shows the R-square value. The R-square value of digital capability is 0.727 or 72.7% and social media performance is 0.703 or 70.3%

Table 2. R Square Value

	R Square	Adjusted R Square
Digital Capability	0,727	0,725
Social Media Performance	0,703	0,699

Source: Data obtained, 2024

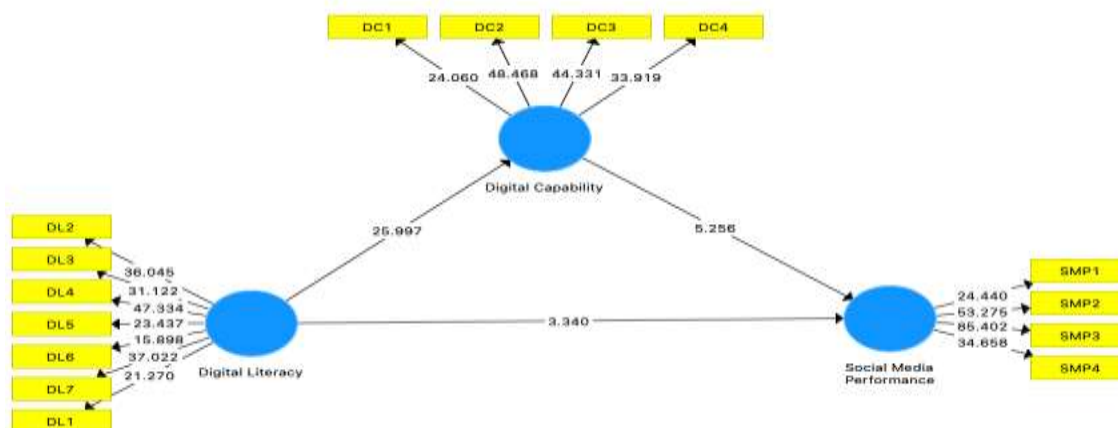


Figure 3. Structural Equation Model

Table 3: Hypothesis Testing

Hypothesis	Relationships	Original Sample	T.Statistics	P-Value	Result
1	Digital Literacy -> Social Media Performance	0,333	3,340	0,001	Accepted
2	Digital Literacy -> Digital Capability	0,853	25,997	0,000	Accepted
3	Digital Capability -> Social Media Performance	0,536	5,256	0,000	Accepted
4	Digital Literacy -> Digital Capability -> Social Media Performance	0,457	5,370	0,000	Accepted

Source: Data obtained, 2024

DISCUSSION

Digital literacy on social media performance

The first hypothesis which states that digital literacy has an effect on social marketing performance is proven, this is because the P-Value value of 0.001 is smaller than the alpha value of 0.05, which means the hypothesis is accepted. The results of this research support research conducted by (Kang et al., 2020) which explains that there is an influence of digital literacy on social media performance.

The ability to understand and utilize information technology is the key to success in competing in an increasingly competitive market. Batik MSMEs in Barlingmascakeb who are able to optimize digital literacy can utilize various social media and e-commerce platforms to promote their products. With a good understanding of digital marketing strategies, such as the use of SEO, interesting content, and consumer data analysis, these MSMEs can increase the visibility and attractiveness of their products in the eyes of local and international consumers. Digital literacy also allows them to interact more effectively with customers, get real-time feedback, and adapt their marketing strategies according to market trends and needs.

Apart from that, digital literacy helps Batik MSMEs in Barlingmascakeb to improve operational efficiency and business management. By understanding and using digital tools

such as accounting software, inventory management, and online communication platforms, they can manage their business better and more responsively. The ability to quickly access relevant information and resources also allows them to make more informed and strategic decisions. Thus, digital literacy not only improves social marketing performance but also has a positive impact on the overall business performance of Batik MSMEs in Barlingmascakeb, opening up opportunities for business growth and sustainability amidst ever-changing market challenges and dynamics.

Digital literacy towards digital capability

The second hypothesis which states that digital literacy has an effect on digital capability is proven, this is because the P-Value value of 0.000 is smaller than the alpha value of 0.05, which means the hypothesis is accepted. The results of this research support research conducted by (Dang & Merino, 2024) which explains that there is a relationship between digital literacy and digital capability.

Digital literacy includes knowledge and skills in using information and communication technology to support business activities. With good digital literacy, Batik MSMEs can utilize various digital tools and platforms, such as social media, e-commerce and business management applications, to increase efficiency and productivity. For example, by mastering digital marketing techniques, Batik MSMEs can expand their market reach, attract more customers and increase sales. In addition, the ability to analyze digital data helps MSMEs understand market trends, consumer behavior and the effectiveness of the marketing strategies they have implemented, so they can make more informed and strategic decisions.

Digital literacy also supports increasing digital capability in the daily operations of Batik MSMEs in Barlingmascakeb. Digital communication platforms, such as email and instant messaging applications, make coordination and collaboration between employees and business partners easier. Digital literacy also opens up access to various online resources, such as online training and courses, which can improve the skills and knowledge of MSME owners and employees. Thus, digital literacy not only strengthens digital capabilities in the marketing aspect, but also in the entire business process, so that Batik MSMEs in Barlingmascakeb can be more competitive and adaptive in facing challenges in the digital era.

Digital capability on social media performance

The third hypothesis which states that digital capability influences social marketing performance is proven, this is because the P-Value value of 0.000 is smaller than the alpha

value of 0.05, which means the hypothesis is accepted. The results of this research support research conducted by (Dang & Merino, 2024) which explains that there is a relationship between digital capability and social media performance.

Digital capability, or digital ability, includes skills and knowledge in utilizing digital technology to support various business activities. With good digital capability, Batik MSMEs can optimize the use of social media and e-commerce platforms to promote their products more widely and effectively. Social media allows MSMEs to build closer relationships with customers through direct interaction, interesting content, and quick responses to questions or complaints. The use of digital technology not only increases product visibility but also strengthens brand image and customer loyalty.

Digital capability allows Batik MSMEs in Barlingmascakeb to utilize data and analysis to develop more targeted marketing strategies. With digital analysis tools, MSMEs can monitor marketing campaign performance, understand consumer preferences, and identify market trends. This information is invaluable for adjusting marketing strategies and making better decisions. For example, by knowing which products are most in demand, MSMEs can focus on those products and design more effective promotions. Thus, increasing digital capability not only improves social marketing performance, but also provides a strong foundation for Batik MSMEs to develop and compete in an increasingly digital and global market.

Digital capability mediates digital literacy on social media performance

The fourth hypothesis which states that digital capability mediates digital literacy on social media performance is proven, this is because the P-Value value of 0.000 is smaller than the alpha value of 0.05, which means the hypothesis is accepted.

Digital literacy provides the basic knowledge and skills necessary to understand and use digital technologies. However, without adequate digital capabilities, digital literacy potential cannot be fully optimized. Digital capability, which includes the practical application of digital literacy, enables Batik MSMEs to effectively utilize various digital tools and platforms. For example, MSMEs with good digital literacy may understand the importance of social media for marketing, but only through digital capability can they design and implement effective social media campaigns, manage content, and analyze the results.

Digital capability also strengthens the impact of digital literacy on social media performance by providing the framework and tools necessary for implementing digital marketing strategies. Digital literacy provides insight into how to manage social media, but digital capabilities enable Batik MSMEs in Barlingmascakeb to implement these strategies more efficiently and measurably. With digital capability, MSMEs can utilize social media

analytics to track customer engagement, measure campaign effectiveness, and adjust strategies based on real-time data. This not only improves social media performance but also helps MSMEs to be more responsive to changing trends and market needs. Thus, digital capability functions as a bridge that connects digital literacy with real results in social media performance, enabling Batik MSMEs in Barlingmascakeb to be more competitive and successful in the digital era.

CONCLUSION AND RECOMMENDATIONS

The aim of this research is to examine the influence of digital literacy on the social media performance of batik MSMEs which is mediated by digital capability. From the results of the research that has been carried out, it can be concluded that digital literacy influences social marketing performance, digital literacy influences digital capability, digital capability influences social marketing performance and digital capability mediates digital literacy on social media performance. The implications of the research above show that increasing digital literacy and digital capability in Batik MSMEs in Barlingmascakeb is very crucial for improving their social media performance. With good digital literacy, MSME players can understand the importance of digital technology, while digital capability allows them to effectively implement these strategies in daily operations. This research underlines the importance of training and digital skills development for MSMEs, which will not only increase marketing efficiency and effectiveness, but also open up new opportunities for growth and innovation. In addition, the government and related institutions need to support access to technology and training resources to ensure that MSMEs have the ability to compete in an increasingly digital and global market. Thus, collaborative efforts between various parties can produce a stronger and more sustainable business ecosystem for Batik MSMEs in Barlingmascakeb.

The limitation of this research lies in its limited scope to Batik MSMEs in Barlingmascakeb, so the results may not fully represent the conditions of MSMEs in other areas or other industrial sectors. Apart from that, this research mainly focuses on aspects of digital literacy and digital capability without considering other external factors such as government support, access to technology, and digital infrastructure which may also play an important role in social media performance. The research methodology used may also have limitations in terms of sample and data collection techniques, which may affect the generalizability of the research results. Therefore, further studies covering various sectors and regions and considering other external variables are needed to obtain a more comprehensive and in-depth picture.

Recommendations for further research include expanding the scope of the study to various industrial sectors and different regions to gain a broader and deeper understanding of the relationship between digital literacy, digital capability and social media performance. Further research should also consider external factors such as government support, access to technology, digital infrastructure, and market dynamics that can influence the effectiveness of MSME digital strategies. In addition, longitudinal studies that examine changes in digital literacy and digital capability over time will provide insight into the long-term impact of improving digital skills on business performance. The use of mix methods that combine quantitative and qualitative data is also recommended to capture more contextual aspects of digitalization in MSMEs.

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