

Optimizing Social Media to Increase the Income of Sharia-Based Blacksmith Artisans in Koto Padang Village

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Abstract

Koto Padang Village in Sungai Penuh City is well known as a center of blacksmith artisans producing agricultural tools and household equipment rooted in local craftsmanship. Despite possessing high technical skills and cultural value, these artisans face significant challenges in utilizing social media as a marketing tool, which limits their competitiveness in the modern market. This study aims to analyze the role of social media in increasing artisans' income, identify constraints in digital marketing practices, and assess the implementation of Islamic financial principles in their business activities. A qualitative research approach was employed through in-depth interviews and field observations. The findings indicate that social media plays an important role in expanding market reach, strengthening customer interaction, and enhancing product visibility. However, challenges remain in content creation, time management, and Islamic financial literacy. Strengthening digital marketing capabilities and expanding access to Islamic financial support are essential to promote sustainable, ethical, and value-based business development for blacksmith artisans.

Keywords

Koto Padang Village, Islamic finance, social media, blacksmith artisans, digital marketing

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A. INTRODUCTION

Koto Padang Village is recognized as the only blacksmith artisan village in Sungai Penuh City, possessing substantial potential to produce high-quality products such as agricultural tools, traditional weapons, and household equipment. Blacksmithing activities carried out in traditional workshops (*tempau*) represent an ancestral heritage that not only serves as a cultural identity for the local community but also constitutes the primary source of livelihood for village residents. Nevertheless, despite the high value of their craftsmanship, blacksmith artisans continue to face various challenges in business development (Aynun & Zainal, 2021).

One of the main challenges faced by blacksmith artisans in Koto Padang Village is the limited utilization of social media as a promotional tool. In the context of rapid digital transformation, inadequate understanding and adoption of digital technology have constrained their ability to compete in modern markets (Birgithri et al., 2024). As a result, local economic potential has not been optimally developed, even though market demand for products based on local wisdom remains relatively high.

The advancement of digitalization and social media has created significant opportunities for micro, small, and medium enterprises (MSMEs) to expand market reach and enhance promotional efficiency. Social media platforms enable MSMEs to market their products online at relatively low costs while reaching a broader consumer base. Research by (Amilia et al., 2024) emphasizes that the adoption of digital technology is a crucial factor in supporting MSME growth in the modern era. This finding is

reinforced by (Donoriyanto et al., 2023), who argue that social media can overcome promotional cost constraints and accelerate market penetration for MSMEs.

Survey data from the Institute for Development of Economics and Finance (INDEF) in December 2023 involving 254 MSMEs indicate that 34.25% of MSME actors have adopted digital platforms as their primary sales channels, while the remainder still rely heavily on offline sales through physical stores and small retail outlets. Furthermore, from a financial management perspective, the 2024 National Survey of Financial Literacy and Inclusion (SNLIK) reports that Indonesia's Islamic financial literacy index stands at only 39.11%. This figure reflects the limited understanding of business actors regarding Islamic financial principles, despite the fact that their application has the potential to enhance business sustainability and ethical value.

Previous studies have demonstrated that social media plays a significant role in increasing MSME visibility, market reach, and customer engagement (Hanjaya et al., 2023). However, other studies reveal that many MSME actors still lack adequate competencies in social media management and creative content development (Yulianti et al., 2023). Meanwhile, (Suharlina & Ferils, 2024) as well as (Assanniyah & Setyorini, 2024) highlight persistent challenges faced by MSMEs in implementing Islamic financial management and financial literacy, particularly in managing capital and assets. These differing findings indicate a research gap, especially regarding the integration of social media optimization and Islamic financial principles in enhancing the income of MSMEs rooted in local cultural heritage.

Given the low level of social media utilization and Islamic financial literacy among blacksmith artisans in Koto Padang Village, this research is both relevant and necessary. Optimizing social media usage in conjunction with the application of Islamic financial principles is expected not only to increase income but also to promote more ethical, sustainable, and socially oriented business practices (Awa et al., 2024). This study is anticipated to provide practical contributions for artisans and serve as a policy reference for the development of culture-based MSMEs.

Accordingly, this study aims to analyze the role of social media optimization in increasing the income of blacksmith artisans in Koto Padang Village, identify the constraints faced by artisans in utilizing social media as a marketing tool, and assess the implementation of Islamic financial principles in the business activities of blacksmith artisans.

B. LITERATURE REVIEW

Social Media

Social According to) (Arianto & Sofyan, 2022), social media platforms such as Facebook, Instagram, WhatsApp, and TikTok have become effective tools for micro, small, and medium enterprises (MSMEs) to introduce their products to a wider audience without incurring high promotional costs. Through social media, business actors can showcase products, interact directly with consumers, and build a strong brand image.

(Destianah, 2021)explains that MSMEs' ability to utilize social media serves as a crucial indicator of business success. Attractive content, consistency in content publication, and active engagement with consumers are key factors in building trust and increasing purchase intention. Effective digital marketing strategies must therefore be accompanied by an understanding of social media algorithms, market trend analysis, and the capability to manage customer data in a professional manner.

Islamic finance promotes financial management practices that are transparent, honest, and oriented toward moral and ethical values. According to (Al Arif, 2024), Islamic financial management training for MSMEs can enhance financial literacy and provide practical skills for managing businesses in accordance with Islamic principles. Such training assists business actors in distinguishing between halal and haram transactions, avoiding interest-based financing, and utilizing Sharia-compliant financial instruments for business funding.

Furthermore, (Jayanti & Karnowati, 2023) demonstrate that Islamic financial literacy training significantly improves the efficiency of fund management, strengthens financial decision-making, and fosters business independence. Artisans with adequate financial knowledge are better able to separate personal and business finances, maintain systematic transaction records, and allocate funds in line with Sharia principles.

C. METHODOLOGY OF RESEARCH

Research Approach

This study adopts a descriptive qualitative approach employing thematic analysis to explore in depth the experiences, perceptions (Hasan et al., 2025), and practices of blacksmith artisans in utilizing social media and implementing Islamic financial principles in their business activities. A qualitative approach was selected as it enables a contextual and comprehensive understanding of the socio-economic phenomena occurring within the community (Septiana & Khoiriyah, 2024). In this study, the researcher served as the primary research instrument and was directly involved in the processes of data collection and analysis.

Research Site and Participants

The research was conducted in Koto Padang Village, Tanah Kampung District, Sungai Penuh City, which is widely recognized as a center for blacksmith artisans. Informants were selected using purposive sampling based on the following criteria:

1. active blacksmith artisans who continue to engage in production activities;
2. artisans who utilize social media as a marketing platform; and
3. artisans who understand or apply Islamic financial principles in their business operations.

The study involved 21 primary informants, consisting of blacksmith artisans, as well as key informants, including the village head and traditional leaders, to enrich the data and enhance its validity.

Data Collection Techniques

Data were collected using the following techniques:

1. Semi-structured in-depth interviews, conducted face-to-face with an average duration of 30–60 minutes, guided by a flexible interview protocol;
2. Non-participant observation, focusing on production processes, marketing activities, and interactions between artisans and consumers; and
3. Documentation, including photographs of production activities, business records, and social media content used by artisans for promotional purposes.

Data Analysis Techniques

Data analysis was carried out in several stages using thematic analysis, as follows:

1. transcription of interview data;
2. open coding to identify meaningful units of data;
3. axial coding to organize codes into categories and themes;
4. selective coding to formulate the core themes of the study; and
5. interpretation of findings by linking analytical results with relevant theories and previous studies.

The analysis process was conducted manually through systematic note-taking and reflective discussions by the researcher.

Trustworthiness of the Data

Data trustworthiness was ensured through source and methodological triangulation, as well as member checking, whereby interview findings were confirmed with informants to ensure the accuracy of meaning and interpretation (Muid et al., 2025).

Ethical Considerations and Research Limitations

Ethical considerations were addressed by obtaining informed consent from all informants and maintaining the confidentiality of their identities (Mulyana et al., 2024). The limitation of this study lies in its scope, which focuses exclusively on blacksmith artisans in Koto Padang Village; therefore, the findings are not intended to be generalized to all MSMEs.

D. RESULT AND DISCUSSION

Research Findings and Discussion

Based on the results of interviews and observations, this study identifies several factors influencing the income of MSME blacksmith artisans in Koto Padang Village, particularly related to the optimization of social media as a promotional and marketing tool and the implementation of Islamic financial principles in business management (Nuriawati, 2021). Field findings were subsequently analyzed thematically to generate a deeper and more contextual understanding of the phenomena under investigation.

Optimization of Social Media in Blacksmith MSME Marketing

The utilization of social media as a marketing tool is no longer limited to large-scale enterprises but has increasingly been adopted by MSMEs (Permadji et al., 2022), including blacksmith artisans in Koto Padang Village. Social media platforms, initially designed for personal communication, have evolved into strategic instruments for economic activities. Relatively affordable internet access and ease of use through mobile devices have made social media a primary choice for MSMEs to reach consumers more widely and efficiently.

The findings indicate that active engagement on social media plays a crucial role in building customer relationships and sustaining business operations. Interactions facilitated through social media enable artisans to obtain direct feedback, adjust product offerings to market demands, and enhance consumer trust. This finding aligns with (Ekawati & Ikhwana, 2024), who emphasize that social media can serve as a strategic medium for strengthening business-consumer relationships when managed consistently and systematically.

Thematic analysis of interview data reveals three dominant patterns in social media optimization. First, consistency in account management emerges as a key factor in maintaining business visibility in the digital space. Artisans who regularly upload content and respond promptly to potential customers tend to gain greater market recognition and trust. Such consistency reflects business professionalism and fosters a positive perception of business sustainability.

Second, content personalization contributes significantly to brand identity formation. The uniqueness of blacksmith artisans—reflected in production processes and the cultural values embedded in their products—serves as a distinctive advantage compared to mass-produced goods. Content that showcases artisans' personal narratives, traditional craftsmanship, and local wisdom has been shown to enhance emotional connections with consumers, thereby fostering customer loyalty.

Third, strategic focus on a single social media platform is considered more effective than utilizing multiple platforms without a clear strategy. Artisans who concentrate their marketing efforts on the platform most aligned with their target consumer characteristics tend to manage content more efficiently. This approach also helps mitigate constraints related to time and technical skills, enabling more focused and directed promotional activities.

More broadly, the findings affirm that social media performs strategic functions in three key marketing aspects. First, social media strengthens branding and preserves local cultural values by allowing visual content and product narratives to simultaneously introduce products and communicate the cultural meanings behind them. Second, social media bridges the gap between artisans and consumers through multi-directional communication, enabling consumers to provide feedback and allowing artisans to respond more quickly to market needs. Third, social media expands market reach, as products can be accessed by consumers across regions and even provinces without requiring physical retail outlets in multiple locations.

These findings are supported by (Nanda et al., 2025), who report that video-based promotional content positively influences purchase decisions. Through visual media, artisans can more convincingly demonstrate production processes, design uniqueness, and material quality. In the context of Koto Padang Village, digital marketing transformation represents an adaptive strategy to survive amid competition with factory-produced goods. The primary competitive advantage of blacksmith products lies in their aesthetic value, material quality, and artistic craftsmanship, positioning them not only as functional items but also as decorative and cultural products.

High product quality further reinforces digital marketing strategies, as consumers tend to respond positively to products that meet or exceed expectations. (Nurhikmat, 2022) asserts that product quality significantly affects customer satisfaction, which subsequently influences customer loyalty. Supported by social media exposure, artisans have opportunities to reach higher purchasing power segments, such as collectors, art enthusiasts, and culinary business owners seeking unique and aesthetically valuable equipment. Increased demand creates opportunities for income growth, production expansion, and job creation, while simultaneously preserving traditional blacksmithing skills as a form of local cultural heritage.

Constraints in Social Media Utilization

Despite the significant opportunities offered by social media, the study identifies several constraints limiting its optimal utilization. The primary challenge is the limited understanding of digital

marketing concepts. Many artisans continue to rely on conventional marketing methods, such as direct sales at workshops and word-of-mouth promotion, resulting in the absence of structured digital marketing strategies. This finding aligns with (Nasution et al., 2022), who highlight the importance of training and self-learning for MSMEs transitioning into online marketing.

Another major constraint is the difficulty in producing engaging content. Rapid changes in social media trends demand adaptive capabilities in visual content creation and promotional storytelling. However, limited technical skills and time constraints pose significant barriers, as blacksmithing activities require substantial physical effort and occupy most daily working hours.

Additionally, artisans face time management challenges. Long working hours make it difficult to balance production activities with digital marketing efforts, leading to inconsistent promotional practices. These findings suggest that effective social media optimization requires not only technological proficiency but also strategic time management and task allocation to ensure that production and marketing processes operate in a balanced and sustainable manner.

Implementation of Islamic Financial Principles in Blacksmith Enterprises

Islamic financial principles are grounded in values of justice, honesty, and cooperation, while prohibiting practices involving *riba*, *gharar*, and *maysir* (Djamil, 2023). In the context of blacksmith enterprises, these principles are particularly relevant as they align with the community-based nature of traditional craftsmanship. Financing schemes such as *mudharabah* and *murabahah* offer more equitable capital alternatives and avoid the burden of high interest rates commonly associated with conventional financing (Akbar et al., 2024).

The findings indicate that while some artisans have begun to recognize the importance of Sharia-compliant financial management, its practical implementation remains limited. Islamic finance is perceived as a more transparent and reassuring approach, with the potential to strengthen community-based economic structures through cooperation and profit-sharing mechanisms. However, implementation is constrained by limited access to Islamic financial institutions, low levels of Islamic financial literacy, insufficient capital and production tools, and the absence of a supportive Sharia-based business ecosystem. As a result, many artisans continue to depend on conventional financing or informal capital sources that entail higher financial risks.

To promote business sustainability, stronger institutional support and more integrated empowerment strategies are required. Strengthening education and mentoring in Islamic financial management is essential to enhance artisans' understanding of Sharia contracts, business financial management, and the benefits of profit-sharing systems. The development of village-level Islamic microfinance institutions—such as *Baitul Maal wat Tamwil* (BMT), Sharia cooperatives, and Sharia-based fintech platforms—is also necessary to improve access to capital that aligns with the characteristics of artisan enterprises. Furthermore, the utilization of productive zakat, infaq, and waqf funds can be directed as empowerment-based capital support accompanied by managerial assistance.

A Sharia-based business cluster approach may serve as an effective strategy for ecosystem strengthening by linking artisans with access to financing, markets, raw material distribution, and partnership networks. Digitalization and appropriate technological innovation are also essential to enhance production efficiency and competitiveness without eroding the traditional values that define product identity. Partnerships with Islamic boarding schools (*pesantren*) and Islamic educational institutions offer further potential to expand community-based economic empowerment through entrepreneurship training, Islamic financial literacy programs, and market network development.

In conclusion, the implementation of Islamic financial principles supported by an adequate ecosystem not only creates opportunities for sustainable business development but also promotes more just and inclusive economic practices for blacksmith artisans as traditional economic actors.

E. CONCLUSION

The findings of this study indicate that the income of blacksmith MSMEs is strongly influenced by the utilization of social media and the implementation of Islamic financial principles in their business operations. Social media platforms such as Instagram, Facebook, WhatsApp, and TikTok have proven to be effective tools for expanding market reach and increasing product sales. Nevertheless, artisans

continue to face challenges related to the creation of engaging content and efficient time management in balancing workshop activities with online promotion.

The application of Islamic financial principles, which emphasize justice and cooperation, provides artisans with opportunities to access business capital without being exposed to interest-based (*riba*) financing, particularly through schemes such as *mudharabah* and *murabahah*. However, limited access to Islamic financial institutions and low levels of Islamic financial literacy remain significant barriers to broader implementation. Therefore, strengthening Islamic financial education and developing Islamic microfinance institutions are essential to support local economic growth.

Partnerships with Islamic boarding schools (*pesantren*) and Islamic educational institutions can further reinforce value-based economic systems by fostering Sharia-compliant financing models that align with local conditions and support the sustainability of small-scale enterprises such as blacksmith artisans. With coordinated support from government and community stakeholders, such collaborations have the potential to establish a more just and inclusive economic system, ultimately enhancing the income and welfare of blacksmith artisans.

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