

ABSTRACT

The traditional craft industry, especially embroidery, faces challenges in maintaining its existence in the current digital era. Alumazra embroidery products, as one of the representative embroidery companies, need to adapt effective marketing to reach consumers who are increasingly connected digitally. This research aims to analyze the optimal use of marketing media in increasing the visibility and sales of Alumazra embroidery products. This research uses a qualitative case study approach. Data was collected through in-depth interviews with business owners, field observations, and analysis of documents related to Alumazra's marketing strategy. Data analysis was carried out inductively to identify emerging patterns and themes. Research findings show that digital marketing media is the main key in marketing Alumazra embroidery products. The strategy implemented includes developing attractive visual content on social media platforms, visuals appropriate to the target market, as well as optimizing visuals in online marketplaces. This research provides practical implications for traditional craft businesses in designing marketing strategies that are adaptive to digital trends. Research findings can be a reference for developing creative businesses based on local cultural heritage in the era of digital transformation. Recommendations for further research are to explore the impact of digital marketing strategies on business sustainability and digital marketing.

Keywords: Embroidery, Digital Marketing, Creative Business