

## BUKTI DUKUNG KORESPONDEN ARTIKEL PADA JURNAL GOOD WOOD

Penerapan Digital Marketing sebagai Media Pemasaran Global Guna Meningkatkan Penjualan Kain Tenun Gringsing Desa Tenganan Pegringsingan Ball

29 November 2023

[JBPD] Editor Decision

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Ykh. **Admin Penerbit Goodwood; Kadek Sitha Ananda Laura Pratiwi, Ni Luh Putu Agustini Karta, Ni Wayan Sovya Ramanita, Ni Putu Nanda Aprilia, Rani Kusumo Wardani,**

Terima kasih atas revisi Anda. Untuk selanjutnya mohon :

1. Abstrak dibagi menjadi ke poin-poin: Purpose, Research methodology, Results, Limitation dan contribution.
2. unduh artikel Anda terlampir dan tambahkan sitasi dan referensi berwarna merah karena tidak dapat ditemukan dalam artikel Anda.
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**Ni Luh Putu Agustini Karta** <agustini.karta@triatmamulya.ac.id>

Kam, 23 Nov  
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kepada Admin

Dear Editor,

Terima kasih,  
Saya perbaiki kembali



**Ni Luh Putu Agustini Karta** <agustini.karta@triatmamulya.ac.id>

Jum, 24 Nov  
2023, 16.31

kepada Admin

Dear Editor,

Herewith I submit the final revision of my article  
Thank you very much.

Regards  
Dr. Putu Agustini Karta

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## **Penerapan Digital Marketing sebagai Media Pemasaran Global Guna Meningkatkan Penjualan Kain Tenun Gringsing Desa Tenganan Pegringsingan Bali (*Application of Digital Marketing as a Global Marketing Media to Increase Sales of Gringsing Woven Cloth in Tenganan Pegringsingan Village, Bali*)**

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### **Riwayat Artikel**

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### **Abstract**

**Purpose:** To analyze the affect of digital marketing strategies on increasing sales of Gringsing weaving products and the obstacles faced by business actors in implementing digital marketing are also identified so that the implementation of the strategy can run optimally.

**Method:** The research methodology used was descriptive with a qualitative approach. The type of data used primary data from which researchers collected data through interviews.

**Result:** The results of the discussion is that the attempt of applying digital marketing has a positive impact on the sales of Gringsing weaving products. Digital marketing strategies, including the use of social media, online stores, and creative content, can increase brand visibility, reach global markets, and attract consumers. However, Gringsing weaving business actors need to overcome several obstacles, including lack of knowledge and skills in managing digital platforms, and limited human resources.

**Contribution:** over all this research was in strengthen the brand image of Gringsing Weave in Bali.

**Limiation:** The limitation of this research is focus on digital marketing, need more deep research with regard to digital marketing.

**Keywords:** *strategy digital marketing, increasing sales, Gringsing weave*

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