

ABSTRACT

Cibaduyut is one of the largest and oldest local shoe and footwear industry centres in Bandung. In the area, many craftsmen have produced shoes and footwear that are in demand by national and international markets. However, when Indonesia experienced the monetary crisis and the existence of the ASEAN-China free trade area (ACFTA), which made it easier for imported products to enter, the Cibaduyut shoe and footwear industry centre experienced a decline in turnover. Digital development is also one of the factors that has brought significant changes to the sales of shoes and footwear. This is exacerbated by the craftsmen's low understanding of digital marketing literacy, which results in craftsmen losing out to sellers who apply digital marketing. In addition, the descendants of craftsmen have no interest in the footwear sector. In contrast, the current craftsmen still carry out almost all conventional processes from production to marketing and find it challenging to keep up with the increasingly developing digital era.

Based on the problems described above, the design of attributes is needed to increase the digital marketing literacy of Cibaduyut shoe and footwear craftsmen. The design used the integration of the digital marketing and Refined Kano model. The integration of the two methods aims to complement the shortcomings of each method if used separately. Based on the results of the identification of attributes of needs to enhance digital marketing literacy through in-depth interviews with Cibaduyut shoe and footwear craftsmen and previous research literature studies, 15 attributes of needs were generated, which were classified into five dimensions of the digital marketing model, namely strategy, technology, human resources, organization, and marketing program.

Based on the results of the integration of the digital marketing and Refined Kano model, six attributes were obtained that were included in the high value-added category, four attributes were included in the low value-added category, three attributes which were included in the critical category, and two attributes which were included in the necessary category. Six attributes that require recommendations for action are held and nine attributes that require

recommendations for action are prioritized. Attributes with prioritized action recommendations become True Customer Needs (TCN). The nine attributes that become TCN are digital transformation (ST1), innovation (ST3), hardware (TC1), skills (HR1), training (HR2), performance evaluation (HR3), business processes (OG3), social media (MP2), and marketplace (MP3).

Keywords: Cibaduyut, Shoe and Footwear Craftsmen, Digital Marketing Model, Refined Kano Model, True Customer Needs