

Social Commerce Risk Management for Business Sustainability: A Qualitative Study of Batik SMEs in Lampung, Indonesia

Ratu Chaterine Fajri^{1*}, Winda Kartika², Khairunnisa Noviantari³, Sinar Putri⁴

- ¹ Digital Business Study Program, Department of Economics and Business, Politeknik Negeri Lampung, Indonesia
² Digital Business Study Program, Department of Economics and Business, Politeknik Negeri Lampung, Indonesia
³ Digital Business Study Program, Department of Economics and Business, Politeknik Negeri Lampung, Indonesia
⁴ Digital Business Study Program, Department of Economics and Business, Politeknik Negeri Lampung, Indonesia

* Corresponding Author: e-mail : ratuchaterine@polinela.ac.id

Abstract: Batik SMEs in Lampung utilize *social commerce* to expand their markets and reach customers beyond the local region. However, the exposure of batik motifs and digital content creates risks to creative assets and brand identity. This study aims to identify the risks arising from *social commerce* use and analyze their management in supporting business sustainability. A qualitative approach was employed through in-depth interviews, digital observation, and documentation involving Batik SMEs that use *social commerce* for marketing and sales. Data were analyzed thematically to identify risk forms and management responses. The findings reveal three main risks: theft of batik motif ideas, imitation of batik motifs, and imitation of digital content. These risks challenge SMEs in maintaining product uniqueness and brand identity. Risk management strategies include continuous motif development, strengthening brand identity, using *watermarks* on digital content, monitoring digital activities, and developing new content concepts and designs. The findings indicate that *social commerce* risk management is not limited to preventing losses but also forms part of an adaptation and learning process to maintain competitiveness and support the sustainability of Batik SMEs.

Keywords: Batik SMEs; Business Sustainability; Creative Assets; Risk Management; Social Commerce.

1. Introduction

The rapid development of digital platforms has transformed the way small and medium-sized enterprises (SMEs) interact with customers, promote products, and conduct commercial activities. One of the developments emerging from this transformation is social commerce, in which social media functionalities are integrated with commercial activities, enabling firms to combine communication, interaction, promotion, and transaction-related activities within social platforms. Unlike conventional e-commerce, social commerce emphasizes social interaction and user-generated content as important components of the purchasing process. The development of social commerce has subsequently expanded the opportunities for SMEs to reach broader markets with relatively accessible digital resources. A systematic review by (Khoirotunnisa et al., 2026), for example, identified social commerce as a multidisciplinary field involving marketing, information systems, psychology, and sociology, while subsequent research has increasingly examined its influence on consumer behavior, business performance, and digital business models.

The research object of this study is Batik SMEs in Lampung, Indonesia, that utilize social commerce to promote and sell their products to customers across different provinces in Indonesia. Batik Lampung represents an important intersection between cultural heritage and entrepreneurial activity. The use of digital platforms provides these businesses with opportunities to overcome geographical limitations and introduce Lampung's cultural products to a wider market. Recent studies have documented the increasing use of Instagram and other social media platforms by Batik Lampung businesses. For example, research on

Received: June 20, 2026;
Revised: July 24, 2026
Accepted: August 27, 2026;
Published: September 30, 2026
Curr. Ver.: September 30, 2026



Copyright: © 2025 by the authors.
Submitted for possible open
access publication under the
terms and conditions of the
Creative Commons Attribution
(CC BY SA) license
(<https://creativecommons.org/licenses/by-sa/4.0/>)

Deandra Batik Lampung found that WhatsApp Business, Instagram, and TikTok were used as digital marketing channels to increase brand awareness, customer interaction, and sales, although limitations in understanding platform algorithms and technical skills remained significant challenges. Other studies of Batik Lampung have examined Instagram narratives, visual strategies, storytelling, and audience engagement, demonstrating the importance of digital content in promoting local cultural products. These findings indicate that social media has become an important component of the digital marketing activities of Batik Lampung SMEs.

Previous research on social commerce and SMEs has predominantly examined adoption, consumer behavior, trust, business performance, and sustainability outcomes. Systematic literature reviews have identified perceived usefulness, perceived ease of use, trust, security, organizational readiness, and electronic word-of-mouth as important factors influencing social commerce adoption among SMEs. More recent research has also emphasized technological readiness, leadership support, financial accessibility, and the regulatory environment, while identifying cybersecurity, inadequate digital infrastructure, and digital literacy gaps as continuing barriers to social commerce adoption in developing economies. These studies provide valuable explanations of why SMEs adopt social commerce and the conditions that support its implementation.

A second stream of research has employed quantitative approaches, particularly surveys and Structural Equation Modeling (SEM), to examine the relationship between social commerce and business outcomes. (Ardiansah et al., 2024) for example, used the DeLone and McLean Information Systems Success Model and SEM to examine TikTok Shop users and entrepreneurs in Indonesia. Their findings indicate that system quality, information quality, service quality, and trust contribute to social commerce success and subsequently influence seller business performance (N et al., 2020). Similarly, research involving fashion SMEs in Indonesia has reported a positive relationship between social commerce and SME performance, while other research has found a significant relationship between social commerce utilization and business continuity (Pandowo & Lonto, 2025). These quantitative approaches are useful for identifying statistical relationships and testing theoretical models across relatively large samples. However, their main limitation for the present research context is their limited ability to explain how SME owners actually experience, interpret, prioritize, and respond to risks emerging from day-to-day social commerce activities.

Another group of studies has applied qualitative methods, particularly case studies, interviews, and content analysis, to understand digital marketing practices among local and cultural-product SMEs (Rahmadiane & Utami, 2021). Qualitative studies of Batik Lampung have examined Instagram narratives, visual aesthetics, storytelling, and content marketing. These approaches provide detailed insights into how businesses construct digital identities and engage audiences. However, most of these studies concentrate on promotional effectiveness, brand awareness, audience engagement, or visual communication rather than on the risks associated with conducting commercial activities through social platforms. Consequently, the existing literature provides substantial knowledge about how Batik SMEs can improve their digital presence, but comparatively less understanding of how they manage vulnerabilities arising from the same digital environment (Handayani, 2023).

The distinction between opportunity and risk is particularly important because social commerce does not only provide market-expansion opportunities (Sari & Suratman, 2025). SMEs may also become exposed to platform dependency, algorithmic changes, account restrictions, cybersecurity threats, fraudulent transactions, customer complaints, negative reviews, rapidly changing consumer expectations, intense price competition, and operational pressures resulting from increased demand (Irianto et al., 2023). Recent research on the Indonesian TikTok Shop ecosystem, for instance, identifies algorithmic dependency and merchant vulnerability as important concerns in platform-mediated commerce and emphasizes the need for further investigation into how platform dependency influences SME resilience and long-term sustainability (Dewi & Herawati, 2023). More broadly, research on digital transformation and SME risk management emphasizes that digitalization creates both opportunities and risks, requiring SMEs to identify, assess, and manage risks as part of their digital transformation processes.

The issue becomes more significant for SMEs because their organizational resources are generally more limited than those of larger firms. A disruption involving a social media account, payment process, customer relationship, or delivery system may have a relatively substantial effect on business continuity. Recent research on SME sustainability has therefore emphasized the importance of risk management, digital capability, organizational resilience, and continuous adaptation in supporting long-term business sustainability. In the context of batik businesses, research on Madura Batik SMEs has also linked digital transformation and risk management with sustainability-oriented practices, although the study adopted a quantitative SEM approach. Such findings reinforce the relevance of risk management to SME sustainability while simultaneously indicating the need for contextual qualitative investigation.

Despite the growing body of literature, an important research gap remains. First, existing studies on social commerce among SMEs tend to emphasize adoption factors, customer behavior, trust, business performance, or sustainability outcomes rather than the risk-management process experienced by SME owners. Second, research specifically concerning Batik Lampung has primarily focused on digital marketing, Instagram content, storytelling, visual aesthetics, and brand awareness. Third, quantitative studies can establish whether particular variables are statistically associated with performance or sustainability, but they provide limited explanations of how entrepreneurs identify and respond to unexpected risks in their actual business operations. Therefore, there is a need for a qualitative study that connects social commerce use, emerging business risks, risk-management practices, and business sustainability within the specific context of Batik SMEs in Lampung.

Based on this gap, the present study proposes a qualitative investigation of social commerce risk management among Batik SMEs in Lampung. Rather than measuring the statistical effect of social commerce on business sustainability, this study seeks to understand the experiences and practices of SME owners in identifying, assessing, responding to, and monitoring risks arising from social commerce activities. The study focuses on SMEs that have used social commerce as part of their marketing and sales activities and have reached customers outside Lampung. Data will be explored through in-depth interviews, digital observation, and relevant business documentation. The qualitative approach is expected to reveal not only the types of risks encountered but also the reasoning, practices, adaptations, and organizational responses developed by entrepreneurs in dealing with those risks (Rijali, 2018).

The conceptual orientation of the study positions social commerce use as the business context in which risks emerge, followed by risk identification and assessment, risk-response strategies, learning and adaptation, and their implications for business sustainability (Fauzi et al., 2022). Potential risk dimensions include platform and algorithmic risks, customer and reputation risks, transaction and cybersecurity risks, operational risks, logistics risks, and competitive or marketing risks (Hariwibowo et al., 2022). These dimensions will not be imposed as predetermined findings; rather, they will serve as sensitizing concepts that guide the initial investigation, while the final categories will be developed from empirical evidence obtained from the participating SMEs (Simangunsong, n.d.). This approach is consistent with the qualitative objective of capturing entrepreneurs' actual experiences and allowing relevant themes to emerge from the data.

Accordingly, the contributions of this study are fourfold. First, it contributes empirical evidence to the social commerce literature by shifting the focus from adoption and performance outcomes toward the management of risks experienced by SMEs in social commerce environments. Second, it extends research on Batik Lampung by examining a relatively underexplored dimension of digital business, namely risk management, rather than focusing solely on promotional content, visual branding, or customer engagement. Third, it provides a qualitative understanding of how SME owners identify and respond to platform, customer, transaction, operational, and market-related risks while serving customers beyond their local geographical market. Fourth, the study offers practical insights for Batik SMEs concerning risk-mitigation practices that may strengthen business resilience and support business sustainability in an increasingly platform-dependent digital marketplace.

2. Preliminaries or Related Work or Literature Review

Social commerce refers to commercial activities that integrate social media functions with business activities, enabling communication, interaction, promotion, and purchasing activities through digital platforms (Maria et al., 2021). For SMEs, *social commerce* provides opportunities to expand market reach and establish closer relationships with customers. (Alfarizt & Dwiridotjahjono, 2024) Found that system quality, information quality, service quality, and trust contribute to *social commerce* success and seller performance on TikTok Shop in Indonesia.

Research on *social media marketing* among Indonesian SMEs also indicates that social media utilization is associated with SME performance, particularly through communication and market-reach capabilities. However, such studies generally employ survey-based approaches and emphasize relationships among variables rather than entrepreneurs' experiences in managing digital risks.

In the context of cultural products, (Efendi et al., 2022) found that Batik Lampung SMEs use Instagram to communicate the philosophy of batik motifs, production processes, artisan empowerment, and customer interaction. Visual content, captions, Stories, and Reels contribute to audience engagement and the image of Batik Lampung. Other research has also demonstrated the importance of visual and aesthetic strategies in building Batik Lampung brand awareness on Instagram. (Fajri et al., 2025) further reported that Deandra Batik Lampung utilizes WhatsApp Business, Instagram, and TikTok to support brand awareness, customer interaction, and sales, although limitations in understanding platform algorithms and technical skills remain challenges.

These studies indicate that research on *social commerce* and social media among batik SMEs has primarily focused on marketing, customer interaction, brand awareness, and business performance. However, the risks emerging when social media becomes an integral part of commercial activities remain relatively underexplored.

Risk Management in SMEs

Risk management is a systematic process of identifying, analyzing, evaluating, treating, and monitoring risks that may affect the achievement of organizational objectives (ISO, 2018). For SMEs, risk management is particularly important because limited financial, technological, and human resources may increase their vulnerability to changes in the business environment (Anggraini & Hakimah, 2022).

(Fauzi et al., 2022) demonstrated that risk management contributes to business recovery and sustainability among Indonesian SMEs by supporting their ability to respond to business disruptions. (Fauzi et al., 2022) similarly emphasized the importance of strengthening risk management implementation among Indonesian SMEs to support sustainable business practices.

In digital environments, SME risks extend beyond financial and operational issues to include cybersecurity, reputation, customer relationships, transactions, and platform dependency. The use of *social commerce* can expand market opportunities while simultaneously increasing dependence on digital platforms, their algorithms, systems, and policies (Zhang et al., 2024). Therefore, the ability of SMEs to identify and respond to digital risks is an important component of business sustainability.

SME Business Sustainability

Business sustainability refers to the ability of a business to maintain its operations, customers, market position, and adaptive capacity over the long term. *Social commerce* can support SME sustainability by expanding market access and strengthening customer interaction. (Ziyad et al., 2021) found that *social commerce* can support SME resilience and survival, particularly during periods of crisis.

Nevertheless, digital technology adoption does not automatically ensure business sustainability. Increasing dependence on digital platforms may create risks related to system changes, cybersecurity, reputation, and competition (Syukur & Salsabila, 2022). Consequently, business sustainability needs to be considered together with the SME's ability to manage risks and adapt to changes in the digital business environment.

State of the Art and Research Position

Previous studies indicate three major research streams. First, research on *social commerce* among SMEs has mainly examined adoption, trust, system quality, customer interaction, and business performance. Second, studies of Batik Lampung have predominantly focused on

digital marketing, storytelling, content, visual strategies, and brand awareness. Third, research on SME risk management has increasingly connected risk management with business recovery, resilience, and sustainability.

Despite these developments, limited research has specifically connected social commerce utilization, risks encountered by SMEs, risk management practices, and business sustainability among Batik SMEs in Lampung, Indonesia. This study addresses this gap through a qualitative approach that explores how Batik SMEs in Lampung identify, respond to, and mitigate *social commerce* risks in supporting business sustainability.

The research position can be summarized as follows: Social Commerce Utilization → Digital Business Risks → Risk Identification and Mitigation → Adaptation → Business Sustainability

3. Materials and Method

This study employs a qualitative approach with a descriptive research design to explore how Batik SMEs in Lampung identify, address, and manage risks arising from the use of *social commerce* to support business sustainability. This approach was selected because the study focuses on the experiences, practices, perceptions, and risk management strategies of business owners and managers.

The research process consists of several stages, including determining the informant criteria, collecting data, observing the use of *social commerce*, collecting documentation, conducting thematic data analysis, performing data triangulation, and drawing conclusions. In general, the research process follows the stages of identifying social commerce utilization → identifying risks → analyzing risk management strategies → examining adaptation → relating the findings to business sustainability.

Algorithm/Pseudocode

To describe the research process systematically, the research stages are presented in the form of an algorithm. Algorithm 1 illustrates the data collection and analysis process employed in this study.

Algorithm 1. Social Commerce Risk Analysis Process for Batik SMEs

Input: Interview data, digital observation results, and SME documentation

Output: Identified risks, risk management strategies, and their relationship to business sustainability

- a) Select Batik SMEs that meet the research criteria;
- b) Identify the social commerce platforms used by each SME;
- c) Collect data through in depth interviews, digital observation, and documentation;
- d) Identify risks arising from the use of social commerce;
- e) Categorize the identified risks based on emerging themes;
- f) Identify the strategies used by SMEs to address each risk;
- g) Analyze the adaptation and learning processes undertaken by SMEs;
- h) Compare findings across informants and data sources;
- i) Conduct data triangulation to enhance the credibility of the findings;
- j) Develop patterns linking social commerce utilization, risks, risk management, adaptation, and business sustainability;
- k) Draw conclusions based on the patterns identified from the data.

Data Collection

Data are collected using three main techniques:

- a) In-depth interviews, to obtain information about SMEs' experiences in using *social commerce*, the risks they encounter, and the strategies they employ to manage those risks;
- b) Digital observation, to examine promotional activities, customer interactions, platform utilization, product information, and sales activities conducted through social media;
- c) Documentation, consisting of relevant digital information and materials related to the SMEs' *social commerce* activities.

Informants are selected purposively based on the following criteria:

- a) The informant is the owner or manager of a Batik SME in Lampung;
- b) The business has been operating for at least three years
- c) The SME uses at least one *social commerce* or social media platform for business activities

- d) The platform is used for marketing, sales, or customer interaction; and
- e) The SME has customers or transactions outside Lampung Province.

Risk Identification

Risk identification is conducted based on information provided by informants and observations of the SMEs' digital activities. Risks are not rigidly predetermined but are used as initial sensitizing categories to support the data coding process.

The initial risk categories include: a.) platform and algorithm risks; b.) customer and complaint risks; c.) reputation risks; d.) transaction and payment risks; e.) account and data security risks; f.) operational and order management risks; g.) logistics and delivery risks; h.) competition, promotion, and market trend risks.

These categories may be expanded during the analysis if other forms of risk emerge from the field data.

Risk Analysis and Management

The collected data are analyzed using thematic analysis. The analysis involves repeated reading of the data, coding, grouping codes with similar meanings, developing themes, and interpreting relationships among the identified themes. Conceptually, the analytical process can be represented as:

Field Data → Codes → Categories → Themes → Interpretation → Findings

The identified risks are then examined in relation to the responses or actions undertaken by the SMEs. These responses may include prevention, impact reduction, monitoring, problem resolution, and adaptation to changes in the *social commerce* environment.

Data Triangulation

Data credibility is established through source and technique triangulation. Source triangulation is conducted by comparing information obtained from multiple informants, while technique triangulation is conducted by comparing findings from interviews, digital observations, and documentation.

When information from different sources shows consistent patterns, the findings are used as a basis for interpretation. Differences across sources are not immediately excluded but are analyzed to understand variations in experiences and strategies among the SMEs.

Relationship between Risk Management and Business Sustainability

The final stage of the analysis focuses on understanding how risk management practices are related to SME business sustainability. Sustainability is examined through the SMEs' ability to maintain business activities, sustain customer relationships, maintain market access, ensure operational continuity, and adapt to changes in platforms, technologies, and market trends.

The conceptual relationship examined in this study is formulated as follows:

Social Commerce Utilization → Digital Business Risks → Risk Identification → Risk Mitigation → Adaptation and Learning → Business Sustainability

This sequence is not intended to represent a quantitative causal relationship but rather serves as an analytical framework for understanding the risk management processes experienced by Batik SMEs.

Research Flow Diagram

The research process can be visualized through the following main stages:



4. Results and Discussion

In this section, the author needs to explain the hardware and software used, dataset The findings indicate that the use of social commerce provides Batik SMEs in Lampung with opportunities to expand market reach, introduce their motifs and products to customers in different regions, and establish direct customer interaction. However, the openness of digital platforms also creates several risks. The most prominent risks identified in this study are theft of motif ideas, imitation of batik motifs, and imitation of digital content.

These findings indicate that the use of social commerce creates risks not only related to transactions and customers but also to the creative assets and digital identity of SMEs. This issue is particularly important for Batik SMEs because motifs and digital content constitute important elements of product differentiation and business identity.

Data Sources and Initial Analysis

The research data were obtained through interviews with Batik SME owners or managers, observations of their *social commerce* activities, and documentation of digital content used in business activities. The initial analysis focused on identifying the experiences of SMEs, the risks encountered, their responses to those risks, and their implications for business continuity.

Table 1. Data Sources and Analytical Focus

Data Source	Information Focus	Analytical Result
Interviews	Experiences, perceptions, problems, and responses	Risks and risk management strategies
Digital observation	Motifs, content, interactions, and promotional activities	Imitation risks and digital practices
Documentation	Promotional materials and digital business activities	Supporting evidence for the findings

The initial analysis indicates that risks related to creative assets and digital content represent an important issue in the management of *social commerce* among Batik SMEs.

Risks of Idea Theft and Batik Motif Imitation

One of the main findings is the experience of SMEs with theft of motif ideas and imitation of batik motifs. Motifs that have been developed and published through social media can be easily observed by other parties. Such openness allows visual ideas, motif compositions, or specific design characteristics to be copied and reused.

This risk becomes more complex because digital platforms enable information to spread rapidly. Once a motif is published, it can be accessed, saved, shared, and used as a reference by other parties without direct control from the original creator.

Table 2. Risks Related to Batik Motifs

Risk Form	Identified Form	Potential Impact on SMEs
Idea theft	Ideas or motif concepts are used by other parties	Reduced uniqueness of the original idea
Motif imitation	Developed motifs are reproduced in similar forms	Reduced product differentiation
Design reproduction	Visual elements are reused for other products	Potential direct competition
Digital dissemination	Motifs are widely distributed through social media	Limited control over design use

The findings demonstrate a paradox in the use of *social commerce* by Batik SMEs. On the one hand, publishing motifs is necessary to introduce products and reach potential customers. On the other hand, such publication increases the possibility that designs will be observed and imitated by other parties.

Imitation of Digital Content

In addition to motif imitation, the study identifies **digital content imitation** as another significant risk. Content produced by SMEs, including product photographs, video concepts, promotional narratives, and communication ideas, can become references for other businesses and subsequently be reproduced in similar forms.

Table 3. Forms of Digital Content Imitation

Content Type	Form of Imitation	Potential Risk
Product photograph	Similar or reused product presentation	Reduced visual exclusivity
Promotional videos	Similar concepts or video formats	Reduced uniqueness of communication
Promotional narratives	Similar ideas or communication styles	Weakened brand differentiation
Content concepts	Reuse of campaign or content ideas	Loss of creative advantage

The imitation of digital content demonstrates that *social commerce* risks extend beyond transaction security and platform-related issues. They also involve the protection of creative assets and the digital identity of SMEs.

Such imitation may make it difficult for consumers to distinguish original content from similar or copied content. When imitation occurs repeatedly, the digital identity of the SME that initially developed the idea may become less visible among competing content with similar characteristics.

SME Strategies for Managing the Risks

In responding to motif theft, motif imitation, and digital content imitation, SMEs employ several strategies. The identified responses include continuously developing new creative ideas, updating designs, strengthening brand identity, identifying ownership through digital content, and monitoring similar products and content on social media.

Table 4. Risk Management Strategies

Risk	Risk Management Strategy	Purpose
Motif idea theft	Continuous motif development	Maintain design uniqueness
Motif imitation	Strengthening design and brand identity	Differentiate products
Content imitation	Adding ownership identity or watermark	Establish content identity
Digital content dissemination	Monitoring digital activities	Identify potential imitation
Competitive imitation	Developing new content concepts	Maintain creative advantage

These strategies indicate that risk management among SMEs is not necessarily implemented through formal procedures. Instead, it is often carried out through adaptive practices, such as developing new designs, updating content, strengthening brand identity, and monitoring competitors' digital activities.

Implications for Business Sustainability

The risks of idea theft, motif imitation, and digital content imitation have implications for business sustainability. Motifs represent an important element of Batik product differentiation, while digital content contributes to brand identity and customer communication. When these elements are easily imitated, the competitive advantage of SMEs may be weakened. The identified implications include:

- reduced product uniqueness;
- increased competition from similar products;
- weakened brand differentiation;
- increased need to develop new motifs and content;
- greater need for digital monitoring; and
- increased pressure to continuously adapt.

Therefore, business sustainability in the *social commerce* context is not limited to the ability to maintain sales. It also involves the ability to maintain product uniqueness, brand identity, and creative assets.

Results Analysis and Discussion

The findings reveal that *social commerce* has a **dual role** for Batik SMEs. Digital platforms provide broader market access, but they simultaneously increase the exposure of SME creative assets to the public. The more motifs and content are published for marketing

purposes, the greater the possibility that such information will be observed and imitated by other parties.

This finding extends the existing discussion of *social commerce* risks, which has commonly emphasized customer trust, information quality, transactions, security, and business performance. In the context of Batik SMEs, risks also emerge in relation to creativity, design ownership, and visual identity.

Motif imitation may have more significant implications than ordinary price competition because motifs represent an important characteristic of Batik products. When a motif developed by one SME is reproduced by another party, the differentiation between products becomes less clear. This situation may influence consumer perceptions of product uniqueness and brand identity.

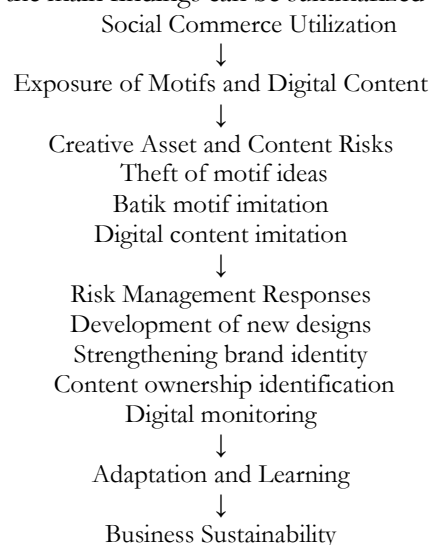
Digital content imitation similarly demonstrates that digital competitive advantage is not determined solely by the ability to use social media platforms. It also depends on the ability to create content with a distinctive identity. Consequently, risk management strategies need to address not only marketing performance but also the protection and strengthening of creative assets.

The findings further indicate that SME responses tend to be adaptive. When motifs or content are imitated, SMEs respond by developing new designs and content, strengthening brand identity, and increasing monitoring of the digital environment. These responses represent a process of learning and adaptation in dealing with *social commerce* risks.

From a business sustainability perspective, continuous adaptation is important because imitation cannot be completely eliminated in an open digital environment. Sustainability can therefore be understood as the ability of SMEs to maintain their distinctive value, customer relationships, and market position while continuously adapting to risks and changes in the *social commerce* environment.

Research Findings Framework

Based on the analysis, the main findings can be summarized in the following framework:



The framework illustrates that social commerce risks do not necessarily end with the occurrence of a problem but may trigger adaptation and organizational learning. The ability of SMEs to manage risks, maintain differentiation, and continuously innovate therefore represents an important element in supporting business sustainability.

Comparison

Comparison with previous studies is important to position the contribution of this research within the existing literature on social commerce, risk management, and business sustainability. Previous studies on social commerce have generally focused on technology adoption, customer trust, system and information quality, digital marketing, and business performance. Meanwhile, studies on Batik Lampung have primarily examined digital promotion, storytelling, visual strategies, and brand awareness.

In contrast, this study focuses on the risks arising from the exposure of creative assets through social commerce, particularly the theft of batik motif ideas, imitation of batik motifs, and imitation of digital content. The comparison is presented in Table 5.

Table 5. Comparison with Previous Studies

Aspect	Previous Studies	This Study
Focus of social commerce	Adoption, trust, system quality, marketing, and business performance	Risks arising from the use of social commerce
Focus on batik SMEs	Digital promotion, storytelling, visual strategies, and brand awareness	Risk management related to batik motifs and digital assets
Risks examined	General digital risks, transaction risks, security risks, or business continuity risks	Theft of motif ideas, imitation of batik motifs, and imitation of digital content
Research approach	Quantitative and qualitative approaches	Qualitative approach
Research context	SMEs in general or batik businesses in the context of marketing	Batik SMEs in Lampung
Process analyzed	Technology utilization and its implications for business activities	Risk identification, response, adaptation, and learning
Sustainability perspective	Business performance, recovery, and business continuity	Maintaining product uniqueness, brand identity, and adaptive capacity

The comparison indicates that previous social commerce studies have established the importance of social commerce for market expansion, customer interaction, trust, and business performance. However, most studies tend to view social commerce primarily as a technological or marketing opportunity. This study extends that perspective by positioning social commerce as a business environment that can also expose SMEs to risks, particularly risks related to creative assets and digital content.

Previous studies on Batik Lampung have also demonstrated the importance of social media in promoting batik products through storytelling, visual strategies, and digital content. These studies emphasize the role of social media in increasing brand awareness, audience engagement, and product promotion. However, the potential risks associated with the public exposure of batik motifs and digital content have received limited attention.

The contribution of this study lies in connecting three perspectives: social commerce utilization, risk management, and business sustainability. Social commerce provides opportunities for Batik SMEs to reach customers beyond their local market, but the wider exposure of products, motifs, and digital content also creates opportunities for imitation and unauthorized use of creative ideas.

Three main contributions can be identified. First, this study expands the discussion of social commerce risks by highlighting creative assets and digital identity as important risk areas for SMEs. Second, it provides a contextual understanding of how Batik SMEs in Lampung experience and respond to motif and content imitation in digital environments. Third, it shows that risk management is not limited to preventing risks but also involves adaptation and learning through continuous motif development, strengthening brand identity, monitoring digital activities, and developing new content concepts.

Based on these findings, the position of this study can be summarized through the following framework:

Social Commerce → Exposure of Batik Motifs and Digital Content → Risk of Theft and Imitation → Risk Management → Adaptation and Learning → Business Sustainability

This framework emphasizes that social commerce should not only be understood as a marketing channel or business opportunity. For Batik SMEs, it can also function as an environment in which creative assets become more visible and therefore more vulnerable to imitation. Effective risk management enables SMEs to respond to these challenges while maintaining product uniqueness, strengthening brand identity, and supporting long-term business sustainability.

6. Conclusion

This study examined the management of *social commerce* risks among Batik SMEs in Lampung to support business sustainability, particularly in reaching customers beyond the Lampung region. The findings indicate that the use of *social commerce* provides opportunities for Batik SMEs to expand their market reach and strengthen customer interaction. However,

the exposure of batik motifs and digital content through online platforms also creates risks to the creative assets owned by SMEs.

The main findings reveal three prominent forms of risk: theft of batik motif ideas, imitation of batik motifs, and imitation of digital content. These risks are not only related to business competition but also to the efforts of SMEs to maintain product uniqueness and brand identity in the digital environment. In responding to these risks, SMEs implement various risk management practices, including continuous motif development, strengthening brand identity, adding ownership identity or *watermarks* to digital content, monitoring digital activities, and developing new content concepts and designs.

These findings indicate that risk management in *social commerce* is not limited to preventing losses but also forms part of the adaptation and learning process of SMEs. The ability to identify risks, respond to imitation, maintain product uniqueness, and continuously develop creative assets is important for supporting business sustainability. Thus, this study extends the understanding of *social commerce* by positioning creative assets and digital identity as important areas of risk that need to be managed by SMEs.

Academically, this study contributes by connecting the perspectives of *social commerce*, risk management, and business sustainability within the context of Batik SMEs. Practically, the findings can provide consideration for Batik SME owners in developing risk management strategies for batik motifs and digital content while continuing to utilize *social commerce* as a means of market development.

This study has limitations related to its qualitative approach and its focus on Batik SMEs in Lampung. The findings also do not provide quantitative measurements of the extent of economic losses resulting from motif or content imitation. Future research could involve a larger number of SMEs from different regions and creative industry subsectors, as well as employ quantitative approaches to measure risk levels, economic impacts, and the effectiveness of risk management strategies in *social commerce*.

Author Contributions

Conceptualization: R.C.F., K.N., W.K., and S.P.; Methodology: R.C.F. and W.K.; Validation: R.C.F., K.N., W.K., and S.P.; Formal analysis: R.C.F.; Investigation: R.C.F., K.N., W.K., and S.P.; Resources: R.C.F.; Data curation: K.N. and S.P.; Writing—original draft preparation: R.C.F.; Writing—review and editing: R.C.F., K.N., W.K., and S.P.; Visualization: R.C.F.; Supervision: R.C.F.; Project administration: R.C.F.; Funding acquisition: R.C.F. All authors have read and agreed to the published version of the manuscript.

Funding

This research received no external funding.

Data Availability Statement

The data supporting the findings of this study are not publicly available due to privacy and confidentiality considerations but may be obtained from the corresponding author upon reasonable request.

Acknowledgments

The authors would like to express their appreciation to all participants and Batik SMEs who contributed to this research by providing information and insights. The authors also acknowledge the support provided during the research process.

Conflicts of Interest

The authors declare no conflict of interest.

References

- Alfarizt, Z., & Dwiridotjahjono, J. (2024). *Implementasi Strategi Digital Marketing Melalui Optimalisasi Penggunaan Platform TikTok dan Instagram*. 3(1), 253–259. <https://doi.org/10.66084/ebmj.v1i01.184>
- Anggraini, A. A., & Hakimah, E. N. (2022). Mendongkrak Pemasaran Melalui Content Marketing dan Influencer Marketing (Studi Pada Bisnis Busana Qomeshop Kota Kediri). *Simposium Manajemen Dan Bisnis I*, 572–583. <https://doi.org/10.29407/1qjwc503>
- Ardiansah, M. N., Azizah, A., & Sadida, A. (2024). *Social Commerce Success Impact on Business Performance Insight From Tik- Tok Shop Phenomena in Indonesia*. 13(1), 25–33. <https://doi.org/10.15294/aaj.v13i1.2778>
- Dewi, K. W. P., & Herawati, N. T. (2023). *Pengaruh Modal Usaha, Literasi Keuangan dan Penggunaan Social Commerce Terhadap Keberlanjutan Usaha Mikro, Kecil, dan Menengah*. 12(2), 108–117. <https://doi.org/10.23887/vjra.v12i2.62145>
- Efendi, N., Bisnis, A., & Lampung, U. (2022). *Potensi Pengembangan Industri Batik Di Bandar Lampung*. 4. <https://doi.org/10.23969/bp.v4i1.5269>
- Fajri, R. C., Safitri, D., Kartika, W., & Budiman, V. M. (2025). *Effectiveness of Using Social Media as Digital Marketing Media for UMKM Deandra Batik Lampung*. 2021, 473–479. <https://doi.org/10.57178/jer.v8i1.1483>
- Fauzi, A., Wibowo, A., Selayan, A. N., & Jährani, S. (2022). *VI SA : Journal of Visions and Ideas Analisis Manajemen Resiko Bisnis : VI SA : Journal of Visions and Ideas*. 2(2), 150–159. <https://doi.org/10.47467/visa.v2i1.964>
- Handayani, H. (2023). Implementasi Sosial Media Influencer terhadap Minat Beli Konsumen: Pendekatan Digital Marketing. *Jesya*, 6(1), 918–930. <https://doi.org/10.36778/jesya.v6i1.1023>
- Hariwibowo, I. N., Atma, U., Yogyakarta, J., No, J. B., Depok, K., Sleman, K., & Istimewa, D. (2022). *Identifikasi Risiko Usaha Pada UMKM Toko Batik*. 2(3), 262–268. <https://doi.org/10.24002/jai.v2i3.5722>
- Irianto, W. S. G., Widiyaningtyas, T., Sujito, Habibi, M. A., Syah, A. I., Hadi, A. A., & Fuadi, A. (2023). *Digitalisasi Produk UMKM Berbasis E-Katalog untuk Meningkatkan Komersialisasi Pemasaran di Lingkungan Komunitas UMKM PADUKA*. 3(2). <https://doi.org/10.51278/bce.v3i2.826>
- Khoirotunnisa, S., Rohmah, M. A., Fauziah, B., & Rachma, E. (2026). *Perkembangan Social Commerce Dan Dampaknya Terhadap Perilaku Konsumen : Literature Review*. 3(1), 245–253. <https://doi.org/10.61722/jemba.v3i1.1985>
- Maria, I., Wijaya, V., & Keni, K. (2021). *Pengaruh Information Quality Dan Service Quality Terhadap Perceived Value Dan Konsekuensinya Terhadap Customer Engagement Behavior Intention (Studi Pada Social Commerce Instagram)*. 5(2), 321–334. <https://doi.org/10.24912/jmieb.v5i2.12276>
- N, R. J., Wardhana, M. W., Haryanto, R., & Pebriyanto, A. (2020). *Penerapan Digital Marketing Sebagai Strategi Pemasaran UMKM*. 2. <https://doi.org/10.31961/impact.v2i2.844>
- Pandowo, A., & Lonto, M. (2025). *Pemanfaatan Social Commerce Bagi Kesejahteraan UMKM di Desa Waleure-Langowan*. 4(4), 1385–1390. <https://doi.org/10.31004/n3yk3d34>
- Rahmadiane, G. D., & Utami, U. S. (2021). *Analysis of The Utilization of Social Commerce in Indonesia*. 6(3), 225–233. <https://doi.org/10.24198/adbispreneur.v6i3.29114>
- Rijali, A. (2018). *Analisis Data Kualitatif*. 17(33), 81–95. <https://doi.org/10.18592/alhadharah.v17i33.2374>
- Sari, T. O., & Suratman, A. (2025). *Implementasi Live Shopping Platform Social Commerce Tiktok pada UMKM Aromaterapi Natureline*. 288–309. <https://doi.org/10.31603/conference.14545>

- Simangunsong, B. Y. P. (n.d.). *Peluang dan Tantangan Usaha Mikro Kecil dan Menengah (UMKM): Systematic Literature Review*. 25–39. <https://doi.org/10.35334/jureka.v1.i1.125>
- Syukur, M., & Salsabila, S. (2022). Influencer Impact; Solusi Produsen Dalam Mempromosikan Produk. *Jurnal Istiqro*, 8(2), 129–140. <https://doi.org/10.30739/istiqro.v8i2.1502>
- Zhang, H., Zheng, S., & Zhu, P. (2024). *Heliyon Why are Indonesian consumers buying on live streaming platforms ? Research on consumer perceived value theory*. 10(13), e33518. <https://doi.org/10.1016/j.heliyon.2024.e33518>
- Ziyad, M., Ekonomi, F., Bisnis, D., & Lambung, U. (2021). *Muhammad Ziyad (Fakultas Ekonomi Dan Bisnis Universitas Lambung Mangkurat) e-mail : 9(2)*. <https://doi.org/10.20527/jwm.v9i2.24>