

MARKETING STRATEGY FOR BATIK PRODUCTS IN THE DIGITAL TECHNOLOGY ERA

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Abstract: Nowadays, technology is developing faster and faster. This is marked by the use of the internet and digital media. Technology and digital media are able to become an important component for business actors, especially in the batik business sector, to market their products online. Online marketing is considered more profitable because it is able to reach a wide range of potential consumers without space and time limitations. Therefore, online marketing is able to make batik entrepreneurs continue to compete and increase their income. The research method used is qualitative analysis with an exploratory step using participatory observation techniques. The results of this study provide a variety of strategies that can be carried out by business actors including using social media, selling products by utilizing Facebook and Google ads for market share, making E-commerce sales, conducting digital marketing, giving a positive impression of product safety, improving product quality and services, as well as maintaining good relations with consumers or establishing customer marketing relationships, targeting loyal customers, and conducting relevant marketing. The results of this research can be used for business actors because of changing conditions and it is hoped that business actors can survive.

Keywords: *Online marketing, Batik Products, Digital Strategies*

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1. Introduction

In today's global era, of course, everything is easier because of increasingly sophisticated technology that makes work more efficient. One of them is the use of the internet. Especially now that the internet has become very important for both personal and business interests, especially in the field of sales. Likewise, many customers also take advantage of online purchases because of the existence of mobile banking and electronic money.

From a consumer point of view, the use of digital marketing has many advantages including efficiency, convenience, comprehensive product information, competitive prices, price discounts, and product differences (Tiago & Verissimo, 2014)

The use of the internet in Indonesia is increasing and it is easier for people to access it through various vehicles such as smartphones. This makes changes in human lifestyle from manual habits to habits using electronic devices (Hakim & Mohamad., 2017). Moreover, online business in Indonesia has increased where the number of internet users in January 2019 has reached 56% of the total population of Indonesia which makes Indonesia the fourth most internet user country after India, China and the USA (Kompas, 02 April 2019).

A digital marketing strategy needs to be carried out so that the batik industry can still compete in the global world and is not left behind by the times. In order for culture to be preserved and develop, culture must become an industry, just like Batik which is a world heritage from Indonesia (Herawati, 2010)

Businesses related to the creative industry sector, especially batik crafts, require speed in supplying goods because supplier delays can result in a decrease in turnover. Supplier delays, of course, must be addressed immediately with various strategies that can help the continuity of the batik industry so that it continues to produce and does not close and can result in a decrease in interest in cultural preservation. Increasing production is carried out so that the batik industry can survive in the face of developments in the digital era.

The development of information technology today has penetrated all areas of people's lives. In the era of the industrial revolution 4.0, three literacies are needed, namely data literacy, human literacy, and technology literacy (Nastiti & 'Abdu, 2010). Therefore, increased digitalization is needed in carrying out promotions. The use of digital marketing is common in Indonesia which will certainly increase flexibility and freedom in the development of the batik industry in general. Digitalization in the batik industry is expected to be one of the competitive strategies for business actors in facing the times.

Conventional marketing of batik products by marketing their products directly is considered ineffective because a new culture of trade has emerged with the emergence of various digital platforms such as Shopee, Tokopedia, Bukalapak, Amazon, Alibaba, and various other e-commerce. Therefore, batik industry players must replace this marketing strategy with a more effective, creative and innovative strategy.

2. Research Method

This study uses a qualitative method. Qualitative research method is research that can be done with direct contact and understanding someone's opinion with an open mind and accompanied by symbolic interaction. Researchers conducted research in Yogyakarta and Central Java. The objects studied were small-scale and medium-scale batik industry players. The technique used in collecting data is using participatory observation where the researcher conducts an exploration which aims to obtain descriptive data. The data sources used in this study are secondary data obtained from books, the web, and previous research which are then analyzed and processed and then linked to the theory used and the results of previous research. From these results, the findings are concluded and can be carried out by business actors.

3. Results and Discussion

To deal with pandemic problems, it is necessary to carry out an innovation strategy in the marketing field of batik products. The definition of strategy is "a set of rules in the form of decision making that guides the behavior of an organization" (Ansoff, H.I., McDonnel, 1990). While the notion of innovation is "an idea, idea, event, method that can be observed as something new for a person or group of people. Innovation either in the form of inventions or inventions held to achieve certain goals" (Syaefudin, 2011). The innovation strategy in the batik industry trade is an important step in dealing with a pandemic that has many demands for change.

In the digital era, conventional trading is less effective to do. Even without face-to-face meetings with buyers, this causes transactions to be less than optimal because it takes longer time to establish trust, and are forced to rely on IoT (Internet of Things)-based technology.

Strategy in these conditions requires a plan that contains a series of activities designed to achieve trading goals. Strategy basically contains 2 meanings, namely as: (1) Planning in using methods and utilizing resources in trade; (2) Strategies developed to achieve trade goals, which change from conventional to unconventional in accordance with the times. Then, there are several characteristics of innovation, namely: (1) relative advantage; (2) Compatibility; (3) Complexity; (4) Trialability, and (5) Observability (Roger, 1962)

The definition of relative advantage is the degree to which an innovation is perceived as better than the idea it replaces. The notion of compatibility is the degree to which an innovation is perceived as consistent with existing values, past experiences, and the needs of its recipients. The definition of complexity is the extent to which innovation answers complex problems and can solve problems. The definition of trialability is the extent to which an innovation can be tested on a limited basis. The definition of observability is the extent to which innovation results can be seen and measured by other people (Abdullah, 2021)

Batik Industry Trade Innovation

Batik trade policies with digital media carried out by batik industry players, in essence, have changed compared to conventional methods both technically, delivery methods, outputs (outcomes), and exposure of batik products through IoT (Internet of Things) support. In digital marketing, there are many steps of change that lead to innovation so that trade outcomes can be fulfilled by batik industry players. The offline trading method in the batik industry must undergo a change towards an online trading method.

The structure of the change must be carried out by the batik industry basically consisting of: (1) E-commerce, (2) Digital Marketing, (3) Customer Relationship Marketing (CRM), (4) implementation of target markets with advertisements on social media (5) Service and Product Quality Improvement, (6) Maintaining Confidence from consumers, and (7) Relevant Product Marketing Strategies.

Innovation 1: E-Commerce

In the digital era, many changes have occurred in consumer behavior patterns. Changes occur because of new consumer habits where they can make purchases even from home. This new habit has changed consumer behavior, which used to look for needs directly by visiting the desired place, now changing by looking for needs online. The new habit of online shopping must of course be followed by batik business actors so that they are able to compete in the digital era. E-commerce itself is a transaction activity such as sales, purchases of goods and services that are carried out through electronic systems, such as computers or the internet. With the existence of E-commerce, it is hoped that it can help batik entrepreneurs run their business. E-commerce itself is very helpful because it has a wider reach and is cheaper than conventional means. With E-commerce, consumers will be freer and unlimited wherever they are to choose what they need.

In addition, for businesses, E-commerce will also be very efficient because they do not need to display their products in stores and do not need to print catalogs because consumers can immediately see changes in the types and prices of goods every time. With the update of the latest types of goods and prices, this is more transparent, making it easier for consumers to buy and order the goods they need. With the existence of E-commerce, it can improve the performance and income earned by industrial actors. This means that there is a positive impact and significant influence with E-commerce on Industry Players (Helmalia &

Afrinawati, 2018). E-commerce has a positive impact on batik industry actors, although it must be followed by a significant increase in marketing performance. Business actors need to develop skills in using E-commerce so that the results obtained are also maximized (WL, 2020)

Basically, with the presence of E-commerce, it makes it very easy for batik industry players to run a business. Batik industry players can increase their income turnover and reach a wider market share in various regions because everyone can easily access the web they use. In addition, business actors can also be more effective and efficient in running their business.

Based on the Global WebIndex Report in Datareportal (2020) it states that Indonesia has the highest level of E-commerce usage among countries in the world, with 90% of internet users having purchased products and services online (Djufri, 2020). The highest use of E-commerce is of course a must for business actors to further improve the quality of products and services so that consumers trust and want to shop. This is because good product quality and service greatly affect the increase in consumer spending (Tripayana & Pramono, 2020)

Innovation 2: Digital Marketing

In the 4.0 era, Indonesia must turn to technology. This change is a good momentum for batik industry players to utilize the internet as a platform to develop their batik business. However, batik industry players must also maximize performance so that results can be maximized because of the intense competition that occurs in the internet world. Batik industry players must be creative and innovative so that consumers can be attracted to their products because at this time the use of the internet has become a habit that cannot be abandoned.

Digital marketing is a marketing activity that uses technology to increase consumer knowledge by adjusting their needs (Chaffey et al., 2000). Digital marketing nowadays has become a common thing where almost all age levels can access it. Therefore, it is a must for batik industry players to study and understand digital marketing so that the maximum benefits can be taken. Online marketing through the media is the right step that must be taken by business actors (Suswanto & Setiawati, 2020).

The way digital marketing works is by marketing products through social media that we often use everyday. YouTube social media is the most used media by Indonesian people besides WhatsApp, Facebook and Instagram. Social media providers compete with each other in providing services in the form of supporting features, especially for businesses (Felita & Oktivera, 2019). There are more and more social media users, which can be used as an opportunity for business people to market their products through social media.

Marketing through social media is a momentum in the transition of offline businesses to online businesses. Because of the convenience offered by digital marketing, this can attract many new consumers and can even reach or capture consumers with a wider share. With the use of digital marketing, producers and consumers do not need to meet in person in one place but they have a very wide marketing reach (Ulya, 2020). It can be concluded that the use of information technology through social media is the right strategy to market production without borders (Bastian, 2015).

Innovation 3: Customer Relationship Marketing (CRM)

Business actors need to have a product marketing strategy and be able to sell as many products as possible. However, they don't always think about sales. They also have to think about "how the business being run can support customers". This is based on the fact that if

they only focus on profits without caring about the customer's condition, they will not necessarily make a profit for the business. Business actors need to occasionally offer their services or products to customers who need assistance.

Customer relationship marketing is a marketing strategy that seeks to maintain good relationships with customers in the long term. This is done so that customers who have shopped can come back to shop again. This can happen if the customer feels satisfied when shopping. In the digital era, CRM activities can also be carried out by means of Online Public Relations. This is an activity of using the internet network as a means of communication and knowing the condition of consumers to create an intimate and caring atmosphere for consumers with the aim of maintaining trust and closeness to consumers.

The way that can be done by business actors so that good relations can be established between business actors and consumers is such as by increasing the awareness of business actors for consumers who are experiencing a disaster or downturn resulting in a decrease in purchasing power. By paying attention and being empathetic to consumers through giving promos or discounts, this can make it easier for consumers who are shopping. This can create good relations and high trust between business actors and consumers.

In addition, business actors can also establish good communication with consumers by providing assistance or solutions to their problems. Implementation of the Customer Relations Marketing strategy can have a positive influence in improving marketing. The Customer Relationship Marketing strategy is able to have a positive and significant influence on increasing marketing because the better the relationship between consumers and business actors, the higher the marketing level will be (Farida, N., Naryoso & Yuniawan, 2017). In addition, business actors who dare to take risks and have business experience and are flexible in running their business will make their consumers have confidence in business actors so that consumers will remain loyal.

Innovation 4: Implementing Target Markets with Ads on Social Media

Batik products in the digital era must be ready to carry out promotions with newer and unconventional media. One of the new media is social media, which since its emergence has become a new facility in various fields (Nasrulloh, 2017). Along with the times, social media is no longer used to establish relationships but is also used for business purposes, especially for marketing purposes (B., 2016) Therefore, a lot of social media is used for marketing, especially product advertisements. Social media can advertise products because social media has a variety of content including text, visuals to audio-visual. There are even paid social media that can be used as advertising or promotional media such as Facebook Ads, Google Ads, Tik Tok, Twitter, Instagram and others managed by vendors or individually. Advertising on social media is clearly very profitable because the costs are much cheaper than conventional advertising and the reach is also wider. Marketing with social media is not like conventional marketing which is only one way but can be done in two directions (Kaplan, A & Haenlein, 2010)

Innovation 5: Service and Product Quality Improvement

In online trading, consumers are usually careful when shopping. This is due to consumers' limitations in knowing the quality of the products being sold. Consumers are only able to know the product based on the sense of sight without knowing the smell, touch and other values related to the five senses.

Doubts and cautious nature of consumers must be addressed immediately. Business actors must immediately improve the trust of consumers and improve the quality of their products so that later they will trust and shop again. Improving service and product quality is of course very influential on the results obtained by business actors. Improving the quality of MSME services and products has a positive and significant impact on consumer satisfaction (Lestari & R, 2019)

Therefore, consumer satisfaction is very important for businesses to continue to improve quality so that consumer trust arises. Quality is important and needs to be prioritized. Maintaining product quality is important because consumers tend to prioritize quality. Quality is a trait and characteristic that can measure the value of the item according to its needs (Tjiptono, 2001).

In achieving the desired quality, it is necessary to standardize quality. An indicator of a quality product is if the product meets several indicators including ease of use, good product durability, clarity of product functions, various product sizes, and others (Zeithaml et al., 2003). Ways that can be done by business actors in improving product quality include always monitoring product quality. In addition, business actors must always ensure the cleanliness and safety of the products being marketed. Business actors must also pay attention to product resilience and must further improve the quality of product durability (Achmad, 2021). This is because in online marketing, the process of sending goods usually takes time.

In addition to product durability, the quality of service to consumers must also be considered. Service quality is very important because consumers will feel at home if the service provided is friendly and comfortable. The quality of service that can be applied by business actors is to provide service innovations such as being more stringent when delivering goods. In this case the business actor will pay more attention to the quality of the goods to be sent such as the cleanliness of the goods, the safety of the goods or the durability of the goods.

Another service that can be improved in achieving good quality is service in communication. Business actors must as much as possible provide a fast and appropriate response to consumers. The fast response aims so that consumers do not wait too long so that consumers have more trust and foster high trust in the products being sold. If good service and quality have been fulfilled, customers will feel at home and have confidence in shopping.

Service and product quality are important factors because consumers cannot have direct physical contact but communicate online. Good quality can increase consumer satisfaction and can foster good relations between business actors and consumers. The track record of customer satisfaction and the quality of batik products is easy to know compared to conventional trading, because in online trading there is a comment column that will review the services and products being sold. Assessment can be known easily by looking at certain signs or codes to assess product quality or service quality.

Innovation: 6 Maintaining the Consumers Trust

In starting digital marketing, there needs to be trust from consumers. For business people who are just starting to use social media in their business, it is usually difficult for them to gain the trust of consumers. The ways that business actors can do in building consumer trust through social media are as follows: (1) carry out promotions continuously or repeatedly, (2) update the types and prices of goods that are marketed intensively so that consumers do not feel cheated and to create trust. (3) designing photos or videos of goods being marketed as creatively as possible so that consumers are interested in the products being marketed, (4)

using advertisements provided by social media such as Instagram ads or Google ads in order to reach a wider audience. (5) involve consumers in reviewing products that are marketed so that other consumers know the quality of the goods being marketed or display the results of testimonials of the goods to social media so that potential consumers can see them.

In carrying out a digital marketing strategy, business actors must be able to see the conditions that are happening. Business actors are required to be creative in marketing their products. Because social media users consist of various age groups, business actors must be able to adjust in communicating and marketing according to the target market share. That way the use of digital marketing in marketing will be effective and right on target.

Consumer trust is very important for the sustainability of the batik industry. If consumers already believe in the products being sold, they will subscribe to buy the product. Therefore, business actors must maintain consumer confidence so that it does not decrease. Online trading should focus more on improving relationships with consumers. In this way, consumer trust will be well maintained, and in the end, good relations will emerge between consumers and business actors. The relationship between business actors and consumers is influential but not significant in increasing marketing quantity (WL, 2020). A good relationship is intended so that batik business actors can survive in various conditions and be competitive.

Innovation 7: Relevant Product Marketing Strategy

The product marketing strategy can also be done with social media because it is the most relevant promotional media. With social media as a medium for marketing production (Widyaningrum, 2016) batik industry players can create marketing materials with useful messages so that customers feel captivated and buy the product. Business actors can describe product specifications, quality and prices so that consumers can more freely choose the goods needed according to their abilities (Purbohastuti, 2017).

However, online marketing also requires a strategy. Online marketing strategy is a management flow in analyzing market opportunities to choose positions, programs, marketing controls that create and support various active businesses to achieve online marketing goals and objectives. The components of an online marketing strategy are:

- a. Search Engine Optimization (SEO) plays an important role toward marketing strategy. Through content enhanced with SEO techniques, the product you want to promote will easily attract interest and be reached by consumers. In addition, marketing goals or planned audiences can be more specific and appropriate.
- b. Search Engine Marketing (SEM) is the target of product/goods promotion using search engines. Through SEM, we can immediately position our products/items at the very top of search engines. However, SEM requires a larger budget, depending on the keywords used. SEM also leads to more specific and appropriate marketing goals
- c. Social Media Marketing, is the selection of social media platforms according to the product or brand you want to market. In addition, it is necessary to select a content marketing strategy for appropriate marketing targets and provide knowledge according to consumer wishes (Maulidasari & Damrus, 2021).

4. Conclusion

From the research results, it can be concluded that to maintain the continuity of the batik industry, the use of the internet and social media is a very appropriate strategy in this digital era. However, the use of technology also requires a lot of money and human resources who have the ability in the field of information technology. Therefore, conventional and targeted

methods such as Customer Relationship Marketing (CRM) implement target markets with advertisements on social media, provide services and improve product quality, maintain the trust of consumers so that the batik industry can survive and develop.

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