

Public's Perceptions of Batik and How We Determine Marketing Strategy of Batik as Informal Attire

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Abstract

Fashion Batik in Indonesia still has a tremendous opportunity to be improved. Batik is a piece of art from Indonesia that has been acknowledged across the globe. The opportunity and customer willingness to buy a batik product are quite potent. Like others businesses, the batik has to be maintained properly to gain maximum profits. The research purpose of this study is to measure people's perception of batik fashion and determine the best marketing strategy for Batik Fashion. This research uses a descriptive qualitative method to describe the result from the collected data. The questionnaire was used to collect information from the selected target market. This research creates a new business process by validating the business idea using target market insight. Gathering data from 55 respondents shows that the opportunity for the batik business has quite potential. The respondents are interested in using batik as formal clothing. The result gives broad comprehension of people's perspectives and expectations about batik products. This research has significant meaning in making the next movement in the creating business process.

Keywords

Batik, Innovation, customer perception, creativepreneurship, cultural entrepreneurship

1. Introduction

The development of the fashion business is highly competitive because fashion is part of basic human needs. Ask customers to keep on rolling trendy trends. This tendency can shift so swiftly in a handful of months. The fashion sector is constantly changing following trends. It is vital to have an authentic value that can survive and remain consistent. The fashion industry that has cultural values is one of the prospects that can be worked. Fashion Batik in Indonesia still has a tremendous opportunity to be improved. Batik is a piece of art from Indonesia that has been acknowledged across the globe. The opportunity and customer willingness to buy for batik product quite potential (Ismail, T. , 2012., Hamdani, N.,2018., Haryanto, J. O., & Priyanto, S. H. ,2013, Setyanti et.al.,2013.)This condition could see from the people's interest in visiting batik's center (Wantara, P., & Tambrin, M., 2019., Suharto, S., & Subagja, I. K., 2018). The Indonesian fashion industry is believed to be able to compete with foreign products. In addition, product differentiation is why consumers are interested in buying a product among many competitors' products. Seeing the development of the current era of the fashion business, it is also worth instilling awareness for companies engaged in their fields.

The batik industry produces three batik products in Indonesia: written batik, stamped batik, and printing batik. The process of making these three batiks is different. Batik artisans only made batik using natural dyes such as teak, noni tree, soja, and indigo in their heyday. They called batik because of the process of drawing the motive by hand. Making

this written batik takes weeks and even months if the motive design is difficult in the manufacturing process, so the selling price is also relatively high. A piece of written batik cloth can be valued depending on the complexity of the manufacturing process; the batik production is only made to order.

The second type of batik is stamped batik. It is called stamped batik because the batik motive is formed with a stamp, usually made of copper. Stamped batik is also known as printed batik. The type of printing screen production emerged in its development, namely clichés or handprints to print motives on cloth. With the production process using this stamp system, the craftsmen can produce more batik. In subsequent developments emerged the type of printing, namely batik production through machines. If, with the written technique, the production of one batik cloth takes a long time, then with a printing machine in just a day, it can produce tens or even hundreds of batik cloth.

Batik is no less in demand by many people, so it should be developed. Batik still occupies a high uniqueness in the eyes of world fashion because it has high historical and cultural value. Therefore, the batik fashion business has opportunities in the business environment. It is also necessary to build awareness in front of consumers.

Batik should be used as formal wear and meet casual style needs, especially in the younger generation. The need to achieve the best is a challenge for fashion, especially in the batik business. In addition, batik cloth in a very diverse price range is challenging for businesses to develop the best price and the highest quality.

1.1 Objectives

Fashion Batik in Indonesia still has much room for improvement. A batik is an Indonesian form of art that has gained worldwide recognition. The possibility and desire of customers to purchase a batik product are pretty strong. As with other companies, the batik must be carefully maintained to maximize revenues. The research purpose of this study is to measure people's perception of batik fashion and determine the best marketing strategy of Batik Fashion.

2. Literature Review

Creativepreneurship

According to a marketing expert, Ilse Benun, a creativepreneur uses creative ideas to start or sell his business. At the same time, Creativepreneurship itself is a science that studies how to become a Creativepreneur. In his book entitled *Innovation and Entrepreneurship: Practice and Principles*, Peter Ducker writes that Creativepreneurship or entrepreneurship is someone who is always looking for a change, then responds and takes it into an opportunity. Being a creativepreneur in today's era can be said to be an obligation. Not only to keep up with the progress of the business world, a creativepreneur is also someone who can solve problems and offer solutions for the environment through business.

A person can process his idea into a concept to run a business because of t creativity, then look for ways to make it a reality. This courage then becomes a gap in the business world to produce something new or modify something that exists, which results in problem-solving or a form of product that has value. Creativepreneurship teaches how to become an entrepreneur who has the ability and strong will to take advantage of a change into an opportunity. Creativepreneurship is also a science in which it can create a supportive environment for someone to break the stigma or perception that starting a business is difficult and requires large capital, Creativepreneurship helps to describe solutions that can be taken to overcome obstacles in starting a business venture.

In this modern era, there are many opportunities to open a creative business venture. Occupies the business sector with the second-highest demand in Indonesia and has high traffic among men and women on purchases in various stores e-commerce. Batik fashion should be developed and has the opportunity to enter the business environment. This breakthrough is not only profitable but also valuable in terms of awareness. With the appropriate approach, it can overcome the problem of cultural erosion. Batik has a distinctive image, so if it can be developed to the international stage, then this business can become a contributor to foreign exchange and strengthen foreign relations.

The Importance of Marketing for Entrepreneurial Firms

The rapid development of the business world is accompanied by increasingly fierce business competition, making marketing vital to support this development. However, it is not uncommon to find that marketing (marketing) is still poorly understood or is still in the wrong interpretation. As is often the case, the notion of marketing is often equated

with the notion of selling. Morris, et al (2002) define entrepreneurial marketing as a proactive attitude in recognizing and exploiting opportunities to acquire and retain profitable customers through innovative approaches to managing risk, optimizing resources, and creating value. According to Stokes (2000), marketing focuses on the orientation of Innovation and ideas and intuition as intermediaries to assess and understand market needs. Analysis of market needs is an important aspect that an entrepreneur and the management must understand to design a strategy that is right on target. Often, a product does not necessarily because the market desire is difficult to achieve (Morris, et al 2002., Stokes.,2000).

The importance of marketing in this increasingly strict and increasing business era, namely as a tool to make the products or services offered, has more value in consumers' eyes and are the most sought after needs by consumers. The existence of a psychological understanding in marketing is also an added value to attract consumers according to the style and way a person responds to a situation. The writer named "Bymbo" seeks to raise awareness as one of his marketing strategies in the batik business. This business also fosters consumer trust and interest by presenting elegant and modern designs and motifs and is marketed through online media platforms to attract the target market, namely the younger generation. If this marketing concept is achieved, the company's profits will no longer be challenging to achieve. Moreover, marketing can help companies and businesses create and retain customers with full loyalty.

Consumer-focused Marketing Strategy

According to (Kotler & Armstrong, 2012, p. 72), marketing strategy is a marketing logic in which companies expect to create value for customers and achieve profitable relationships. Then, to get customer satisfaction during competition, companies must understand the needs and desires of their customers. Customer-oriented (customer orientation) means the company cares and always focuses on the customer as the customer is the most influential party in the success of a business. When a company is customer-oriented, it will focus on being the best among the many competitors and maintaining customer loyalty, which is primarily involved in price competition.

A competitive marketing strategy can be designed by analyzing competitors. Marketing strategy also basically examines variables such as market segmentation, target market identification, positioning, marketing mix elements, and marketing mix costs. Marketing strategy is an integral part of business strategy that provides direction to all management functions of an organization. Customer orientation is the main basis for business continuity, whose strategy includes how to get customers and achieve customer loyalty so that customer retention can be achieved and the value needed by consumers and companies.

3. Methods

Data is a collection of information or facts from objects or events obtained from observations from certain sources and processed into more complex forms, such as; information, databases, or solutions to specific problems. The researcher does Online Research, a process in which participants respond due to awareness and lifestyle category on the questions. The data used in this study is based on the results of questionnaires that respondents have conducted to collect public opinions and perceptions about batik clothing in the modern era. In this study, the number of respondents consisted of 55 people with a wide distribution throughout the region. The method used in collecting and processing data is a descriptive quantitative method based on the results of the statistical calculation of the questionnaire. The data was collected so that researchers can see the community's point of view about batik clothing as formal wear and see opportunities in the modern batik clothing business.

4. Data Collection

The data was collected using questionnaire from 55 respondents. The questionnaire focuses on getting the response about batik as a fashion. The researcher used the IPA method to determine the value of each question. We set the number "3" as a benchmark of whether the question has met the standard with this method. Our assessment is based on the respondents' answers. Each answer given has a different score: Strongly agree, agree, neutral, disagree, strongly disagree.

5. Results and Discussion

Sampling from the population uses questionnaires as a data collection tool. Our questionnaire was shared with 55 respondents taken randomly in Indonesia. This questionnaire is distributed online through Line, Whatsapp, and other applications. Questionnaires are made in two parts, namely: awareness and lifestyle.

Tabel 5.1. Awareness

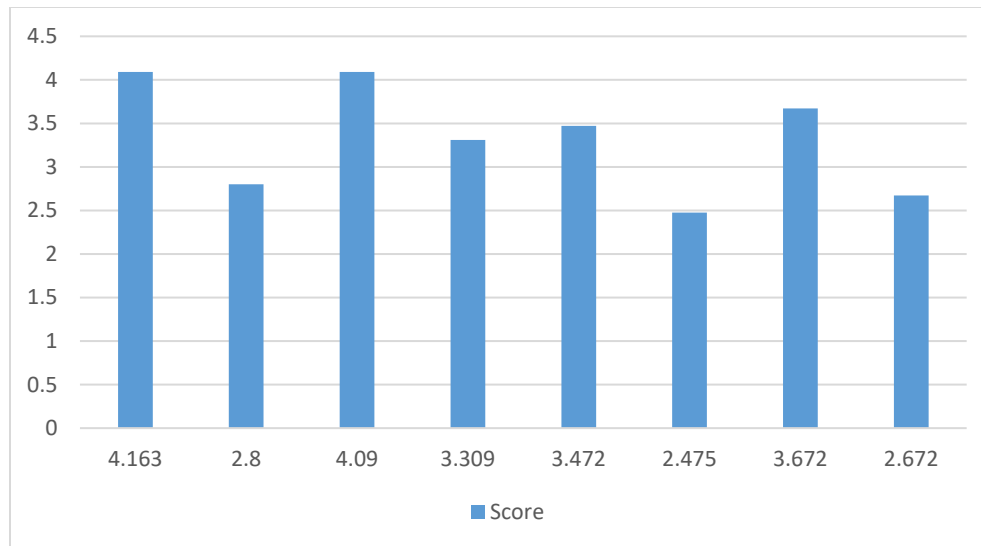
NO	QUESTION	RESPONSE					SCORE
		SA	A	N	D	SD	
1	Do you have an interest in modern and casual batik?	2	26	12	11	19	4,09
2	When wearing a batik, do you feel different from others?	8	26	10	6	5	3,472
3	In your opinion, can batik clothes be used in everyday life?	12	23	10	2	0	3,672
4	In your opinion, has the development of batik in the Indonesian fashion world advanced by following the times?	2	11	13	25	4	2,672

In general, respondents are aware of the existence of batik in today's fashion world and have an interest in batik. However, the development of batik in the fashion world itself is still not very advanced. The evidenced in the results of the calculation of the IPA method that has been carried out. We can see it from the Table 5.1 in question 1 that received a value of 4,09. Following predetermined standards, it was stated that $4.09 > 3$ (larger). The result shows that most respondents are interested in batik, which has both casual and modern models. In question 2 received a value of 3,472, according to predetermined standards, it can be stated that $3,472 > 3$ (larger). The result shows that when most of the respondents use batik as their daily clothes, they feel different from other people who do not wear it. Question 3 received a value of 3,672; according to predetermined standards, it can be stated that $3,672 > 3$ (larger). The result shows that most of the respondents agree that the community can use batik clothing in everyday life. In question 4 received a value of 2,672. According to predetermined standards, it can be stated that $2,672 < 3$ (smaller). The result shows that most respondents do not agree that the development of batik clothing in the Indonesian fashion world has made progress by following the times.

Tabel 5.2. Lifestyle

NO	QUESTION	RESPONSE					SCORE
		SA	A	N	D	SD	
1	Do you use batik when you attend formal events?	23	21	8	3	0	4,163
2	Do you use batik in your daily life?	4	11	12	26	2	2,8
4	Do you only use batik as an office uniform?	7	23	10	10	5	3,309
6	Do you think that batik clothes are only used to attend formal events?	11	10	5	12	17	2,475

In general, respondents still use batik as formal clothing or office uniforms. They rarely use batik as their daily clothes. However, they believe that batik is used to attend formal events—the results of the calculation of the IPA method carried out. We can see from the Table 5.2 in question 1 that it received a value of 4,163. By predetermined standards, it was stated that $4.163 > 3$ (larger). The result shows that most of the respondents agree that they use batik as the clothes they wear when attending formal events. Question 2 received a value of 2,8, which shows that most respondents do not use batik as clothing used in daily life—question 3 received a value of 3,309. According to predetermined standards, it can be stated that $3.309 > 3$ (larger). The result shows that most respondents use batik clothes only as uniforms to go to the office. Question 4 received a value of 2,475. According to predetermined standards, it can be stated that $2.475 < 3$ (smaller). The result shows that most respondents do not agree that batik clothes are only used to attend formal events.



Picture 5.3. The Perspective about Batik

As we can see from the graph above in Figure 5.3 that, there is 3 question. The result shows that some respondents do not wear batik as daily wear but believe that batik could be used for other occasions. Therefore, we must build more awareness so that people want to use batik as daily wear. And this should be of more concern for us to make the development of batik in the fashion world more advanced. dd numerical results here. Make sure to describe all tables and add inferences

6. Conclusion

Fashion Batik in Indonesia still has much room for improvement. A batik is an Indonesian form of art that has gained worldwide recognition. The possibility and desire of customers to purchase a batik product are pretty strong. As with other companies, the batik must be carefully maintained to maximize revenues. The research purpose of this study is to measure people's perception of batik fashion and determine the best marketing strategy of Batik Fashion. The result shows that currently, people rarely use batik as daily clothing. Batik's perspective of Indonesians is still considered clothing used for formal events only, rarely uses batik as daily clothing. However, some Indonesian people are interested in more modern batik and believe that batik can be used as daily clothing. Based on the validation was made through this research, the researcher will use the result to make the next step in creating business. Therefore, an apparel brand named "Bymbo" will create by making a prototype

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Biography

Kintan Julia Raihanum is a Student of the Entrepreneurship Department, BINUS Business School Undergraduate Program at Bina Nusantara University. She is interested in learning about Innovation, Businesses, Cultural, Fashion, and Natural Environment. She is also passionate about writing literature such as poems, articles, short stories, and art & culture such as theatre.

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