

Marketing Strategy Analysis of "Djawa Batik Solo"

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Abstract: *The origins of batik in the book Batik Fabled Cloth Of Java, it is stated that batik has been traded in the archipelago since 1840, but this possibility could be even earlier. Only since then, it can be said that the Indonesian archipelago has developed rapidly batik trade. Among hereditary traders, especially those of Chinese and Arab descent who mostly live in coastal areas, are motivated to make batik a trading commodity. This development was triggered by the disappearance of the original cloth in India and the emergence of new markets along with the emergence of a number of new middle classes in the Indonesian region as a result of the implementation of the forced cultivation system (cultivation system) by the Dutch. Target Market Determination Strategy. Namely the selection of the size or breadth of the segment in accordance with the ability of a company to enter the segment. Most companies enter a new market by serving a single segment, and if it proves successful, then they add more segments and then expand vertically or horizontally. In studying the target market, one must evaluate it by examining three factors (Umar, 2001:46): a. Segment size and growth b. Segment structural attractiveness c. Targets and resources 3. Target Market Determination Strategy Market positioning (positioning) is a strategy to win a position in the minds of consumers, so this strategy concerns how to build trust, confidence, and competence for customers. According to Philip Kotler, positioning is the activity of designing an image and positioning oneself in the minds of consumers. Meanwhile, for Yoram Wind, positioning is how to define a company's identity and personality in the minds of customers. Descriptive research is the method used in this study using a qualitative approach. The location of the research was in Djawa Batik Solo, located at Jl. Popda 31 Nusukan Solo. Data collection techniques through activities: documentation, interviews and observation. Data analysis techniques used content analysis (documentation research) and descriptive analysis. In marketing its products, Djawa Batik Solo uses the following marketing strategies to increase competitiveness..*

Keywords: Marketing Mix, Djawa Batik Solo, Qualitative Research

I INTRODUCTION

The origins of batik in the book Batik Fabled Cloth Of Java, it is stated that batik has been traded in the archipelago since 1840, but this possibility could be even earlier. Only since then, it can be said that the Indonesian archipelago has developed rapidly batik trade. Among hereditary traders, especially those of Chinese and Arab descent who mostly live in coastal areas, are motivated to make batik a trading commodity. This development was triggered by the disappearance of the original cloth in India and the emergence of new markets along with the emergence of a number of new middle classes in the Indonesian region as a result of the implementation of the forced cultivation system (cultivation system) by the Dutch.

At first, these traders only ordered batik from batik craftsmen, who at that time were widely spread in villages. The practice of ordering batik by people of foreign descent to artisans in rural areas has been going on since before the VOC. To this day, Pekalongan is known as a batik-producing city with floral, fauna, and partly geometric, colorful motifs. The influence of Chinese, Arabic, Indo-European culture and how the natives found a new way of reading the osmosis of that culture produced the characteristics of modern Pekalongan batik.

Solo batik is famous for its traditional patterns and patterns, both printed and written. The materials used for coloring still use a lot of domestic ingredients such as Javanese soga which has been famous for a long time. The pattern remains, among others, the famous "Sidomukti" and "Sidoluruh".

The intensity of competition in the market can encourage batik companies to strive for high innovation in order to gain a sustainable competitive advantage over their competitors because it can produce optimal marketing performance, so that innovation can broaden the local market base and be improved for certain local preferences. Innovation will also influence the choice of a batik company's marketing strategy so that the batik company's products become better in terms of quality, quantity and brand name which will bring the batik company to a sustainable competitive advantage in the end.

II LITERATURE REVIEW

II.1 Marketing Strategy

a. Marketing Strategy There are several kinds of understanding of strategy from experts. According to Marrus in Umar (2001: 31) strategy is defined as a process of determining plans for top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a method or effort on how to achieve these goals. Strategy is defined specifically as actions that are incremental (always increasing) and continuous, and are carried out based on the point of view of what is expected by customers in the future (Prahalad in Umar, 2001:31).

b. According to Chandra (2002: 93), marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in certain target markets. The marketing program includes marketing actions that can influence the demand for products, including changing prices, modifying advertising campaigns, designing special promotions, determining the choice of distribution channels, and so on.

II.2 Marketing Mix Concept

Marketing management is grouped into four aspects which are often known as the marketing mix or marketing mix. According to Kotler and Armstrong (2004: 78) the marketing mix (marketing mix) is a collection of controllable tactical marketing tools that the company combines to produce the response it wants in the target market. The marketing mix consists of four groups of variables called the "four P's", namely: 1. Product Product means a combination of goods and services offered by the company to the target market. The elements included in the product mix include product variety, quality, design, features, brand name, packaging, and services. 2. Price Price is the amount of money that must be paid by the customer to obtain the product. Price is the only element of the marketing mix that generates revenue, while the other elements generate costs. Price is the most easily adjusted element of the marketing mix and requires a relatively short time, while product characteristics, distribution channels and even promotions require more time. 3. Place Place or marketing channel includes the company's activities that make the product available to target customers. Distribution channels are a series of interdependent organizations involved in the process of making a product or service ready for use or consumption. Distribution channels can be defined as a collection of companies and individuals who take over rights or assist in transferring rights to certain goods or services as long as these goods or services move from producers to consumers (Kotler, 2005). 4. Promotion Promotion means activities that convey the product and persuade customers to buy it. The definition of promotion according to Kotler (2005) is various activities carried out by producers to communicate the benefits of their products, persuade and remind target consumers to buy these products. In detail, the promotion objectives according to Tjiptono (2008: 221 - 222) are as follows: a. Inform b. Persuading target customers c. Remind

III METHODS RESEARCH

Descriptive research is the method used in this study using a qualitative approach. The location of the research was in Djawa Batik Solo, located at Jl. Popda 31 Nusukan Solo. Data collection techniques through activities: documentation, interviews and observation. Data analysis techniques used content analysis (documentation research) and descriptive analysis.

IV RESULT AND DISCUSSION

The company's success in marketing is related to its success in determining the right product, reasonable price, good distribution channel, and effective promotion. The marketing mix consisting of product, price, place and promotion is carefully determined by Djawa Batik Solo so that consumer satisfaction and business continuity can be realized:

a. Products Batik products produced by Djawa Batik Solo are created by home industry batik makers in Solo. Apart from that, there are also products made by request from consumers. However, the company can display a preview of the product before it is finished, so that the product can be adjusted in advance according to the wishes of the product consumer. -Batik products produced and marketed by Djawa Batik Solo are divided into five categories, namely written batik, batik shirts and shirts, batik uniforms, manual printing batik, and combination shirts. In addition to working on the manufacture of finished batik products, the company also provides services for making batik designs and motifs in the form of raw materials (fabrics), all of which are made according to consumer needs. The objectives of the products produced by the Djawa Batik Company include:

1. Preserving the cultural tradition of batik as a legacy of our ancestors, especially Solo Batik.
2. Making batik as the host in their own country.
3. To make a profit.
4. Supporting domestic and foreign batik markets as non-oil and gas export commodities.
5. Give opportunity to the wider community to be able to dress in good batik.

b. Price Pricing is an important element for company management. Prices are set based on the calculation of the required costs (raw material costs, production costs, promotional costs) plus the desired profit percentage. The price determined varies according to the design, material and level of production difficulty of the product that consumers want. Broadly speaking, the price of batik products being sold starts from Rp. 93,500 – Rp. 1,650,000 (price adjusted according to the number of purchases and consumers who make repeat orders). The price of this batik product is indeed somewhat more expensive than the price of batik products circulating in the market because of the high quality materials and the creativity of the designs and motifs of the batik it self.

c. Place Distribution channels are related to various company activities that strive for products to be distributed to consumers. Most of the products are sold by pre-order so that the products are sent directly to consumers, this is because currently Djawa Batik Solo does not yet have outlets to sell products directly to consumers. Djawa Batik Solo itself has product gallery that is still attached to the company's office, but the company's location is on Jl. Popda 31 Nusukan Solo. Sector 1 which is not a main road access makes it difficult for consumers to reach locations.

d. Promotion Promotions are activities that are actively carried out by Djawa Batik Solo to inform, introduce, influence consumers about the products offered. Promotion of Djawa Batik Solo begins with creating a brand that associates excellence and

the business it is involved in, namely batik. Then the company also carries out promotions through internet marketing (via websites and social media), sends e-mail to companies and agencies, sponsors events, and participates in exhibitions. combination fashion show.

In marketing its products, Djawa Batik Solo uses the following marketing strategies to increase competitiveness:

a. Segmentation, where Djawa Batik Solo has a segmentation that specifically focuses more on young consumers (16-30 years) which aims to increase batik among young people.

b. The target market for Djawa Batik Solo products is consumers of uniform and combination batik for companies, event organizers, factories, hotels, government agencies and schools.

c. Djawa Batik's market position remains focused on being the main alternative for batik products, especially uniform and combination batik by providing good product quality.

d. In terms of the marketing mix, the marketing strategy for Djawa Batik Solo products is to make products according to the wishes and needs of consumers as well as the creations of home industry batik makers in Solo. The price strategy adopted is relatively cheaper than the price of batik on the market because of the high quality materials and design creativity. Currently, Djawa Batik Solo is implementing a distribution strategy by selling directly to consumers online at www.instagram.com/dresponsible, while the promotion strategy is via the internet.

V CONLUSSION

The marketing strategy carried out by Djawa Batik Solo has been quite effective in marketing its products, because judging from the increase in the number of sales, Djawa Batik Solo continues to develop products with various strategies to market them.

1. The company is expected to implement a customer loyalty program to maintain continuity between producers and customers.

2. Developing existing products adapted to the needs of today's society so that the products produced are more innovative and able to compete in the market.

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