

# Batik Marketing Strategy in the Covid-19 Pandemic Era

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**Abstract.** Entering the third year of the COVID-19 pandemic that's presently fully fledged by all countries, it still incorporates a declining impact in varied business fields. One in all the business fields that is laid low with laws relating to the pandemic is that the batik industry. Batik isn't enclosed within the primary desires in human life in order that in the past 3 years it's experienced a big decline in mercantilism activities. This sluggishness can end in batik entrepreneurs and employees who rely their fate on merchandising batik products. The decline in turnover is clearly caused by restrictions on area for movement and declining market demand, thus there's a desire for innovation in formulating ways which will restore the passion of the batik trade within the current economic recovery period. A qualitative approach is employed as a technique during this study that uses the steps of tracing the victimization of democratic observation techniques. The results of this study offer seven strategic offers that is applied by batik business people, the results of the analysis can be used as a reference for business actors considering the dynamic conditions and it's hoped that business actors can survive and grow in the recovery period.

**Keywords:** COVID-19; Defense Strategy for Batik Craftsmen

## 1 Introduction

Indonesia is presently still in a very pandemic situation, though many countries have revoked and relaxed rules involving the COVID-19 pandemic. The sluggishness remains felt in several business sectors, as well as the trade secondary and tertiary goods. Batik is one in every of the trade industries that has been directly littered with the pandemic till now. The demand for batik has slashed and this has been plenty of complaints by small and medium scale batik entrepreneurs and craftsmen. They feel the lack to succeed in the market thanks to the assorted restrictions on COVID-19, each on an area and international scale. This definitely encompasses a direct impact on the money health of those batik entrepreneurs and craftsmen. the lack of the batik business to vie thanks to the Covid-19 pandemic could be a disaster for cultural sustainability, therefore it's necessary to search out a technique in order that batik will survive and also the survival of entrepreneurs and craftsmen can come and even develop. Batik is a world heritage from Indonesia (Kristiani Herawati, 2010; Ari Wulandari, 2011;

Irfa'ina Rohana Salma & Edi Eskak, 2012; Singgih Adhi Prasetyo, 2016; Rudi Heri Marwan & Eddy John, 2018; Bayu Wirawan DS, Inva Sariyati , & Yustiana Dwirainaningsih 2018; Hana Saraswati, Ery Iriyanto, & Hermi Yuliana Putri, 2019; Moeksa Dewi, Mulyanto, & Edi Kurniadi, 2019; Chelsea Yulianita, Gregorius Genep Sukendro, 2019; Diki Bayu Aji, Bagiya, 2019). For example, the *keris* as a world heritage from Indonesia, its development is not like batik because the *keris* has not been able to develop as an industry.

The decline in demand for these goods is due to the decline in public confidence and purchasing power for goods produced due to the COVID-19 pandemic. The COVID-19 pandemic has certainly had a major impact on the batik industry players, considering that most of the businesses are related to the creative industry sector, especially batik handicrafts. Where of these sectors need speed in activity goods, whereas within the era of the pandemic all movements are hampered. The inhibition of the movement of the batik trade sector is extremely significant. Besides being hampered within the production process, the financial gain of the batik business is additionally hampered. supported the newest survey information from BPS, as several as 82.85% of business actors intimate with a decrease in income thanks to the covid-19 pandemic (Alfin, 2021). This production and income delay ultimately resulted in an exceedingly decrease in turnover. This after all should be self-addressed directly with numerous methods which will facilitate the property of the batik industry so it continues to provide and doesn't shut which will end in weakened interest in cultural preservation. this is often done so that the batik industry will survive within the face of developments in the era of the Covid-19 pandemic.

With the event of data technology presently reaching all areas of people' lives, in the era of the economic revolution 4.0, three accomplishment is needed, particularly data literacy, human literacy, and technological literacy (Nastiti & Abdul, 2020). similarly as increasing digitisation in conducting promotions. this can definitely increase flexibility and freedom in the development of the batik business in general. this is often under no circumstances straightforward considering that in land itself there's still an absence of understanding of medical care in business. Digitalization e in the business world is predicted to be some way out for business actors within the era of the covid-19 pandemic. Conditions that are less versatile and extremely restricted in movement. Of course, there has to be a technique in managing these conditions. The limited condition of business actors in promoting their merchandise in the direct field is presently still not effective as a result of considering the COVID-19 pandemic continues to be current and also the government will definitely limit these activities. Therefore, the batik business players must replace the marketing strategy with a simpler strategy and innovative.

## **2 Research Methods**

This analysis may be a qualitative research. Qualitative research ways are research which will be dole out by direct contact and understanding someone' opinion with an open mind and amid symbolic interaction. The research was conducted in Yogyakarta and Central Java, wherever the objects studied were little and medium-scale batik business players. the info assortment technique used is democratic Observation where the man of science conducts exploration with the aim of getting descriptive data. Sources of knowledge utilized in this study is secondary data obtained from books, web, and former research that is then analyzed and processed then related to the theory used and therefore the results of previous studies.

### **3 Results and Discussion**

Facing the problem of the pandemic, it is necessary to carry out an innovation strategy in the field of marketing batik products. Understanding strategy is "a set of rules in the form of decision making (decision making) that guides the behavior of an organization" (Ansoff, McDonnell, 1990: 43). 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 in the form of inventions or inventions that are held to achieve certain goals" (Syaefudin, 2011). An innovation strategy in trade in the batik industry is one of the important steps in dealing with a pandemic that has many demands for change. During the social restrictions due to the Covid-19 pandemic, the conventional trading process is difficult to do, without face-to-face with buyers causing transactions to be less than optimal because it takes longer to build trust, and is forced to rely on IoT (Internet of Things)-based technology. The strategy in these conditions requires a plan that contains a series of activities designed to achieve trading objectives. Strategy contains 2 meanings, namely: (1) Planning in using methods and utilizing resources in trading; (2) Strategies developed to achieve trade goals, which changed from conventional (before the pandemic), to unconventional (during the pandemic).

There are several characteristics of innovation, namely: (1) relative advantage; (2) Compatibility; (3) Complexity; (4) Trialability, and (5) Observability (Rogers & Shoemaker, 1971). The definition of relative advantage is that an innovation is ready to be a stronger plan than before. The notion of compatibility could be a live of an innovation thought-about in step with existing values, past experiences, and therefore the wants of its recipients. Understanding 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. Understanding observability is the extent to which the results of innovation can be seen and measured by others (Farid Abdullah et al, 2021).

#### **3.1 Batik Industry Trade Innovation**

The batik trade policy during the pandemic carried out by the batik industry players essentially underwent technical changes, delivery methods, outputs, and exposure of batik products through IoT (Internet of Things) support. During the pandemic, there are many steps of change that lead to innovation so that the batik industry players can fulfill their trade achievements (outcomes). The offline and online trading methods in the batik industry must experience changes unlike before the pandemic. The structure of changes that must be carried out by the batik industry consists of: (1) E-commerce, (2) Digital Marketing, (3) Customer Relationship Marketing (CRM), (4) sales of products related to medical products, (5) Services and Product Quality Improvement, (6) Maintaining Consumer Trust (7) Relevant Product Marketing Strategy.

#### **3.2 Innovation 1: E-Commerce**

The pattern of shopper behavior has modified following the present restricted situation. As is that the case with government laws relating to the implementation of Restrictions on Community Activities, wherever all community activities are limited Associate in Nursingd it's counseled to remain reception if you don't have an pressing need. however this can be after all terribly difficult, considering the wheel of human life that continues to spin in the middle of desires that can't be consummated if you simply sit quietly at home.

This makes the behavior of shoppers change, that accustomed seek for needs directly by planning to the specified place, now dynamical by searching for desires online. This, of course, should be followed by business actors so as to survive. E-commerce itself may be a group action activity similar to sales, purchases of products and services dispensed through electronic systems, such as computers or the web (Suyanto, 2003, Jony Wong, 2010). With the existence of E-commerce, it's hoped that it will facilitate business folks in running their business within the inside of this pandemic. E-commerce itself is taken into account terribly useful as a result of considering the conditions of restrictions on the movement of people' activities that need them to remain at home, with E-commerce shoppers are a lot of versatile and unlimited where they're will select what they need.

In addition, for E-commerce business actors, it will also be very efficient where business actors do not need to print catalogs because consumers can immediately see changes in the type and price of goods at any time. With the update of the latest types of goods and prices, it is felt to be more transparent, making it easier for consumers to buy and demand the goods they need. That the existence of E-commerce can increase the performance and income obtained by industrial actors, this means that there can be a positive impact and a significant influence with the existence of E-commerce on Industrial Players (Helmalia & Afrinawati, 2018). However, this does not always run smoothly. Where the existence of E-commerce can have a positive impact on Industry Players but is not followed by a significant increase in marketing performance. This is due to the lack of extensive knowledge of business actors. business actors need to develop the ability to use e-commerce so that the results obtained are also maximal (Hardilawati, 2019).

Understanding of E-commerce is carried out with assistance from third parties such as the government or practitioners who can assist business actors in increasing knowledge of E-commerce so that later they can maximize the results obtained. Of course, e-commerce must continue to be developed considering that this is the era of the industrial revolution which has undergone many changes towards digital. The change was supported by the pandemic conditions that restricted consumer movement. With the existence of E-commerce, it is considered effective as a way out for business actors who are expected to maintain business continuity. Basically, the presence of E-commerce really helps make it easier for the batik industry players to run their business. With the existence of E-commerce, batik industry players can increase their income turnover and are also able to survive in the current pandemic conditions. In addition, with the existence of E-commerce, batik business players can reach a wider market share in numerous regions. as a result of everybody can simply access the net that's used. In addition, business actors also can be simpler and economical in running their business. Based on the GlobalWebIndex Report in Datareportal (2020) it is stated that Indonesia has the highest level of e-commerce usage among countries in the world, with 90% of internet users who have purchased products and services online (Mohammad Djufri, 2020). This is definitely a requirement for business actors to any improve the standard of their product and services so shoppers trust and wish to buy from them. as a result of primarily product quality and sensible service quality are terribly cogent on increasing client payment analysis (Tipayana & pramono, 2020).

### **3.3 Innovation 2: Digital Marketing**

Many batik trade players have problem in selling their wares. This difficulty is caused by the regulation of the reduction of human movement space. There has to be AN innovation or modification within the marketing model. Considering this condition of indonesia in the 4.0

era that forces everybody to be ready to master technology. This can be the correct momentum for batik industry players to use the benefits of the net as an area to develop their batik business. However, batik industry players must additionally maximize performance in order that the results can be maximized. Given the extreme competition that occurs within the internet world. Batik trade players should even be inventive and innovative in order that later shoppers are often fascinated by their products. as a result of at now the employment of the net has become a habit that can't be abandoned. Batik industry players must be able to use the internet, particularly Digital selling if they still need to develop their business. Digital marketing itself may be a marketing activity that uses technology that aims to extend client data by adjusting to their wants (Chaffey et al, 2000). Digital marketing itself during this era has become commonplace in any respect ages. Almost all age levels will access it. Therefore, batik trade players must learn and perceive digital selling in order that it are often utilised optimally. on-line marketing through the media is that the right step that has got to be taken by business actors (Suswanto & Setiawati, 2020; Gu, Han, & Wang, 2020).

The way digital marketing works is by marketing through social media that we often use every day that YouTube social media is the most widely used media by Indonesian people besides WhatsApp, Facebook, and Instagram. These social media providers compete with each other in providing services in the form of supporting features, especially for business actors (Felita & Oktivera, 2019; Altinay, et al 2016). From that, batik industry players should start using it as soon as possible and start switching to digital marketing. More and more social media users can be used as opportunities for business actors to market their products through social media. Marketing through social media is a momentum in the transition of offline businesses to online businesses. Because considering the convenience offered by digital marketing, it can attract many new consumers and can even reach or capture consumers with a wider share. Digital use between producers and consumers does not need to meet directly in one place but has a very wide marketing reach (Ulya, 2020; Riyadi, Mahkota, & Suyadi, 2014; Kaplan, 2012). It can be concluded that the use of information technology through social media is the right strategy to market unlimited production (Bastian, 2015; Jermias, 2008; O'Brien, 2003).

### **3.4 Innovation 3: Customer Relationship Marketing (CRM)**

It is necessary to think about product marketing strategies and think about how to sell products sometimes more important than just thinking about how to get big profits in each product sale. So trying to find ways to maintain existence for business continuity is more important than just spending merchandise. Customer relationship is a marketing strategy that seeks to maintain relationships with customers for a long period of time. This is done so that customers who have shopped can come back again and there will be repeat purchases. This can happen if the satisfaction has been felt by the customer. Because if they are satisfied, they will come back to shop. The way that business actors can do to establish good relations with consumers is to increase awareness of consumers who are experiencing the impact of this pandemic. We can give attention in the form of giving promos or discounts that can relieve consumers who shop at our place. This will lead to good relations and high trust between business actors and consumers. In addition, we are also able to establish good communication with consumers by listening to any feedback and corrections on the shopping experience and use of the products sold. The implementation of this Customer relation Marketing strategy can have a positive influence in improving marketing. That the existence of a Customer Relationship Marketing strategy is able to have a positive and significant impact on increasing

marketing, because the better the relationship between consumers and business actors, the higher the level of marketing (Farida et al, 2021). In addition, business actors who dare to take risks and have business experience as well as in running a business will be able to make customers believe they will survive.

### **3.5 Innovation 4: Sales of products related to medical products**

The product marketing strategy in the midst of the Corona Virus pandemic is big news. It's natural for everyone to talk about it. Even customers are starting to find out for themselves what Corona Virus is and buy products according to their needs in order to protect themselves from transmission. This presents opportunities for several business sectors such as health services, medical products, so whether or not the batik industry must play in fields related to Covid 19. The government, international institutions, have recommended the use of non-medical masks for the general public in reducing the transmission of the Covid 19 acute respiratory syndrome. Although there is no direct evidence to suggest that cloth masks are effective in reducing the transmission of Covid 19 (Santy, 2020; Cheng et al. , 2020; Desi Citra Dewi, Jesika Setyani, & Siti Yulyanti, 2021). Maybe the price of masks is not much, but in conditions like this the slightest opportunity must be able to be used. the use of masks has become a cultural phenomenon among many Southeast Asians. In some countries, masks are worn according to local customs or as recommended by national authorities in the context of COVID-19. (Joko et al, 2020; Leung, 2020). Because it is a cultural phenomenon, the use of masks is common and thus makes the number significant.

### **3.6 Innovation 5: Service and Product Quality Improvement**

The decline in consumer confidence in the goods traded by business actors causes business actors to experience losses and even decrease in income. This happens because of the attitude of consumers who are careful in shopping. Another cause, namely the limitations of consumers in shopping, has made the business of business actors to decline. This of course must be addressed immediately. Business actors must immediately increase consumer confidence and improve the quality of their products so that they will come back to trust and shop again. Improving service and product quality is certainly very influential on the results obtained by business actors. maintaining the quality of MSME services and products can have a positive and significant impact on consumer satisfaction (Lestari & R, K.A., 2019). Therefore, it is very important for business actors to continue to improve quality so that later trust will arise from consumers. Quality is important and needs to be prioritized. This is important because consumers tend to prioritize quality. Quality is the nature and characteristics that can measure the value of the goods according to their needs (Tjiptono, 2001). In achieving the desired quality, it is necessary to standardize the quality. Indicators of a product can be said to be of quality if the product meets several indicators including the ease of use of the product, good product durability, clarity of product function, various product sizes, and others (Zheithalm, 2003). Ways that can be done by business actors in improving product quality include always monitoring the quality of products, besides that business actors must always ensure the cleanliness and safety of the products being marketed. Business actors must also pay attention to the durability of their products. They must further improve the quality of the durability of their products (Alfin, 2021).

Online shopping requires special attention to product distribution where goods take time to reach consumers, so product durability must be considered. Another thing that must be

considered besides product quality is the quality of service to consumers. This is very important because consumers will feel at home if the services provided are friendly and comfortable. To maintain the quality of service to consumers, business actors can provide service innovations such as tightening and quality control when shipping 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. Communication is no less important, where in online marketing the fast response from the seller influences the purchase decision by the customer. This is so that consumers don't wait too long so that consumers trust more and foster high trust in our products. If good service and quality have been met, it is certain that customers will feel at home and confident in shopping. This is an important factor because consumers cannot make direct physical contact but communicate online, where good quality can increase consumer satisfaction and can foster good relations between business actors and consumers.

### **3.7 Innovation : 6 Maintaining the trust of consumers**

Because starting digital marketing requires trust from consumers. Because getting the trust of consumers is very difficult, especially for business actors who are just starting to use social media in doing business. The ways that business actors can do in fostering consumer trust through social media are as follows: (1) carry out continuous or repeated promotions, (2) update the types and prices of goods that are marketed intensively, so that consumers do not feel cheated and later trust will arise. (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 range of consumers. (5) involving consumers in reviewing the products being marketed so that other consumers know the quality of the goods we market or displaying testimonials on the goods we market to social media so that potential consumers can see them. As for implementing 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 considering that social media users consist of various age groups. Therefore, business actors must be able to adapt in communicating and marketing according to the intended market share. That way the use of digital marketing in marketing will be effective and on target.

This consumer trust is very important for the sustainability of the batik industry players where if consumers already believe in our products, they will subscribe to buy our products. Therefore, business actors must rebuild consumer confidence that has been declining. They should focus more on improving relationships with consumers. Because then consumer confidence will improve again. And in the end it will lead to a good relationship between consumers and business actors. The relationship between business actors and consumers is influential but not significant in increasing the quantity of marketing (Hardilawati, 2020). This of course has a cause that must be corrected. With this relationship, it is intended that these business actors can survive in various conditions and can have competitiveness. This research is expected to provide answers to what must be done by business actors so that they can continue to run their business in the era of the covid-19 pandemic and survive in this pandemic condition. This study has the aim of describing and explaining how to run a business strategy for business actors in order to survive in the era of the covid-19 pandemic.

### 3.8 Innovation 7: Relevant Product Marketing Strategy

Taking into account the Covid 19 crisis, the product marketing strategy can also be with social media, which is the most relevant promotional media. That the existence of social media as a medium to market production (Widyaningrum, 2016; Singh, Jackson, & Cullinane, 2008; Mongold & Faulds, 2009). Batik industry players can also make marketing materials with useful messages so that customers feel captivated and buy their products. Business actors can explain product specifications, quality, and prices so that consumers can more freely choose the goods needed according to their abilities (Purbohastuti, 2017; Rusdiono, 2019). However, online marketing also needs strategies. 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), where SEO plays an important role in this. Through content that is enhanced with SEO techniques, the product you want to promote will be easy to attract interest and reach by consumers/customers. In addition, the planned marketing target or audience can be more specific and appropriate.
- b) Search Engine Marketing (SEM), which is the target of product/goods promotion using search engines. Through SEM, we can immediately position our products / goods at the top of the search engine. However, SEM require a larger budget, depending on the keywords used. SEM also leads to more specific and appropriate marketing goals.
- c) Social Media Marketing, where what needs to be considered is the selection of social media platforms that are in accordance with the product or brand you want to market. In addition, it is necessary to select a marketing content strategy for marketing targets that are appropriate and provide the knowledge that consumers want (Cut Devi Maulidasari & Damrus, 2020).

## 4 Conclusion

In conclusion, in maintaining the continuity of the batik industry, the use of the internet and social media is a very appropriate strategy during covid-19 pandemic. However, the use of technology also requires no small amount of money as well as human resources who have the ability in the field of information technology. So that conventional and targeted methods such as Customer Relationship Marketing (CRM), Sales of products related to medical products, Service and Product Quality Improvement, Maintaining the Trust of consumers also should not be forgotten so that with this event method, it can be believed that the batik industry will still be able to survive. maybe even grow.

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