

Global Marketing Management Training for Batik Craftsmen in Solo

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Abstract.

Batik has a high artistic value, which reflects the icon of Indonesian culture itself. As an ancestral heritage, Indonesian people continue to preserve batik to this day by maintaining the beauty of the colors and various patterns that are influenced by the characteristics of various regions. There is one city in Indonesia known as the city of batik, namely the city of Solo. Solo Batik Carnival or better known as SBC is one of the annual agenda of the Surakarta Tourism Office which is held in Solo with the main objective of introducing batik as a Javanese cultural heritage, and making Solo a fashion tourism destination. However, the lack of knowledge of global marketing management which has an impact on the potential for global competitiveness of batik SMEs has not been realized. In order to overcome the problems faced and help empower batik business people in Solo, it is necessary to increase knowledge about marketing strategies, especially in the global market. This service activity is carried out using training methods that are carried out online through zoom meetings for Batik Craftsmen in Solo. The results of the training showed that Solo Batik craftsmen after participating in global marketing management training experienced an increase in knowledge about marketing strategies, especially regarding global marketing which was quite good, which was shown through the feedback given during the training and the high interest in marketing their batik products abroad. in the future.

Keywords: Global Marketing Management, Batik SMEs

I. INTRODUCTION

Batik is one of Indonesia's cultural heritage that is respected and admired by the world. This condition is evidenced by the inauguration of Indonesian Batik as a Masterpieces of the Oral and Intangible Heritage of Humanity since October 2, 2009 by UNESCO [1]. Batik has a high artistic value, which reflects the icon of Indonesian culture itself. As an ancestral heritage, the Indonesian people continue to preserve batik to this day by maintaining the beauty of colors and various patterns that are influenced by the characteristics of various regions [2]. Today, the batik business has enormous potential, especially after the Government set October 2 as National Batik Day. In addition to being formal attire at weddings, batik is also used in everyday life and has become a fashion lifestyle trend in society that is accepted by the global community. The diversity of Indonesian culture is also reflected in a number of batik motifs produced [3]. Surakarta, also known as Solo, is a large city in the Province of Central Java, Indonesia. Solo is ranked as the tenth largest city in Indonesia, after Yogyakarta.

One of the interesting facts about this city is the batik products which are the hallmark of the city, which has made this city known as the city of batik. For that, don't be surprised if when you visit Solo you can find a large number of batik traders, who market their products in both traditional and modern markets, such as malls.

Batik Solo has distinctive characteristics that make it easily recognizable by consumers. Sidomukti, Sidoluh, and Sidoasih are some of the very popular Solo batik motifs and are often worn at traditional cultural events. In addition, Parang Kusuma batik with its diagonal motif and Sekar Jagad batik with floral motifs are also in great demand by consumers [4]. Solo Batik Carnival or better known as SBC is one of the annual agenda of the Surakarta Tourism Office which is held in Solo. This event has the main objective of introducing batik as a Javanese cultural heritage, and making Solo a fashion tourism destination with the aim of developing education, arts, culture, and economic growth [5]. In 2017, the export value of batik and its derivative products was able to penetrate 58.46 million US \$ with Japan, United States, and Europe as target markets. This condition has brought Indonesia to become the market leader in the world batik market and has made batik the engine of the national economy [3]. The batik industry as a market leader that dominates the world market must be aware of emerging competition, such as Malaysia, China, and Singapore. To maintain the competitiveness of national batik, the cultural values of batik need to be maintained and preserved through strengthening branding and protecting intellectual property rights. Other efforts that must be owned so that the industry can compete are innovation, creativity, imagination, and technology [6].

From its uniqueness, batik can be used as an original Indonesian product that is superior and produced exclusively and has global competitiveness [7]. However, the lack of a marketing strategy, the increase in the basic cost of making batik, and the reduced number of craftsmen are still the main obstacles in developing this business [8]. To obtain a sustainable competitive advantage, a marketing strategy is needed to develop a comprehensive corporate plan [9]. Marketing strategy is seen as an important factor in supporting the success of all areas of business. This means that the measure of the success of a business is reflected in the company's marketing strategy which is getting better [10]. Based on the results of observations and interviews conducted by ADAI Community Service Team, the problems faced by batik SMEs in Solo in marketing their products to the global market are: [1] the lack of knowledge of global marketing management which has an impact on the potential for global competitiveness of batik SMEs to be unrealized. ; and [2] There is no party that facilitates batik SMEs to realize their potential so that they can improve their marketing performance in the global market. In order to overcome the problems faced and help empower batik craftsmen in Solo, it is necessary to increase knowledge about marketing strategies which are carried out through: [1] implementation of training to increase knowledge and understanding of batik; and [2] implementation of training to

increase knowledge and understanding of marketing management to improve marketing performance in the global market.

II. METHODS

Community service activity for Batik SMEs in Solo was held on Saturday, September 25, 2021, starting at 08.00 WIB until finished in collaboration with partners, namely Batik Wijaya Kusuma and Batik Danny. The training was conducted online through a zoom meeting for Batik Craftsmen in Solo Raya - Central Java with the implementers consisting of Dr. Arfan Ikhsan Lubis., SE., M.Si. as the General Chair of ADAI, Syahril Hidayat, SE., M.Ak. as the Chair of the Committee, and all the ADAI Members involved.

The first step was the community service team as trainers giving lectures to batik craftsman in Solo Raya about what batik is, types of batik, and the basis of batik motifs. Furthermore, the trainers explained the importance of marketing management, especially global marketing management for the development of Batik SMEs in the future. The trainers also explained things that need to be considered in conducting export marketing. The method of collecting data on community service activities carried out by the Community Service Team on Marketing Management is in the form of discussions with training participants about the problems they face and how to find solutions.

III. RESULT AND DISCUSSION

The development of written, stamped and printed batik, especially in the Solo Raya area in general, is increasing, which is marked by the increasing production of written batik and solo batik craftsmen who never stop producing written batik. Based on the results of discussions about the marketing strategy of Solo batik in the face of global marketing, it is shown that in general, although the condition of the batik business shows improvement, some batik craftsmen still manage their business in a traditional manner.

This can be seen in product promotion, the majority of batik craftsmen still have not optimally utilized the use of information technology media as a promotional media that really suits their needs, in order to improve global marketing performance. Through community service activities, the team tries to provide solutions to existing problems by conducting short training activities on global marketing management which are expected to provide solutions to the problems that occur in Solo Batik SMEs. The theory we have conveyed in the training include:

1. Training about Batik

The word "Batik" comes from two words in Javanese: namely "amba", which means "to write" and "dot" which means "point", where the process of making batik cloth is done by writing and part of the writing is in the form of dots. Dots also mean drops. It is known that in making batik cloth, wax is also hatched on white cloth.

According to [11], there are three types of batik according to the manufacturing technique, namely:

a. Written Batik

Written batik is made manually by hand with a canting tool to highlight the batik pattern. Making written batik requires a lot of patience because every point in the motif affects the final result. The motifs generated in this way will not be exactly the same. This complexity causes the price of written batik to be very expensive. This type of batik is used by kings, palace officials, and nobles as a symbol of luxury.



Source: <https://www.infoakurat.com/2018/09/macam-macam-batik.html>

b. Stamped Batik

Stamped batik is made by using a stamp or some kind of batik motif stamp made of copper. The stamp is used to replace the canting function so that it can shorten the manufacturing time. The stamp motif is considered to have less value because all the motifs are exactly the same. The price of stamped batik is cheaper because it can be mass-produced.



Source: <https://www.infoakurat.com/2018/09/macam-macam-batik.html>

c. *Painting Batik*

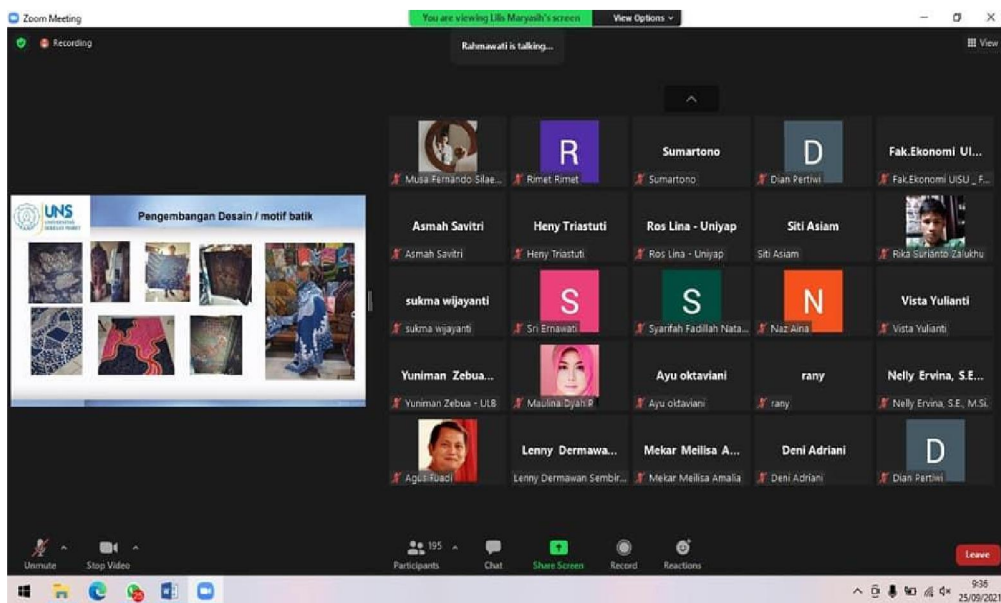
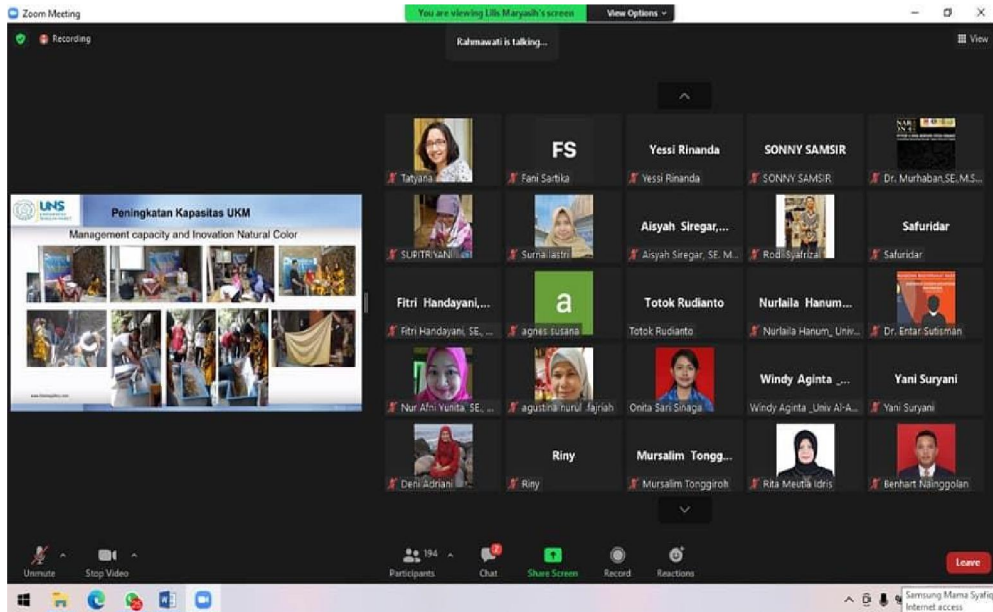
Painting batik is made by painting a motif using night on a white cloth. The making of painting batik motifs is not fixed on the existing standard of batik motifs. The motif is made according to the wishes of the painter. This painted batik has an expensive price because it is classified as an exclusive batik and the number is limited.



Source: <https://www.infoakurat.com/2018/09/macam-macam-batik.html>

Batik has various forms, such as natural and geometric shapes. The origin of the creation of batik motifs comes from the creativity of the ancestors. Furthermore, batik was developed from generation to generation by the community, so that there are differences between people in one area with another. There are four basic batik motifs according to [12], namely:

- a. Main pattern, is an ornament of the main element that is often used as the name of the batik that is made. The main pattern is the batik's appreciation on the nature of the mind and the philosophy it adheres to. This section is a symbolic expression or usually the name of the cloth.
- b. Isen-isen, is an additional style. This pattern is only as a filler for the fabric background, especially in the empty areas between the main patterns. Generally, isen-isen are small in size and are made after the main pattern has been drawn. Isen-isen pattern has its own name for each type.
- c. Side pattern, usually found on long coastal batik fabrics and sarongs. In both types of fabric, the edge is on the longitudinal side of the fabric. Like the main pattern and isen-isen, the side pattern comes in various forms.
- d. Patterns of prohibition, where in the palace batik there are certain patterns that are only intended for the king and his relatives only. These patterns are called patterns of prohibition. That is, the general public who are not noble descent are not allowed to wear it.



2. Training about Global Marketing Management

In this era of globalization, every company must focus on its resources, such as human resources, capital or other physical assets to achieve the goal of gaining opportunities in global marketing. Global marketing is a marketing activity carried out according to the complex world market marketing similarities through the combination of domestic, foreign and even international marketing activities that can result in synergies with efforts to maintain the company's strategic goals and rely on

competitive advantage as the strength of global marketing activities. Global marketing differs from domestic marketing because in global marketing we find the complexity and diversity of marketing concepts, processes and principles that are universal. The main difference between global marketing and domestic marketing lies in the environment in which the marketing plan is implemented.

In global marketing, marketers are faced with the challenge of being able to adapt in a consistent way to control elements such as product, price, promotion, distribution in uncontrolled markets such as competition, politics, law, consumer behavior, technology level and so on in order to achieve marketing goals. Therefore, marketers must be able to implement their different marketing plans for each country and each region [13]. Most companies start their international expansion by exporting. For many small businesses, exporting is often the only alternative to selling their goods in foreign markets. Even large companies, such as Boeing and Caterpillar also generate a large part of their global revenue through export sales. In general, there are three export channels according to [14], namely:

a. Indirect Exporting

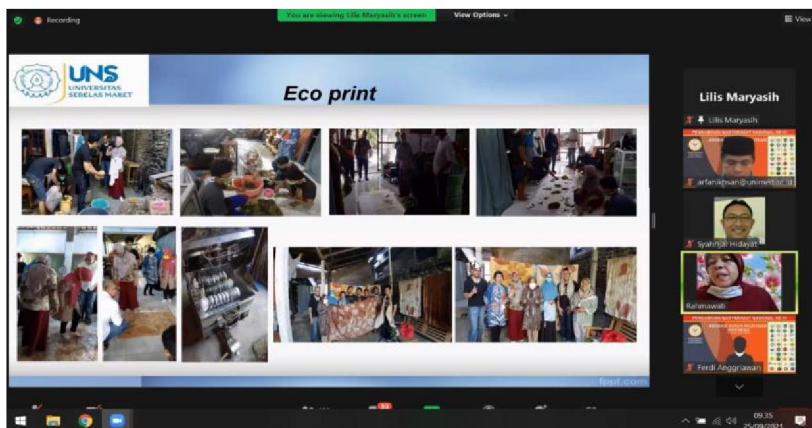
Indirect export occurs when a company decides to sell its products in a foreign market through an independent intermediary. Generally, indirect exports involve export traders and export agents. An export trader is a trading company that will buy the company's goods directly and then resell them in foreign markets. An export agent is a trading company acting for local producers, usually representing a number of non-competing producers. They seek and negotiate foreign purchases.

b. Cooperative Exporting

Companies that are not willing to give up the resources to set up their own distribution organization but still want to have control over their overseas operations should consider cooperative exports. One of the most popular forms of cooperative exporting is piggyback exporting. With piggybacking, a company uses the overseas distribution network of another company (local or foreign) to sell its goods in foreign markets.

c. Direct Exporting

The company established its own export department and sold its products through intermediaries located in foreign markets. Once the potential for international sales becomes large, direct exports often look much more attractive than indirect exports. Compared to the indirect approach, direct export has a number of advantages. Exporters have more control over their international operations. Therefore, the potential for sales (and profits) is often much more significant than in indirect exports.



IV. CONCLUSION

The results of the training showed that Solo batik craftsmen after participating in global marketing management training in order to improve batik marketing performance in Solo City were running well and smoothly that can be seen from the increase of knowledge about marketing strategies, especially regarding global marketing which is quite good. The training participants followed the entire training process with great enthusiasm and provided feedback in the form of discussions about the things explained by the trainers.

The level of understanding and knowledge of batik craftsmen in Solo regarding global marketing has also increased and they show a high interest in trying to export their products in the future. The local government should pay attention to the potential of Solo batik craftsmen to develop their businesses, especially to foreign markets by providing the support needed by batik craftsmen in Solo so that they can help the development of Solo City in the future. Community service activities should be carried out continuously and sustainably so that batik SMEs can fix their marketing management so that they can improve the marketing performance of batik SMEs, especially in the global market.

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