

STRATEGIC INDUSTRY OF SADEWA BATIK IN DEVELOPING BATIK IMAGES VIEWED FROM CORPORATE AND PRODUCT IMAGE

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Abstract: Image or imaging is a communication that is intended to create a good concept for something. It can be a product, person, place and so on. A corporate or industry must have a good image in society, the government and especially customers. Image is needed as an effort and strategy in developing industry. This research was conducted to identify the strategies employed by the Sadewa batik industry in building batik images in terms of corporate and product image. This is important to conduct because, through a good image, the industry will develop more easily, gain more trust from the public, establish relationships with outsiders and attract customers' attention to buy the products. The corporate image can be built through rebranding or changing the logo, ongoing cooperative relationships with other parties, and media involvement in encouraging the corporate image in various events. Meanwhile, product image can be created through product quality, satisfying service and affordable prices. The results of the various efforts and strategies undertaken by the Sadewa batik industry in building such a good image, nowadays its products have been widely spread in the community, both local and international markets; even their products have been able to attract customers, ranging from great businessmen to prominent figures - figures of state officials and obtain a good image from the public, stakeholders, government and customers.

Keywords: strategy, image, batik industry, product image, corporate image.

1 INTRODUCTION

Image or imaging according to Affanti and Nurcahyanti [1] is "a method in communication science that aims to create a good concept in terms of meaning, cultural, visual, and language discourse for products, humans, fashion and so on". Each batik industry must have a good image in society, especially in its customers. Image is needed as an effort to develop a managed batik industry. It takes effort and hard work, a long time and a lot of money to build a good batik image. People's trust in products will automatically grow with a good image. If there is a sense of trust, the public will be more interested and will not hesitate to buy batik products offered by the batik industry.

This research is important to conduct as a strategy in developing a batik image. Efforts that can be done in creating a batik image are the theory of Affanti and Nurcahyanti [1], namely corporate and product image. They are two things that are very important and interrelated in imparting an image in batik products. The corporate image can be created through rebranding or changing the logo, ongoing cooperation with other parties and media involvement in encouraging the corporate image in various events. Meanwhile, product image can be created through product quality, satisfying service

and affordable prices. Through this strategy, batik imaging can be well-created in front of the community, customers, stakeholders and even the government. Meanwhile, the theory of Bidin, et al. [2], reveals that corporate communication, corporate strategy, corporate behavior and industrial identity are factors that have positive implications for the perception of corporate images.

2 METHODS

This research was conducted at Sadewa batik industry, which is located in Dukuh Kuyang No 12, rt 05 Kliwonan Village, Masaran District, Sragen Regency. It employed descriptive qualitative methods. The data in this study were the strategies applied by the Sadewa batik industry in building batik images in terms of corporate and product image. Sources of data were obtained through informants, places and events and documents. The informant in this research was Nugroho, as the owner of Sadewa batik. The place and event were at Nugroho's house which was also the place for batik production, batik showroom and Nugroho's production and performance activities.

The documents were in the form of photographs and archives related to batik imaging. Data collection techniques were in-depth interviews, observation

and document analysis. The researchers employed triangulating sources and reviewing informants to obtain data validity. The analysis technique was the flow model analysis technique, which consisted of data reduction, data presentation and drawing conclusions or verification. The procedures in this study were preparation, which included observing the research location and compiling research instruments; the data collection which was applied through interviews, observations and document analysis; the data analysis stage consisted of analyzing the initial data that has been collected, developing data and concluding the data; the final report preparation stage consisted of compiling the initial report, reviewing, revising and compiling the final report. This method was employed to formulate strategies used by the Sadewa batik industry in building good batik images viewed from the corporate and the product image.

3 RESULTS AND DISCUSSION

Industry or currently often referred to as Small and Medium Enterprises (SMEs) according to Abraham and Ramli [3] is viewed as the main industry players in the overall economic growth of the country [4]. As the backbone of the country, SMEs must aggressively focus on increasing their productivity, competitiveness and efficiency [5, 6]. This is because SMEs can generate large employment opportunities, stimulate competition, improve the quality of human resources, foster an entrepreneurial culture, support large-scale industries and open up new business opportunities [6]. However, in this study, the term used in industry, namely in the Sadewa batik industry.

Every batik industry must have a good image in the eyes of the community, especially in the eyes of its consumers. Nugroho, as the next generation of the Sadewa batik industry, requires a lot of effort, time and costs to create a good image for the Sadewa batik industry. Two things must be built in creating an image of an industry or corporate, namely corporate image and product image. The following are the explanation of two things that cannot be separated into building a good image.

3.1 Corporate images

Corporate image is an image or a good view of the public on a company. Based on the theory of Affanti and Nurcahyanti [1], strategies that can be done in creating a good corporate image are rebranding or changing the logo, continuous collaboration with other parties and media involvement in encouraging the corporate image at various events. This is what the Sadewa batik industry is doing as a strategy to develop the batik industry. Another opinion from Gray and Balmer [7] cited by Balmer [8] regarding the principle of double processing theory, it can be argued that there is a tripartite explanation of how brand image,

corporate brand image and corporate image are formed. First, an image is formed based on immediate, effortless, unconscious, fast and automatic individual mental attributions (system process 1); second, if an individual has the necessary abilities and motivational needs, an image is formed based on a significant cognitive consideration of the individual's working memory which results in more considered mental attributions (system process 2); third, a combination of systems 1 and 2.

Based on the results of observations and interviews during the research, it is known that the Sadewa batik industry has an industrial logo that has survived from its inception until now. The brand or logo is in line with the name of the industry, which is taken from a puppet character named "SADEWA".



Figure 1 Logo of Sadewa *batik tulis* industry (Documentation: Tri Nurhayati, 2020)

The word "SADEWA" is taken from one of the Pandawa Lima puppet figures, Sadewa. It was taken and used as the brand name for his batik industry because, in a puppet story moment, Sadewa became a savior in a riot. Sadewa was a way out of a riot and he was the winner. Based on that story, Nugroho's parents gave the name Sadewa as the brand of their batik industry. They expect that the Sadewa batik industry can be a savior and a solution to problems in his family.

The use of a logo in the industry has an important role as a corporate identity. This logo will be known and remembered by the public when they are looking for batik products. A good logo is a logo that has meaning for a corporate. Ind [9] reveals that a corporate brand is more than just a name or logo but is related to the corporate values of the organization. Hatch and Schultz [10, 11] assert that it is fundamentally related to mission, culture and image, but is not involved with the notion of corporate brand promise. Rebranding activities and changing the logo are the agenda that has been planned by Nugroho. The logo will be made simpler by including the word Nugroho in it. This aims to inform the public that the product comes from Nugroho's Sadewa batik industry because the brand with the name Sadewa has been widely used by other batik companies or industries out there.

The change in the logo is only limited to visuals or appearance so that it is easier for the public to recognize, without changing the meaning or philosophy of the logo given by the Nugroho family.

Currently, corporate branding is very crucial in the marketing canon as stated by recent literature [12-26]. Another strategy to create a corporate image is through cooperative relationships with other parties, such as businessmen and state figures. This is because the target market of the Sadewa batik industry is those from the upper-middle class, namely entrepreneurs and national figures. National figures who have bought and liked batik products from Nugroho are Mr. Yusuf Kala and his wife, Mr. Susilo Bambang Yudhoyono and his wife, Mr. Joko Widodo and his wife, and those who recently purchase sadewa batik products are Sragen Regent, Mrs. Yuni. In addition to establishing relationships with national leaders and entrepreneurs, Nugroho also cooperates with several batik shops/galleries in Jakarta and Solo as its target market. For Solo area, the target market is Batik Keris, Semar, Danar Hadi shops, as well as several businessmen in Klewer Market. Through this continuous collaboration, it can indirectly improve the corporate image in the eyes of the public and its customers.

Collaborative and other media involvement used in building a corporate image through participation in exhibitions and sponsoring events. The exhibition is used as a promotional media and introduces batik products to the outside community, both nationally and internationally. The exhibitions that have been attended by Nugroho include the title of Nusantara Batik, Inakram, Adiwasta, and IndoCraft. On average, Nugroho can participate in the exhibition 3 times a year. Besides, being a sponsor in an event is also an effective way of building an image. Through this activity, the community can find out what kind of written batik products are made, their concern for the community and how to preserve batik in Indonesia. Major activities or events that have been sponsored by Sadewa's written batik industry include the Solo Menari Event, Solo Batik Carnival and other events held in the area of Sadewa's hand-written batik industry.

This branding activity, consciously or not, can have a good and significant impact. If a corporate has a good image with the community, consumers, or other parties, it will be easier to gain more trust and it will be easier to develop a written batik industry business.

3.2 Product image

A product is something that results from the production process, both in the form of goods and services offered to the market. Asri [27] states that a product is a pile or unit of attributes that can meet a person's needs, such as color, packaging,

price, usability and others. Product planning is necessary to increase sales need to make improvements and product development to be more profitable and satisfying [28].

A product image in a corporate can be created through product quality, satisfying service and affordable prices. In building a product image of Sadewa *batik tulis*, Nugroho pays close attention to the quality of hand-written batik products with natural dye of *tegeran* wood that has been passed down from generation to generation from his family. According to him, customer satisfaction with his products is the main thing, because if the customer is satisfied and is fond of the product, then he will be a loyal customer. Sirdeshmukh [29] also state that a pleasant service can increase consumers' trust in the corporate.

The following are the strategies that can be conducted in marketing *batik tulis* product to get a good image in the customers' eyes:

a) *Product differentiation*

Product differentiation is a process of distinguishing a product from others, to make it more attractive to a particular target market. It requires high creativity to create unique, creative, refined, comfortable and high-quality products. As much as possible, Nugroho as the owner of the Sadewa batik industry tries to innovate in creating batik products that are different from other industries, both in terms of motifs and colors. This has been conveyed by Booz, Allen and Hamilton [30-32] that identifying 6 (six) new product categories based on their novelty for corporations and markets, including:

- 1) products that are completely new, it means new products of innovation that create new markets;
- 2) new product lines, it means new products that allow corporations to enter the market for the first time even though they had previously existed;
- 3) addition of existing product lines, it means new products to complement existing product lines;
- 4) improvements as a revision of the current product;
- 5) repositioning;
- 6) reducing costs [28].

Batik tulis products produced by Sadewa *batik tulis* industry have distinctive characteristics that differentiate them from other products, namely in terms of their motifs and colors as well as the old impression of the batik. The motifs produced by Nugroho include modern or contemporary motifs combined with traditional motifs, which are mostly inspired by the surrounding environment. Motifs that are made uniquely and eccentrically are different from the motifs on the market because Nugroho's designs are based on his creativity.

In terms of color uniqueness, Nugroho uses natural dyes that are starting to be abandoned by people at this time, namely the natural dye of *tegeran* wood which produces a brown color. The advantages

of using natural dyes include environmentally friendly, cheaper raw material prices, better market prospects and having many fans. Borshalina [28] reveals that today's international market orientation, especially the Japanese and European markets, wants environmentally friendly batik products [33]. This is based on the fact of how bad the impact of the excessive use of synthetic dye-based chemicals in the batik industry is. Besides, the "back to nature" slogan cannot be separated from the reasons why Batik Trusmi players make innovations with their products. The same research is conducted by Borshalina [28] which reveals that to minimize the waste problem, Trusmi Batik SMEs players in Cirebon district, especially in the processing of superior batik coloring in these villages, use various plant parts such as mango leaves, mahogany tree bark, tobacco, indigo bark and *jengkol* tree bark.

Nugroho reveals that using brown natural dye *tegeran* wood can create a color that had an old impression. So that, batik cloth combines modern motifs with old batik impression. This uniqueness must be preserved, even improved continuously to create a good image of *batik tulis* products in the eyes of the public, customers, outsiders and the government. So that it can increase sales of *batik tulis* products.

b) Service quality differentiation

In this case, service quality is related to a promotional strategy in building the image of a product. Chien and Chi [34], the American Marketing Association defines service quality as "a field of study developed to determine and describe how services can be provided in such a way to satisfy recipients".

Talking about the quality of services provided by industry or company, this will have an impact on customers' satisfaction. Satisfaction is a dynamic and concrete concept [35, 36] which is influenced by service quality, product quality, price and contextual and personal factors [37]. This is expressed by Valaei and Baroto [38] and Chien and Chi [34], which essentially reveals that service quality leads to satisfaction, which ultimately results in behavioral intentions. This means that satisfied customers have a higher probability to repurchase or reuse the service than those who express dissatisfaction. Related research also shows the fact that improving service quality becomes one of the main management methods to increase customer loyalty and satisfaction [39]. Besides, it is one of the important factors that influence company success [40].

Good and satisfying service quality is a priority of the Sadewa batik industry. Nugroho as the owner of the batik industry believes that good service quality can satisfy customers to attract customers to repurchase the products. Becerril-Arreola [41]

reveals that companies can increase sales volume by offering quality services, both to increase market share and the effectiveness of their service environment.

Promotional activities carried out by Nugroho as the owner of Sadewa *batik tulis* industry are publicity, public relations (PR) and personal selling. The strategy of publicity and PR is implemented through communication media and public relations. Currently, the communication media as a promotional strategy is WhatsApp (WA) and Instagram, but their use is not very optimal. Even though in this modern era, especially during the Covid 19 pandemic, the use of social media as a promotional media and online shopping features is very effective for selling batik products via the internet. This is expressed by Castellacci and Tveito [42] who identify four main ways of using the internet in subjective welfare in the scope of consumption:

- 1) increasing spending efficiency
- 2) enabling the emergence of new consumption activities,
- 3) facilitating access to information,
- 4) improving communication between consumers and producers [43].

On the other hand, the internet through blogs and social networks, for example, can act as an "agenda-setter" [44] which may disseminate information that changes the initial preference for products.

Even though there are many advantages of online shopping and most people tend to do it. Suyanto [45] in his research reveal the advantages of online shopping, including the large variety of products in an unlimited number, can be done while relaxing at home or in the bedroom, allowing people to buy things from anywhere, explore the virtual world without limits, only with a laptop or mobile phones and internet access, people can choose and buy products just by playing their fingers, seeing the desired product and buying it. Besides, the product is qualified and has cheaper prices. However, Nugroho has not utilized and maximized this in marketing in his business. Currently, sales are prioritized by meeting the customers directly.

Nugroho meets directly with his prospective customers and forms business collaboration in selling *batik tulis*. The strategy is influencing consumers to buy their products by showing the uniqueness and advantages of his product compared to others. This is a promotional strategy undertaken by Nugroho in binding a consumer from the upper classes, without intending to differentiate between lower and upper class because everyone has their way and tricks in promoting their batik products.

Meanwhile, personal selling carried out by Nugroho is through exhibition activities and sponsoring an event. The exhibitions that have been attended by Nugroho include the Nusantara Batik carpet, Inakram, Adiwasta, and IndoCraft. On average, Nugroho can participate in the exhibition 3 times a year. Several things that must be considered in this activity are service quality and customer satisfaction. Jin [46] reveals that in an exhibition, service quality and customer satisfaction are the main factors in determining success. Through the exhibition, Nugroho can meet directly with the public, so that he can find out what response is given to his batik products, as well as knowing what his customers want. Hsu [47] reveals that understanding what customers value and expect from the services can help companies in allocating resources and help them make improvements based on customers' demand.

Moreover, several activities or events that have been sponsored by Sadewa's written batik industry include the Solo Menari Event, Solo Batik Carnival and other events held in Sadewa's batik industry area.

c) Image differentiation

Image is identical with attributes, namely characteristics, appearance as a differentiator from a person or object. The image differentiation of the Sadewa batik industry is created through a unique and distinctive hand-written batik product. Sadewa hand-written batik with modern motifs combined with traditional motifs of his creations creates quirky motifs, with natural dyes from *tegeran* wood so that the batik cloth has an old impression. It is a prominent product of Sadewa hand-written batik industry which differentiates it from other batik industries. Even, this characteristic has stuck in the minds and hearts of its consumers.

Moreover, the image of a product can also be created through a price. Price is an important factor in competitiveness. Affordable prices are the main attraction for the public and customers. Mat'ova [48] states that corporate image is the result of many factors that affect customers. Some of these factors are not under management control. Price and price policies are important factors for competitiveness, but it is impossible to create an image only on "price". This is a concern for Nugroho as the owner of the Sadewa batik industry. The price offered for a piece of hand-written batik cloth with *tegeran* wood dye varies, ranging from 4 000 000 to 15 000 000 Rp, depending on the complexity of the motive. This price is quite affordable for some because Nugroho's target market is for those from the middle to the upper class.

This image differentiation strategy must build, exploit and maximize the strengths and weaknesses of the image elements to ensure that batik products

with distinctive motifs with natural dye *tegeran* wood have good prospects in the future.

4 CONCLUSION

Imaging or batik image for industry is an important thing in developing a medium industrial business. It takes effort and hard work, a lot of time and a lot of money in developing an industrial image. Two things are used in creating an image of an industry or corporate, namely corporate image and product image. The corporate image can be created through rebranding or logo renewal with the aim of refreshing and making the logo more easily recognized by the public, sustainable cooperative relationships with other parties by establishing relationships with businessmen and state officials, as well as with famous batik shops in the region Solo and Jakarta, as well as media involvement in encouraging the corporate image at various events, is carried out through participation in batik exhibitions, both national and international, as well as sponsoring various events. Meanwhile, the product image is created through product quality, satisfying service, and affordable prices. Sadewa batik industry has a prominent product, namely unique, distinctive and high-quality batik because it has contemporary motifs and has an old impression. These strategies turned out to be effectively conducted in developing a batik image so that currently the batik production of the Sadewa batik industry has been recognized and in demand by the wider community.

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