

Analysis of Batik Marketing Management in South Tapanuli Regency

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Abstract

Sapirok Batik Village is one of the cultural areas in Indonesia which is rich in cultural and historical potential that has been inherited from our ancestors. One of the invaluable heritages owned by the Sapirok batik village is the art of batik which is included in the intangible cultural heritage. Solo batik art, which is the main attraction, is enriched with historical sites such as historic tombs and mosques and other sites. The aims of this research are to: (1). Analyzing marketing management carried out by batik entrepreneurs in Sapirok Batik Village, South Tapanuli Regency, (2). To find out the marketing management carried out by batik entrepreneurs in Sapirok Village, South Tapanuli Regency, (3). To find a new marketing management so that it can further increase batik sales in Sapirok Batik Village, South Tapanuli Regency, (4). This research is expected to be able to contribute to the government to encourage local governments to support the preservation of batik. The research results are: (1). The research planned by the researchers has been successfully implemented in the Sapirok Batik Village, South Tapanuli Regency, (2). The results of data processing show that the marketing carried out by the batik artisans of Kampung Batik Sapirok, South Tapanuli Regency still uses traditional methods as much as 17%, while marketing management is carried out by batik craftsmen using ICT (website) as much as 83%, (3). Based on the SWOT analysis, it can be concluded that the marketing management marketing method that uses internet technology (website) can be applied by batik craftsmen in Sapirok Batik Village, South Tapanuli Regency.

Keywords: *Marketing Management, SWOT, Technology*

INTRODUCTION

Batik is a cultural heritage that needs to be preserved, batik can be found in various regions throughout Indonesia. Especially in South Tapanuli Regency, batik can be found in various shops and markets. Sapirok batik (South Tapanuli Regency) has unique characteristics, which are no less competitive than batik from other regions. There are various types of Sapirok batik, including: Sapirok woven batik motifs, Sapirok songket etc. (Hardana, 2018; Hasibuan, 2023; Utami & Hardana, 2022)

Sapirok Batik Village, South Tapanuli Regency, is located at Jalan Padang Longitude Simpang Sapirok Plus High School. Sapirok Village is only a few kilometers from the center of South Tapanuli Regency or from the Padang Longitudinal Simpang Sapirok Plus High School. The location, which is easy to reach from any direction, makes Kampung Laweyan a special place for visitors. Sapirok Batik Village, South Tapanuli Regency, is a favorite place for tourists, both local and foreign. Sapirok is one of the sub-districts as well as the capital of South Tapanuli Regency, North Sumatra, Indonesia. The distance from Sapirok to Medan City is 356 km which can be reached in eight to nine hours by road.

Another reason that shows its importance marketing strategy is getting tougher competition faced by companies in generally. In such a situation, nothing again another choice

for the company but to try to deal with it or completely get out of competition arena. The company must improve effectiveness and customer value, as is put forward by (Anisma et al., 2015; Boangmanalu & Harahap, 2021; Ratnawati & Susena, 2017; ZAKIYAH, 2020) that the response best way to protect the market is by carry out continuous innovation innovations). The company keeps trying increase competitive effectiveness and value company in the eyes of its consumers.

Sipirok is the birthplace of important figures from Indonesia and North Sumatra. Several figures born in Sipirok are Sutan Pangurabaan Pane, Merari Siregar, Luat Siregar, Nahum Situmorang, Hariman Siregar, Raja Inal Siregar, and the famous comedian Usnan Batubara (Ucok Baba). an old area in South Tapanuli Regency which is very important and famous for its very interesting cultural products, namely batik cloth. Visitors can directly buy batik cloth which is available around the corner of the Sipirok Batik Village, South Tapanuli Regency. (Hardana & Damisa, 2022; Hasibuan & Nofinawati, 2021; Nurhajjah, n.d.)

The role of MSMEs is very large above, provides an explanation that MSMEs must be improved even better. MSMEs will be able to survive and compete if able implementing good management. Management management in general includes marketing, production, human resources (HR), and finance. Concept and design at the strategic level is a key factor success. Analysis of the market, customers and product is a very thing important in a complex world. According to (Fauzan et al., 2021; Hardana, 2022; Hardana, Nasution, et al., 2022; Karim & Purwanto, 2020), strategic analysis includes “strategy triangle”, namely: Customers, Competitors and Company.

Most companies/business units carry out production and operations just to concentrate on the manufacture products only, including small-scale companies to medium. Companies should too pay attention to business strategy maintain the business development already exist, in order to remain competitive.

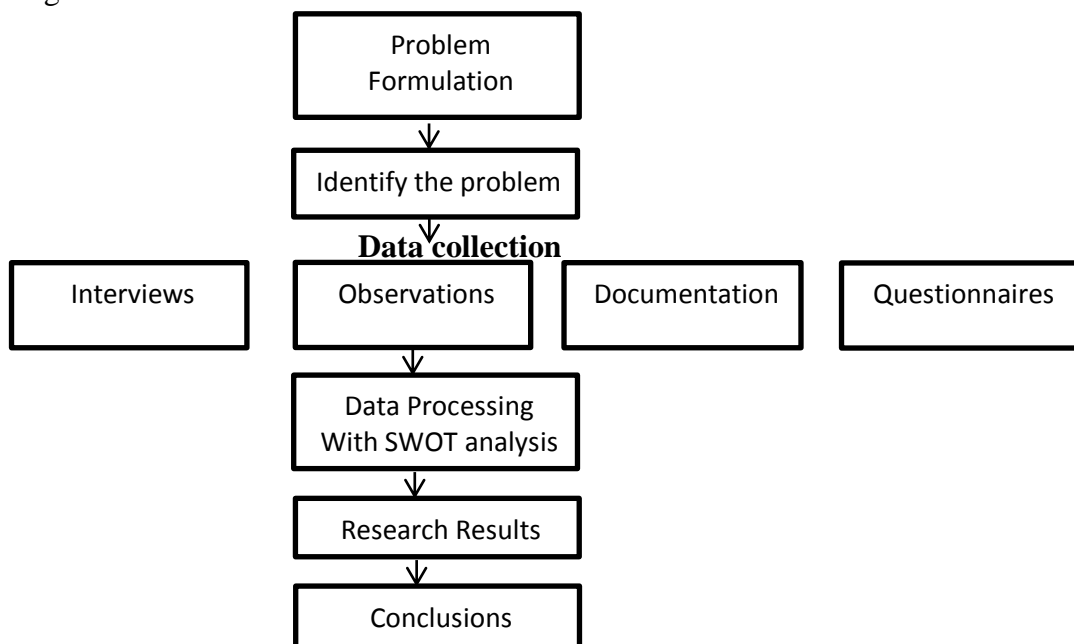
This potential becomes a strong magnet in attracting tourists. With better regional planning, Sipirok Batik Village will be able to offer various types of tours that are more organized and able to serve the needs of visitors in maximum service, while making Sipirok Batik Village sustainable with cultural and historical heritage as well as community welfare based on this batik business. increase. Besides that, the Sipirok batik village has the potential for a community that plays a major role in helping to preserve the area. The strength of this community will help make the Sipirok batik village area a friendly and worth visiting batik songket destination. (Fauzan et al., 2021; Hardana, Khairani, et al., 2022; Hardana, Nasution, et al., 2022; Hasibuan & Nofinawati, 2021; Marito et al., 2021).

Likewise, the marketing of batik works can no longer rely on traditional methods but must use telemarketing techniques by utilizing advances in Information Technology (IT)

RESEARCH METHODS

The research methodology used in this study is qualitative using descriptive methods. The research location is Sipirok Batik Village, South Tapanuli Regency. Collecting research data using interviews, observation, documentation and questionnaires. Interview method, the researcher conducted interviews with the chairman of the Sipirok Batik Village Development Forum, South Tapanuli Regency and batik craftsmen in Sipirok village, South Tapanuli Regency. (Siregar & Hardana, 2022; Sugiyono & Susanto, 2015).

In the observation method, the researcher made direct observations of Sipirok Batik Village, South Tapanuli Regency to see firsthand the condition of Sipirok Batik Village, South Tapanuli Regency. In the documentation method, the researcher collected documentation owned by the batik craftsmen of Sipirok Batik Village, South Tapanuli Regency. In the questionnaire method, the researcher will take a sample of the population, namely batik craftsmen from Sipirok Batik Village, South Tapanuli Regency, visitors and the general public using a random sampling technique of 100 respondents. After the data was collected, the researcher conducted an analysis using the SWOT analysis technique. Here's Figure 1 of the research design:



RESULTS AND DISCUSSION

This research involved students to foster a good academic atmosphere between lecturers and students. Students were involved in various activities, including as enumerators in the field and making reports. In this coordination activity the team divided tasks so that this research could run well. Coordination is carried out every week so that research activities can run smoothly and can produce the right conclusions.

Sipirok Batik Village, South Tapanuli Regency, is located at Jalan Sipirok Simpang Sipirok Plus High School, South Tapanuli Regency, North Sumatra Province. Sipirok Batik Village, South Tapanuli Regency, is only a few kilometers from downtown Sipirok or the Simpang SMA Plus Sipirok, South Tapanuli Regency. The location, which is easy to reach from any direction, makes Kampung Batik Sipirok, South Tapanuli Regency, a special place for visitors.

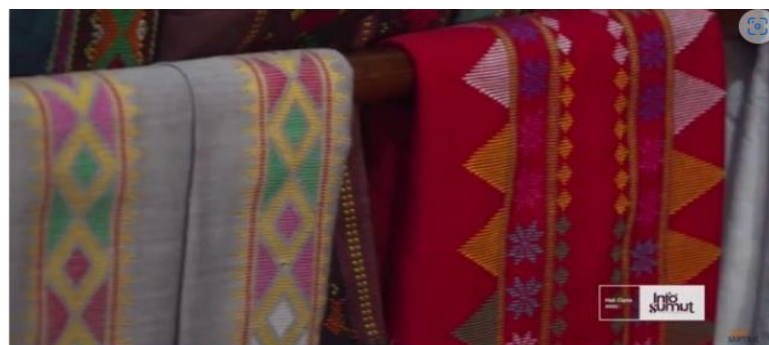
1. Interview

Researchers have conducted interviews with the Head of the Sipirok Batik Village Development Forum, South Regency. The results of the interviews can be concluded that:

- a. Sipirok Batik Village, South Tapanuli Regency experienced a golden age around 1911.
- b. The number of entrepreneurs in Sipirok Batik Village, South Tapanuli Regency, was 92 batik industries.
- c. Almost every batik industry is also equipped with a show room which provides broad opportunities for tourists to simply look at batik collections or even shop for batik.
- d. Several industries also provide workshops to provide space for tourists who want to learn how to make batik directly.
- e. Marketing management carried out by Batik entrepreneurs uses conventional (traditional) methods, personal selling and sales promotion, product promotion still does not maximize information technology media as a promotional medium that really fits the needs, in increasing global marketing.
- f. Batik entrepreneurs many do not yet have the characteristics (uniqueness) of the goods being sold.
- g. Batik entrepreneurs do not yet have a special segmentation

2. Observation

Researchers have made direct observations to Sipirok Batik Village, South Tapanuli Regency. During the observation, the researchers saw the activities carried out by Batik craftsmen, starting from how to make batik cloth, making batik products to how to market batik. Some industries also provide show rooms and workshops to provide space for tourists who want to learn how to make batik directly. The following is a picture of the Sipirok Batik Village, South Tapanuli Regency.



3. Documentation

Researchers do not get much data in the form of documentation. According to the owners, this is a private document that may not be disseminated. Researchers only get the types of batik that marketed include: Batik Weaving, Ulos Sipirok, Songket and others.

4. Questionnaire

Researchers collected data using a questionnaire method to find out the opinions of batik craftsmen and the general public. The researcher will take a sample of the population, namely batik craftsmen from Sipirok Batik Village, South Tapanuli Regency, visitors and the general public using a random sampling technique of 92 respondents. There were 24 questionnaires that returned to the researchers and filled in properly. The collected data can be presented as follows

Table 1. Results of Questionnaire Data Collection

No	Question	Answer	
		Yes	No
1	Are Mr/Ms/Mr/I own shop (Showroom) yourself?	24	0
2	Is that shop strategically owned and reachable?	19	5
3	Do you have your own factory (workshop)?	10	14
4	Is the equipment in complete workshops?	7	17
5	Is every visitor well served?	24	0
6	Are employees have special skills?	18	6
7	Is in marketing using websites?	4	20
8	Is in marketing using method traditional?	15	9
9	Do visitors who come mostly buy a product?	18	6
10	Is the product in Stores change frequently with the latest models?	14	10
11	Does have a product special/unique ones make a difference with another?	9	13
12	With goods and materials the same, whether the price offered more cheaper than other shop?	4	20
13	What is the product design keep up with developments era?	17	7
14	Are the products also sold out of town?	8	16
15	Are the products also sold abroad (export)?	2	22
16	Do visitors have segmentation alone? If have special segmentation focus more to consumers (circle choices): <input type="checkbox"/> Age Children (<=15 years), <input type="checkbox"/> Young Age (16-30 years), <input type="checkbox"/> Old age (>30 year)	5	19
17	What is the target market products are consumers uniform batik and combination for companies, events organizers, factories, hotels, government agencies nor school?	6	18
18	In terms of the marketing mix, product marketing strategy Is Mr. / Ms. / Mr. / I make the product fit wants and needs consumer?	13 5	11 19
19	Pricing strategy that done. what is the price relatively more expensive than outstanding batik prices on the market because of the material high quality and design creativity?		
20	Management strategy marketing. Is marketing management in shop use Information Technology and Communications (ICT)?	4	20
	Management strategy marketing. Is marketing management in shop use Information Technology and Communications (ICT)?	226	254
	Percentage (number of questionnaires incoming 24)	47%	53%

Data processing

Based on the data collection above, the researcher processed the data using the SWOT analysis method. Following are the results of the SWOT analysis of Batik Marketing Management in Sipirok Batik Village, South Tapanuli Regency.

Table 2. Management SWOT Analysis Batik Marketing in Sipirok Batik Village

Strenght (S)-	Weakness (W)
1. Batik Craftsmen own shop (Showroom) it self	1. Most batik craftsmen do not have Factory (Workshop) Alone
2. Shop owned strategic and easy reached	2. Most batik craftsmen do not have which equipment complete in the workshop
3. Every visitor who came to the store served with Very good	3. Marketing methods not much Which use website
4. Employees have special expertise	4. Marketing methods Still using method Traditional
5. Visitors who come mostly buy products	5. Batik craftsmen do not have product special/unique ones make a difference with others
6. Products that are in outlets are frequently replaced with the latest models	6. Batik craftsmen do not have segmentation special customer
7. Price competition which is offered competitive with other outlets	7. No targets product market like a uniform and combinations for company, event planner, factories, hotels, agency government as well as school
8. The product design sold follow era development	8. Prices are relatively more expensive for the price outstanding batik on the market because which material high quality and creativity design
9. Batik craftsmen selling the product out of town	9. Strategy management marketing yet use Technology Information and Communication (ICT)
10. A fraction products are sold outside country (export)	
11. Marketing strategy customize product desire and consumer needs	
Opportunity	Treat (T)
1. Marketing can use help POINT	1. Batik Craftsmen the more increase.
2. Batik Craftsmen can increase service to customer	2. Buyers are getting good at choose a product batik
3. Employees who owned can improved skills	3. Employees have expertise special
4. Batik craftsmen provide various products in accordance with the customer needs	4. Visitors who come some big no buy products
5. Batik craftsmen can focus customer segmentation based on age and needs	5. Fashion circulation modern now arrived at public countryside
6. Batik craftsmen can open opportunities new venture out city	
7. Batik craftsmen can increase outside sales country (Esports)	
8. Marketing strategy customize product desire and consumer needs	

Based on the formulation of the problem, data collection and SWOT analysis above, related to the analysis of batik marketing management in Sipirok Batik Village, South Tapanuli Regency that 83% of the marketing management carried out by batik artisans still uses traditional methods, so that their products and outlets are not visited by many visitors from outside the city. Meanwhile for batik craftsmen marketing using the website as much as 17% of visitors who get many from out of town, some even from abroad. Based on the SWOT analysis above that marketing management using internet technology (website) can be applied by batik craftsmen in Sipirok Batik Village, South Tapanuli Regency.

CONCLUSION

Researchers can provide some the conclusion is:

1. Questionnaire data processing results shows that H0 is greater than H1, meaning that the hypothesis used by researchers is correct, namely that the e Government of South Tapanuli Regency improve public services in South Tapanuli Regency
2. The South Tapanuli Regency Government has managed to set up e-Government with Good
3. Use of district E-Government South Tapanuli improve public services
4. The current Sragen Regency Government doing maintenance and developing systems required by the government and public
5. The community has utilized the South Tapanuli Regency e Government by Good

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