

## **Batik Write Design Development in East Java Based on Local Wisdom and Information Technology to Increase Competitiveness in the Global Market**

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### **Abstract**

Long-term goal of this research is to increase the amount of variation batik design and remodel the process of designing a product that still using traditional IT application in batik SMEs in East Java. The specific targets to be achieved are: identification of creation and artistic creations of batik design and change the traditional process of designing activities with IT. This study is exploratory research. This study are using qualitative and quantitative approaches. Qualitative approach carried out by the Focus Group Discussion (FGD), which aims to determine the design of the prototype products based on local wisdom through IT applications. Quantitative approach with experimental research used in the manufacture of prototype digital products and malls batik. Results from this study is a prototype design of batik contemporary 50 design with 4 color combinations for each design at the fourth districts. Several designs have been applied in the design of sample products to repair and test in the market. The results of the market test with reference to the marketing mix strategy obtained input from potential customers as well as stake holder and has received positive response from various market segments.

**KEYWORDS:** design, batik, local wisdom, e-business, SMEs

### **A. Introduction**

The development of the business environment is dynamic , every company is required to increase their competitiveness. Without exception batik SMEs . The main problem is the lack of SME creation and the art of making batik motifs ( monotone ) and have similarities in each center then not to attract consumers to buy . SMEs need to improved capability in designing products with fostering creativity and art with a variety of new motifs combined with traditional batik motifs , namely by lifting the local cultural wisdom or the value of the existing historical area and with a blend of the particular pattern, of course, will add to the diversity of batik motifs produced by each SME batik and will became a separate identity of batik SMEs in a region , thereby batik design development based on local wisdom will be able to show the cultural identity of a region and the existence of the SME.

Technology plays an important role in improving productivity in all areas, including in the manufacture of the design of product and e-business. With an attractive product display and ease of access will increase the purchase intent of consumers, thereby enhancing the competitiveness of SMEs in Javanese East Batik. Based on description above, the specific goals to be achieved in this research are:

1. Identification of creation and artistic creations of batik designs. Attribute creation and artistic creations of batik designs include, motif, fashion trends, coloring made from natural or synthetic etc.
2. Conducting surveys in each object of research in East Java to lift local knowledge into the motif.
3. The basic motive of local knowledge combined with new creations by considering the input from the focus group, for further application through digital design.
4. The prototype design innovative products based on local wisdom with computer media copied in the mould to further applied to make the sample product.

Some virtues expected from this research include: lifting local wisdom in batik as well as changing the system of traditional product design into a modern through the application of information technology . The design tailored to the desires and needs of consumers , batik motifs based on local wisdom , creation of fashion trends. The changes of design will improve the image of the products in domestic and international markets , increase sales volume , increase the value of commodity product area , increasing the diversity of motives , identity recognition batik for each region , increase economic growth in general and public revenue.

Design of different products has a special characteristic and supported at affordable price and ease of access of a product will increase sales volume . The development of a unique design can increase the value received by customers . Products with a high value will be the customer's choice , it will increase the market share and improve the performance of the company.

Batik design development based on local wisdom with IT application is expected to increase revenue generation ( profit ) directly or indirectly for entrepreneurs . It stretcher also can save high costs ( cost cutting ) because of all the process in automation . Through the efforts of the implementation of internetworking SMEs can easily cooperate with large companies to offer a wide variety of products to consumers . It is expected the HPI increased market share and can promote the growth of the regional economy , especially in East Java . In addition to economic growth , development of product design based on local wisdom with IT applications will be able to absorb a lot of labor due to increased volume of product orders .With such implementation wisdom -based product design development locally with IT application and help the government tackle the problem of unemployment in a creative way.

Batik art is one of the cultural heritage of identity in art and culture of Indonesia. It was characteristic of its own, batik is a genuine product of Indonesia, moreover, Unesco has also been set if batik is a genuine world cultural heritage of this country. A policy that should be addressed properly by all elements of Indonesian society, especially for creating ideas and art of batik. In fact, the batik should be able to raise local wisdom, so that young people know about their cultural heritage. Efforts to create new creations with various motifs combined with traditional motifs of batik is one of the steps to answer the challenge by raising local wisdom. With a blend of motif, will add the diversity of motifs and can be a separate by identity of an each area. Research on batik motifs conservative conducted by Hariyanto (2009), the research results show that the motif in each region almost the same, so far batik craftsmen produce batik using design by purchasing from other artisans, especially from Central Java, but it also by way of duplicate batik cloth bought in the market. This is why batik motifs become monotonous, they also assessed the performance is ineffective and inefficient. The diversity of motifs can be obtained via inspire by an advantage from the commodities area for instance in Pacitan abundant noni noni fruit

motif then a batik identity Pacitan, as well as the motif in Jombang, elevates batik motif kale as the identity of the area. Such ideas should be developed, so that the creativity in designing batik may vary.

Results of research conducted by Yahya (2010) with the title of "Batik Without Identity" In the district of Kediri, many batik artisans rarely has a special identity, moreover, that elevates the potential of the area. Batik is there, the manufacturing process is not very smooth, so not much ogled by the market. In fact, for the labor force, there are many person who take advantage of workers from outside the area. Involvement of labor from outside of the area actually optimized to produce batik similar. Research results concluded that batik SMEs are not able to design the product, then the motif created just duplicate the existing pattern so that SMEs do not have specific characteristics that known by the public. The results also pointed out that in general batik SMEs do not have an ability to design their products and SME buy the mould for batik motifs which will produced. With advances in technology will require the use of IT to make more creative design and avoid monotony, those are suggestion from the study for further research.

Small and Medium Industries (SMI) batik is almost in every district in East Java. The craftsmen also do a similar thing in marketing their products. Batik makers generally rely on the distribution system by entrusting its products in several boutique, craftsmen also determine the price that is considered competitive, but the owner of boutique assume that the craftsmen less assess of art sense which contained in batik and the owners of boutique sometimes set a high price even doubled higher than the price which already determined by artisans. that cause of batik does not have the frequency of purchase faster because most of the buyer is really batik lovers, in addition, the benefits for boutique is higher than the craftsmen (Rahayu, 2010).

Batik craftsmen market range is very limited, it is because they are not able to optimize the marketing mix strategy, although many batik products offered in the online market, the activity which carried out only by the owner batik boutique and several activists who are able and exist. Most of batik makers were not using online marketing system, this is because they not been able to operate, they admitted their ignorance regarding the operation of internet technology. The condition causes batik makers do not have maximum existence in the global market, they are highly dependent on distributors / boutique. It is important for the craftsmen to know the Internet, cause they will know the various batik products offered via internet, include: variations in the design, pattern, color, price, etc. Thus it would create creative artisans in making strategy in the production and marketing (Rahayu, 2010)

The transition of traditional business practices to e-business by utilizing internet technology is become the one of efforts to face competition which increasingly competitive in the business world. Meaning of e-business itself can be interpreted internet that the use of technology to improve and change the shape of key business processes. Analysts observe that the Internet is media of business, where companies can directly carry out mass communication, is an ideal market for the various types of goods because each person has their own desires and expectations for a product or service. Business practitioners see that e-business has become a trend and have many contribution in various ways ranging from e-marketing, e-banking, e-customer service, which facilitate the business and save costs. Channel e-commerce has two types:

1. commercial channels: many companies have set up services on-line information and services are accessible to those who have registered and receive the service by paying a monthly fee.

2. Internet: global web of computer networks that allow rapid communication global and decentralized. (Kotler, 2006: 756)

In the current of global era, the higher of corporate competition, were not enough, consumers are increasingly selective in choosing products and services. Companies compete freely in the market and design their products to consumers. It is a challenge for domestic producers to compete in the free market with manufacturers from abroad to create goods, promote and present it to the consumer.

Marketing trend is happening now and shifting from a transactional approach to the relational approach with a focus on fulfillment and customer satisfaction. Relational approach is the attitude for maintain manufacturers to customers in the long term basis of loyalty and customer trust. Many empirical studies prove that, marketing strategy is important. Customers have become the key to success in the business enterprise. Companies must provide more satisfactory product to customers better than competitors offer (Kotler and Keller, 2006: 756).

In a competitive global market business nowadays is very high, because there are no boundaries, and the company must develop the right competitive strategy, in accordance with business conditions. Pavlou and Gefen (2005) suggests a strategy to compete with the strategy of differentiation or unique product by offerings and cost leadership strategy (price is cheap compared to competitors). Many empirical studies that prove that companies that excel (able to make unique items at bargain prices) was able to achieve performance above average (Lawrance, 2000: Hartini, 2006: Sammie and Hart 2003).

Batik is a batik identity druju Kab. Malang, Druju motif is the motive of development and creativity antiques sourced on natural elements that include elements of flora and fauna as well as natural objects. It is produced through the technique of batik and stamp while the combined colors are contrasting colors as a feature or identity of batik. Batik has a fairly large market segment and generally produced as accessories / complementary clothing. Development of batik design druju also apply the technology, and now starting to switch from traditional systems towards modern systems for markets served and began to evolve with the emergence of a new market segment in the demand of product (Mulyanti, 2012).

Through the application of science and technology in the development of batik design printing carried out by SMEs, workmanship depiction design manually on tracing paper which is produced in printing (screen) of five patterns which can be visualized by both, as well as the design of batik motifs, product of master design were as many as 10 design of a modification design which shows the motif of innovative works. From the results of test marketing, new batik fabrics were result from the development of design, batik fabrics are acceptable and marketable. Marketing of a products form by a long cloth, fabric suite, and scarves can run smoothly. SME marketing area expanded, and began reaching outside the region and even outside the island. As for the exclusive batik, is still meet the market on agents and consumers overseas, especially Japan, and also spread rapidly to other countries such as Poland, Netherlands, Europe, Jakarta and Bali (Hand, et.all, 2013).

Competition in domestic and global markets is absolutely won. Therefore products of SMEs and the industry should be able to compete on a global level. The role of design as a creative product is very important in improving the competitiveness of commodity products. Design development is a process of creating new products to meet the needs of the market, which focuses on the creation of effectiveness, efficiency, and

development of ideas, (Ceylon, 2010) Serious attention on the creative product design and development can produce quality products, unique, original, and well received by the market. Strategic plan for improving the competitiveness of Indonesian products through design development were needed to increase competitiveness, quality and maximum productivity, the increase of the requests in Indonesian products both at home and abroad, and able to compete through innovation then will not caught up in the threat of cheaper products from other countries, Highly competitive products will also create the image of Indonesian products as a products with higher quality, creative, and environmentally friendly. Batik products can establish a design center which a center of strategic studies in support of the design industry, services, and imaging mission countries. In addition, increase the intensity of design in business through the use of design as a way to create differentiation, and apply the concepts local wisdom into products become more modern, (Sri 2007). Another strategy is done by improving the quality and quantity of the designer through improving the quality of design education, schools reproduce the design and strengthening curriculum appropriate in the needs of the industry; as well as the protection of Intellectual Property Rights (IPR) for our product in order to encourage the growth of creativity and product innovation, (Tambunan, 2008).

The competitiveness of the economy and industry is affected by external factors that include economic factors, political, social, security, it is also influenced by internal or corporate environment, (Kuncoro, 2006). Determinants of industrial competitiveness include:

1. Factors of Production, are inputs used by industry to produce a product, such factors include natural resources, labor, knowledge and technology, capital, existing infrastructure and industrial equipment (Suparmoko, 2007).
2. Domestic Demand as the existence of supporting industries or related in domestic and in foreign countries.  
The industry eg raw materials providers, marketing service industry and so on.
3. Strategy, Structure and Competitors. The company's strategy is the pattern of objectives, goals and general policies to achieve intended purpose, which is expressed by defining core business, who run the company or should be run by the company (Andrews, 2004). The industrial structure consist of three attributes that industry demand has a significant impact on competitiveness, namely the composition of demand or buyer behavior, scale and pattern of growth in domestic demand, the transmission mechanism of demand from abroad or the internationalization of domestic demand.
4. Support the related industries of market structure in the industry that are perfect competition, monopoly, monopolistic market, and market oligopoly (Suwarsono, 2004). Competitors are companies which have same business in the same industry environment.

The more advanced age of the easier access to information. Advances in technology also strongly supported by the proliferation of various services to enable people for communicate. Not only for communication technology available today but it also making huge business opportunities. The term of creative economy is defined as the birth of a new wave of creativity-based on economy which is to products or generate ideas, not just doing things that are routine and repetitive. Due to these communities, generating ideas is the thing to create progress. In the global competition, companies must be able to modify their products to increase the value of product and be able to meet the needs and tastes of consumers. The added value of

products which is produced may be the design or model of the products and service of sold products, (Riswandha,2002).

Innovation system is depends on a number of addition variable in creativity, such as autonomy, the information is available, the reward system, education or training, the system of authority, participation in decision-making, or teamwork.

Improved product design development by the micro, small and medium-sized businesses and expected to boost the development of SMEs in particular terms of selling prices. Based with the targeted market segments. Spur competitiveness through the development of empirically proven design can provide value addition. (Tambunan and Nasution, 2008)

The national policy on the current design increasingly demanded urgent for Indonesia to improve it national competitiveness which in the middle of the competition, both at regional and international levels. Through mastery of product design or industrial design, Indonesia will be detached from the nations which the economies rely on manufacturing facilities and assembly (assembly) and potentially gain a large of enough margin industry in the value chain of global production. Industrial design in the United States, both in the field of architecture, spatial services (landscape), interior design, graphic design, industrial design, computer programming, advertising agencies and other design services which has created a market not less than

USD251 billion. During this time the product design often only associated by the output of products of SMEs in the fields of craft, handicraft, food and beverages. But rarely discussed that discourse on a product design at the system level of national production value chain. The existence of the National Agency Creative Economy expected to result in the formulation of national policy design that is very necessary at this time. A national policy is not only limited to the technical aspects of product design, but also covers the patterns of cooperation and coordination across ministries, agencies, business world and the world of education, (Tambunan and Nasution, 2008).

## **B. Methods Of Research**

This study is exploratory research. This study used a qualitative approach. Qualitative approach carried out by the Focus Group Discussion (FGD), which aims to determine the design of batik based on local wisdom. In addition to focus group research experimental approach is also used in making batik designs based on local wisdom through the application of digital design which further duplicated in batik mould.

The study of population with FGD are concerned all with the development of SMEs which stakeholders from the SME business are includes in the Department of industry, batik activists are concerned, consumers (actual and potential), IT experts, expert product designer. The number of teams in a focus group made up of the number of entrepreneur and batik activist invited to be determined in each center for 5 people, from the Department Of Industrial And Trading 4 people from each district 1, consumers (actual and potential) of 6 people, IT experts 1 and experts of designer products 1. So the number of participants in this study are 32 people.

By triangulation of data, the data will valid from the FGD Research and will be analyzed by a qualitative description. Based on a qualitative description which is made, the respondents (consumers exist and potential consumers) was asked to evaluate batik design were based from local wisdom.

The stages of research which have been taken are:

- a. Exploratory research with FGD. For identification of the creation and art of design batik includes motif, fashion trends, coloring made from natural or synthetic, etc., according to customer desires and input from various stakeholders such as the Department of Industry, employers are concerned, consumers (actual and potential), specialists IT, experts designer products.
- b. Conducted a survey in every object of research in East Java to lift the local wisdom in the motif.
- c. Basic motive of local knowledge combined with new creations (contemporary motif design) with inputs from the FGD results, to further application by digital design.
- d. Batik design innovation based on local wisdom by mixing of new creation (design contemporary motif) in the digital design then duplicated in the mould.
- e. Experimental studies for some batik design innovation based on local wisdom which has been duplicated in the mould and application to make the sample product.

### **C. Data Analysis And Discussion**

Some input are obtained from the FGD, among others:

#### **FGD According to Batik activist**

In general, the activists in East Java are already familiar with the design of digital products, but they are not able to apply, the mould of batik which made, were only duplicate the motive which already exist, when creating new designs on average they order in a person who are able to make a picture or have the makings crafts. During this time the batik campaigners design directly in the form of a strip mould and created manually, so there are many limitations when combining colors. Some craftsmen transferring the mould into the computer and then they operate combination staining. Thus are limited ability to combine colors of the craftsman in the computer, but they are not able to creating digitally of motif design. That's because of the lack of control about how making the design. To support the manufacturing facility issues in the actual product design batik on average were have done many times. Most of the batik activists were ready if there are training to make batik design through a computerized process. Here are the comments about batik and batik motif design process applied to the computer by some activists batik.

#### **FGD According to the Consumers**

Some of the considerations why consumers buy batik products, among others due to the product which offered a unique, high artistic value contained in batik, and each motif featuring a special meaning. Expected consumer as batik lovers at their artistic value, with an elegant impression, even illustrates the unique cultural values. Such as Asmat batik design, this design displays a unique and local wisdom lift. Such designs which have a high cultural value and very trend then called contemporary batik design, this design desired by consumers.

#### **FGD According The Cooperative Of industry and trade**

As a builder of SMEs, every Department of Industry and Trade Cooperative of four (4) districts which became the object of this study was strongly supports fully with the development of product design batik on SMEs cultivated. Even among the agency they were provide training on the manufacture of batik designs as have done in Jombang, so that SMEs can increase their competitiveness. The training is organized by the traffic department and the Department DINSOSNAKERTRAN (Social Department of Labour Worker), Cooperative of industry and trade indeed produce

results, a design which have created is raised relief motif Crown Temple Arimbi in batik and even local governments have to protect as a motif characteristic of Jombang in patent law. Almost all Jombang batik activist owned a computer, so that if training held, it will be done easily, the average campaigners want batik are able to create digital product design. Most of the results of the training is still limited to the dyeing process and there are some batik activist who are able to digitally design, but its ability also not optimal, when there is a demand for training is held again from activists batik official parties will be hold due to budget constraints activities.

There an idea of the three Koperindag ( The Cooperative of Industry and trade ) Kediri, Mojokerto and Lamongan cooperate with the traffic department in overcoming problems of this design as is done in Jombang by doing guidance and supervision of the association activists batik, and periodically provide equipment support and training to activists batik which can also in regeneration framework, open a website for the business community of SMEs with a wide range of handicraft products. Besides that, it is also cooperates with several universities to conduct sustainable development.

### **FGD According to IT expert**

Specialists Information technology (IT), informing the things which required in the manufacture of product design with the application of technology through a good product with the way of how to create an interesting product description. What will happen if dont have the talent craft art. In this case the minimum required to have aspirations of design will be created due to the application of technology, which actually much easier even though capabilities are applied by art. More aspirations created will growth a number of design variations. If there is a basic picture taken from the reliefs are ready this would facilitate the use of technology in the process of designing. And incurred cot will be more efficient if the computer already available.

### **FGD According to Batik experts Designer**

Based on the results of focus group discussions, particular input from Koperindag( The Cooperative of Industry and trade ) , IT experts and activists are ready to learn batik design by applying the technology, they also have high motivation to design. This is the basic capital which owned SMEs, guidance and intensive training is necessary to the government and other parties which will support the SMEs growth. Expectations conveyed by the batik activists and the government's efforts to target in supportive development batik design especially IT experts, also convinced that the development of product design with IT applications can be done by learn knowledge . The condition is actually easier for activists in making of inspired batik motifs, they are required to diversify their own, because the basic motif already exist . Ability and imagination between someone must be different and it will be able to enrich the design of batik produced by the SMEs. Lifting the local wisdom in batik, is also one way of preservation of cultural heritage and also an introduction for the generation of other countries people that recognize Indonesia as a country which rich in culture. The object of this study focused on four (4) districts namely Mojokerto, Jombang, Kediri and Lamongan, the number of local wisdom that contains the value of the nation's history and development of Islam in Indonesia has not been raised in the motif. Referring to the opinion of expert designers batik products explain that reliefs of temples ,places of nature tourism and pilgrimage tourism is great a motif, but still need the creations of designers, batik Asmat is currently a batik which trend due to the design contained uniqueness,where the traditional motifs but in creation and

application technology, also able to make modern motif then many consumer response from various market segments. Therefore, the same thing as the reliefs and elements of local wisdom in an area can also be appointed as batik motifs.

### Results Batik Product Design Based Local Wisdom and IT

Contemporary batik design variations that result from this research and can be shown in the following table:

**Tabel 1 :Desain Motif Batik Tulis Pada 4 Kabupaten**

Motives of Local wisdom searc	Disctriect of Jombang (Desain)	District of Lamongan (Desain)	District of Mojokerto (Desain)	District Of Kediri (Desain)
CANDI Relief	2		10	13
Pilgrimage Tours		8		
Natural View		3	1	
Excel Commodity	4		1	
Region Id	5	1	1	1
Design Number	11	12	13	14

source : Revision Of The Data

### Consumer research results

This stage of research are conduct by determining the target market from middle consumer to top consumer, offers of contemporary batik held in "Yusro Hotel Jombang" and "Lotus Garden Hotel Kediri" as well as several places shopping centers in four cities, namely: Lamongan, Jombang, Kediri and Mojokerto. Some consumer response associated with purchasing decisions contemporary batik products, From the results, consumer research found that some of the responses related to consumer purchasing decisions of contemporary batik products are as follows:

- a) In terms of product: very attractive contemporary batik, highlight the regional characteristics and each depicts a unique art design, classic but modern impressed. Batik is very different from the batik in general, because on any image design batik meaning and value of religion, culture and art of batik peculiarities of each area;
- b) In terms of price: the price offered by the hotel can be reached Rp 750,000 up to Rp 1,000,000, while in the shopping center are offered at a price of Rp 500,000 up to Rp 600,000, consumers gives various comments, they argued that the price is not a problem because they just not purchase batik but also the artistic value which contained in the batik cloth, then the other several consumers also said that if the price is lowered then the current price, the purchase interest will increase higher when consumers are able to reach the price, especially batik which already well known expensive, for some specific consumer they want batik with processed or produced by the stamp than makes a cheaper, so they can reach consumers in various circles.
- c) In terms of promotion, consumers express an opinion that this type of contemporary batik motif is not widely known, only found in a particular place. Some consumers are very impressed by their contemporary motif suggested for the motifs are able to highlight the uniqueness of the area offered by the City Government as work uniforms and will help batik activist boost the production and

sales. Moreover, it promoted in the form of clothes for some market segments such as for teenagers, Muslim fashion, children, mukenah or headscarf. Because of its motives are very suitable and interesting to be designed in this market segment and latest display element. Promotion via Internet and participate in fashion show contest at the local and national must be done in purpose of contemporary motif will become display high art in order to give satisfaction to the consumer.

- d). In terms of distribution of consumers stating contemporary batik design is not common and they can be hard to get this product, if only marketed in a particular place then not many people who know better are offered online so that the general public is easy to get. The main potential market data batik is batik identity of the uniqueness of the area are consumers of each region. Through online marketing, the type of batik designs that have high quality will drive consumer interest in the outside area to buy.

#### **D. Discussion and Conclusion**

From these results, the authors conclude that the activists batik in the four districts of Lamongan, Jombang, Mojokerto and Kediri still perform traditional design process, even though it has the technology but not used optimally. Based on the results FGD, batik motifs in the region is relatively the same, for the process of designing and technology application is very important for the process of designing motifs local knowledge combine with modern creations can be achieved with maximum results. Prototype of design products made based on input from the FGD is a contemporary batik designs and it can encourage the desire of activists to learn batik design with technological applications.

In this study produced contemporary batik designs for Jombang as many as 11 design, Lamongan 12 design, Mojokerto and Kediri 13 designs and a total of 14 designs. Each motif inspired by motif local wisdom with the type of heritage (reliefs), relief is on pilgrimage tour, commodities in the regions, nature and identity of the area. This design results sample which applied to a product and then used to test the response of the market and consumers against such designs. Inputs from consumer research consist of four indicators of the product, promotion, distribution and price of the material for the evaluation of product improvements and marketing strategies of contemporary batik

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