

MARKETING MIX MODEL INCREASING SALES VOLUME IN PANDEMI ERA COVID 19: RAFIDA BATIK OF CENTRA BATIK FABRIC INDUSTRY INDONESIA

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Abstract: Batik fabric is a product of the creative industry which is a product of micro, small and medium enterprises (SMEs) in the field of handmade. The aim of the study is to raise the potential of batik fabric products, performance marketing mix model so that batik fabric products (batik) able to increase sales volume. The design and construction strategy marketing mix applied to increase sales is through the development of marketing mix approaches 9Ps (products, prices, promotions, distribution, people, physic evidend, process, payment, packaging) to sales volume in pandemi Covid 19. This research is beneficial as a marketing development model of “Batik” fabric products so that the output is used as a source/material in mentoring or guiding marketing for “Batik” fabric entrepreneurs. The method of data analysis through Structural Equation Modelling (SEM) analysis to design models of marketing mix on sales volume.

Keywords: *Product, batik fabric, model, marketing mix, sales, volume.*

1. Introduction

Indonesia as a developing country has flora and fauna diversity, including a variety of creative industry sectors (micro, small and medium-sized businesses - MSMEs) as a support of the nation's culture and economy. One of the micro, small and medium enterprises (MSMEs) in Indonesia and is of great interest to Indonesians and foreign people is handcraft; including “Batik” fabric. Based on the data of Indonesian Statistical Center, there are 3,668,873 units of micro, small and medium enterprises spread in 34 provinces in Indonesia. The largest number of MSMEs units in Indonesia is in Central Java Province as many as 1,030,374 units. From various MSMEs in Central Java, “batik” fabric business draws attention to be studied more deeply and seems potential enough to be developed (Sari, 2018).

Indonesian batik fabric is a historical fact that proves the existence of Indonesian batik until present. Because batik fabric has been a tough foundation for the existence of batik in Indonesia, it is worthy of being recognized as an Indonesian cultural heritage by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2009, it makes the Indonesian people very proud and excited (Pratiwi, 2016).

The government issued a regulation on the conduciveness of the development and preservation of national batik in accordance with *Permendagri* number 53/2009 on the use of

batik in government agencies, contributing significantly in opening demand for sustainable batik and domestic batik production. *Permendag* number 86/2015 concerning imports of textiles, textile products and batik motifs as a form of maintaining the production and marketing of batik in the country. *Perpres* number 44/2016 concerning to business fields, regulates investment in various business fields, to prevent monopoly capital in small businesses including batik (Pratiwi, 2020).

Nowadays batik entrepreneurs have been connected with all the millennials strengths. The market that was once limited by distance and time is now being expanded without distance and time limit in selling its products. It indicates that the creative industry market, including batik, has experienced a significant enhancement in competition, not only between local, regional and national industries, but also competition from various multinational industries. Covid 19 pandemic, batik production experienced problems in product marketing. Many batik production pandemic experienced difficulties in selling some of which went out of business during Covid 19. Based on the observations, it can be concluded that: (a) production accumulates, (b) low buyers, (c) entrepreneurs do not have sales websites, (d) weak social media use, (e) companies do not have product brands, and (f) weak implementation of digital marketing.

Based on the problems above, a scientific solution and approach is needed in the management of market control. New fundamental breakthroughs in the marketing model during the Covid 19 pandemic are needed so that these problems are resolved appropriately.

Based on the discriptions above, the following hypothesis and research models can be formulated:

H1: There is an Influence of Product (Marketing Mix) on Sales Volume

H2: There is an Influence of Price (Marketing Mix) on Sales Volume

H3: There is an Influence of Promotion (Marketing Mix) on Sales Volume

H4: There is an Influence of Place (Marketing Mix) on Sales Volume

H5: There is an Influence of People (Marketing Mix) on Sales Volume

H6: There is an Influence of Process (Marketing Mix) on Sales Volume

H7: There is an Influence of Physical Evidence (Marketing Mix) on Sales Volume

H8: There is an Influence of Payment (Marketing Mix) on Sales Volume

H9: There is an Influence of Packaging (Marketing Mix) on Sales Volume

The research approach uses quantitative methods, to get a better understanding of the problems studied. Quantitative examines the correlation between variables to find, explain a correlation, estimate and test based on existing theories, while the marketingmix model is in accordance with Figure-1.

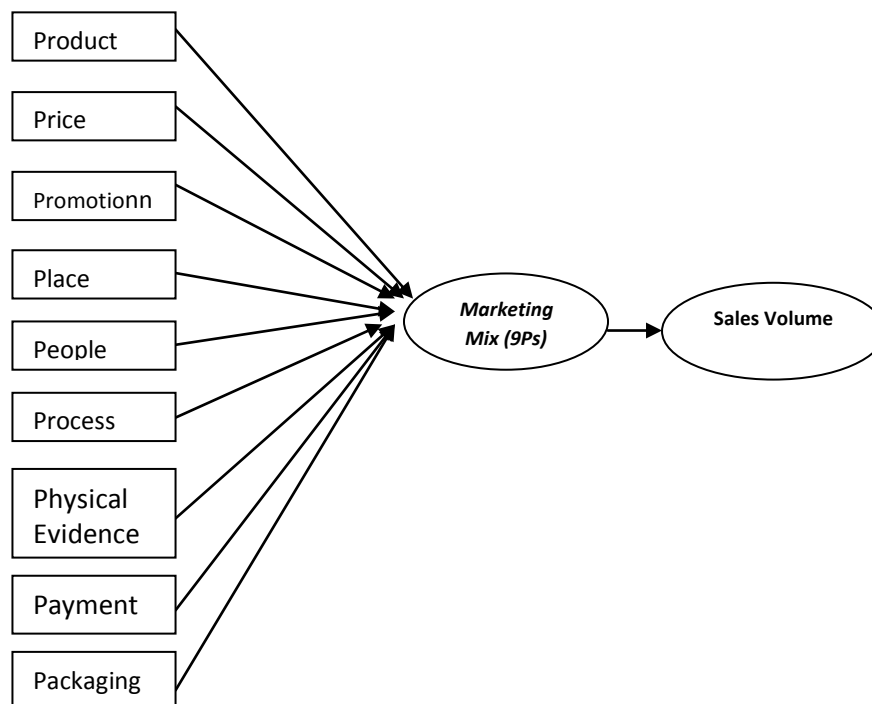


Figure-1. Influence Marketing Mix Model Batik In Pandemi Era Covid 19

2. Research Methods

This research attempts to find and produce a set of appropriate marketingmix models for batik entrepreneurs during Covid 19 pandemic. The enhancement in batik business is carried out using a qualitative approach, improving tenant skill-oriented businesses, and an innovative batik business improvement model.

A Quantitative approach research (Pratiwi, 2020), influence the success of batik entrepreneurs regarding on the marketing, production, capital and raw materials. A quantitative research (Syarifah, 2017) uses Structural Equation Modeling (SEM) analysis model for batik entrepreneurs to increase productivity, production and marketing. Marketing strategy and business development are carried out through SWOT stated that internet technology (website) increases batik sales marketing. Batik marketing in Yogyakarta is growing rapidly and attracting customers because it has a brand, marketing network and affordable prices (Hengky, 2016). Qualitative and survey research (Silaningsih, 2018), successful batik marketing is influenced by various product factors, affordable prices, strategic selling points and promotions which simultaneously influence consumer buying interest. The quantitative approach determines the effect of marketing mix on purchase intention: product, people, process and physical evidence have a significant effect (Soegoto, 2015).

This research examines quantitative, process in marketing mix to increase buying interest. Marketing mix analysis consists of 9Ps (product, price, promotion, and place, people, process, physical evidence, payment and packaging. Marketing mix is action needed to achieve marketing goals there is also marketing mix 9Ps (product, price, promotion, and place, people, process, physical evidence, people opinion and political power) (Astuti, 2015), so the 9Ps marketing mix considers the entire value chain for a circular economy in the

environment (5Rs: Reduce, Reuse, Repair, Reconditioning, Recycling) and allows a strong focus on achieving sustainable competitiveness of a product (Karthik, 2016)

In this study, the method used to develop the validity of question items is through the data validity test used triangulation techniques. This study uses two data analysis techniques namely SEM analysis, through a questionnaire to analyze the correlation between marketing mix variables and sales volume. The data analysis techniques used in this study were: (1) descriptive analysis through a questionnaire to explore respondents' sources, (2) analysis of the validity and reliability of the questionnaire, (3) SEM analysis, through a questionnaire to determine the relationship between marketing mix variables.

This study used as many as 300 respondents with the details of 150 women and 150 men who had used/bought batik fabric in costumer Sragen Indonesia for analysis model marketing mix. Consumers have the following characteristics: (a) have already purchased Rafida Batik Sragen fabric products, (b) Consumers use of Rafida Batik fabrics Sragen. The questionnaire was distributed to 300 consumers of batik fabric in Soloraya (Surakarta, Boyolali, Sukoharjo, Karanganyar, Wonogiri, Sragen dan Klaten). It was done to maintain the sample objectivity and validity. Determination of the sample used random, selecting respondents who were in certain areas as users of the product.

Quantitative studies are carried out to assess consumer desires for products (Rafida Batik). Quantitative method of uses SEM (Structural Equation Modeling) analysis to analyze the correlation model between marketing mix factors (product, price, promotion, and place, people, process, physical evidence payment and packaging with sales volume. This research was preceded by exploratory research and then continued with a survey.

3. Results and Discussion

A. Result

The first step is to analyze data related to the identification/characteristics of consumers as respondents to facilitate data information. The respondent's character indicators include: gender, age, education level, type of work, income level, marital status, place of residence, intensity of buying batik fabric, the purpose of buying batik fabric. Then the respondent's characteristic data is used as an information guideline to determine consumer desires for batik fabric products. The strategy marketing applied to increase sales is through the development of marketing mix approaches 9Ps (products, prices, promotions, distribution, people, physical evidend, process, payment, packaging) to sales volume in pandemi Covid 19. The component attributes of the sales volume variable are (a) an increase in the number of buyers, (b) an increase in the amount of production, (c) an increase in the number of product sales.

The component product variables: (a) fabric made/type from cotton; (b) feature/motif patterned combination of modern-traditional; (c) washed not fade; (d) fabric size 120 cm x 240 cm; (e) striking color combinations; (f) direct brand from entrepreneurs; (g) good quality and affordable prices. Increasing product strategy through (a) green production, (b) efficiency and effectiveness of the production process, (c) production to order, (d) the latest raw materials and motifs to order. the application makes it safe for entrepreneurs.

The component price variables, including: (a) selling price between Rp. 70,000 print and write Rp. 200,000 per piece; (b) cash payment system; (c) giving a discount at the time of purchase because the same of similar products sold in the market/shop/online. The price strategy applied (a) takes a small profit, but the production of batik cloth is quite a lot, (b) takes a big profit if the production of batik cloth is small, (c) the price is affordable for consumers, traders and resellers.

The component promotion variables, including: (a) it is expected to be advertisements on social media/internet and also make business signs; (b) sold in stores/boutiques and added by marketing personnel; (c) must actively participate in the event; (d) often participates in Corporate Social Responsibility activities. Promotional strategies are implemented through (a) the use of digital marketing, (b) optimizing social media or online stalls, (c) electronic advertising and mass media, (d) offline advertising and CSR.

The component place or distribution variables, including: (a) sold in a number of fabric/batik shops in each district/city in Indonesia; (b) it is recommended to deliver goods on time to consumers; (c) sales can be through online stores. Strategies to improve distribution and distribution through: (a) product displays, (b) galleries / stores, (c) timely and affordable delivery, (d) easily recognized and affordable to consumers.

The component people for production and sold fabric batik variables, including: (a) skill of service is good, (b) knowledge of fabric batik to increasing, (c) skill production of fabric batik to increasing. Strategies for improving the quality of human resources by: (a) production process handling training, (b) AMDAL handling, (c) order handling, (d) handling online and offline sales, (e) increasing skills in timely production.

The component physic factory and gallery fabric batik variables, including: (a) galery of fabric batik to increasing, (b) factory and tool batik minim facilities. Improvement strategies through: (a) availability of adequate production sites, separate production and marketing, (b) effective and efficient production layouts, (c) comfortable product sales space.

The component process made fabric batik variables, including: (a) process is fabric batik; combination: write and print, (b) AMDAL factory is good, (c) Environmental of work is good. Production process improvement strategy; (a) process quality improvement, (b) production control, (c) combination of human and machine production

The component payment product, including: (a) cash payments for direct consumers, (b) consignment payments for merchants, (c) downpayments for re-sellers. Strategies to increase payments through employment guarantee letters and down payment for business confidence.

The component packaging, including: (a) the company has a product brand for direct buyers, (b) without a brand for traders, (c) according to orders for resellers. Making a good trademark, selling and being different from the others. Optimal sales through online (digital marketing).

B. Discussion

Based on evaluation and after the questionnaire data was collected, the figures on the average according to the category (very good, good, enough, not good), produced that (a) the product of batik fabric Rafida Batik Sragen has very good quality, (b) the price is relatively cheap, (c) the conducted promotionis quite good and the distribution of batik fabric Sragen (d) fabric is quite extensive based on the average frequency, (e) people of production hamble, care and skill is good, (f) physic facory is standar or good, and (g) process activities made fabric batik is good, (h) payment is success, (i) packaging is very satisfying.

The concept of a marketing mix model is applied based on tests, resulting in a structural analysis that: (a) the model is declared goodness of fit, (b) nine variables (9Ps) have an important role and contribute positively in increasing sales volume, (c) the batik marketing model during the pandemic Covid 19, can be tested and applied more widely. Therefore, the model can be formulated in a theoretical concept according to Figure-2.

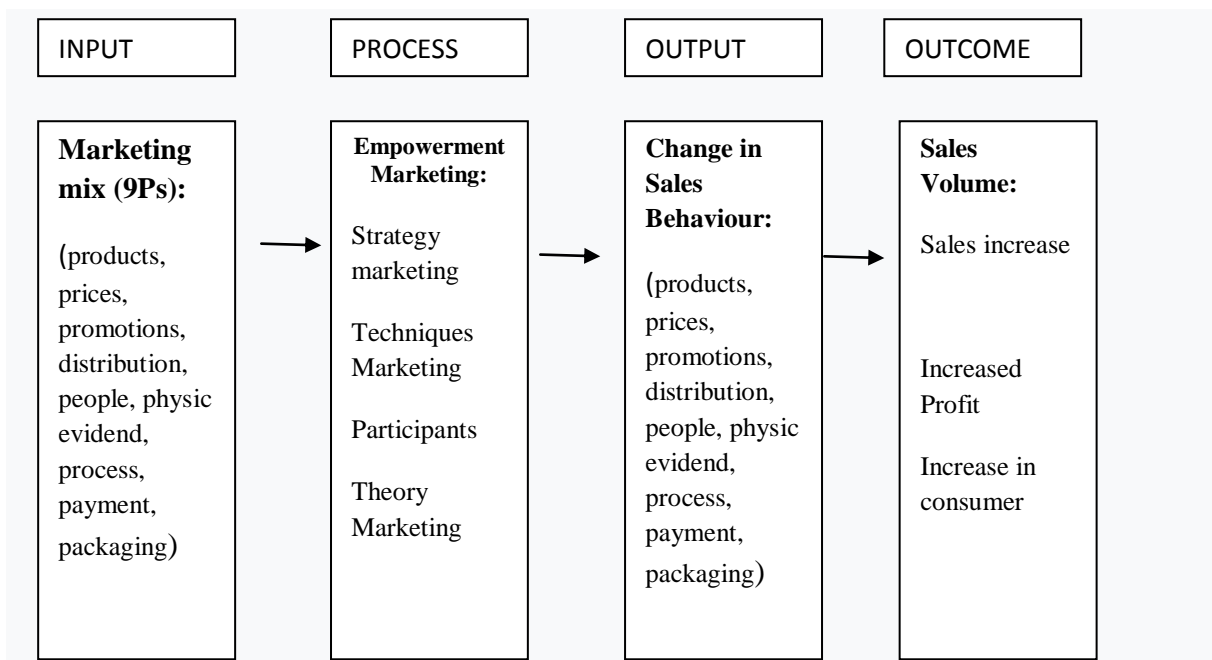


Figure-2. The model concept marketing mix for fabric batik

The schematic Rafida Batik of the Sragen batik entrepreneur's digital marketing model based on the market-oriented marketing mix can be explained as follows. Input, There are several factors that influence the sales success of an entrepreneur. These factors come from within the entrepreneur (internal) and factors outside the entrepreneur (external). Internal factors are related to: entrepreneurial characteristics, entrepreneurial intention and motivation, entrepreneurial learning process. Meanwhile, external factors consist of: business environment and stakeholders.

The characteristics of entrepreneurship are related to the personality of an entrepreneur, namely the personality values inherent in an owner who is also a company leader. The values adopted in running a business are generally entrepreneurial values. Entrepreneurial values are a prerequisite related to entrepreneurial behavior. Entrepreneurial behavior in marketing that shows the entrepreneur's ability to look ahead, think calculatively, seek options from various alternative problems and solutions. Therefore, the characteristics or personality Rafida Batik of the Sragen batik entrepreneurs must always be honed, so that they become entrepreneurs who truly have the characteristics required as an entrepreneur.

Process, Efforts to increase business success for Rafida Batik Sragen entrepreneurs can be done through a marketing assistance program. Empowerment or mentoring as a strengthening process designed to assist participants in developing knowledge, skills, attitudes, awareness of their ability to take and take action efficiently. So marketing assistance will add to the following elements: (a) participation, (b) access to information, (c) organizational capacity, (d) professional empowering actors.

In order for sales mentoring to be effective, mentoring strategies are needed as a process. Marketing assistance strategy for Rafida Batik Sragen entrepreneurs in order to increase batik sales volume can be done by using a functional strategy. There are three types of strategies, namely: (1) economic functional strategy, which includes functions that enable the organization to live as a healthy economic unit, including those related to finance, marketing, resources, research and development; (2) functional management strategy, covering the

functions of planning, organizing, implementing, controlling, staffing, leading, motivating, communicating, decision making, representing and integrating; (3) Strategic issue strategies, the main function of which is to control the environment, both known environmental situations and unknown or changing situations

In connection with the functional strategy, assistance for batik entrepreneurs in Sragen can be carried out with a functional economic approach, such as the marketing (marketing mix: product, promotion, price and distribution, process, people and physics) of batik products.

Management functional strategies that can be done by providing increased managerial skills (managing organizations/businesses) for batik entrepreneurs, and strategic issue strategies that can be done through understanding batik entrepreneurs about market conditions and needs, such as product sales.

Output, after the entrepreneur is given a digitalization marketing assistance program in accordance with the problems faced, it is hoped that there will be a change in the behavior of the Rafida Batik Sragen entrepreneurs to have a true entrepreneurial spirit. Entrepreneurs or entrepreneurs are people who break the existing economic system by introducing new goods and services, by creating new organizational forms or processing new raw materials. An entrepreneur is a person who sees an opportunity then creates an organization to create, take advantage of these opportunities. The expected behavior change is that as batik entrepreneurs they are able to meet market demands in terms of: product, promotion, price, distribution, people, physics and process. Batik products are goods that are sold to consumers.

Outcome, if the Rafida Batik Sragen entrepreneur has made changes in terms of: product, promotion, price, distribution, people, physics, process according to consumer desires, this will increase sales volume.

Purchasing decisions are formed because of the repeated learning process and observation of a product. The feeling of interest and completeness of information related to the observed product brands encourage consumers to buy the product. The emergence of a sense of comfort and satisfaction after consuming the product makes consumers take repeated actions in buying the product, so that when the need for the product appears, real action to buy the product is taken immediately.

4. Conclusions

Based on the results of the study and discussion above, it can be concluded as follows: (a) Consumers desire towards batik fabric in Rafida Batik at the Batik Industry Center (BIC) in Sragen: (1) the product of batik fabric Sragen has very good quality, (2) the price is relatively cheap, (3) the conducted promotion is quite good and the distribution of batik fabric Sragen (4) fabric is quite extensive based on the average frequency, (5) people of production hamble, care and skill is good, (6) physic factory is standar or good, and (7) process activities made fabric batik is good, (8) payment is successful and smooth payment, and (9) packaging can be an attraction and attract buyers.

Based on the marketing mix analysis, there is a significant correlation between the marketing mix and marketing model (product, price, promotion place distribution, people, physic, process, payment and packaging) increasing to sales volume.

The research conducted Rafida Batik at the Batik Industry Center (SIB) Sragen has a novelty compared to other studies. The newness of current research is: (1) the approach uses combination analysis (quantitative and qualitative) to identify and analyze digital marketing models for batik entrepreneurs and the relationship between variables affecting sales volume,

(2) themes related to digitalization sales in the era of 4.0 and the pandemic era covid 19, for batik entrepreneurs, (3) marketing problems have never been researched at the Rafida Batik Sragen Batik Industry Center Indonesia

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