

## Analysis Of Marketing Mix Strategy Mix On Sales In Batik Quu Ciwaringin

Widya<sup>1\*</sup>, Haliza Amera<sup>2</sup>, Dini Selasi<sup>3</sup>

Program Studi Ekonomi Syariah, Universitas Islam Bunga Bangsa Cirebon <sup>1,2,3</sup>

Email: [widyaaa2115@gmail.com](mailto:widyaaa2115@gmail.com)

\*Correspondence

### ABSTRACT

**Keywords:** Digital Marketing, Marketing Mix 7P, Batik Sales.

Digitalization has affected many aspects of daily life, including family and business. Increased flexibility and adaptability are necessary for businesses to deal with constant change. The marketing mix concept (4Ps: Product, Price, Promotion, Distribution) has evolved into 7Ps by adding People, Process, and Physical Evidence. The batik industry, including QUU Ciwaringin Batik in Cirebon, West Java, has great potential to utilize digital marketing strategies to increase sales and consumer loyalty. This research aims to identify the most significant marketing factors in increasing batik sales. With a descriptive qualitative approach, data is collected through interviews, observation, and documentation. Results show that product quality and promotional strategies are the main factors affecting sales. Batik QUU Ciwaringin offers high-quality products with various fabrics, such as silk and cotton, and custom design services. Effective promotion through exhibitions, cooperation with hotels, and online marketing, despite the constraints in digital content management. Promotion through exhibitions and word-of-mouth is proven to increase visibility and sales. Thus, implementing the right 7P marketing mix strategy can support the growth and competitiveness of QUU Ciwaringin Batik in the Indonesian batik market, helping them face challenges and take advantage of opportunities in the digital era.



### Introduction

Digitalization has affected many aspects of daily life, including family life, which is increasingly complex and varied along with information technology. Increasingly fierce competition encourages business actors to be more flexible in facing continuous changes (Ananda et al., 2023). To increase revenue, businesses must increase their sales and marketing efforts (Estefany & Latifah, 2022). The concept of a marketing mix consisting of product, price, promotion, and distribution, as explained by Kotler and Armstrong in 1997, is an effective formula for businesses that want to maximize the productivity of their sales force (Noor et al., 2021). By concentrating on these aspects,

businesses can become more responsive to market fluctuations and increase their sales in more sensitive markets.

One significant change occurred in the Marketing Mix concept, which used to consist of 4Ps (Product, Price, Place, and Promotion) but has now developed into 7P with the addition of People, Process, and Physical Evidence (Chasanah & Prihatiningtyas, 2022). This transformation explains how businesses must keep up with technological advances to remain relevant in an increasingly competitive market (Erwin et al., 2023).

Batik is one of Indonesia's traditional crafts used in several media, the most famous of which is cloth (Marzuqi, 2015; Qurrata et al., 2021). In the end, batik became one of the official and informal trademarks used by Indonesian consumers and became a potential industry. Based on these needs, batik production has the potential to meet clothing needs. In Indonesia, the batik industry is one exciting example of mass digitalization (Rossanty et al., 2018). With the emergence of digital platforms, handicraft producers such as Batik Ciwaringin can now implement digital marketing strategies to expand their market reach.

By understanding more clearly how digitalization affects batik sales and marketing strategies either through direct selling or through profiles like Batik QUU Ciwaringin, researchers can identify opportunities, address concerns, and provide more in-depth advice for those involved in the batik industry as they navigate the dramatic changes in today's digital age.

Research (Miati; Tresna, 2020) concluded that the marketing mix of Gendhies Batik in Banjar City has been well implemented with attractive and innovative products, affordable prices, and quite effective promotions. However, less strategic business locations are an obstacle. (Rozi, 2017) found that Djawa Batik Solo successfully uses marketing strategies that focus on young consumer segmentation, quality products, competitive prices, and online distribution and promotion, which have been proven to increase sales. (Nurngaeni, 2021) found Subama Batik's main strength in famous trademarks, but batik motifs are less varied and modern. Threats from competitors with better management offset the vast opportunity for customer interest in batik.

Research (Wibowo & Zainul Arifin, 2015) revealed that Batik Diajeng Solo focuses its marketing strategy on the young consumer segment and targets various institutions with high-quality products. However, the price is relatively higher, and this strategy effectively increases sales. Research (Pratiwi & Suranto, 2022) through a mentoring model with the concept of "to do" in the marketing mix increases the sales turnover of Rafida Batik, showing that the implementation of the marketing mix is effective in solving marketing problems early. (Firmansyah & Mahardhika, 2015) This study on marketing mix strategies (products, prices, promotions, distribution) on batik purchasing decisions in Surabaya shows that these four variables significantly influence purchasing decisions. However, this study is still limited to 4P marketing mix variables, so other variables need to be explored further.

Most previous studies only emphasized the 4P marketing mix variables (product, price, promotion, distribution) and limited market segmentation, with some obstacles

such as less strategic business location and less varied and modern product motives. These studies also have not fully explored other variables that might influence the purchasing decisions of batik consumers. Therefore, the new research can explore additional variables beyond the 4P marketing mix: People, Process, and Physical Evidence. In addition, this study can examine strategies to overcome business location constraints and innovation of batik products that are more modern and varied, as well as utilize social media effectively for promotion.

Based on the above background, this study aims to identify the 7P marketing factors that significantly influence batik sales at QUU Batik. Therefore, this research will provide valuable insights for QUU management in developing more effective marketing strategies, supporting the batik industry in increasing employee productivity, inspiring successful marketing strategies, and providing academic literature analysis on factors influencing batik sales in the digital era.

## **Method**

This research was conducted at Batik QUU, a batik business located at 05 block, Jl. Urip Sumoharjo No.07, Kebon Gedang, Ciwaringin, Cirebon, West Java 45167. The approach used in this study is descriptive qualitative, which allows researchers to understand the phenomenon of batik marketing in Batik QUU in depth. This method will collect primary and secondary data needed to answer the research question (Achjar et al., 2023). Primary data will be obtained through direct interviews with resource persons involved in the batik business process at Batik QUU, such as managers, designers, and production employees. Meanwhile, secondary data will be obtained through literature studies on the batik industry and relevant marketing practices. Data collection techniques used in this study include in-depth interviews, direct observation of business processes, and documentation from various relevant sources.

## **Results and Discussion**

QUU Ciwaringin Batik, produced by Mrs. Hj. Tati Rochmawati, located at Block 05, Jl. Urip Sumoharjo No.07, Kebon Gedang, Ciwaringin, Cirebon, West Java 45167, has produced Cirebon batik for over 20 years. QUU Ciwaringin batik motifs that are distinctive and unique have been widely known. Special batik-making services are also provided according to customer requests. Active involvement in various exhibitions and promotional activities of batik at local and national levels adds to the excellence.

In marketing, QUU Ciwaringin Batik faces several weaknesses. Administrators who can provide online content are not yet available, so there are bottlenecks in online transactions. In addition, capital to conduct large-scale transactions is still inadequate. An effective marketing strategy is also not optimal to increase sales. However, other advantages can be seen from using simple materials and natural resources that are environmentally friendly, as well as unique and intricate batik motifs. The resulting batik fabric is high-quality, soft, and safe for health. The benefits to local communities are significant, providing economic stability for school-age children, senior citizens, and

rural residents. QUU Ciwaringin Batik can be purchased directly at the production site or through the Anugerah Batik Cooperative, which is located in Jl. Jend. Urip Sumoharjo Blok Kebon Gedang, Desa RT.07/RW.05, Ciwaringin, Kec. Ciwaringin, Cirebon Regency, West Java 45167. This batik product has even been marketed in Malaysia and Thailand.

### **1. Product**

A product is something that producers must develop to meet consumer needs. The results of an interview with Mr Fatoni on March 1, 2024, stated that the batik products produced by QUU Ciwaringin Batik are based on customer requests. However, QUU Batik can also provide product previews before the final product, allowing adjustments according to customer preferences. Batik products produced and marketed by Batik QUU are classified according to the type of fabric used to make batik. The fabrics used are made of silk, cotton, and so on. In addition to producing finished batik products, the company also offers custom design services and the creation of batik motifs that are fully tailored to customer needs.

The results of the interview delivered by Mr Fatoni regarding Ciwaringin batik products:

*"Here, we do not make batik every day; we make motifs according to order; it can be the motif of growing plants, animals, or anything according to the buyer's request. So, the type of batik depends on the fabric. There are many types of fabric, mainly cotton and silk. There is such a motive as Primiissima. There is such a thing as a chariot, such as busulfan, machete, and many more."* (Interview March 1, 2024, with Mr. Fatoni as a Batik business actor of QUU Ciwaringin)

### **2. Price**

Setting prices is one of the crucial aspects of managing a company's business. The price set is usually based on calculating the required costs (including raw material, production, and promotional costs) plus the desired profit margin. The product's price may vary depending on the design, materials, and complexity of production of the product demanded by the consumer. The most considered thing when pricing Ciwaringin batik is the type of cloth used. The price of QUU Ciwaringin batik starts from RP.400.000 to millions of rupiah.

Results of an interview with Mr Fatoni about the price of Ciwaringin batik:

*"Cotton is also a variety of kinds, and silk is also a kind. There is the most basic super silk, super Perla, and the cheapest, the most expensive embossed silk. Then there is the ATBM Sutra, which is already middle class. Where else is his name, Baron? There is also a kind of 500 thousand at the top of the ride. If there is super silk, it is embossed; there is ATBM and Baron. However, if the usual silk still arises, our production period is still standard; there are about 2 million."* (Interview March 1, 2024, with Mr. Fatoni as a Batik business actor of QUU Ciwaringin).

### **3. Promotion**

Promotion is a series of activities by Batik QUU Ciwaringin to convey information and introduce and influence consumers on the products offered. Batik QUU

Ciwaringin started the promotion by creating a brand that illustrates the advantages of Ciwaringin batik. Furthermore, the company also conducts promotions through internet marketing (through websites and social media), installs displays in hotels, participates in batik events or exhibition exhibitions, and participates in fashion exhibitions. According to Mr. Fatoni, the most influential is from colleagues who have bought and exhibited batik.

Results of an interview with Mr Fatoni about the promotion of QUU Ciwaringin Batik:

*"There are two types of marketing: offline and online. If you go offline, we first join the exhibition. Then, before the pandemic, we had four more hotels collaborating with our hotel to install displays. Well, the one in Lombok is safe because of the pandemic, so we pulled it back. Then, there is another example of a friend who is a lecturer. Taken to national news events, once also taken Malaysia everywhere. The lecturer brought things from me and offered them to his colleague. They are friends of lecturers. Seniors have been strengthened, but offline, there are guests in hotels, there are exhibitions, some are friends, lecturers, or anyone who participates in marketing—the second for online used to be Facebook from Sabang modo, open stalls, and shop also existed. It used to be complete because there was an admin from Jakarta. The admin is now gone. I had trouble creating the content; I was in the production department already high from morning to morning, and Gaada uploaded it. For example, expenses can be up to twice as much if we exhibit or visit a hotel. For example, we exhibit in a city where out of 400 can be sold until 800 900. Meanwhile, for marketing, it is average; at least the exhibition is the same as the guests who come."* (Interview March 1, 2024, with Mr. Fatoni as a Batik business actor of QUU Ciwaringin)

#### **4. Place**

Distribution channels relate to business activities to flow products to consumers. Most products are sold through pre-orders to be directly sent to consumers. Currently, Batik QUU Ciwaringin does not have a physical store to sell products directly to consumers. Although Batik QUU Ciwaringin has a cooperative where products are distributed, the location of the cooperative is not located on the main route, making it difficult for consumers to access the location. The cooperative is called Koperasi Anugerah Batik and is located in Jl. Gen. Urip Sumoharjo block kebon gedang, village, RT.07/RW.05, Ciwaringin, Ciwaringin district, Cirebon regency, West Java.

#### **5. People**

Understanding the target market is crucial in designing marketing strategies for Ciwaringin Batik. As a batik producer with unique motifs and qualities, mapping the target market is crucial. In this context, Batik Ciwaringin directs its products to consumers who appreciate the authenticity of local culture, lovers of traditional arts, and individuals or groups interested in promoting Indonesia's cultural heritage. In addition, Batik Ciwaringin also targets a broader market segment, including domestic and international tourists looking for typical Indonesian souvenirs or high-quality products.

Results of interviews with Mr. Fatoni regarding participants:

*"The target is people who already work in offices. It is not expensive actually, because young people sometimes do not understand. The target is socialites, just like foreigners."* (Interview March 1, 2024, with Mr. Fatoni as a Batik business actor of QUU Ciwaringin).

## **6. Process**

The process of making batik is a complicated and time-consuming process that requires attention to detail and patience—according to an interview with Mr Fatoni, the manufacturing process varies depending on the type of material and design. The most extended process, taking about two to three weeks, is required for ATBM and Baron Silk. This relates to the plummeting price of batik, where the selling price of ATBM and Baron batik reaches Rp 500,000 per strand, around 2.5 meters to 3 meters. The choice of fabric depends on the preferences of the buyer and the financial situation. Although cotton fabrics are more flexible and easy to hold, silk fabrics are usually denser and smoother. Batik offers a variety of options to meet everyone's needs and preferences.

## **7. Physical evidence**

Based on an interview with Mr. Fatoni, the Physical Evidence aspect of batik includes several essential elements that determine its quality and beauty. The fabrics used vary widely, with cotton and silk as the top choices. Cotton fabrics such as Primiissima, Kereta Kencana, and Yusufan offer variety in quality and texture, while silk fabrics are available from super to ATBM and Baron types. The quality of this fabric largely determines the final result of batik, where smooth and brightly colored fabrics are preferred to produce beautiful and durable batik. The choice of fabric type is also strongly influenced by budget and buyer preferences, with silk fabric being more expensive and delicate than cotton, which is more affordable and easy to maintain.

Motifs and colors are also important aspects of batik physical evidence. Various batik motifs, ranging from traditional to modern, are usually hand-painted by skilled craftsmen. The beauty and uniqueness of motifs depend heavily on the creativity and skill of craftsmen, with the "Yusufan" motif being one of the most sought-after due to its beauty and deep meaning. The colors in batik, which are generally bright and produced from the natural dyes of plants, are essential to creating a harmonious and attractive batik. The right combination of colors according to the motif makes batik not only a fabric but also a work of art of high value.

Batik QUU Ciwaringin offers high-quality products with unique and attractive designs, meeting customer demands with various traditional, modern, and custom motifs. The fabrics used vary, ranging from Primiissima cotton, Kereta Kencana, and Yusufan to ATBM and Baron silk. In addition, Batik QUU Ciwaringin provides custom design services to meet customers' specific needs. Product prices vary depending on the type of fabric, design, and complexity of motifs, ranging from Rp 400,000 to millions of rupiah. ATBM batik and Baron silk, due to the complicated and time-consuming manufacturing process, have the highest price, reaching Rp 500,000 per meter. The choice of fabric depends on the preferences and budget of the buyer.

QUU Ciwaringin Batik promotion is carried out through offline channels, such as batik exhibitions and cooperation with hotels, and online, through websites, social media,

and marketplaces. They also work closely with influencers and mass media to increase reach. Although it does not yet have a physical store, sales are made through pre-orders, with products shipped directly to consumers. Batik QUU Ciwaringin also collaborates with Koperasi Anugerah Batik in Ciwaringin for distribution. Its target market includes individuals who appreciate the authenticity of local culture, lovers of traditional arts, and domestic and international tourists looking for typical Indonesian souvenirs. Making batik is done manually with great attention to fabric quality and motifs, taking 2-3 weeks for fabrics such as ATBM and Baron silk. With the right 7P marketing mix strategy, QUU Ciwaringin Batik has an excellent opportunity to develop and compete in the Indonesian batik market.

## **Conclusion**

Based on the study's results, the aspects that most influence the sales of QUU Ciwaringin Batik are products and promotions. Products are a significant factor because Batik QUU Ciwaringin offers high-quality fabrics with various types, such as super silk, cotton, and ATBM, and it provides custom design services tailored to customer needs. The fabric quality significantly used determines the final result of batik, so fabric selection becomes an essential factor in attracting buyers. The promotion also plays a crucial role, primarily through exhibitions and cooperation with hotels, which helps increase the visibility and reach of products. Despite the constraints in online marketing, promotional efforts through offline and word-of-mouth channels from satisfied customers have helped increase sales. Effective promotion, including through social media and cooperation with influencers, can further overcome obstacles and support the sales growth of Batik QUU Ciwaringin.

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