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EMPOWERING JAMBI BATIK CRAFTSMEN BY OPTIMIZING MARKETING THROUGH DIGITAL APPLICATIONS IN ULU GEDONG VILLAGE

Budi Purnomo, Isrina Siregar, Muhammad Afrillyan Dwi Syahputra and Erwin Sahputra

University of Jambi, History Education Study Program
Jambi, Indonesia

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ABSTRACT

The Covid-19 pandemic has brought major changes in the trade sector, one of which is the batik industry in Jambi Province, precisely in Ulu Gedong Village. Therefore, through the Wira Desa program at the University of Jambi, the implementation team for the Wira Desa service saw a potential that could be optimized in terms of selling Batik Seberang Jambi City. The purpose of this service is to facilitate the community in Ulu Gedong Village to optimize the value of batik sales, which during the pandemic experienced a decline. The method used in this service is Community Empowerment, where the community is given training to use marketing media in the form of Digital Applications. The results of the service carried out show that the Ulu Gedong village community is interested and has high enthusiasm for the use of technology, especially in the field of digital marketing. So that the batik they sell and buy can be accessed online either from mobile, laptop, or desktop platforms.

KEYWORDS: Ulu Gedong Batik, Optimization, Digital Marketing

1. INTRODUCTION

Jambi is one of the provinces in Sumatra which has a lot of historical heritage. One of the most famous is the Muaro Jambi Temple which is located in Muaro Jambi Regency. However, not many people know that in Jambi City there are also cultural relics, namely Jambi batik (Iswanaji et al, 2017). In Indonesia, batik is believed to have existed since the Majapahit era, and became very famous in the late 18th century or early 19th century (Borsalina, 2015). Batik cloth was brought and introduced for the first time by the Javanese who migrated to Jambi around 1875 (Irsyan, 1996). At that time batik was only worn by the nobility and the Jambi Malay King as traditional clothing. The motifs are still very limited, with carving patterns like those in Jambi traditional houses (Nawawi, 2018). But as time went on, more and more ordinary people used batik and the motifs that were previously limited to the palace circles were now allowed to be used by people outside the palace. This makes Jambi batik and its motifs increasingly developed and until now it has become a home industry (Hidayatullah, 2013). The famous Jambi Batik motifs include Tampuk Manggis, Kapal Sanggat, Durian Pecah, Merak Ngeram, Angso Duo, Kua Berhias, Riang-riang, Batanghari, Bungo Kaco Piring, Daun Keladi,

Cendawan, Bunga Melati, Bunga Kopi, Kepak Lepas, Bungo Pauh, Keris Siginjai, and Bungo Duren. Jambi batik is dominated by dark colors such as red-brown, reddish yellow and blue as a result of natural coloring using plants such as sepang wood, ramelang, slowo and nilo (Sudantoko, 2012). These natural dyes produce distinctive colors that are charming and different from chemical dyes. For example, Sepang wood produces a reddish yellow color, ramelang wood produces a brownish red color, Slow wood produces a yellow color, and Nilo wood produces a blue color (Anggoro et al, 2020). Jambi batik production is centered in Jambi Seberang Village, where the natives of Jambi live. In this place, there is a batik studio that functions as a center for Jambi batik craftsmen. The production consists of two types, namely written batik and stamped batik (Khoiroh, 2017). The fabrics used are usually made of silk and cotton. This potential was also strengthened by the Wastra and Kopi Webinar for the world in December 2020 which was held by the Representative Office (Kantor Perwakilan / KPw) of Bank Indonesia Jambi Province in synergy with Fashion Designer Wignyo Rahadi to hold a virtual fashion show using Batik fabrics. Jambi in the tourism destination of Muaro Jambi Temple (Raf, 2012).

Many Jambi residents are not aware of the existence of these batik craftsmen, so there is a lack of sales, attractiveness, and sales, especially during the Covid-19 pandemic. Many craftsmen whose turnover has decreased in the last 1 year. In this case, the Wira Desa team for the History Education Study Program at the University of Jambi, made efforts to Empower Jambi Batik Craftsmen by Optimizing Marketing through Digital Applications in Ulu Gedong Village. This entrepreneurial innovation activity is in collaboration with Ulu Gedong Village and Batik Craftsmen and has been carried out around September.

This activity is expected to increase sales of Jambi batik in the Ulu Gedong area. This was acknowledged by the Village Head who said "So far they (craftsmen) have experienced a decline in sales, both because of a lack of marketing or due to the impact of the Covid-19 pandemic, this activity is very useful for us to help craftsmen in Ulu Gedong (Tamaya et al., 2013). This is in line with the opinion of Pahn (2021) which states that the overall economic development of a country will determine the frequency of e-commerce activities. The biggest challenge of commerce today is to access the current technological environment and to find the best solution over the competition (Nandonede, 2019).

This activity is projected to empower the community of batik craftsmen to be more active in utilizing digital application platforms to market their products and produce a marketing application. This makes it easier for buyers to be able to shop from home only by utilizing gadgets and utilizing the digital world.

2. Identification and Problem Formulation

Based on the results of the survey and field observations that have been carried out, as well as the background that has been described, it can be concluded that the formulation of the problem is as follows:

1. The lack of batik sales is due to the decline in tourists due to the COVID-19 pandemic.
2. Lack of public awareness of the importance of potential marketing development in the digital era.
3. The reach of batik marketing is still limited, and there is no branding from the processing and management of batik itself.

3. Objectives

Based on the results of the survey and field observations that have been carried out, the background and formulation of the problem, the objectives to be achieved from the Wiradesa innovation program in the Ulu Gedong village are:

1. To maximize batik sales during the Covid-19 Pandemic era.
2. To increase public awareness of the importance of potential marketing development in the digital era.
3. To expand the marketing reach of batik, as well as create branding from the processing and management of batik itself.

4. Activity Benefits

The benefits of the Wira Desa innovation program for Empowering Jambi Batik Craftsmen with Marketing Optimization through Digital Applications in Ulu Gedong Village in Ulu Gedong Village are:

1. Maximum sales of batik in the era of the Covid-19 Pandemic.
2. Increased public awareness of the importance of potential marketing development in the digital era.
3. Expanding the reach of batik marketing, as well as creating branding from the processing and management of batik itself.

Benefits for students, namely:

1. Improving student insight in terms of community development and empowerment.
2. Improve students' skills, creativity, entrepreneurial spirit and leadership.
3. Increase student experience in utilizing digital technology.

Benefits for government, namely:

Can help the success of government programs, especially in the field of community income.

5. Overview and Goals

Ulu Gedong Village is an area that has a clothing and trade sector. The group of batik craftsmen is one of the groups in the Ulu Gedong village that preserves batik from generation to generation. As a result, people's income from selling batik can help the community's economic level. In addition, the problem faced, especially during the COVID-19 pandemic, is the low selling value of batik due to the lack of sales promotion and digital marketing management of batik. For this reason, it is necessary to seek

other alternatives as additional income for the community, one of the possible efforts to be carried out based on the conditions of the local kelurahan is through batik marketing using digital applications.

6. Implementation Method

1. PHP2D socialization to the community
2. Counseling and training to increase public understanding of the implementation of activities.
3. Coaching and mentoring activities that include digital marketing.
4. Product marketing training and product publication through application sites and social media as well as connecting with shops, supermarkets, to boutiques.
5. PHP2D evaluation between the Team and the community.
6. Monitoring program sustainability.
7. Final report creation.

7. Evaluation and Sustainability

Based on the implementation in the field faced by the community, a problem-solving approach is carried out through the active participation of the community in sharing experiences and information as well as in implementing the development offered. In more detail, the indicators of the success of the holistic community development and empowerment program are shown in table 1.

Table 1 The indicators of the success of the holistic community development and empowerment program

Criteria	Before Activity	After Activity
<p><i>Pengembangan dan pembuatan fasilitas di kawasan Ulu Gedong</i></p>	<p>There is no marketing application in the Ulu Gedong area.</p> <div data-bbox="349 1364 711 1581" data-label="Image"> </div> <p><i>Fig 1</i> Sellers still selling batik conventionally</p> <div data-bbox="344 1709 738 1960" data-label="Image"> </div> <p><i>Fig 2</i> Merchant nameplate</p>	<p>There is a new Marketing Application at the location and management in the Ulu Gedong area</p> <div data-bbox="963 1352 1318 1599" data-label="Image"> </div> <p><i>Fig 6</i> Sekoja Batik Application Logo</p> <div data-bbox="927 1682 1358 1951" data-label="Image"> </div> <p><i>Fig 7</i> Batik Sekoja Instagram Account</p>



Fig 3 Merchant nameplate



Fig 4 Merchant stall





Fig 8 Application Development



Gambar 9 Digital Marketing App Display



Fig 10 Display applications that can be opened on laptops and cell phones

	<p>Fig 5 Pile of merchandise that is empty of visitors</p>	
<p><i>Training and community empowerment in optimizing batik marketing</i></p>	<p>The community has not been given training and community empowerment in optimizing batik marketing</p>  <p>Fig 11 Prior to training</p>  <p>Fig 12 Prior to training</p>	<p>The community is given training using the Batik Marketing Application</p>  <p>Fig 13 Application Demo to the Community</p>  <p>Fig 14 Socialization of www.sekojabatik.com Marketing Applications to the Community</p>  <p>Fig 15 Applications using mobile phones as platforms that are easily accessible to the public.</p>

Increasing people's income

Sources of income for craftsmen who have decreased due to the Covid-19 Pandemic.



Fig 16 Decreased batik orders due to low demand



Fig 17 Batik coloring material that is not comparable to sales during the Covid-19 pandemic

The community gets an additional source of income in the form of increased sales.

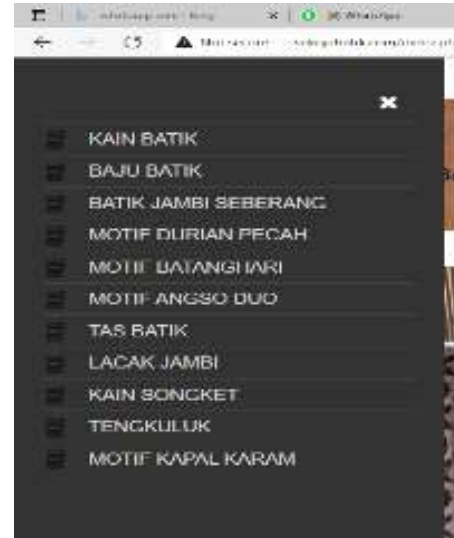


Fig 18 Information on the types of goods sold through the application www.sekojabatik.com



Fig 19 The development of batik motifs to attract buyers is displayed on the digital application www.sekojabatik.com

8. CONCLUSION

Jambi is rich in batik craftsmen, especially in the Seberang area in Ulu Gedong Village. Optimization of batik craftsmen with the many types of batik in Jambi, is an appreciation value that can be given. The Jambi University Wira Desa program in the development of making the application has reached a predetermined stage, in the financing design and the process of making this application it has been completed but improvements can be made. Because the interest of the Ulu Gedong community adds to a very strong sense of devotion, in every process from going into the field to socializing the application to the community, it is almost achieved. Considering that this activity is running in the midst of a pandemic, the use of gadgets is fundamental to understanding and implementing it in the lives of the people of Ulu Gedong village as a means of livelihood.

9. Suggestion and Follow-up

Based on these conclusions, in an effort to empower Jambi batik craftsmen by optimizing batik marketing through digital applications in the village of Ulu Gedong, it is carried out by:

- a) Outreach to the public about the use of digital applications in marketing
- b) Training and mentoring activities in the use of digital applications to increase public understanding of the use of digital applications in marketing.
- c) Training on product marketing and product publication through digital applications and connecting with shops, supermarkets, to boutiques.

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