

Strategy for Application of Marketing Mix (4p) in Marketing of Batik Natural Coloring Blessings Mojo

Agung Prasetyo¹, Suci Prihatiningtyas^{2*}, Mar'atul Fahimah³

^{1,3} Management, University of KH. A. Wahab Hasbullah

² Physics Education, KH University. A. Hasbullah

*Email: suciningtyas@unwaha.ac.id

ABSTRACT

Marketing strategy is one way to win a sustainable competitive advantage for companies that produce goods or services. One of the marketing strategies is the marketing mix. Marketing mix is a strategy used in the field of marketing to create exchanges in achieving company goals. Judging from the problems that exist in the marketing of Batik Berkah Mojo, it is necessary to have a 4P Marketing mix Strategy (product), price, promotion, and distribution of Natural Coloring Batik. This study aims to: describe the marketing strategy of natural dyed batik in Jombang district. This study uses a qualitative approach. Sources of data obtained from primary data and secondary data. The data collection procedure used observation, interviews and documentation. The research instrument includes the researcher himself, interview guide and field notes. The data analysis technique used is descriptive analysis of the results of interviews, researchers will describe and analyze based on the theoretical framework used in this study. The data validity technique used by researchers is triangulation. Based on the results of the research conducted, it can be concluded that the marketing strategy carried out by MSME Batik Berkah Mojo in marketing its products is in accordance with the 4Ps including product, price, place, promotion.

Keywords: *Marketing mix 4P, Marketing strategy, Batik*

INTRODUCTION

Micro, small and medium enterprises (MSMEs) are businesses that play an important role in the national economy. At this time, MSMEs are intensively carried out in various regions in Indonesia. The factors that influence the strength of MSMEs in supporting the Indonesian economy are having various advantages such as specific focus, national flexibility, low costs and speed of innovation, so that MSMEs contribute 60.6 percent to Indonesia's GDP and can employ more than 107.6 million Indonesians. (Elyanto, 2019). The flexible role of MSMEs is able to absorb labor quickly regardless of the level of education of the workforce. So that, besides playing an important role in the national economy, MSMEs also play a role in tackling the unemployment rate.

Batik is a drawing/writing on cloth using a wax called *rengrengan* as a material to prevent unwanted color from seeping into the cloth and when it is finished batik is given a color (Lisbijanto, 2013). The tool used is a canting or stamp, then dipped into a solution that has been colored (Atikasari, 2005 in Andriani, 2019). Batik is one of the original Indonesian handicrafts which has a distinctive style as a reflection of the richness of Indonesia's national culture. Batik is one type of craft that has developed rapidly in Java since several hundred years ago (Dedi, 2009). The process of making batik is carried out by people who are experts in the science of batik and usually the knowledge of batik is obtained from generation to generation from their families (Widyaningsih et al, 2021).

One of the UMKM craftsmen of natural dye batik in Jombang that is currently still producing is Batik Berkah Mojo, which is located in Mojotrisno village, Mojoagung sub-district which was founded in 2009. This proves that in this era of instantaneous, there are still batik craftsmen using materials from natural dyes. The batik produced contains the value of beauty or aesthetics and also contains the meaning of the life of the people of Jombang. The batik produced is in the form of stamped batik, written batik and ecoprint (Sa'adah & Muchfaidzah, 2021).

Batik Berkah Mojo utilizes natural dyes from the surrounding environment, namely utilizing plants

including: roots, leaves, fruit skins, flowers and seeds. The types of plants used as ingredients are indigo leaves, ketapang leaves, teak leaves, waru leaves and turmeric. With the use of natural and environmentally friendly dyes, Batik Berkah Mojo is interesting to study, visually the batik produced looks attractive but is less attractive to the community and Jombang batik craftsmen.

To be able to compete with other batik SMEs is not an easy thing, considering that every batik UMKM has its own ways to appear superior to its competitors. So we need a way out that can improve the company's performance. One way out is the marketing problem, where with the right marketing the company will be able to achieve the desired goals. In addition to obtaining large profits, MSMEs can also win competitive competition, therefore MSMEs need to apply quality standards to the products they produce, and effective and efficient strategies.

Marketing strategy is important for the continuity of a business. To dominate the market, a special marketing strategy is needed. According to Swastha in Hayani (2012) strategy is a series of grand designs that describe how a company must operate to achieve goals. Marketing according to Kloter and Armstrong (2004) is a social process in which individuals and groups obtain what they need and want, through creating and exchanging products and value with others. Marketing strategy is the marketing logic that business units use to achieve marketing objectives. The marketing strategy consists of specific strategies related to the target market, the marketing mix, and the level of marketing expenditure. According to Assauri (2007) marketing mix is a combination of variables or activities that are the core of the marketing system, variables that can be controlled by the company to influence the reactions of buyers or consumers. The marketing mix affects consumer decisions, because the marketing mix is a strategy used in the marketing field to create exchanges in achieving company goals. For this purpose, entrepreneurs can take actions consisting of 4 types, namely product, price, promotion, and distribution. The combination of these four kinds of things is a weapon for entrepreneurs in marketing their products which is known as the "Marketing Mix" or "Marketing Mix" (Arlita & Muta'ali, 2014).

Based on the description above, it can be seen how important the role of the 4P marketing mix (Product, Price, Promotion, Place) or the right marketing mix in an industry or MSME is, for that researchers are interested in carrying out a study entitled "Marketing Strategy for Natural Coloring Batik as an Effort to Improve Competitiveness of Micro, Small and Medium Enterprises (MSMEs)". This research is important to do to find out the marketing strategy used by SMEs with natural coloring batik Berkah Mojo.

METHOD

This research use descriptive qualitative approach. Qualitative research is research that uses words to explain research findings and analyze them (Muhlas, 2021). The presence of researchers in this study acts as a key instrument that acts as a non-participant observer. The location of the research that examines the strategy for implementing the marketing mix (4P) is in Mojotrisno Village, Mojoagung District, Jombang Regency, East Java. There are two sources of data in this research, namely primary and secondary data. Sources of primary data are data taken from the field obtained through observations, interviews and questionnaires. As for this study, the primary data source of the researcher is the owner of the MSME Batik Berkah Mojo. Secondary Data Sources are sources of research data obtained by researchers indirectly through intermediary media (obtained and recorded by relevant agencies and/or other parties). The secondary data used in this study are written sources such as sources of books, scientific magazines, and documents from related parties regarding the marketing mix strategy (4P) of Batik Berkah Mojo Marketing.

Data collection techniques were carried out by interview (interview), observation (observation), and documentation. The data obtained both from field studies and document studies are basically level data that is analyzed in a qualitative descriptive manner, that is, after the data is collected then it is poured in the form of a logical and systematic description, then analyzed to obtain clarity of problem solving, then deductive conclusions are drawn, namely from the following: the general to the specific. In this study, checking the validity of the data using source triangulation, namely by checking the data obtained through several sources and technical triangulation by checking the data obtained through interviews, observation, and documentation.

RESULT AND DISCUSSION

Result

●Location of

Batik Berkah Mojo, which is located in Mojotrisno Village, Mojoagung District, which will be conducted in April 2020. The reasons for choosing the research location are the development of the batik business which is quite a lot in Jombang City and the batik blessing business of Mojo is facing competition as experienced by other batik businesses.

●Production Activities

In the process of making or producing natural dyed batik, Berkah Mojo UMKM has a gradual method, which is as follows:

Material and Color:

●Plain white cloth (vaplin and premise according to taste).

Color according to taste because the color is made by yourself, namely:

- Taking the color dough that is still in powder form.
- Measure with a weighing scale as needed and specified.
- The dose is poured into a bucket or container that is given hot water and stirred until mixed.

●Motif Design:

- Make a pattern on a computer and then print it on a white cloth (the initial picture came from Mr. Tikno which was then passed on by the employee).
- Draw with a pencil on the fabric that has been provided by looking at the image that was printed earlier.
- In drawing, a tool is needed, namely a table made of glass under which there is a lamp to illuminate the process of drawing the motif.
- In making the motif requires two hours in one shirt.

●Canting

- Cooking wax for batik.
- Put the liquid in the furnace that is always on fire.
- Mencanting cloth that has been given a motif.
- There are two kinds of canting tools, namely, small hole canting (for inner motifs) and large size for outer motifs.
- Finished and then dried before the coloring process.

●Dyeing

- Taking the finished fabric in canting (which has been dried).
- Take the color dough that has been made.

●The coloring process has two stages, namely:

- The basic color or outside the main motif (then dried).
- The color of the main motif (a pattern that distinguishes it from the base color).

●After drying.

●Patenting Color

- Taking batik cloth that has been dyed and dried.
- Boil with enough hot water.
- Washed clean.
- Drying directly in the sun.
- Finishing

Packing (packaging)

Ready to be delivered to consumers

Discussion

●Product(*product*)

With the marketing strategy used by MSMEs Batik Berkah Mojo is expected to introduce the batik they produce to the market out there through promotions both offline and through online media. The purpose of this marketing is to increase consumers of natural dyed batik.

From the data that has been generated on the implementation of the marketing mix strategy on the Marketing of Batik Berkah Mojo Natural Coloring, it can be seen from the implementation of the strategy on the product (*product*), price (*price*), place (*place*), promotion (*promotion*) carried out by MSME Batik Berkah Mojo are as follows:

●**product(product)**

as for some product strategy by Cashmere and Jafar (2003) carried out by SMEs Batik Blessing Mojo among others:

●Determination of the logo and motto

Labels are used MSMEs Batik Blessing Mojo with a design that is made by the owners of SMEs, Mr. Nusa Amin. The design used is quite simple and elegant as shown in Figure 1.



Figure 1. The Batik Berkah Mojo Logo

●Creating Product

Motifs The Mojo Berkah Batik motif has a characteristic that is hand-drawn batik and stamped batik with natural coloring, but consumers are also free to make their own motifs or make them. and still does not eliminate the basic motif, where various kinds of Mojo Blessing Batik fabric motifs are as follows:



Figure 2. Jombang Batik Motif



Figure 3. Junjung Drajat

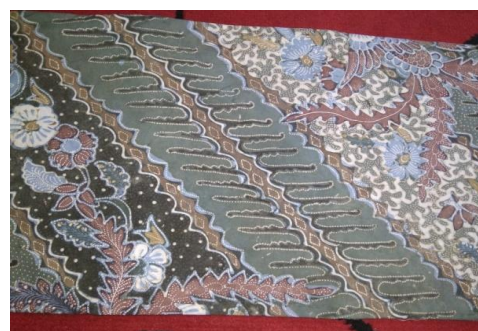


Figure 4. Batik MotifParang Singkuran Batik Motif

- **Creating packaging**

Packaging that is applied natural coloring batik on the MSME Berkah Mojo is very simple and simple, which can be seen in Figure 4.5.



Figure 5. Mojo Berkah Batik Packaging Mojo Berkah

- **Decision on the Label to be**

Natural Colored Batik marketed without using a label with the aim of making it easier for fellow partners to re-market.

In the marketing mix strategy, the product variable is the most important element, because it can affect other marketing strategies. The selection of the type of product to be produced and marketed will determine the promotional activities required, as well as the determination of prices and distribution methods. The product strategy in this case is to determine how and to provide the right product for the target market, so that it can satisfy its consumers and at the same time increase business profits in the long term, through increased sales and increased market share.

Mr. Nusa Amin said that the product strategy applied at the Batik Berkah Mojo UMKM is as follows, "We apply products with good materials to produce quality products, clear and there is no element of fraud on the quality of goods. I produce batik with distinctive characteristics, namely hand-drawn batik and stamped batik with natural coloring, but I also let consumers make their own motifs or make them and still don't lose the basic motif. In the production process of batik we've just attempted to not make a mistake, if there was a mistake as soon as possible we justified, examples of such false coloring, or color fastness we immediately remove it to clean

"From the description of Mr. Nusa Amin can be seen that in the implementation of the product strategy batik natural coloring at MSME Berkah Mojo uses basic dyes derived from plants to produce natural dyes so that they are safe and do not disturb the environment. Batik Berkah Mojo has the advantage that when it is washed in a washing machine it does not fade and for the motif itself describes the local culture of the Jombang district.

- **Price**

Apart from the product, price is one of the most important components of the marketing mix. According to Kotler and Keller (2009) price is the amount of money or goods that must be paid by the buyer to the seller for a product or service. In the price mix strategy of Mojo Blessing Natural Coloring Batik with quality products.

- **Pricing The**

pattern for determining the price of Berkah Mojo Natural Coloring Batik uses the cost mark up method which is based on the calculation of total costs (materials used, labor, and the desired profit percentage). Price decisions are very important to pay attention to, because whether or not a product sells can be seen from the setting of a price. Prices that are too cheap also do not guarantee a product can be sold. So it is not only the price that must be considered, but the quality of the goods must also be considered.

In implementing the pricing strategy, at MSME Batik Berkah Mojo, the price is adjusted according to the difficulty level of the motif, not making the price below or above the market price owned by its competitors. MSME Batik Berkah Mojo sells products with prices ranging from Rp. 350,000.00 - Rp. 1,500,000.00, prices according to the motives desired by consumers. If consumers buy in large quantities (large parties), they will give a discount of Rp. 5,000.00 - Rp. 10,000.00/pcs. In determining the price of

MSMEs, Batik Berkah Mojo does not take profits beyond the provisions that can harm consumers.

- Method of payment

There are several payment alternatives used by Batik Berkah Mojo, namely Cash and Transfer.

- Always look at price competition in the market

. However, Batik Berkah Mojo always checks in pricing, so as not to make the price below or above the market price owned by its competitors.

Pricing on the price mix at Batik Berkah Mojo is relatively affordable for the community because it is adjusted to the quality of the product and the level of difficulty in the process of making natural dyed batik products. Batik Berkah Mojo also always evaluates and improves product quality in order to be able to improve marketing results.

The results of the interview with Mr. Nusa Amin about how the strategy for implementing the price mix in MSME Batik Berkah Mojo is as follows,

"We make prices according to the level of difficulty in the manufacturing process, as well as what fabric or color the consumer chooses, but we provide prices not below competitors' markets, even though in one village there are two SMEs. Providing prices according to the level of difficulty of the product ordered by the consumer and with the material and color he ordered.

From Mr. Nusa Amin's explanation, it can be seen that in implementing the pricing strategy, at MSME Batik Berkah Mojo makes the price according to the difficulty level of the motif, does not make the price below or above the market price owned by its competitors. MSME Batik Berkah Mojo sells products with prices ranging from Rp. 350,000.00 - Rp. 1,500,000.00, prices according to the motives desired by consumers. If consumers buy in large quantities (large parties), they will give a discount of Rp. 5,000.00 - Rp. 10,000.00/pcs. In determining the price of MSMEs, Batik Berkah Mojo does not take profits beyond the provisions that can harm consumers.

From the results of research conducted directly in the field in accordance with the existing theory. These results were obtained from the results of direct interviews with the owner of Batik Berkah Mojo (Mr. Nusa Amin). Based on the existing theory, it shows that Batik Berkah Mojo has used the marketing mix theory, from one of the marketing mix variables, namely price, evidenced by quality products taking into account the production costs incurred and expecting profits. If the product is produced with a higher production cost, the price of the product offered to the consumer will also be slightly more expensive, without forgetting the quality and quality of the product.

- **Place (Place)**

Distribution or place is one of the elements of the marketing mix that is useful for delivering products or services produced by the company to consumers (Kotler and Keller, 2016). For distribution channels or what we usually know as a place/location.

- Location

Location is a consideration for potential consumers in buying Natural Colored Batik products because location is closely related to access to places that potential consumers want to visit. The location of MSME Batik Berkah Mojo is very strategic, East Sanan Hamlet, Mojotresno Village, Jombang District. The location of the Batik Berkah Mojo UMKM is near the Jombang-Surabaya highway where many road users cross. Determining the location of the company is an important factor, considering that these factors can help to facilitate the smooth running of the business so that the company's goals can be achieved.

- Transportation/Delivery System

For delivery of batik orders that will be distributed to consumers, you can come directly to the store or you can also use goods delivery services such as JNE, JNT and others depending on the wishes of consumers.

- Selection of distribution

channels. Distribution channels carried out by MSME Batik Berkah Mojo are offline and online. Offline or direct distribution, MSME Batik Berkah Mojo carries out promotions through word of mouth and also entrusts products to partners. Online distribution in areas outside the region, namely by marketing products through social media (*Facebook, Whast App, Instagram andmarketplaces* other).

The implementation of the place strategy is the same as conventional, but there is a slight difference in its application, the strategy where the production of Batik Berkah Mojo UMKM is at home, because the place is adequate, strategic and close to the community so that indirectly this industry can open job vacancies for local residents. who previously did not have a side job. There are two distributions

carried out, namely: direct distribution (coming to the place) and indirect distribution. In the location or distribution strategy of UMKM, Batik Berkah Mojo also cooperates with batik in Jati Pelem Village. The collaboration is to leave the batik at the Jati Pelem batik place to be marketed.

- **Promotion (promotion)**

According to Kotler and Keller (2009) promotion is a variety of ways that producers/companies do to inform, persuade, and influence consumers either directly or indirectly about a product. Below is a promotion that is applied to Mojo's Berkah Mojo Natural Coloring Batik products.

- Advertising (advertising)

Promotion has the aim of influencing consumers so that consumers become aware of and become interested in the products offered by Batik Berkah Mojo using social media (Facebook, Whast App, Instagram and other Marketplaces. Because in the modern era, many people prefer shopping online making it easier for consumers to buy a product without having to come to the store.

- Sales promotion (sales promotion)

UMKM Batik Berkah Mojo opens several discounts if consumers buy in large quantities (big parties) it will give a discount of Rp. 5,000.00 - Rp10,000.00/pcs By using a discount or price discount, it is expected that consumers will be interested in buying the products offered.

- Publicity.

MSME Batik Berkah Mojo also conducts promotions by participating in several exhibitions both locally and abroad. By holding these publicity activities aims to attract new consumers and also make a good company prestige in the eyes of consumers. In accordance with the theory that, "promotion is an activity to influence consumers so that they know and get to know the products offered by the company to them and then they are interested in trying and then buying the product". Without promotion, do not expect customers to be familiar with the products or services offered. Therefore, promotion is the most powerful way to attract and retain consumers.

In accordance with the theory that, "promotion is an activity to influence consumers so that they know and get to know the products offered by the company to them and then they are interested in trying and then buying the product". Without promotion, do not expect customers to be familiar with the products or services offered. Therefore, promotion is the most powerful way to attract and retain consumers.

The implementation of promotional strategies is carried out through word of mouth, participating in bazaars and exhibitions at regional events, for example:

- Workshop and Gallery of Batik Berkah Mojo

Batik Berkah Mojo opening workshops in several places, namely Lumajang, Surabaya, Bekasi and Banten. Batik blessing mojo introduced his batiks and at the same time taught the correct batik techniques and marketed Jombang batik. Mojo blessing batik does not use a brand on its batik because Mojo blessing batik is only a reseller and makes it easier if there are outside sellers who help with marketing.

- New Business Unit from Collaboration Process

Establishing cooperation with Jati Pelem Village batik. The collaboration is to leave the batik at the Jati Pelem batik place to be marketed. In this strategy, micro, small and medium enterprises (MSMEs) must aim at internally specific skills that can create superior products to increase *manufacturing shear* (various products that have important components appear).

- Cooperation with Related Agencies

This collaboration is by holding work titles in several places to socialize and build a positive image of batik blessing mojo. This step can be a middle ground as business assistance from the government to business actors. The broad reach of the Mojo blessing batik environment can be utilized by every business unit in developing its business.

- Participating inWork Degree

this Strategyis actively participating in batik exhibitions in various locations in Indonesia. Some of the exhibitions that export the Mojo blessing batik are the Nusantara Batik exhibition in Jakarta. Micro, small and medium enterprises (MSMEs) are successful in taking off, so there must be special efforts directed at *survival, consolidation, control, planning and expectation*.

Based on the description above, it can be said that the marketing strategy carried out by Batik Berkah Mojo SMEs in marketing their products is in accordance with the 4Ps including *product, price, place, promotion*. This is in line with the research of Nurcholifah (2014) with the results of theresearch on the sharia marketing mix strategy, which is a strategy / method in implementing the 4 Ps, which consists

of products, prices, promotions and marketing channels (places) of a business managed by business people. do a good promotional strategy, don't lie and deceive potential buyers or customers and for business locations, try to be easily accessible by the public. Jasasila's research (2017) with the results of product strategy research where decisions regarding the type and design of products produced by Sauce The price strategy carried out by the Ganda Sari Muara Bulian chili sauce business is to place the most appropriate price in the sense that it can provide the desired profit for the purpose of short-term and long-term goals of the company can be achieved. Besides there is a Promotion Strategy in carrying out a business promotion strategy for Ganda Sari Muara Bulian chili sauce, based on the results of research observations carried out, promotion for bottle packaging is carried out by man to man or word of mouth carried out by one consumer to another. As for plastic packaging, the company does promotions by putting up banners and distributing brochures. Research Silviana (2012) The results of the study that PT. Batik Dinar Hadi in its marketing implementation uses a marketing mix strategy, namely paying attention to and maintaining a combination of product, price, promotion and distribution. marketing strategy CV Karya Charmingly to market its products are in accordance with the 3P which includes product, price, place in an effort to increase sales volume

Conclusions

Based on the results of research conducted, it can be summed up as follows:

The marketing strategies that do SMEs Batik Blessing Mojo marketing their products is appropriate with 4P includes *product, price, place, promotion*. The marketing strategy that has been used by MSME Batik Berkah Mojo in an effort to increase its sales volume has also been carried out correctly and in accordance with existing theory, in other words these variables play an important role in increasing sales volume.

REFERENCES

- Andriani, D. P., Setiaji, U., & Habriantama, M. (2019). Optimasi Parameter Ketahanan Luntur Batik Terhadap Keringat Dengan Desain Eksperimen. *Dinamika Kerajinan dan Batik*, 36(1), 81-94.)
- Assauri, Sofjan. (2007). *Manajemen Pemasaran Dasar, Konsep, dan Strategi*. Jakarta : PT. Raja Grafindo Persada
- Caturani, D., & Prihatiningtyas, S. (2021). 3P Marketing Strategy to Increase Furniture Sales Volume at CV Karya Apik Jombang. *INCOME: Innovation of Economics and Management*, 1(1), 26-34.
- Dedi, D. (2009). *Sejarah Batik Indonesia*. Bandung: PT. Sarana Panca Karya Nusa).
- Elyanto, M. (2019). Strategi Pemasaran Dalam Meningkatkan Daya Saing Dan Volume Penjualan Batik Padepokan Canteng Koneng Kabupaten Sumenep Di Era Revolusi Industri 4.0 [Doctoral dissertation], Universitas Wiraraja.
- Jasasila, J. (2017). Analisis Strategi Marketing Mix dan Volume Penjualan pada USAha Saos Sambal Ganda Sari Muara Bulian. *Ekonomis: Journal of Economics and Business*, 1(1), 171-179.
- Kasmir, & Jakfar. (2003). *Studi Kelayakan Bisnis*. Jakarta: Predana Media Grup
- Kotler dan Keller. (2009). *Manajemen Pemasaran*. Jilid I. Edisi ke 13. Jakarta: Erlangga
- Kotler, P. and G. Armstrong. (2004). *Dasar-dasar Pemasaran*, Edisi Kesembilan. Jakarta:Penerbit Indeks
- Kotler, Philip and Kevin Lane Keller, 2016. *Marketing Managemen*, 15th Edition, Pearson Education,Inc.
- Lisbijanto, H. (2013). *Batik*. Yogyakarta: Graha Ilmu.
- Muhlas, E. R. D., & Prihatiningtyas, S. (2021). Marketing Strategy for Creative SMEs in Entering the Export Market. *INCOME: Innovation of Economics and Management*, 1(1), 16-21.
- Nurcholifah, I. (2014). Strategi marketing mix dalam perspektif syariah. *Jurnal Khatulistiwa LP2M IAIN Pontianak*, 4(1), 73-86.
- Sa'adah, L., & Muchfaidzah, C. (2021). Penerapan Metode Activities Based Costing (Abc) Terhadap Harga Pokok Produksi Pada Umkm Batik Sekar Jati. *Jurnal Ilmiah Ekonomi Dan Bisnis Triangle*, 2(2), 1-13.
- Silviana. (2012). Penerapan Strategi Pemasaran Marketing Mix . *Jurnal:Widya Teknik*, 20(1) .
- Widyaningsih, B., Sa'adah, N., & Mustamim, M. (2021). Economic Empowerment of Pesantren through BUMP Program (Pesantren Owned Enterprises). *INCOME: Innovation of Economics and Management*, 1(2), 44-49.