



Sustainability of Batik Sekar Jati Star Jombang Business in Building Creative Economy in The New Normal Era

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ABSTRACT

This research aims to find out productivity, marketing, increased competitiveness and improvement of creating economic development in the new normal era in batik Sekar Jati Star Jombang. This study uses qualitative approach with qualitative descriptive research type. Data collection techniques in this study use observations, interviews, documentation. The results of the study showed that the speed in building ekonomisto kratif in the new normal era in batik Sekar Jati Star Jombang business is: first, productivity using output and input by predicting from the previous months. Second, marketing uses strategies that are only sold in the market, WhatsApp and COD media. Third, increase competitiveness using good means of facilitating and allowing buyers to see the process of making them.

Keywords: *productivity; marketing; increased competitiveness; improved economic development.*

INTRODUCTION

Productivity according to (Sinungan, 2008) can be grouped into three: (1) traditional formulation for overall productivity is nothing but a ratio of what is produced (output) to the entire production equipment used (input); (2) productivity is basically a mental attitude that always has the view that the quality of life today is better than yesterday, and tomorrow is better than today; (3) productivity is an integrated traction in a harmonious manner from three essential factors, namely: Ivenstasi including the use of knowledge and technology as well as research, management, and labor, (Rachmawati, 2018).

Marketing is the fulfillment of customer satisfaction for an advantage. Two main marketing objectives are to attract new customers by promising superior value and retaining current customers with satisfaction, (Wahyuandari, 2013).

According to (Gal, 2010) the increase in competitiveness can be measured in terms of performance. But in terms of comprehensive view, competitiveness can be measured in terms of its influence until the final result that has been achieved, (Lantu et al., 2016).

In Permendiknas No. 41 of 2007 on Process Standards, it states that, the competitiveness referred to in Permendiknas No. 41 of 2007 includes: (1) the ability to strengthen its market position, (2) the ability to connect with its environment, (3) the ability to improve performance relentlessly, and (4) the ability to establish profitable positions, (Polnaya, 2015).

John Howkins (2001) defines the creative economy as an economy that makes creativity, culture, cultural heritage and the environment the focus of the future. This concept was later developed by Richard Florida (2002) in his book *The Rise of Creative Class and Cities and Creative Class* which mentions that man is basically creative, whether he is a worker in a glass's factory or a teenager in a gang who is making hip-hop music, the difference lies in his status. While according to the ministry of tourism and creative economy, creative economy is the creation of additional value based on ideas born from the creativity of human resources (creative people) and based on science, including cultural and technological heritage, (Hasanah, 2015).

Based on the results of research interviews with owners and employees in batik Sekar Jati Star Jombang, owner and employees stated that the productivity in natural batik Sekar Jati Star in this new normal era there is no disruption whatsoever, still remains the same as usual, can still be producing many and what else is now entering the new school year where productivity is increasingly high due to the large number of batik orders for schools.

Marketing experienced batik Sekar Jati Star Jombang in the new normal era owner and employees stated that this marketing is still running very well, because batik sekar jati star is only sold in stores, can order through WhatsApp and can COD. Not sold in the market such as batik- batik in general therefore the marketing of batik sekar jati star is still said to be fine and still safe.

The increase in competitiveness experienced in batik sekar jati star jombang in the new normal era owner and employees stated that it is not too heavy because in this jombang city there are only 3 places that produce batik, and where batik sekar jati star jombang is commonly dubbed the icon of jombang which is not other than the first place in jombang before there was another batik production place.

Creative economic development in batik Sekar Jati Star Jombang in this new normal era owner and employees stated that it can still be said very good because the employees can still pour their imagination and talents very well by maintaining productivity well.

METHOD

Research on the sustainability of batik business Sekar Jati Star Jombang in building a creative economy in the new normal era is qualitative descriptive research which the study will explain, describe and describe the events that the researchers from the field related to productivity, marketing, increased competitiveness, development of the creative economy then draws its conclusions inductively. The subjects of the study were owners and employees. Data collection techniques used interviews, observations and documentation. For data analysis, researchers use inductive analysis by Miles and Huberman, namely by reducing data presentation and drawing conclusions, (Herawati, 2013).

RESULT AND DISCUSSION

Result

Batik Sekar Jati Star Jombang is a MSME in the field of handicrafts, the owner named Hj. Maniati who is addressed in the village. Jatipelemem No. 37 Subdistrict. Diwek District. Jombang 61471 this business has been established since 2000 and this business serves various batik production among them batik printing, batik tuis, batik natural color. and some motives provided among others jombangan motifs, jumput motifs, machete motifs, kawung motifs, plosong leaf motifs, sugar cane motifs. Batik Sekar Jati Star Jombang in running his business implementing using online promotion with instagram ads and facebook ads, promotion can be done more effectively, thoroughly, targeting customers and prospective customers who are more efficient. Digital users of marketing like this have recently been run, and the owner of this strategy is considered effective and appropriate business run for the long term.

The beginning of batik in jatipelem village, actually hj. Maniati the mother has batik sekar jati star jombang in the invited jombang industry office with her son, Ririn Asih Pindari, to follow several courses and batik training in east java provincial government. The results of his training were applied to his business until now. In late 2000, Maniati's mother inaugurated her batik business with the name Batik Sekar Jati Star. At that time, there was not a single batik production house in his residence. In fact, he claimed his inner efforts appeared first in Jombang which was able to develop batik business in a consistent way, as well as empowering local residents.

Batik Sekar Jati Star developed in producing batik printing, batik tulis, batik cap, batik natural color. with different motives where consumer demand always grows rapidly from day to day. Batik sekar jati star company has 13 employees who are always active in helping starting from the purchase of stock goods, production, packing to delivery. And there is also 1 employee who handles the administration of the company, as well as marketing. And as for the vision and mission of batik Sekar Jati Star Jombang, the vision is the realization of batik Sekar Jati Star Jombang as a container to dig, preserving and developing batik as a cultural heritage of Indonesian nation as well as an information center that needs to be developed, fostered and maintained its existence. The mission is a) to encourage the people of Jombang to care about improving the heritage of ancestors, batik as wujud participate in the preservation of Indonesian culture. b) encourage the interest of entrepreneurs or batik craftsmen to continue to explore and preserve old motifs and create new motifs. c) encourage the interest of entrepreneurs or batik craftsmen to continue to explore and preserve old motifs and create new motifs. d) conduct documentation, research and information presentation activities and communicate them to the public in order to be fully utilized for the benefit of the wider community. e) expand employment and marketing. Marketing. f) encourage people not to forget the heritage of ancestors and so that people can become more loving to Indonesian culture by batik. g) invite the public to reduce unemployment.

Discussion

Productivity is a comparison between output and input or a comparison between input output and expressing how to use both sources to sources in producing goods or services, (Herawati, 2013). As is the case in this case the productivity in natural batik Sekar Jati Star Jombang in the new normal era is arguably each very good in expenditure (output) and income (input), expenditure in natural Batik Sekar Jati Star Jombang in the new normal era is issued rp. 20.000.000 to pay employees and other raw materials, and for each batik cloth produced disses rp. 26,000. And for the income in natural batik seka r jati star jombang in this new normal era in can be around Rp. 40.000.000.

According to Chandra (2002), marketing strategy is a plan that outlines the company's expectations for the impact of sharing activities or marketing programs on the demand of its products or product lines in certain target markets specific goals, (Wibowo et al., 2015). Just like marketing experienced batik Sekar Jati Star Jombang in the new normal era is still running very well, because batik Sekar Jati Star Jombang using marketers only sold in stores, can message via WhatsApp and can cod. Batik Sekar Jati Star Jombang is not sold in the market such as batik-batik in general because the shop buyers can be more freely choose and see directly the process of making it while the market is sold too jostling urges and cannot choose freely especially with natural conditions like this, and in this new normal era batik Sekar Jati Star Jombang more who ordered through WhatsApp media and deliver it to the location of buyers such as in the education office, in schools and so on and many also directly come to the store.

Competitiveness measurement can also be seen from several perspectives. According to Gal (2010), increased competitiveness measurable in terms of performance. But in terms of comprehensive view, competitiveness can be measured in terms of its influence until the final result has been achieved. This is said to be a complementary object. Based on models from Buckley et al (1998), competitiveness can be considered as a continuous process, not only the resulting performance, but also the process to do so Do, (Lantu et al., 2016). As well as the increase in competitiveness in natural batik Sekar Jati Star Jombang in the new normal era is not too heavy because in this jombang city only there are 3 places that produce batik, and where batik sekar Jati Star Jombang ordinary in juluki icon Jombang which is no other place to make the first batik in Jombang before there was another batik production place. In order to increase the competitiveness of batik Sekar Jati Star Jombang not higher, batik Sekar Jati Star Jombang provides its own advantages for buyers by providing facilities good place and allow the buyer to see the process of making, packaging and so on and buyers can also order motifs and colors that are desired according to the buyer himself, this is what makes buyers or batik saddles Sekar Jati Star Jombang more feel happy and comfortable.

The creative economy makes each individual develop products that start from ideas, ideas and thoughts. It is expected that each individual makes something into an item of economic value and selling power. A corrupt profession. Thus, this creative economic development indirectly creates entrepreneurs in a variety of fields. Every creativity must be based on creative, forward-thinking, full of innovations that are in line with existing ones, (Fitriadi et al., 2021). As well as the development of creative economy in natural batik Sekar Jati Star Jombang in this new normal era is still said very good because the employees can still express their imagination, creativity and talents very well with how to maintain productivity well. And batik Sekar Jati Star Jombang this allows his employees to pour his imagination by letting batik with other motives or whose employees design, combine good colors that suitable if and some follow the buyer's request and other motifs that already exist in batik Sekar Jati Star Jombang.

CONCLUSION

Sustainability of kratif economic development in the new normal era in Batik Sekar Jati Star Jombang are: 1) its productivity uses output and input by predicting or guessing from previous months. 2) marketing using strategies that are only sold in stores, WhatsApp and COD media. 3) increase competitiveness by facilitating a good place and allowing buyers to see the manufacturing process, packaging and so on, 4) build a creative economic sustainability by allowing its employees to pour their imaginations.

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