

Comprehensive Report of Research Results of Management Application Study at Umk Manufaktur Batik Blimbing Malang

Rizki Dwi Ariyanto^{1*}, Iklilul Millah², Salshabilla Devy Rachmaningrum³, Refi Oktafia
Utami⁴, Evarista Selestina Bau⁵, Simson Uumbu Galu Adung⁶

¹ Management, Economics and Business, Widyagama University Malang, Indonesia

² Management, Economics and Business, Widyagama University Malang, Indonesia

³ Management, Economics and Business, Widyagama University Malang, Indonesia

⁴ Management, Economics and Business, Widyagama University Malang, Indonesia

⁵ Management, Economics and Business, Widyagama University Malang, Indonesia

⁶ Management, Economics and Business, Widyagama University Malang, Indonesia

*Corresponding Author:

ABSTRACT

This home business or what is often called a home industry is a company that is included in a manufacturing company because where plain cloth will be changed and designed into various batik cloths, not only that, Batik Blimbing Malang also produces various accessories such as bangkiak, batik bracelets, cloth brooches and many more. Batik Blimbing Malang was founded in 2011 by Mrs. Wiwik Winarsih who is located at Jl. Candi Jago no. 6 Blimbing, Malang. This Batik Blimbing business was started by Mrs. Dra Wiwik Winarsih in 2009 and inaugurated in 2011. As well as various problems experienced by Batik Blimbing MSMEs, namely not knowing whether to rely on manual bookkeeping of product sales or by using detailed application bookkeeping, because it is private. Then during the production process of written and stamped batik cloth, it is also very influential with uncertain weather at times like this in the Malang City area where it rains every day. There is also a lack of labor in MSME Batik Blimbing Malang. Continuous improvement in all aspects of the business by business owners and workers is certainly a good synergy for Batik Blimbing to become feasible and attract the attention and popularity of the surrounding community.

Keywords: UMKM, Home Industry, Marketing

INTRODUCTION

History of Business Establishment

This home business or what is often called a home industry is a company that is included in a manufacturing company because where plain cloth will be changed and designed into various batik cloths, not only that, Batik Blimbing Malang also produces various accessories such as bangkiak, batik bracelets, cloth brooches and many more.

Batik Blimbing Malang was established in 2011 by Mrs Wiwik Winarsih who is located at Jl. Candi Jago no. 6 Blimbing Malang. This Batik Blimbing business was started by Mrs Dra. Wiwik Winarsih in 2009 and inaugurated in 2011. In the past, she participated in written batik training in Blimbing held by the government. The training aims to increase the economic potential of Blimbing residents through PKK mothers. From there she pursued the batik business with her daughter, Mrs Aulya Rishmawati.

At that time, she and her daughter wanted to develop batik by themselves. This desire arose, after seeing the potential of batik in Malang City at that time was not very developed. The two of them then studied Yogyakarta to Solo to start learning batik and how to develop a batik business. With a capital of Rp. 200,000, they began to develop a batik production business.



Figure 1: Product premises of Malang Batik UMKM

The business then continued to grow until they had two employees who they took from graduates of SMKN 5 Malang majoring in Textiles. The products are then sold to some of her friends. In order for her business to continue to grow, Mrs Wiwik finally visited the Cooperative and MSME Office and the Malang City Industry Office. She wanted to introduce her products to a number of these agencies with the aim that the batik she had made could be widely known to the public. After the meeting, she finally participated in the inaugural batik exhibition in 2011.

Business Location

Batik Blimbing Malang is located at Jl. Candi Jago No. 06, Blimbing, Malang City, East Java 65125.

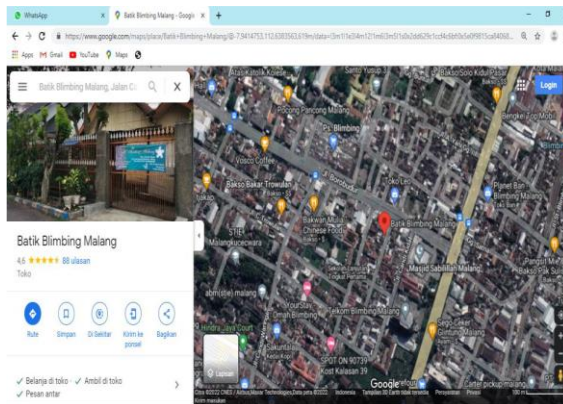


Figure 2 Location of Batik Blimbing UKM

Based on the results of observations about the situation in the blimbing batik group, several problems related to management related to marketing that occur are as follows:

- a. Planning, In general, they do not have strategic planning or planning for the longer term. In terms of anticipating the future, they generally only think and plan in the short term about the future of their business. Raw material planning, production planning, financial planning, and marketing planning are generally done while running the business.
- b. In terms of finance, they still apply very simple financial management, and some have not even implemented it yet. There is no good and routine financial recording, the important thing is that the merchandise can be sold. As a result, when accessing bank funding, it is difficult to fulfil administrative requirements, so if they need additional funds, they will borrow from individuals or ask for payment terms from suppliers.
- c. Production Due to the lack of skilled batik makers, production is limited. There are currently 10 blimbing malang batik makers, but only 5 of them, or 5%, have been trained to make batik. Therefore, to increase the production of blimbing batik in Malang, training is needed, especially for batik makers who have never attended training.

This activity aims to increase the production and sales of batik Blimbing Malang, so as to build a creative economy where batik is one of the creative economy subsectors of crafts. It is hoped that this creative economy can improve the welfare of the people in Blimbing, Malang and encourage economic growth throughout the region.

IMPLEMENTATION METHOD

Qualitative descriptive research method is used in this research. The purpose of qualitative descriptive research is to describe and summarise various conditions, situations, and social phenomena [1]. The qualitative research method used in this research aims to explain, critically describe, or describe a phenomenon of interaction in society with the intention of finding meaning in the actual context. This qualitative

research is based on case studies. In addition, researchers will use descriptive methods with the aim of describing research subjects or findings.

The main source of information for this research is conversations with the owner and employees of "Batik Blimbing Malang." Meanwhile, secondary information is obtained from documents. Meanwhile, secondary information is obtained from the documents archived by Batik Blimbing Malang. Interview, observation, and note-taking are the methods used to collect data. Qualitative analysis, which includes data reduction, data presentation, and conclusion drawing, was used to analyse the data.

RESULTS AND DISCUSSION

In its implementation, Batik Blimbing pays attention to the details that marketing management needs to develop a business. This is especially true when it comes to understanding consumer behaviour. Based on the results of interviews and monitoring visits, the business owner believes that good service must also be balanced with appropriate time. These consumers have become more frequent visitors to batik and have invited some of their friends to visit. It is this reciprocity that entrepreneurs expect from deliberate actions.

Business Marketing Data

A business is closely related to its marketing. This will certainly have a further impact on how the business will develop. And here is the business marketing data that we obtained from the results of observations and interviews during the research on our partners, namely Batik Blimbing:

a. Business Sales Volume

Every month, Batik Blimbing Malang Company experiences both increases and decreases in the sales of the products they offer. Often, the business experiences an increase in sales volume because every time there is a decline in sales, the business owner tries to improve or update the marketing tactics that caused the decline in sales volume so that sales can increase again. Usually, the increase in sales often occurs at the time of the trend when the new school entrance and class increase.

b. Marketing Area

Batik Blimbing Malang, which is located on Jl. Candi Jago No.6 Blimbing Malang City, reaps marketing areas from various regions. Mainly in the area around Malang Raya.

c. Customer Satisfaction Level

Service quality is closely related to customer satisfaction. The progress of the company is influenced by their ability to serve customers. Like Batik Bling, this tie-dye shop is in high demand by consumers, especially men and women of all ages, because of its excellent service quality. Because the service is fast, responsive, thorough and friendly, Batik customers will be satisfied and will not hesitate to return to Batik Blimbing Malang.

d. Level of Target Market Coverage

Based on the results of our research, it can be concluded that the Blimbing batik company implements a Multi-Market strategy in its operations. From this strategy, Blimbing batik can reach markets from various groups, both in terms of age and economy.

e. Level of Competition

Basically, the batik business has now exploded in people's lives. Each company shows another advantage to attract as many consumers as possible. Similarly, at Batik Blimbing, combining the aesthetics of a themed space with complete services makes this batik different from its competitors.

Marketing Mix

Marketing mix is defined as a marketing strategy that combines several elements in an integrated manner to achieve targeted marketing objectives. And here are five things we got from various sources through observations and interviews with Blimbing batik business owners:

a. Product

Batik products produced by Batik Blimbing Malang are by request from consumers, but the company displays a preview of the product before it is finished so that it can be adjusted to the wishes of consumers. Batik Blimbing Malang also has finished products to display as examples for consumers. The products produced and marketed by Batik Blimbing Malang are divided into six categories, namely:

- 1) Batik Tulis fabrics (various motifs, such as Malangan masks, mountain motifs, Pancasila and Garuda, etc.)
- 2) Dyed headscarves and cardigans (made from paris fabric)
- 3) Batik Bags and Totebags (with gecko motifs and cartoon motifs)
- 4) Batik Wallets (with 2 kinds of sizes)
- 5) Accessories (with various types such as brooches, keychains, headbands, etc)
- 6) Batik Sandals (made from carved wood combined with batik cloth).

b. Price

Pricing is one of the important elements for company management. The price is set based on the calculation of the amount of costs required (raw material costs, cost of goods produced, promotional costs) plus the percentage of profit the company wants. In accordance with what Kotler stated, a company must set prices according to the value provided and understood by customers [2]. Based on the results of the study, it is stated that the price set by Batik Blimbing Malang varies according to the design, raw materials and the level of difficulty of production of the product desired by consumers.

There is a pricelist of prices for products sold by the Batik Blimbing MSME industry which are priced at prices that are certainly appropriate and of high quality, the following table:

Table 1 Price List

Jenis Produk	Harga
Untuk Jenis Kain :	
Batik Tulis PREMIUM uk.250x115	Rp. 1.200.000/lembar
Batik Tulis uk.250x115	Rp. 750.000/lembar
Batik Cap Warna Alam uk.225x115	Rp. 500.000/lembar
Batik Tulis & Cap uk.225x115	Rp. 500.000/lembar
Batik Cap PREMIUM uk.225x115	Rp.300.000/lembar
Untuk Jenis Selendang :	
Batik Cap uk.150x40	Rp. 100.000/lembar
Batik Cap uk.11.5x150	Rp. 50.000/lembar
Batik Cap uk.11.5x150 1 warna	Rp. 30.000/lembar
Ecoprint	Rp. 600.000 – Rp. 800.000/lembar
Untuk Jenis Daster :	
Katun Pendek (S,M,L)	Rp.135.000/pcs
Katun Pendek (XL)	Rp.150.000/pcs
Katun Panjang (S,M,L)	Rp.175.000/pcs
Katun Panjang (XL)	Rp. 185.000/pcs
Rayon Panjang	Rp. 175.000/pcs
Produk Lain :	
Sepatu	Rp. 150.000/pasang
Tas Totebag	Rp. 85.000 – Rp.175.000/pcs

c. Promotion

By taking promotional steps such as word of mouth, the sales of printed batik and hand-written batik cloth products at UMKM Batik Blimbing will change to increase. And not only that, but it also needs to be supported to promote and introduce its unique products through marketing via social media as well as Whatsapp, Facebook, there is also Instagram, Tiktok and also available on the Batik Blimbing Website..

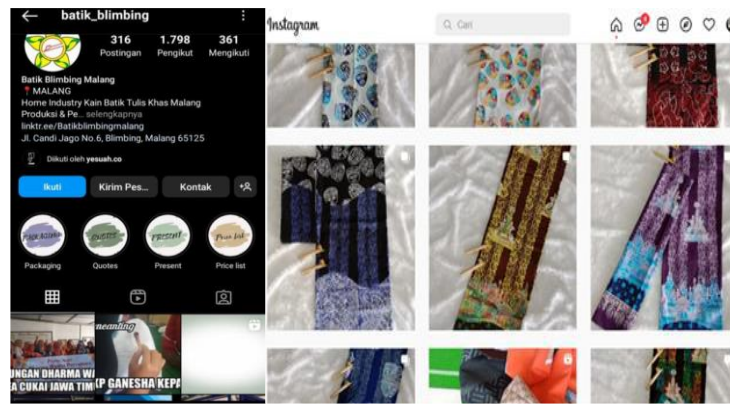


Figure 3 Batik Blimbing Malang Instagram Account

d. *Place*

In the product marketing strategy, the location of the business place or home industry of UMKM Batik Blimbing is very strategic, namely on Jl. Candi Jago No.6 Malang City, besides being in the middle of the city, then close to traditional markets, industrial village environments, and also close to the centre of souvenirs typical of Malang city.

e. *Process*

The batik cloth that we often use requires a manufacturing process that is not easy and is carried out carefully and painstakingly step by step, some of the stages include: Nyungging, Njaplak, Nglowong, Ngiseni, Nyolet, Nembok, Ngelir, Ngrentesi, Nyumri, and Nglorod.

Market Segmentation

The first step taken by Batik Blimbing Malang is to segment the market. Batik Blimbing Malang's segmentation focuses on consumers who understand the meaning of batik and also batik enthusiasts such as collectors. This is in accordance with the theory found by Setiadi [3], that market segmentation is the process of placing consumers in subgroups in the product market, so that buyers have similar responses to marketing strategies in company positioning..

Targeting

The company must make adjustments to the determination of the target market, so that sales are right on target. In accordance with the theory put forward by Tjiptono and Chandra [4] the definition of target market is the process of evaluating and selecting one or more market segments that are considered the most attractive to be served with the company's specific marketing programme. The results of this study indicate that in this case for the target market, Batik Blimbing Malang has determined its target, by providing quality batik products to people who want modern traditional batik, especially for consumers who understand the meaning of batik such as batik collectors.

Positioning

Market positioning is a strategy to win a position in the minds of consumers, so this strategy involves how to build trust, confidence, and competence for customers. In accordance with the theory proposed by Kotler (1997: 262) [5], positioning is the activity of designing an image and positioning itself in the minds of consumers.

The results of this study indicate that Batik Blimbing Malang is the right solution for batik products for individuals or batik lovers such as collectors, because Batik Blimbing Malang has good product quality and has been recognised. In addition, the products offered by Batik Blimbing Malang have the advantage of being relatively cheaper than batik companies that offer similar products.

As a comparative figure Batik Blimbing Malang offers a price of Rp. 300,000 - Rp. 400,000 for batik cloth, when compared to other batik companies, as a comparison is Antique Batik Malang which offers prices for similar products ranging from Rp. 650,000- Rp. 1,000,000 or companies in the Batu area that offer similar products at prices ranging from Rp. 650,000 - Rp. 700,000.

CONCLUSIONS

Batik Blimbing Malang, a home-based business or often called a home industry, is a company that is included in a manufacturing company because where plain cloth will be changed and designed into a varied and high-value batik cloth. Batik Blimbing Malang also produces various accessories such as totebags, bangkiak, batik bracelets, batik cloth brooches and many more. Utilising the strengths that are owned in order to get opportunities by using strategies:

1. Maintaining the quality of batik owned
2. Developing the business by applying for capital loans that have been provided by the government
- 3..

UMKM Batik Blimbing Malang can use its strengths to overcome existing threats with strategies including:

1. Product innovation.
2. Improve service to customers.

In the midst of the covid-19 pandemic that emerged in March 2020 in Indonesia, all people certainly felt panic and began to be confused not to leave their homes in order to prevent the spread of the covid-19 virus and also could only stay inside the house which at that time made it difficult for all people to carry out their daily activities as they usually do, for example, like this UKM Batik Blimbing home industry which although it can be said to be a Home Industry, it is very influential on the economy of the production of its own types of Batik Tulis and Batik Cap, and also has difficulty optimising income to meet the needs of employees or workers there and meet daily life. And there are also steps to survive at that time, also must be able to take advantage of existing social media to continue marketing products carried out online, and consistently offer attractive products by making various innovations so that customers remain loyal and willing to buy unique products from the UKM Batik Blimbing industry.

In marketing its products, Batik Blimbing Malang uses the following marketing strategies to increase its competitiveness:

1. Segmentation: where Batik Blimbing Malang has segmentation to young consumers (16-30 years old) and adults (31-50 years old) which aims to attract batik lovers or batik enthusiasts.
2. The marketing strategy carried out by Batik Blimbing Malang is quite effective in marketing its products, because it can be seen from the increase in the number of sales each year, Batik Blimbing Malang continues to develop products with various strategies to market them..

Batik Blimbing, as a business organisation, has made the best use of all existing business aspects, which has implications for business continuity. This will also have a further impact on the operation and development of the business, which is getting better by the day. The continuous improvement in all aspects of the business by the business owners and workers is certainly a good synergy for Batik Blimbing to become viable and attract the attention and popularity of the surrounding community.

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