



Marketing Strategy of Batik Lwang Wentar as A Tourism Product in Sawentar Tourism Village – Blitar Regency

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ABSTRACT

Batik LwangWentar is a tourism product that is currently pursuing marketing activities. The lack of promotional media as a means of marketing products and the lack of markets from tourists make Batik LwangWentar less well known by people outside the region. The importance of a marketing strategy is as a means of introducing, communicating, and marketing the value of Batik LwangWentar so that it is directed and effective. Therefore, this research is important to do and aims to determine the internal and external factors of Batik LwangWentar, so that the marketing strategy of Batik LwangWentar as a tourism product in Sawentar Tourism Village can be known. The research method used in this research is descriptive qualitative. Data was collected through interviews, observations, literature studies

, and documentation. Determination technique informant is using purposive sampling where the informants was selected based from people who know about Batik LwangWentar and Sawentar Village Tourism.

The results of this study show internal condition of Batik LwangWentar as a tourism product in Sawentar Village Tourism is seen from the identification of the 7P marketing mix, then it could be seen the strength of the marketing of Batik LwangWentar which came from aspects of product, price, place, process, and physical evidence. While the weaknesses come from aspects of promotion, people, process, and physical evidence. The external condition of Batik LwangWentar as a tourism product is influenced by political, economic, social, and technological factors, each of which has its own opportunities and threats. The result of marketing strategy is come from the analysis of SWOT which results in SO strategy, such as diversification of Batik educational tour packages and products, adjusting prices to target markets, maintaining quality to maintain consumer loyalty, showed a special marketing event for Batik LwangWentar. ST strategy such as innovate Batik pattern that can be untested, create a brand image to create tourist assurance, CHSE certification by the local government. The WO strategy such as make sales through the marketplace and e-commerce, improve the quality of tourism human resources. The last strategy, WT strategy such as optimize the use of social media as a promotional platform, and improve the quality of facilities and services for tourists.

Keywords: Tourism Marketing Strategy, Tourism Village, Batik LwangWentar

1. Introduction

Marketing strategy is very important because it is a basis for planning in a company. Marketing strategies can make marketing more effective and targeted, making it easier for companies to achieve goals. Marketing is defined by Kotler and Keller (2009) in Widyatmaja (2017) as "the art and science of selecting target markets, obtaining, retaining, and communicating superior value to customers." Marketing is not only about limited targets, but also related to vision, mission, and strategic planning. In marketing, it is necessary to take the right steps or strategies so that the products or services offered can target the right market and get value in the minds of consumers. One of the existing marketing activities, namely marketing in the tourism sector. The main product of tourism as a business is the experience business in the form of destinations, attractions, attractions, products, entertainment, and accommodation.

Tourism is a sector that can be developed by each region according to its potential. Indonesia has various potentials, both natural, artificial, and cultural. Natural potential in the form of mountains, seas, rivers and rice fields. Quoting from magma.esdm.go.id, there are 127 active volcanoes in Indonesia, with 3.25 km² of sea, rivers, and 7.46 million hectares of raw rice fields. In addition, there is also artificial potential in the form of parks, museums, and other buildings. Another potential that exists in Indonesia is culture in the form of cultural heritage sites with a total of 2,907 in 2019 (Kemendikbud Cultural Statistics, 2020) as well as arts, traditions, and spiritual activities. This potential can then be developed into a marketable tourist attraction.

Blitar Regency is an area that is currently developing the tourism sector from various fields, both natural, cultural, and artificial. Natural tourism in the form of beaches and agro-tourism, artificial tourism, namely recreational and educational parks, as well as cultural tourism in the form of temples and tourist villages.

Sawentar Village is a tourist village which was ratified by a Decree of the Blitar Regent in 2021. Since 2014 tourism activities in Sawentar Village have been running with the main attraction in the form of a temple. Currently Sawentar Tourism Village is a tourism village with a pilot category. Sawentar Village as a tourist village in Blitar Regency has local wisdom that is appointed as an attraction. Local wisdom in Sawentar Tourism Village is packaged into an educational tour package. The local wisdom of Sawentar Tourism Village which is a tourist attraction is cultural arts such as jaranan, wayangwong, Javanese kawi script, cucuklampah, procedures, traditional sports, and batik education typical of Sawentar Village.

One of the attractions that has existed and has been running since the establishment of the Sawentar Tourism Village is Batik LwangWentar, which is a typical batik of Sawentar Village made by the local people of Sawentar Village. Based on observations in the tourist village of Sawentar, Batik LwangWentar has been made since 2013 but began to be actively produced as an original product of Sawentar Village in 2015. One of the characteristics possessed by Batik LwangWentar is the technique of drawing on the fabric using the overnight process, namely by scratching the night. or wax that has been placed on the canting and stamp. While judging from the philosophy, LwangWentar batik has a motif or model that is reflected in the reliefs of Sawentar Temple which is a temple site in Sawentar Village. The motif depicts "Tread Dara" which symbolizes the source of human life, then it is combined with natural motifs which illustrate the atmosphere of Sawentar Village.

The existence of batik as a tourism product is no stranger to tourists. This is because batik has the characteristics of each region and is a superior product as a souvenir. In addition, batik is also used as a uniform that must be worn by certain agencies on certain days. Batik has been designated as a world cultural heritage originating from Indonesia by the UN Agency for Education, Science and Culture, UNESCO (kwri.kemendikbud.go.id, 2017). This confirms that batik is a form of Indonesian culture that has high value.

Currently, batik has become a tourist attraction for several areas such as Pekalongan City, Surakarta City, and Klaten Regency. This is because the motifs on batik in each area are different, so that tourists will have different experiences when visiting tourist attractions that contain batik as an attraction or tourist product. Batik as a tourism product has a function to support tourism such as promoting tourist attractions. In addition, batik with a distinctive motif will provide memories for visiting tourists. Therefore, in its implementation, batik has great potential as a tourism product. In addition to being a tourist product that is worth selling, batik can also be a means of education for tourists who want to learn the process of making batik and the philosophy of the patterns on batik that are owned by each region.

Based on the results of observations in the Sawentar tourist village, Batik LwangWentar has not been widely known by the public. This is because there is no clear online promotion media. Social media such as Instagram has not been updated since the beginning, besides the YouTube account and the official website of Sawentar Village have also not been developed since 2014. The introduction of LwangWentar Batik is still done by word of mouth method. In addition, in terms of the market, until now most consumers still come from government agencies, and tourists are still classified as lacking. In addition, Batik LwangWentar also has the potential to be visited by tourists on a large scale. This is also influenced by the Sawentar Tourism Village which is categorized as a pilot tourism village and is still new. Currently, the Sawentar Tourism Village is active in introducing LwangWentar Batik through Pokdarwis membership. Besides, in terms of demand, Batik LwangWentar has a fairly high demand because it is used as a uniform for local government agencies. So that the production process is carried out every day by local craftsmen. In the regional scale of Blitar Regency and City, Batik LwangWentar has competitors in the field of marketing. However, the advantage of Batik LwangWentar is in the finishing process which produces a more concentrated motif. In addition, consumers can also ask craftsmen for different batik motifs but still in one type of Batik LwangWentar. With the potential possessed by Batik LwangWentar, it is necessary to have the right marketing strategy and it is hoped that it will be able to introduce Batik LwangWentar to the wider community and help improve the economic prosperity of the local community.

In accordance with the current condition of LwangWentar Batik as a tourism product in Sawentar Tourism Village, the researchers chose the title "Marketing Strategy for LwangWentar Batik as Tourism Products in Sawentar Tourism Village, Blitar Regency" to find the right marketing strategy in marketing LwangWentar Batik, this research useful for helping Sawentar Village tourism in introducing tourism activities to tourists widely and promoting LwangWentar Batik which is a product and attraction in Sawentar Tourism Village, so that it can provide benefits and prosper.

2. Methodology

According to Miles and Huberman in (Sugiyono, 2014) activities in qualitative data analysis are carried out interactively. In this study, qualitative data is presented in the form of words by describing the results of the analysis. Data analysis was carried out during the research and when the data collection process was completed, the data analysis stage was carried out. The stages of data analysis carried out are as follows:

a. Data collection

Data collection is the initial stage where research contains existing knowledge. The data in question includes the results of observations and interviews conducted by researchers with informants in the Sawentar Cultural Tourism Village.

b. Data reduction

The process of data reduction is defined as summarizing or selecting important things among the many data obtained from the field. Thus the data obtained will provide a simpler and easier picture for researchers to collect. In this study, the data in question is data that is related to the research problem, namely about the marketing mix of LwangWentar batik as a tourism product.

c. Data Presentation

After the data reduction stage, the next step is to present the data to make it easier for researchers to understand the incident and determine the next work step. The presentation of the data in this study was carried out by presenting data about the marketing mix of LwangWentar batik as a tourism product in

the Sawentar Cultural Tourism Village and strategic steps for its marketing. The presentation of the data is done in the form of a narrative with pictures to clarify the data either through observation or interviews. Then the data will be analyzed and displayed in the form of a description or table.

d. Conclusion

In this study, the conclusion is drawn by displaying the data in accordance with valid evidence in the field so that the data is reliable or credible. The conclusion of this study is to answer the problem, namely the marketing mix and marketing strategy of Batik LwangWentar as a tourism product in the Sawentar Cultural Tourism Village.

e. Swit Analysis Techniques

The data obtained from the field will be analyzed using a SWOT approach to determine strengths, weaknesses, opportunities and threats. Kotler (2016) explains that SWOT analysis is a way to observe and analyze the external and internal marketing environment. SWOT analysis is used to find out how external opportunities and threats can be adjusted to the company's internal strengths and weaknesses.

3. Result

Batik LwangWentar was designed in 2013 by a local craftsman, namely a resident of Sawentar Village, Mrs. Umayah. Mrs. Umayah is the first batik craftsman in Sawentar Village. Prior to that, Ibu Umayah attended jumpat batik training, or the technique of tying and dyeing batik. In early 2013, the jumpat batik training was held by the Blitar Regency Cooperative Service and was attended by art activists in Blitar Regency. Then in 2014 because she felt that she had a deep interest in batik, Mrs. Umayah did a hand-drawn batik training independently. This written batik training was accompanied by the same batik teacher as the previous year's training. In addition to participating in written batik training with a jumpat batik teacher, Mrs. Umayah also conducted batik training independently at Yudistira Batik House, one of the batik production houses in Blitar Regency. Through the training, Mrs. Umayah received a batik craftsman certification and certification for having followed the entrepreneurial technique guidance.

Batik LwangWentar was opened and used as a characteristic of Sawentar Village in 2015. At the beginning of 2015 Sawentar Village participated in a district level handicraft competition represented by several local residents of Sawentar Village and got first place. From this competition, Sawentar Village advanced to the provincial level and was ranked third. Through this competition, Batik LwangWentar began to participate in regional-scale exhibitions with simple motifs. Then from this exhibition, Batik LwangWentar began to be glimpsed by the Regent and Deputy Regent, as well as the cooperative and MSME services so that he received an offer to take part in batik training in Solo. At that time, Sawentar Village sent Mrs. Umayah as the first LwangWentar Batik craftsman in Sawentar Village.

Batik LwangWentar is a tourism product in Sawentar Tourism Village, Blitar Regency which was ratified as a tourist village in February 2021 based on the Decree of the Regent of Blitar Regency. Researchers want to know the application of marketing strategies that have been carried out by Batik LwangWentar. Researchers analyzed the advantages and disadvantages of Batik LwangWentar's marketing strategy to deal with existing opportunities and threats. The advantages and disadvantages of Batik LwangWentar as well as opportunities and threats are presented with a SWOT analysis as follows:

1. Strength

The strength of Batik LwangWentar lies in the distribution channel where sales are made directly and get partnerships from the offices in Blitar Regency. The price offered for the batik educational tour package at Sawentar Tourism Village is quite affordable and can be enjoyed by the whole community.

The motifs produced by Batik LwangWentar are limited and you cannot find similar motifs outside. So that consumers or tourists will not wear batik with similar motifs or colors when used. For tourists who take part in the education of making LwangWentar Batik, they will also be given a patent for the main motif combined with the tourist's creative motif. In addition to motifs, Batik LwangWentar also has advantages in fabrics and colors. The fabric used in the production of LwangWentar Batik is *prmissima* fabric which is a type of fabric that is suitable for making written batik. This *prmissima* fabric has smooth properties, is not hot and absorbs sweat. In terms of color, Batik LwangWentar has a choice of bold or thick colors that do not fade easily.

2. Weaknesses

Batik LwangWentar has weaknesses that need to be improved and improved. The weakness of Batik LwangWentar lies in the lack of a certified craftsman with a minimum regional standard of East Java. This is an important point that needs to be fulfilled by the batik industry house. In addition, there is still a lack of human resources who have knowledge about tourism and tourist villages. Certification of batik craftsmen and tourism insights can certainly affect the level of trust of tourists who will visit.

Another weakness that is owned by other Batik LwangWentar lies in the promotional media. Until now, Batik LwangWentar has not had adequate promotional media other than word of mouth, so the dissemination of information regarding the existence of an educational tour package for Batik LwangWentar is relatively slow. Promotional media that are able to reach tourists and the market widely using online media, both social media and the official website specifically for the Sawentar Tourism Village and LwangWentar Batik, are currently not running.

3. Opportunity

The opportunity that Batik LwangWentar has is quite large. The opportunity for economic growth by the tourism sector is up to 20 billion USD, supported by the Ministry of Tourism and Creative Economy program, namely the launch of the Tourism Village Award program. With this program, Sawentar Village has the opportunity to promote its tourism activities. Then the existence of Batik LwangWentar as a form of middle-class business that is appointed as a tourism product, is supported by the Blitar Regency Tourism Development Strategic Plan by the Tourism Office which supports increasing the productivity of MSMEs based on tourism and is accompanied by mentoring and training.

In addition, other opportunities arise from technological factors that are in line with the Land of King branding in Blitar Regency. Looking at technological advances, related to the behavior of tourists who carry out search and share activities of up to 70% on social media, this gives Batik LwangWentar an opportunity to be promoted and marketed digitally or digital marketing.

4. Threats

Threats are unavoidable in product marketing, including tourism products. Currently, Sawentar Tourism Village as a pilot tourism village has not been able to meet the CHSE standards and fulfillment related to facilities and accommodation. Then, the threat faced by Batik LwangWentar is the imitation of motifs by other batik productions due to copyright management. Of the six local motifs owned by Batik LwangWentar, currently only two motifs have patents or copyrights. Another threat is the increase in fuel prices which causes the price of basic necessities for the batik industry to also rise and this has an impact on price increases. Another thing that influences the marketing of Batik LwangWentar is the promotional media that is not clear until now, and still uses the word to mouth method which raises the threat of spreading unfavorable responses or fake news (HOAKS) and has an impact on the image of Batik LwangWentar.

Based on the results of the SWOT matrix in table 4.2, it can be seen that the strength of Batik LwangWentar is quite strong and has a good opportunity to be developed into a tourism product in Sawentar Tourism Village. However, there are several threats and weaknesses that need to be considered, both from the Sawentar Tourism Village manager and LwangWentar Batik craftsmen and the local government to be able to promote and market LwangWentar Batik with the following strategies:

1. SO Strategy

SO strategies that can be done to increase strengths and respond to every opportunity that is created are by:

- 1) Diversification of educational tour packages and batik products. This is intended to develop batik educational tour packages so that tourists can get various tour package offers, and batik products are not only in the form of cloth but can also be in the form of t-shirts with typical Sawentar Village motifs as souvenirs that are different from other tourist village products.
- 2) Adjustment of product prices to the target market. It is intended that batik products, both batik educational tour packages and LwangWentar batik cloth products, can be enjoyed by the entire community.
- 3) Maintaining quality to maintain customer loyalty.
- 4) Conduct a special marketing event for Batik LwangWentar.

2. WO Strategy

WO strategies that can be done to minimize weaknesses or to increase the strengths they already have are by:

- 1) Selling through the marketplace or e-commerce, both selling tour packages and selling Batik LwangWentar.
- 2) Improving the quality of tourism Human Resources, both craftsmen and POKDARWIS as tourism village managers by participating in training and counseling as well as regional-scale batik craftsman certification.

3. ST Strategy

ST strategies that can be done to maintain the current position against existing threats are by:

- 1) Creating patented batik motif innovations, thereby minimizing the risk of plagiarism or duplication of motifs by other batik productions.
- 2) Creating a brand image to create tourist trust to visit Sawentar Tourism Village and buy LwangWentar Batik educational tour packages.
- 3) Tourism village CHSE certification by the relevant Local Government

4. WT Strategy

The WT strategy needed in overcoming the weaknesses that are owned and turning them into new strengths in order to continue to grow from a threat, namely by:

- 1) Optimizing the use of social media as a promotional platform. This is also to strengthen physical evidence that can be reached by tourists widely, and maximize marketing.
- 2) Improving facilities and services for tourists

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