

Gotong Royong Marketing Formulation to Improve Batik in Kampoengbatik Laweyan

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Abstract

Having 29.267 hectare, Kampoeng Batik Laweyan is one of cluster of batiks in Solo. There are 85 craftsmen in Kampoeng Batik Laweyan. This place is not only function as the central of batik but also a popular tourism destination for batik lovers. The problems of the research are 1) How is the formulation of gotong royong (a kind of mutual cooperation in Indonesia) to improve batik in Kampoeng Batik Laweyan? ; 2) Is there any differences from each concept toward the result? While the objectives of the research are 1) to formulate gotong royong marketing in Kampoeng Batik Laweyan Solo; 2) to find out the differences of each gotong royong concept from the craftsmen in Kampoeng Batik Laweyan. This research uses exploratory approach. It is located in Kampoeng Batik Laweyan. The population of the research is the craftsmen there by using purposive sampling. The sources of data are the craftsmen, statistic data, interview, questionnaires, observation, and documentation. Data analysis derives from secondary data, survey of lived experience, and cochran test. The research finding is that there are six models of gotong royong marketing to improve batik in Kampoeng Batik Laweyan, they are: cooperation in the production of Outlet, using Website, exhibition, labelling, supplying material, and inter cluster of batik cooperation in Solo. From those six models of gotong royong marketing, there are two models which is rejected by the craftsmen, they are: labelling and supplying material. Therefore, there are only four models of gotong royong marketing, they are: cooperation in the production of Outlet, using Website, exhibition, and inter clusters of batik cooperation.

Keywords: formulation, gotong royong marketing

Introduction

Solo is popular as the producer of batik. As a tourism destination, Solo is also wellknown as the paradise of batik. There are many domestic and foreign tourists who buy batik. Here are several places to buy batik in Solo, they are: Beteng trade Center (BTC), Pusat Grosir Solo (PGS), Pasar Klewer, Kampoeng Batik Kauman, and Kampoeng Batik Laweyan. The two Kampoeng Batik last mentioned are also central of batik producers. Having 29.267 hectare, Kampoeng Batik Laweyan is one of cluster of batiks in Solo. The production of batik has successfully exported abroad but the phenomenon shows that half of the craftsmen donot feel the success of batik marketing in the cluster of Kampoeng Batik Laweyan. Based on the survey, there are 85 craftsmen in Kampoeng Batik Laweyan in the following categories: 30% micro craftsmen and 20% developed craftsmen. So, there are 50% of craftsmen who need a serious attention in order to develop well together. The craftsmen do some efforts to market their product but it is only limited in individual marketing activity thus the result is insignificant. One of the craftsmen in Kampoeng Batik Laweyan, board of Forum Pengembangan Kampoeng Batik Laweyan expects that he can find out an appropriate marketing formulation for the micro craftsmen in Kampoeng Batik Laweyan in order to grow well. Based on that phenomenon, the present researcher wants to find out and study about the concept of marketing in Kampoeng Batik Laweyan, thus the present researcher proposes the problem about *Gotong Royong Marketing Formulation to Improve Batik in Kampoengbatik Laweyan.*

Formulation of the Problem

1. How is the formulation of gotong royong marketing to improve Batik in Kampoeng Batik Laweyan Solo ?
2. Is there any differences from each concept of gotong royong marketing toward the expected result?

The Objective of the Research

Based on the previous problem, the objectives of the research are:

1. To formulate gotong royong marketing to improve Batik in Kampoeng Batik Laweyan Solo.
2. To find out the differences of each concept of gotong royong marketing for the craftsmen in Kampoeng Batik Laweyan.

The Benefit of the Research

This research is hopefully give two benefits, they are:

1. There exist the form of gotong royong marketing to improve batik in Kampoeng Batik Laweyan.
2. The research may give contribution to the craftsmen to find out the appropriate concept of gotong royong marketing.

Research Method

1. Research Design

Research design is a plan and structure of a research to help a researcher finds out the answer of the research problem. This research design is exploratory which its goal is to improve the concept clearly. The intended concept is to probe the appropriate concept of gotong royong marketing to the craftsmen in Kampoeng Batik Laweyan to improve their business. The analysis is using secondary data and lived experience.

2. Location of Research

The research is located in Kampoeng Batik Laweyan. This Kampoeng is one of Cluster of batiks in Solo which has a great potentio to develop.

3. Population and Sample

The population of the research is 85 craftsmen in Kampoeng Batik Laweyan. While the number of the samples uses Slovin's formula:

$$n = \frac{N}{1 + N(e)^2} = \frac{85}{1 + 85(0.1)^2} = 45.9 = 46$$

n = sample measurement

N = population measurement

e = critical value

The present researcher employs purposive sampling, a technique which is based on particular objective or criteria. These criteria are the minor craftsmen which run in a small scale business.

4. Data Collecting Technique

Data collecting technique in this research are:

a. In-Depth Interview

This is an open ended interview, unstructured, informal, and may be done for some informen (Patton dalam Sutopo: 2002). The questions asked are getting focus so the collected information is getting detail.

b. Questionnaires

Data collecting technique is by giving the list of questios to the respondents.

c. Documentation

This method is usefull to collect the secondary data such as data from making a note which derive from another sources in the location of the research.

5. Data Analyzing Technique

Data analyzing technique in this research begins with analyzing secondary data in order to know the condition of the craftsmen's business. By knowing the description, it is helpful to keep the research on the right track, then it moves on to make research about lived experience. Lived experience is helpful to accomplish secondary data. The form of investigating someone's lived experience is interview.

This interview covers several aspects related to marketing batik from the craftsmen. Based on the result of the interview, the researcher can identify the appropriate concept of gotong royong marketing for the craftsmen in Kampong Batik Laweyan.

To compare each gotong royong concept, thus the researcher uses Cochran's test, test to determine the different types of concept especially gotong royong concept. Whereas the steps of the test are as follows:

a. Hypothesis

Ho: each tested concept of gotong royong marketing requires similar YES answer.

Ha: each tested concept of gotong royong marketing requires different YES answer.

b. Statistic Calculation

$$Q = \frac{c(c-1) \sum c^2 - (c-1)N^2}{cN - \sum R^2}$$

c. Decision

If $Q_{\text{calculated}} > Q_{\text{table}}$ thus Ho is rejected, that means YES answer still different from all concept of gotong royong marketing. So, there is no agreement among the respondents about this concept.

If $Q_{\text{calculated}} < Q_{\text{table}}$ thus Ho is rejected, that means YES answer including all attributes acclaimed similar. Therefore, all respondents are acclaimed agree about the concept of gotong royong marketing as considerable concept.

Discussion

1. Description of Small Entrepreneurs in Kampong Batik Laweyan

This research is located in Kampong Batik Laweyan, as one of cluster of batiks in Solo which has 29.267 hectare. This kampong is 15 km from the southwest of Solo. The strategic location of this kampong makes it a connecting place with suburban. Total numbers of samples are 46 small and medium entrepreneurs in Kampong Batik Laweyan. By using purposive sampling, a technique based on particular criteria, it finds that there are 25 small and medium entrepreneurs in Kampong Batik Laweyan. Here is the description of those 25 respondents:

Table 1: Batik Industry; From Process to Showroom

No.	Name of Business	Owner	Address
	Batik Pulau Jawa	Yanu wibisono	Setono Rt. 02 / II Laweyan
	Batik Permonopras	Permono Adi Prasetio	Kudil Pasar RT 04 / I Laweyan
	Batik Cipta Asri	Khatam Hadi	Setono Rt.02 /II
	Batik Dan Dan	Sigit Santoso	Jl. Sidoluhur 51B Solo
	Batik Sekar Arum		Laweyan
	Batik Slamet Setya Budi	Slamet Setya Budi	Setono Rt 02 / Laweyan
	Batik Naluri	Ardhada Kusuma Wardhana	Jl. Sidoluhur 15 Klaseman Laweyan
	Batik Mahkota Laweyan	Alpha Pebela	Sayangan Kulon 1 / 3
	Batik Soko Laweyan	Ibu Juliani	Sayangan Kulon 1 / 3
	Batik Pria Tampan		Laweyan

Table 2: Batik Industry Process

No.	Name of Business	Owner	Address
	Batik Pandono	Pandono	Setono Rt 3 Rw. II
	Batik Lor ing Pasar	Widhiarso	Jl. Sidoluhur 26 telp. 0271. 715364 – 081.329056791
		Eko	Sayangan Kulon 1/3
	Batik Shri Moelya	Riyanto	Setono Rt 02 / II Laweyan, Solo
	Sepiardo		Laweyan

Table 3: Batik Industry Convection

No.	Name of Business	Owner	Address
	Batik Artika Ayu	Triatno Gagariato	Rt 4 / I Kidul Pasar Laweyan
	Batik Giatmi	Sugiatmi	Laweyan

Table 4: Batik Industry: From Convection to Showroom

No.	Name of Business	Owner	Address
	Batik Putri Solo	Purwanto	Sayangan kulon RT01/3 Laweyan-Solo 57148
	Batik Marin	Enny Rusmarin	Jl. Nitik no.3 Laweyan
	Batik Enza	Ibu Eni Z	Setono 3/2 Laweyan
	Batik Ivy	Ivy	Laweyan
	Batik Wedelan	Karyawan	Laweyan
	Batik Cahya Baru	Amin Rusdi	Laweyan
	Batik Sidoluhur	-	Laweyan

Table 5: Showroom / Batik Trader

No.	Name of Business	Owner	Address
	Batik Tali Daun	-	Laweyan

These 25 small and medium batik entrepreneurs have ever done cooperative marketing, they are: online marketing, exhibition, customers networking, consignment, direct selling/showroom, door to door and sample of product.

2. Concept of Gotong Royong Marketing

The objective of the research is to formulate gotong royong marketing to improve batik in Kampong Batik Laweyan. The first step is to find out data by conducting interview about the concept of gotong royong marketing to several small and medium Batik entrepreneurs in Kampong Batik Laweyan. Based on the interview, it finds 6 concepts of gotong royong marketing:

1. Joint Outlet

That means to use the outlet together with other small and medium entrepreneurs in Kampong Batik Laweyan. All the labels are here but in one roof management.

2. Using Website for Kampong Batik Laweyan

Kampong Batik Laweyan has a website but there are only several small and medium entrepreneurs take the advantages of this technology. For this reason, they want to take the advantage of the website to market their product.

3. Joint Exhibition

Joint exhibition refers to the form of promotion strategic by holding an exhibition together with another small and medium entrepreneurs in Kampong Batik Laweyan.

4. Joint Labelling/One Label

Label is "a name" attached in the product. Label shows who makes the product, where it produces, where it produces, when it produces, how to use it, composition, materials, and another information about the product. Thus, joint label or one label means small and medium batik entrepreneurs in Kampong Batik Laweyan use one label, this label is Kampong Batik Laweyan.

5. Joint Supplying Material

Supplying material means an action to provide or to fulfil the demand of resources such as providing material, goods in process, supporting material and others which becomes part of production. The relation between those materials and marketing is, if batik entrepreneurs supply those materials at the same time, it will be effective and efficient for the greater the purchase the cheaper. Besides, the supply of materials will be managed better, that means the supply of material, the quantity and the time is right. If this can be done, it will be cut-price products which is highly competitive in the market.

6. Inter Cluster of Batik Cooperation

Marketing in business world is useful to provide the needs and desires of society about the goods and services. Marketing is equally useful to fight against competitors. The enterprise's objective of marketing is to take consumers's heart and to defend the existed products.

Marketing cooperation in those cluster of batiks refer to the cooperation among cluster of batiks in Laweyan, Kauman and Sondakan. Based on these six concepts, the data collecting technique is by giving questionnaires to 25 respondents. For **YES** answer, the score is 1 and for **NO** answer, the score is 0. The following table is the result of the questionnaires:

Table 6: Matrix of Marketing

Respondentt	Concept of Gotong Royong Marketing					
	Joint Outlet	Website Using	Joint Exhibition	Joint Label	Supply of Material	Inter Cluster of Batik Marketing
1	1	1	1	0	0	1
2	1	1	1	1	1	1
3	1	1	1	1	1	1
4	1	1	1	1	1	1
5	1	1	1	1	1	1
6	1	1	1	0	1	1
7	1	1	1	1	1	1
8	1	1	1	0	1	1
9	1	1	1	0	1	1
10	1	1	1	1	1	1
11	1	1	1	0	1	1
12	1	1	1	1	1	1
13	1	1	1	1	1	1
14	1	1	1	1	1	1
15	1	1	1	1	1	1
16	1	1	1	1	1	1
17	1	1	1	1	1	1
18	1	1	1	0	0	0
19	1	1	1	1	1	1
20	1	1	1	1	1	1
21	1	1	1	1	1	1
22	1	1	1	1	1	1
23	1	1	1	0	1	1
24	1	1	1	0	0	1
25	1	1	1	1	1	1

Because of **YES** answer variety, thus it needs statistic test to determine the valid model of marketing.

Testing I

If $\alpha=0,05$, it finds that $Q_{table} 11.070$ dan $Q_{calculated} 30$ since $Q_{calculated} (30) > Q_{table} (11.070)$, thus H_0 is rejected. So, there is no agreement among the respondents about the concept of gotong royong marketing. Therefore, it needs to conduct the second testing.

Testing II

In testing II, it finds that $Q_{calculated} (9.71) > Q_{table} (9.488)$, thus H_0 is rejected. So, there is not enough evidence to state similar **YES** answer toward the concept of gotong royong marketing. Therefore, it needs to conduct the third testing.

Testing III

If $\alpha=0.05$, it finds that $Q_{table} (0.05,3) = 7.815$ and $Q_{calculated} 3$. Therefore, H_0 is accepted because $3 < 7.815$. That means there is evidence to state that the four concepts of gotong royong marketing have **YES** answer. In other word, those four marketing concepts are acclaimed as legal concept at improving Batik in Kampong Batik Laweyan. These concepts are joint outlet, website using, joint exhibition, and inter cluster of batik cooperation in Solo.

It means that the small and medium batik entrepreneurs in Kampong Batik Laweyan have similar agreement that those four concepts of marketing may become a strategy to improve Batik in Kampong Batik Laweyan. Whereas the use of one label or joint label and the supply of material does not include in agreement. It explains further that these four models of gotong royong marketing have significant relation each other especially in improving Batik in Kampong Batik Laweyan. That means, there is a connection in every model of gotong royong marketing though it gives different contribution for each small and medium batik entrepreneurs in Kampong Batik Laweyan. If the joint outlet for small and medium batik entrepreneurs in Kampong Batik Laweyan in one roof management, thus it may minimize the competition among Batik entrepreneurs. This management is in charge to develop all the labels in the outlet. Besides the fact that consignment selling system is not effective (this is because of the payment is postponed, so it becomes barrier on money turnover), it also affects the sustainability of the production.

Kampong Batik Laweyan has a website, but the use of the website is not optimum. It can be seen that there are only a few small and medium entrepreneurs which take the advantage of the website to market their product. Based on the interview, there are small parts of batik entrepreneurs who have less understanding to operate the website. Therefore, they need an operator to market their product from the website and they also need a training to know how to operate the website. Promotion strategic to market their product is by holding an exhibition for all batik entrepreneurs in Kampong Batik Laweyan for it becomes an expected marketing. For this reason, small and medium batik entrepreneurs in Kampong Batik Laweyan can develop well. The exhibition can be held in Indonesia or abroad in a theme "KAMPOENG BATIK LAWEYAN'S BATIK EXHIBITION" There are clusters of batiks in Solo, they are cluster of batik Kauman, cluster of batik Laweyan, cluster of batik Sondakan. Each cluster has its own characteristic and quality. Based on this fact, there emerge marketing cooperation among those clusters. The form of the cooperations are Solo Batik Carnival and Batik Exhibition. It is hopefully help small and medium batik entrepreneurs to market their products. Whereas the two concepts of marketing which is rejected are joint label and supplying material. They argue that label is a brand which becomes a characteristic and standardized of particular product. If there is joint label, it prevents the development of the quality of the product. For supplying material concept, small and medium batik entrepreneurs argue that materials and other related materials for each batik entrepreneurs are different both in the quantity and total number of materials. For this reason, they think that it is better for them to supply their own materials.

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