



Virdes Batik Promotion Strategy *Collection* In An Effort To Increase Tourist Knowledge Of Banyuwangi Batik

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Abstract

Banyuwangi is a district that has great appeal in the tourism sector, besides that it also has diverse potential in the creative industry, one of which is the batik industry. However, this batik industry has not been widely recognized due to intense industry competition and limited promotional media. This study discusses the promotion strategy of Vides Batik Collection which aims to analyze the promotion of this batik industry. This analysis will produce several alternative strategies that can be used to optimize promotions. The method in this study uses the IFE and EFE matrices and analyzes them using SWOT analysis. The decision-making stage uses the method of Analytical Hierarchy Process (AHP) to determine priority strategies according to existing internal and external conditions. The results of the study show that the company's position is in this is II ingrowth and build (grow and develop) with 8 alternative strategies generated by the SWOT analysis which were then selected 5 for decision analysis and produced several priorities including the first, namely development brand image as a conservationist of typical Banyuwangi batik, secondly making attractive batik education tour package promos, then creating a promotional media account by showing the advantages of typical Banyuwangi batik products, then becoming a partner marketplace in Indonesia, and the last to follow developments trend batik but still maintain grip Banyuwangi typical batik.

Keywords: Promotion Strategy, Virdes Batik *Collection*, SWOT analysis, AHP

1. INTRODUCTION

Banyuwangi Regency is a district with the largest area in East Java Province. The area which is located at the easternmost tip of Java Island and borders the Bali Strait has an area of 5782.50 km² (Puspitaningtyas et al., 2013). The charm of Banyuwangi tourism always





amazes anyone who visits so the branding "Majestik Banyuwangi" is very suitable for the tourist attractions that are presented. Besides having a potential tourist attraction, Banyuwangi in the creative industry sector is also very diverse and has its own uniqueness, one of which is the batik industry sector.

Typical Banyuwangi batik is also called Banyuwangi coastal batik. Coastal batik color mixing is more attractive using bright colors and conspicuous so that it seems bolder with sea or flora and fauna motif ornaments (Furyana, et al., 2013). According to the results of observations, it is known that not many people know about Banyuwangi typical batik. Apart from that according to Estiningtyas, *et al.*, (2015) Banyuwangi district is one of the batik producing areas whose existence is not widely known. The rapid growth of the batik industry has led to increasingly fierce competition between the respective batik industries. This requires industry players/management to carry out special strategies which are important for the continuity of a business and being able to dominate the market.

Efforts made by the company to increase tourist sales and knowledge of Banyuwangi batik are by implementing a promotional strategy. In marketing activities, companies must pay attention to the implementation of the promotion mix (*promotional mix*). Some of the tools used in the promotional mix (*promotional mix*) according to Kotler and Armstrong (2012) consists of advertising (*advertising*), sales promotion (*sales promotion*), private selling (*personal selling*), public relations (*public relation*) and direct marketing (*direct marketing*). The advantages of the product can be known by consumers and can make consumers interested in trying and then planning to buy a product. Therefore, it is hoped that with the right promotion strategy, the company can attract the attention of the general public and be known by the wider community.

Tampo Village is one of the areas that has seized the opportunity to preserve batik by forming batik with Banyuwangi's distinctive cultural characteristics. There are several batik industries that stand in Tampo Village including Virdes, Taksaka, Tresno, Najiha and Yoko. From the IKM data from the Department of Manpower, Transmigration, and Industry (Disnakerperin) of Banyuwangi Regency, it can be seen the production value and selling value of IKM Virdes Batik Collection the production value is IDR 164,115,000 and the selling value is IDR 326,115,000. It is known that of the 5 batik industries in Tampo Village, the highest production value and selling value in 2019 were at Virdes Batik Collection. Therefore, the researcher chose Virdes Batik Collection as a batik center studied in this study.





Virdes batik products have been recognized by Indonesian Batik BMI 15 2081 which was awarded by the Center for Crafts and Batik in Yogyakarta. This shows that the existence of quality batik cloth products at the Virdes batik company has been tested by SNI (Indonesian National Standard) and is able to penetrate the global market and supplier batik to several countries such as Malaysia, England, Taiwan, Singapore, Italy, America, and other countries. However, currently Virdes Batik *Collection* they only market their batik to several regions in Indonesia, such as Palembang, Kalimantan, Malang, Probolinggo, Surabaya, and almost all cities in East Java. According to narrative owner Virdes Batik *Collection*, this is because there are many competitors in the batik industry in Tampo and Banyuwangi villages.

Based on the results of an initial survey in January 2020 conducted by researcher, Virdes Batik *Collection* facing problems related to limited promotional media. Even though every product produced can be absorbed by the market, Virdes Batik *Collection* unable to expand the business to a larger scale. So far, the promotional activities carried out by Virdes Batik *Collection* rely solely on marketing *direct marketing*, *word of mouth* from consumers who are familiar with Virdes Batik, *event* Banyuwangi Festival, and order from *customer loyalty*. From these results, the researchers identified the main problems associated with high sales but minimal promotional media used in marketing their products. From this description, the authors are interested in conducting research with the title "Viral Batik Promotion Strategy *Collection* In Efforts to Increase Tourist Knowledge of Banyuwangi Batik".

2. METHOD

Research using descriptive qualitative method. The first technique is data collection which is part of the data collection instrument that determines the success or failure of a study. Data collection can be done in various ways setting, various sources, and various ways. When viewed from the data source, data collection can use primary sources and secondary sources (Sugiyono, 2016). Source of data in this study using primary and secondary data. Primary data was obtained from direct observation (observation) at Virdes Batik *Collection* accompanied by owner and admin Virdes Batik *Collection*. Interviews with people who are influential in policy making and are a marketing directble to provide the information needed regarding the Virdes Batik promotion strategy *Collection* to increase tourist knowledge of Banyuwangi Batik. The results of interviews from various informants will be used to prepare the identification of internal and external factors which are then processed into supporting





data for assessing the weights and ratings of the internal and external factors selected by the informants. Then documentation by taking documentation in the form of writing, pictures and work that includes the Virdes Batik industry collection. Secondary data to support information obtained from primary data obtained from literature studies on books and previous research (journals, theses and final assignments) that have something to do with promotion in the creative industries. The data obtained later analyzed by using several stages, namely the input stage (*The input stage*) was carried out by identifying internal and external factors and IFE and EFE matrices. Next is the decision stage (*The decision stage*).

3. RESULTS AND DISCUSSION

3.1 Overview of Research Locations

Virdes Batik Collection is a typical Banyuwangi batik craft industry located on Jl. Doctrine Baitussalam Simbar Tampo RT 01/II Cluring Banyuwangi, apart from that there is also a gallery art batik on Jln. Octopus Fish No 52, Karangrejo Banyuwangi. Virdes Batik Collection was founded on November 3, 1986 which was founded by Mr. H. Moch. Suyadi. The name "Virdes" is an abbreviation of the zodiac, the name of the owner and the name of the wife of the owner of Virdes Batik Collection namely Virgo Dewi Suyadi. Consumers who come to Virdes Batik Collection These are mostly local tourists, foreign tourists, and the local community. Generally, consumers who come are government agencies, educational institutions, the military, and police. Apart from mensupply a number of outlet in Banyuwangi such as Osing Deles, Swadesi, and souvenir centers in Banyuwangi, this Virdes batik has penetrated into a number of markets including Palembang, Jambi, Kalimantan, Papua, Sulawesi, Jember, Kediri, Malang, Probolinggo, Sidoarjo, Surabaya and almost all city in East Java. Batik Virdes too imported to several countries such as Malaysia, Singapore, Taiwan, America, Italy, England, Australia, and other countries.

Virdes Batik Collection currently only produces written batik and stamped batik with various motifs according to the typical Banyuwangi batik standard. There are 22 batik motifs stored in the Banyuwangi Cultural Museum out of a total of 44 Banyuwangi motifs that have been named, namely Gajah Oling, kangkung setingkes, alas kobong, blarak semplah, gringsing, clover, papak scales, kawung, ukel, moto pitik, sembruk worms, house wasp, broken coffee, banged up, mungkung elephant, stocky face, srimpet, kesit wader, sketch, juwono, garuda mungkur, sekar jagad, galaran, elephant ear, ricegrowth, maspun, ulo buntung, white background, fan, scorpion, bird of paradise, dilem sempleh, street, totogan, slap, jajang sebarong, centipede, manuk kecaruk, jenon, aseman, belibisan, londo distance,



nogo putri, and command straight. Of the various typical Banyuwangi batik motifs, the elephant oling motif is the oldest batik motif which is the basic form of Banyuwangi batik. The Gajah Oling batik motif is a mandatory feature in Banyuwangi Batik and is often used in the official work uniforms of Banyuwangi government employees. Apart from that Virdes Batik Collection also has several motifs of his own work resulting from the development of Banyuwangi batik motifs, namely rocking jaran, tiger nails, sunduk worms, jasmine, grapes, merak, lyrical, uceng, jalu, ferns, geo fish, underwater, shellfish, truntum, gendo, pennant barrel, barongan, frangipani, and other motives. Here are some batik motifs at Virdes Batik Collection (Figure 1).

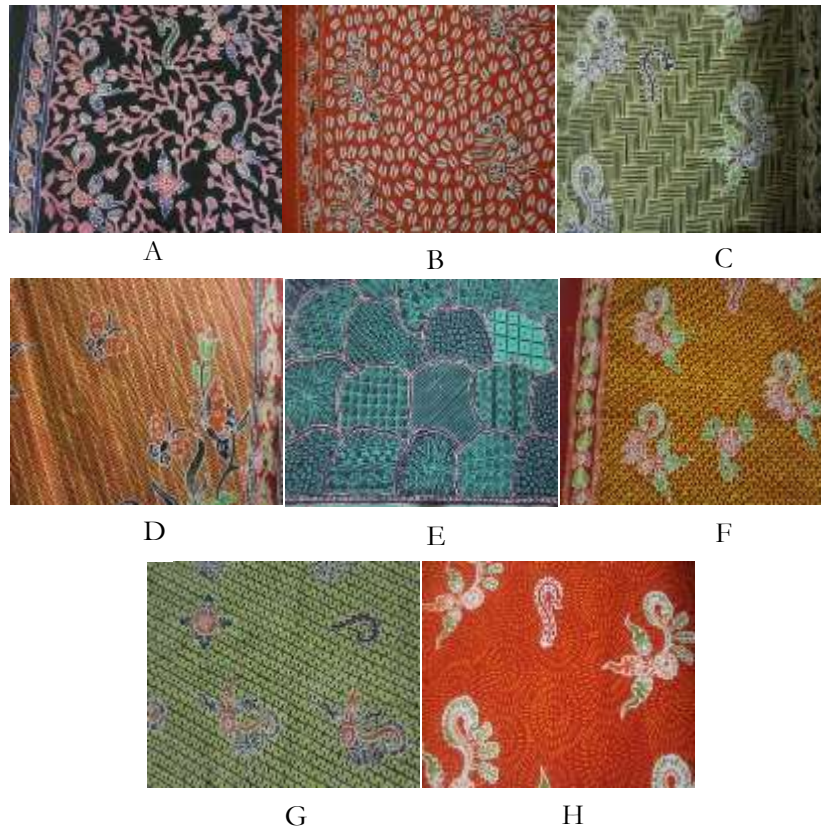


Figure 1. Virdes Batik motifsCollection (A) Elephant Oling Motif; (B) Broken Coffee Motif; (C) Gedegan Motive; (D) Blarak Semplah Motif; (E) Motif Sekar Jagad; (F) Paras motive; (G) Worm Burst Motif; (H) Kutah Rice Motif
(Source: Research Documents, 2020)



3.2 Evaluation of Internal Factors

a. Identification of Internal Factors

Identification of internal factors to analyze the strengths and weaknesses of Virdes Batik Collection which aims to give weight, rating and develop strategies using SWOT analysis. Based on interviews and filling in the identification of internal-external factors, several factors, both strengths and weaknesses, are obtained as follows:

a. Strength (*Strengths*)

1. One of the first batik industries was established in Tampo Village

Tampo Village is a batik center in Banyuwangi which was designated as a Batik Tourism Village on November 16 2018. Tampo Village has long been known as a place for batik artisans even though the number of batik artisans there has decreased over time. Currently there are 5 batik industries that are still standing, including Virdes Batik Collection, It's raining Batik, Yoko Batik, Tresno Batik, and Najiha Batik. Virdes Batik Collection is one of the early pioneers of the establishment of the batik industry in Tampo Village which is still developing today. There are several employees who used to be batik makers at Virdes Batik Collection opened his own batik business and eventually became a new competitor for Virdes Batik Collection.

2. active participant event Banyuwangi batik

The existence of the Virdes Batik industry Collection not only known in the national market but also penetrated the global market. This is because Virdes Batik Collection often Participated in various trainings organized by the local government and event batik both nationally and internationally. One off event Banyuwangi Festival which is regularly attended by Virdes Batik Collection is the Banyuwangi Batik Festival (BBF). Banyuwangi Batik Festival (BBF) is a series of Banyuwangi batik fashion events. This festival is the government's effort to move the wheels of tourism and the creative industry and develop the wealth of local batik.

3. Member of the Batik Banyuwangi Small and Medium Industry (IKM) association

AKRAB (Association of Culinary, T-shirts, Crafts, Accessories and Batik Banyuwangi) is a combination of associations/groups/IKMs in Banyuwangi that bridge between micro-entrepreneurs and the government. AKRAB was founded in 2014 and the parent association consists of several business groups such as t-shirts, processed foods, coffee, crafts, and batik, where each business group has an association. Virdes Batik Collection is one of the members who joined the batik association Fresh Blambangan universe. This



association is a forum for micro-entrepreneurs to develop their business and promote their products by participating in training and exhibitions which are held annually.

4. Has batik products such as batik cloth, clothes, caps, scarf batik, udeng, fans, and bags as media display

For tourists who want to buy Banyuwangi typical batik souvenirs, Virdes Batik Collection has a variety of fabrics and products with original Banyuwangi batik motifs. The batik that is sold also varies, from stamped batik to hand-written batik that is made accordingly grip Banyuwangi typical batik. Virdes Batik Collection also serves tourists who want to order certain batik motifs in large parties. Some Virdes Batik products *Collection* can be seen in (Figure 2).



Figure 2. Virdes Batik Products Collection (A) Batik Fabrics; (B) Udeng Batik; (C) Batik cap
(Source: Research Documentation, 2020)

5. Has more than 100 motifs of his own work that can attract buying interest and support promotions.

In addition to producing batik cloth with typical Banyuwangi motifs, Virdes Batik Collection also has its own batik motif which is a development of typical Banyuwangi

batik motifs including rocking jaran, tiger nails, sunduk worms, jasmine, grapes, merak, lyrical, uceng, jalu, aseman, ferns, geo fish, underwater, shellfish, truntum, gendo, banner laras, barongan, frangipani, and other motifs (Figure 3).



Figure 3. Virdes Batik motifs
(Source: Research Documentation, 2020)

b. Weakness (*Weaknesses*)

1. Management awareness is still lacking so there is no maximum promotion effort
Virdes Batik party *Collection* so far it has only focused on loyal consumers who feel that without promotional activities many people already know about Virdes Batik batik products *Collection* and batik sales will remain high. So there is less use of social media that has the potential to help MSME players and entrepreneurs in marketing their products. Through the use of social media, MSME actors can increase the advantages and selling points of the products or services offered. However, many MSME actors still do not utilize social media as a means digital *marketing*. This is due to a lack of understanding of the importance of promotion through social media, a lack of understanding of how to use social media, and a lack of knowledge about information and communication technology.
2. There is no batik community in the Batik Tourism Village, Tampo Village
Since the early development of the batik industry in Tampo Village until it was designated as a Batik Tourism Village, batik artisans and batik entrepreneurs have not been gathered in batik associations or groups. The community and local batik entrepreneurs still do not have the awareness to form a batik community in Tampo Village. This is due to the high level of competition between each batik industry in Tampo Village.



3. Don't have promotional media yet online (*website* and social media)

In the development of the times in this digital era, promotion media for an industry can be through various media, one of which is through social media, whether in the form of Instagram, Facebook, or Twitter. The platform is currently attending, while Virdes Batik Collection still don't have an account that can be used as promotional media and are lacking in utilizing social media. This is because Virdes Batik Collection I don't want anyone to plagiarize the works of batik motifs posted on social media and feel that their business is known by many people. So far the promotion has been carried out by Virdes Batik Collection only limited personal *selling*, *direct marketing*, and *public relation*.

b. Internal Factor Evaluation Matrix

a. Matrik IFE

The IFE matrix is used to find out how big the role of internal factors is. The results of the IFE matrix calculation show that the strategy that is the main strength is one of the batik industries that was first established in Tampo Village with a weight score of 0.548. In addition to this, it can be seen that the main weakness factor is less intensive tourism promotion with a weight score of 0.253. In a thorough calculation, a weighted score of 2.811 was obtained which indicates that the batik industry internally in responding to promotional activities can be said to be in above average condition. The following are the results of the Virdes Batik IFE matrix analysis *Collection* which can be seen in table 1.

Table 1 IFE Virdes Batik Matrix *Collection*

M	Internal Strategic Factors	Weight	Rating	Score
Strength (<i>Strengths</i>)				
1.	One of the first batik industries was established in Tampo Village	0.137	4	0.548
2.	active participant event Banyuwangi batik	0.125	4	0.499
3.	Member of the Batik Banyuwangi Small and Medium Industry (IKM) association	0.136	3	0.407
4.	Has batik products such as batik cloth, clothes, scraf batik, and udeng as mediadisplay	0.100	4	0.399





5.	Has more than 100 motifs of his own work that can attract buying interest and support promotions	0.109	4	0.437
Total Strength				2.750
Weakness(Weaknesses)				
6.	Management awareness is still lacking so there is no maximum promotion effort	0.117	1	0.117
7.	There is no batik community in the Batik Tourism Village, Tampo Village	0.150	1	0.150
8.	Don't have promotional media <i>yetonline</i> (<i>website</i> and social media)	0.126	2	0.253
Total Weaknesses				0.520
Weighted Total Score				2.811

(Source: Primary Data, 2020)

3.3 Evaluation of External Factors

a. Identify external factors

Based on the results of interviews and filling in the identification of internal-external factors, several factors, both opportunities and threats, were obtained for Virdes Batik Collection as follows :

a. chance (*Opportunities*)

1. *Trend* increasing batik

Batik is generally only used in formal, semi-formal events or certain events. However, currently batik is also used in casual events for the upper middle class. *Trend* batik is not only with classic models but also with modern models so that it looks fashionable and has more and more enthusiasts. As an effort to preserve batik, the Banyuwangi district government made a policy, namely requiring all civil servants to wear batik on Fridays and requiring educational institutions, both public and private, to wear batik as a uniform. This government policy is a business opportunity for batik craftsmen. So that the use of batik has become *Trend* for all groups, both small children and adults, also affects the increase in demand for batik cloth at Virdes Batik Collection. Currently there





are also many tourists from outside the city who come to Virdes Batik Collection to order batik cloth with typical Banyuwangi patterns and motifs or according to request.

2. *Digital marketing* is becoming a business trend

In the business world, technological developments are one of the factors that support the development of an industry, one of which is digital *marketing* which is now getting more and more attention. The use of this media has been widely applied and produced results so that it is a very good opportunity to help the process of promoting goods or services, including in the typical Banyuwangi batik industry, so that it is more easily recognized by tourists.

3. Increasing the number of social media users

The rapid development of technology and the increasing number of internet users, nowadays almost everyone uses social media such as YouTube, Twitter, Facebook and Instagram so that it can be used as a very appropriate promotional media. Because the reach of social media is very broad.

4. There is government support in preserving batik

Creative industries are under the auspices of the government, especially the Department of Culture and Tourism, the Office of Manpower, Transmigration and Industry, and the Office of Cooperatives. The government facilitates the batik creative industry in Banyuwangi by holding training on the process of making batik, training marketing *online*, and implementation event annual events that are included in the Banyuwangi Festival calendar such as the Banyuwangi Batik Festival (BBF). The Banyuwangi Batik Festival is included in a series of events from Banyuwangi *Ethno Carnival* (BEC) on September 26-28 2013 which was also attended by Virdes Batik Small and Medium Industries *Collection*.

5. There is activity new normal

The Covid-19 pandemic has an impact to various life sector. People cannot interact and do their activities freely like before this pandemic. As an effort to accelerate the handling of Covid-19, the government has imposed PSBB regulations (Large-Scale Social Restrictions) to break the chain of transmission of the Covid-19 virus. So that it has an impact on decreasing business development both large, small and medium scale businesses. In recent times the government has implemented easing related to the PSBB policy *or new normal*. So that economic activity starts to run while still implementing health protocols. However, the existence of this pandemic also had a positive impact, namely starting to shift the public consumption system to using online media. This is due





to the presence of WFH (*Work From Home*) which causes online promotion to be more desirable.

b. Threat (*Threats*)

1. The number of new batik industry in Banyuwangi

The increase and decrease in the amount of batik production was not only caused by market demand but also due to new competitors appearing which had an impact on decreasing production. Based on IKM data from the Transmigration and Industry Manpower Office (Disnakerperin) Banyuwangi Regency 2019, batik IKM in Banyuwangi totaled 59 units. The increase in the batik industry is very significant and almost at each The sub-district has batik craftsmen and industries.

2. The decline in people's purchasing power during the Covid-19 pandemic

The Covid-19 pandemic has had a huge impact on the economic sector, including small and medium businesses. In the tourism sector this pandemic has affected stakeholder and related parties such as tourists, entrepreneurs, policy makers and other fields. Many tourists have been forced to cancel their vacation plans to visit Banyuwangi, and the main impact has been the closure of many businesses dried decrease in the number of buyers.

3.4 External Factor Evaluation Matrix

a. Matrik EFE

The EFE matrix is used to determine the influence of external factors faced by Virdes Batik Collection. The calculation results from the EFE matrix show that the strategic factor which is the main opportunity is the increase in social media users with a weighted score of 0.620. In addition, it also shows external strategic factors that show the main threat is the decline in people's purchasing power during the Covid-19 pandemic with a weighted score of 0.482. In a thorough calculation, a weighted total score of 3.390 is obtained which indicates that this industry externally in responding to promotional activities can be said to be in above average condition. The following is the result of Virdes Batik's EFE matrix analysis *Collection* which can be seen in table 4.2.



Table 2 Virdes Batik EFE MatrixCollection

No	External Strategic Factors	Weight	Rating	Score
Opportunity(Weaknesses)				
1.	Trend increasing batik	0.149	4	0.596
2.	Digital marketing is becoming a business trend	0.127	4	0.506
3.	Increasing the number of social media users	0.155	4	0.620
4.	There is government support in preserving batik	0.124	3	0.373
5.	There is activitynew normal	0.163	3	0.490
Total Chances				2.586
Threat(Threats)				
7.	The number of new batik industry in Banyuwangi	0.161	2	0.322
8.	The decline in people's purchasing power during the Covid-19 pandemic	0.120	4	0.482
Total Threat				0.804
Weighted Total Score				3.390

(Source: Primary Data, 2020)

3.5 Competition Position Analysis

a. IE Matrix (Internal-External)

Based on the results of the total weighted score, which previously calculated the weight and rating of each factor, both internal and external, at this stage an analysis will be made to determine the position or condition of the industry that can be used to develop and determine the right strategy for the industry. , by combining the weighted scores on the IFE and EFE matrices. The combination is by looking at the weighted score of the IFE matrix by placing it on the X axis (horizontal) and the weighted score of the EFE matrix by placing it on the Y axis (vertical) which will then describe cells 1 (one) to 9 (nine) as shown in Figure 4.

The IFE matrix shows a weighted total score of **2.811** and the EFE matrix shows a weighted total score of **3.390**.

		Total weighted IFE Score		
		Strong 3,0-4,00	Rate-rate 2,0-2,99	Weak 1,0-1,99
		4,0 3,0	2,0	1,0
W e i g h t e d T o t a l E F E V a l u e	Height 3,0-4,00	I	II	III
	Currently 2,0-2,99	IV	IN	WE
	Low 1,00-1,99	VII	VIII	IX

Figure 4. IE Virdes Batik matrixCollection

Based on the results of the analysis of the company's position, Virdes Batik Collection is in cell II which indicates that this company is in average internal condition and the response to external factors is quite high. The strategy that can be applied is **Growth and Build** or grow and develop, this company can implement several of its corporate strategies by implementing intensive growth strategies such as market penetration, market development and product development and integrative strategies.

Virdes Batik SWOT analysisCollection produce 8 promotion strategies. Furthermore, it is formulated into 5 alternative strategies that are most suitable based on the company's position. In formulating alternative strategies, researchers only choose 5 alternative strategies because there are several strategies that are similar, one of which is the alternative strategy ST1 which is the same as SO2, but researchers see SO2 as better because it continues to innovate and keep abreast of developments.trend by continuing to follow the standard of



Banyuwangi batik. Besides that Virdes Batik Collection also as one of the first batiks to be established in the village and has experience in the batik industry. While the ST2 strategy alternative, the researchers did not choose it because the researchers had not conducted interviews with other batik business actors, especially in Tampo Village. The researcher also saw that the strategy that the researcher produced in the S-T alternative, especially ST2, was indeed capable of growing and developing, but the researcher was worried because he did not know the condition of other batik business actors. This is also in accordance with the results of the IE Matrix which is in cell 2 namely *Growth and Build* in table 3.

b. Formulation of Alternative Strategies

Table 3. Virdes Batik SWOT Matrix Collection

<p style="text-align: center;">INTERNAL</p> <p style="text-align: center;">EXTERNAL</p>	<p>STRENGTH (<i>Strengths</i>)</p> <ol style="list-style-type: none"> 1. One of the first batik industries was established in Tampo Village 2. active participant event Banyuwangi batik 3. Member of the Batik Banyuwangi Small and Medium Industry (IKM) association 4. Has batik products such as batik cloth, clothes, scraf batik, and udeng as media display 5. Has more than 100 motifs of his own work that can attract buying interest and support promotions. 	<p>WEAKNESS (<i>Weaknesses</i>)</p> <ol style="list-style-type: none"> 1. Management awareness is still lacking so there is no maximum promotion effort 2. There is no batik community in the Batik Tourism Village, Tampo Village 3. Don't have promotional media yet online (<i>website</i> and social media)





<p>OPPORTUNITY (Opportunities)</p> <ol style="list-style-type: none"> 1. Trend increasing batik 2. Digital marketing is becoming a business trend 3. Increasing the number of social media users 4. There is government support in preserving batik 5. There is activity new normal 	<p>Strategy S-O</p> <ol style="list-style-type: none"> 1. Develop Brand <i>image</i> as a conservationist of typical Banyuwangi batik (S1, S2, S3, 04) 2. keep up with developments trend batik but still maintain grip batik khas Banyuwangi (S4,S5,01) 3. Become a marketplace partner in Indonesia (S5, 02, 03, 05) 	<p>W-O Strategy</p> <ol style="list-style-type: none"> 1. Optimizing promotions on social media batik virdes (W1, W3, 02, 03, 04) 2. Making attractive batik educational tour package promos (W2, 01, 05)
<p>THREAT (Threats)</p> <ol style="list-style-type: none"> 1. The number of new batik industry in Banyuwangi 2. The decline in people's purchasing power during the Covid-19 pandemic 	<p>Strategi S-T</p> <ol style="list-style-type: none"> 1. Creating product innovation consistently and uptodate (S1, S2, S4, S5,T1) 2. Collaborating with other batik business actors to increase consumer purchasing power again (S3, T2) 	<p>W-T strategy</p> <ol style="list-style-type: none"> 1. Create a promotional media account by showing the advantages of typical Banyuwangi batik products (W1, W2, W3, T1, T2)

(Source: Primary Data Processed, 2020)

The results of this study were also reinforced by the research of Dewa and Utsalina (2015) that in summary the results of the formulation of the IFAS – EFAS matrix based on the SO, WO, ST and WT strategies were weighted to determine the priority scale. Furthermore, based on the SWOT matrix, an alternative strategy with the highest weight is





S-O which can be interpreted as a strategy of using strength to take advantage of existing opportunities. After obtaining a strategy that can be translated, with existing strengths to seize the greatest possible opportunity, the two strategies become criteria for compiling a hierarchy to prioritize. The AHP model used consists of 3 levels, where level 1 is the goal, level 2 is the criteria, and level 3 is the alternative. Therefore, in this study the researchers only focused and chose specific and most realistic strategies to implement Virdes Batik Collection to optimize promotions. There are 5 alternative strategies selected by the researcher are as follows:

1. Develop Brand *image* as a conservationist of typical Banyuwangi batik
Now Virdes Batik Collection has branding as the first batik in Tampo Village. *Brand* as a conservationist of typical Banyuwangi batik and Banyuwangi original quality batik products is brand *image* that you want to highlight and researchers offer to develop Virdes Batik promotions *Collection*. Besides that brand *image* This can also provide tourists with an understanding of these advantages.
2. keep up with developments trend batik but still maintain grip Banyuwangi typical batik
The increasingly diverse models and variations of batik make batik the *trend* alone. *Trend* Batik clothing has also followed the development of moderate models *trend* in the present. Motifs and colors are one of the important factors in the selection of batik. Previously Virdes Batik Collection only produces typical Banyuwangi motifs such as the oling elephant, stocky paras, kangkung settings, and other Banyuwangi batik motifs with bright and striking colors. However, as time goes by, the batik motifs are increasingly varied. Virdes Batik Collection Modernize typical Banyuwangi batik motifs with other regional batik or combine them with certain motifs.
3. Become a partner marketplace in Indonesia
In the current industrial era 4.0 *platform marketplace* become an alternative for consumers in buying a product. The various kinds of needs needed are getting easier to get with just a capital smartphone or laptop and internet network. The rapid development of online business opens opportunities for business actors who already have one outlet to try online business through various marketplaces which are available.
4. Making attractive batik educational tour package promos
Various activities carried out by Virdes Batik Collection to introduce batik to the wider community, one of which is by sharing the knowledge of batik. tourists who come to Virdes Batik Collection can see directly the process of making batik, printed batik and printing in place batik production which is behind the batik gallery. For tourists who are





interested in batik, a batik education package is available for individuals and groups, namely learning to make patterns, make batik and color batik cloth. After tourists have finished making batik, the next process will be continued by employees in the production section until it becomes batik cloth and will be sent to the tourist's address. In addition, there are other educational packages, namely intensive batik which is intended for tourists who want to explore the techniques of making batik and stamped batik. This educational package is carried out for several days or several weeks depending on the needs of the tourists. The minimum number of participants is not limited either personally or in groups. For accommodation tourists can choose to stay at a nearby hotel or stay at a resident's house (*homestay*). This batik tourism activity can provide experience unique, memorable, and useful for tourists. This is in accordance with the results of Latifah's research (2015), around 60% of respondents (creative tourists) stated that the experience they got at the Batik Museum and Batik Village was an authentic and unique experience that they had never encountered before. This is also related to the findings in the same research that tourists feel their activity in batik has increased their appreciation of batik. Their previous knowledge and interest that batik is just a shirt or cloth motif has increased in the meaning contained in each motif (through the given batik recognition process) and the uniqueness and process of making batik.

5. Create a promotional media account by showing the advantages of typical Banyuwangi batik products

Creating a promotional media account is one of the efforts that can be taken by the manager Virdes Batik Collection to increase sales significantly. With the advantages of its products, Virdes Batik is able to expand its market segmentation and target more consumers. The advantages of raw materials and batik products offered are also in accordance with the prices set. So that tourists can adjust the budget and product quality they want with the collection of batik they have Virdes Batik Collection.

3.6 Priority Strategy Determination

At this stage, the selection of priority strategies will be carried out using the method *Analytical Hierarchy Process* (AHP) generated from the SWOT matrix (Figure 5). This method is a method used for decision making effectively to solve a problem. The analytic hierarchy process in this study can be divided into four hierarchies, including:





1. The first level is the target(*goals*) namely Promoting Virdes Batik Collection and Increasing Tourist Knowledge of Banyuwangi Batik
2. The second level is the factors(*factor*) or criteria that affect the promotion, namely:
 - 1) Promotion media
 - 2) Promotional Content
 - 3) Quality Tourist Products
3. The third level is goals(*objective*) what is expected is:
 - 1) Increasing Virdes Batik Sales Collection
 - 2) Increasing Tourist Knowledge
 - 3) Guaranteeing Continuous Development
4. The fifth level is an alternative(*alternative*) SWOT strategy. In this study, there are six strategies that are recommended, namely:
 1. SO1 : Develop Brand *image* as a conservationist of typical Banyuwangi batik
 2. SO2 : Follow developments trend batik but still maintain grip Banyuwangi typical batik
 3. SO3 : Become a marketplace partner in Indonesia



- 4. WO2 : Creating attractive batik educational tour package promos. Conclusion
- 5. WT1 : Create a promotional media account by showing the superiority of typical Banyuwangi batik products.

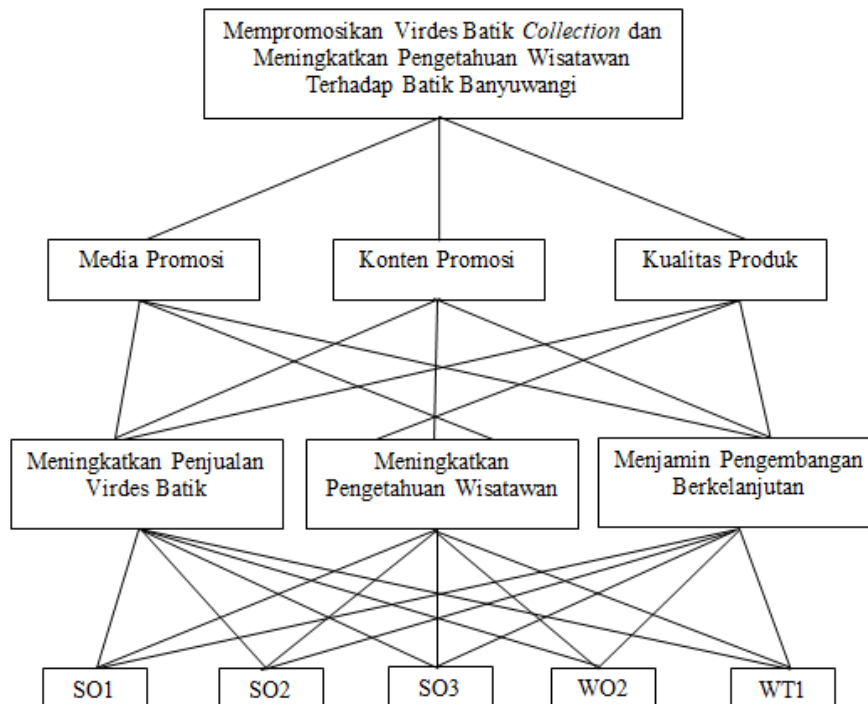
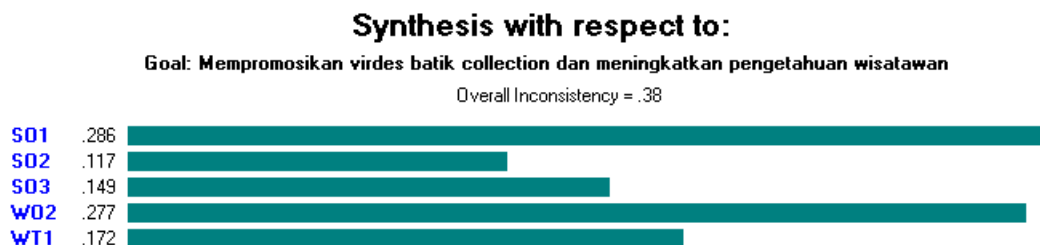


Figure 5. Hierarchy of Promotion Strategy Selection Alternatives

From the framework mentioned above, the next step is to find out which strategy is more optimal and more a priority in promotion at Virdes Batik Collection. To calculate the analysis itself the author uses the application expert *choice*. Here are the results of expert *choice* which can be seen in picture 6:





Based on AHP assessment data that has been processed using application assistance *Expert Choice 2000*. The results show that the first priority of the SO1 strategy alternative is to develop a brand *image* as a conservationist of typical Banyuwangi batik with a value of 0.286. Branding from Virdes Batik Collection Since its inception, it has developed as a pioneer of the first batik industry in Tampo Village as well as a conservationist of Banyuwangi's typical batik motifs. Even though they don't have social media as a promotional medium, tourists still know Virdes' batik products and industry because brand *image* this can give tourists an understanding that Virdes Batik Collection is a preserver and guardian of the uniqueness of Banyuwangi batik whose development of batik motifs is always based on grip Banyuwangi typical batik.

The second priority of WO2's strategy is to make attractive batik educational tour package promos with a value of 0.277. The majority of tourists who travel to Banyuwangi end *trip* finally to shop for typical Banyuwangi batik at Virdes Batik Collection. Tour and Travel Bureau Tour *guide* always make Virdes Batik Collection as one of the last series of activities of tourists traveling in Banyuwangi.

The third priority of WT1's strategy is to create a media promotion account by demonstrating the superiority of typical Banyuwangi batik products with a value of 0.172. Virdes Batik Collection do not yet have social media as a medium for promoting their products. So far the promotion has been carried out by Virdes Batik Collection only through direct *marketing*, *word of mouth*, *event* batiks, and *customer loyalty*. But with the direct selling technique (*direct marketing*) Virdes Batik products *Collection* able to achieve sales targets and compete with other batik industry. Additionally, with brand *image* existing ones can also be developed as a place of study tour Batik motifs typical of Banyuwangi.

SO3's fourth strategic priority is to become a partner marketplace in Indonesia with a value of 0.149. Promotion strategy through the marketplace can increase sales and Know your competitors and target market. Sales concept in the marketplace this is also an opportunity during the Covid-19 pandemic because at times currently indirectly changing the product sales system. System sales online This is the main opportunity for businesses to survive and facilitate product sales with unlimited marketing areas.





SO2's fifth strategic priority is following developments trend batik but still maintain grip Banyuwangi typical batik with a value of 0.117. In addition to increasing sales of batik products, this strategy also aims to increase tourist knowledge about Banyuwangi typical batik. This strategy is an effective alternative to increase tourist knowledge by strengthening knowledge traveler about Banyuwangi typical batik that already exists.

5. CONCLUSION

Internal factors that were identified and became the main strength for the Virdes Batik Collection were being the first batik industry in Tampo Village and the main weakness was that they did not have online promotional media (websites and social media). External factors that are the main opportunity for the Virdes Batik Collection are the increasing number of social media users and the main threat, namely the decline in people's purchasing power during the Covid-19 pandemic. In the SWOT analysis strategy, the batik industry has 8 alternative strategies which are divided into 5 relevant strategies based on comparative calculations and assessment considerations processed using the Expert Choice 2000 application. The second priority of WO2's strategy is to make attractive batik educational tour package promos with a value of 0.277. The third priority of WT1's strategy is to create a media promotion account by demonstrating the superiority of typical Banyuwangi batik products with a value of 0.172. The fourth priority of the SO3 strategy is to become a marketplace partner in Indonesia with a score of 0.149, and the fifth priority of the SO2 strategy is to follow the development of batik trends but still maintain the typical Banyuwangi batik grip with a value of 0.117.

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