

SWOT Analysis: Utilization of Technology and Innovation in the Sustainability of Trusmi Batik Business in Cirebon Regency, West Java

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ABSTRACT

This study aims to analyze the extent of the use of technology and innovation in the sustainability of Trusmi's batik business, seen from the marketing strategy it does. This type of research is a case study. The subjects in this study were Trusmi batik entrepreneurs. Data were collected through observation, documentation, and semi-structured in-depth interviews. Based on the results of the SWOT analysis, Trusmi's batik business can take advantage of opportunities by using technology to innovate and create Trusmi's batik business so that it can continue to exist and be sustainable. The results of this study indicate that the use of technology and innovation has a very significant impact on its sustainability. This can be seen from the many advertisements on social media about the advantages of Trusmi batik and almost all Trusmi batik entrepreneurs have more than one batik showroom and even open branches in certain areas so that this can facilitate access for visitors to buy and collect Trusmi batik easily. Because batik is the embodiment of regional culture, it is recommended that batik activities be included in the Education Curriculum as local content.

Keywords: *SWOT analysis, technology utilization, innovation, business sustainability, batik Trusmi, Cirebon*

1. INTRODUCTION

Indonesia positions batik as a brand of political identity [1]. Batik is one of the world's cultural heritage that has been approved by the world through UNESCO [2]. After batik was approved by UNESCO, it was followed by a Presidential Decree of Indonesia on October 2, 2009, which established National Batik Day as a tribute to Indonesia's cultural heritage [3]. Traditional batik cloth is an intellectual work of the nation's children and cultural heritage that is the pride of the community that needs to be developed because it is one part of the creative industry [4]. Therefore, batik needs to be preserved because it is a legacy of the nation's identity and the nation's brand of Indonesia [5].

Trusmi batik is part of the culture in Cirebon, which has its philosophical value and meaning so that it becomes the hallmark of Trusmi batik [6]. This is what makes many people interested in buying and wearing

Trusmi batik [7]. To develop their business, batik entrepreneurs work closely with local governments in increasing Trusmi's batik business [8]. Trusmi batik business absorbs a lot of labor, especially the surrounding community so that this can help the government in reducing unemployment [9]. With so many human resources being absorbed, the idea to develop Trusmi's batik business continues to be developed so that it can continue to exist and survive by innovating and being creative following the times [10]. In addition to being creative and innovative in developing a batik business, the use of technology in marketing is also very helpful, this is very helpful for batik entrepreneurs to promote Trusmi batik to the wider community both at home and abroad [11].

Innovation and creativity are an integral part of a business in the batik field. Especially in this modern era, innovation, passion, and creativity are very much needed to maintain the existence of Trusmi batik in Cirebon. The

results show that creativity and innovation both simultaneously and partially have a positive effect on the success of the traditional cake business [12]. Innovation has a more dominant influence than creativity in business success. It is therefore recommended for entrepreneurs to innovate in products, processes, places, and designs to attract new customers. Innovation is closely related to the company and its implementation is the result of advances in science and technology [13]. An important determinant of competitiveness is innovation [14]. Innovation can take place at various levels and in various fields of enterprise activity. There are product innovation, process innovation, organizational innovation, and marketing innovation [15]. A business can be described as sustainable after meeting three criteria: incorporating sustainability principles in most of its business decisions, supplying environmentally friendly products and services, and forming a commitment to environmental principles in business operations [16].

Although there are already entrepreneurs who use the internet and social media in marketing their batik products, their number is still small. They also have not done much innovating their products and marketing. This research is a qualitative research with a case study approach [17], [18]. In this case, the researcher focuses on the use of technology and innovation processes in the sustainability of Trusmi's batik business. Also, identify the strengths, weaknesses, opportunities and threats faced by trusmi batik entrepreneurs and determine the appropriate strategy.

2. RESULT AND DISCUSSION

2.1 Utilization of Technology and Innovation in Trusmi Batik Business

This study aims to analyze the extent of the use of technology and innovation in the sustainability of Trusmi's batik business, seen from the marketing strategy it does, and focuses on the use of technology and the innovation process of Trusmi's batik business in attracting visitors. Utilization of technology carried out by Trusmi batik entrepreneurs is in terms of marketing strategies in particular. The increasingly fierce competition in the era of globalization has a considerable influence on marketing and creates new challenges in the current marketing function. Business people are required to understand how developments around the world can affect the domestic market and opportunities to find innovations, and Trusmi's batik business is no exception. Marketing strategy must be analyzed comprehensively and accompanied by strategic steps to be able to run a sustainable business [23].

The following are the results of interviews with several informants about the use of technology in the batik business in Trusmi in attracting visitors.

"In marketing batik products, we make maximum use of technology, considering now is the era of advanced

technology that always involves science and technology in all aspects of life. Of course, we do marketing Trusmi batik through social media that is intensive and popular with the general public such as the web, Instagram, WhatsApp, Facebook, and TikTok. The strategy we have adopted has succeeded in making many people interested in owning and shopping for Trusmi batik, both local and foreign. Thus, we hope that with this technological advancement, it will be able to have a sustainable impact on our batik business." (I, L, 36 years old)

In line with the results of interviews with several other informants in this study, they are as follows:

"Nowadays is the era of technology, all fields must adopt technological advances, if we don't take advantage of developing technological advances we will be behind the times and we will be eroded into bankruptcy. We have experienced it, especially in terms of marketing our batik products. Through various kinds of social media, we offer Trusmi batik along with its advantages and it turns out that it has succeeded in bringing in visitors who are curious about Trusmi batik products. (E.B, L, 65 yrs)

The results of interviews with several other informants show the following:

"We have entered the era of the industrial revolution in the era of digitalization, moreover our business is one of the elements of the creative economy that is being launched by the central government, namely fashion in the Trusmi batik category. Therefore, we are obliged to make maximum use of technological advances for the success of our business, in particular attracting visitors to come shopping for Trusmi batik. Our strategy is to utilize digitalization platforms in marketing our products. There is our IT department that specializes in dealing with marketing strategy issues by taking advantage of these technological advances. Moreover, Trusmi batik entrepreneur is not me personally, but many entrepreneurs are engaged in this kind of business."

"For motives, we always follow the trends that are developing in the community. Starting from the phenomenon of political life and social life of the people. (K, L, 65 yrs)

This shows that technological advances have a great impact on entrepreneurs, especially to innovate and market batik products [24]. The following are the results of interviews with several informants in this study as follows

"Innovation and creativity are two things that are interconnected and very supportive in today's era in the prospect of developing the Trusmi batik business. During the dynamic movement of world fashion today, batik should not be left behind to always innovate and be creative. We started to innovate in terms of motifs, materials, colors, and models of contemporary batik clothes. That's all we do solely to maintain the existence of Trusmi batik in the world fashion scene. We even use the remnants of the batik cloth itself into items that can be used as souvenirs for visitors, such as wallets, key

chains, headbands, batik sandals, and batik bags.” (N, P, 55 years old).

This shows that innovation and creativity have a strong influence and soul and are related to expressing ideas and ideas to process the remnants of batik cloth pieces so that they can be used and have economic value again for the progress of Trusmi's batik business. This is in line with [25] the Ministry of National Development Planning explained that the innovative role is to encourage the circular economy. This shows that technological advances have a great impact on entrepreneurs, especially to innovate and market batik products [26].

The purpose of using technology and innovation in the sustainability of Trusmi's batik business is to attract visitors. The number of visitors to trusmi batik continues to increase [20], [21], [22]. Where these visitors have economic behavior (consumption) that is different for each individual. Consumer behavior focuses on activities related to individual consumption. Consumer behavior relates to the reasons and pressures that influence the selection, purchase, use, and disposal of goods and services aimed at satisfying personal needs and desires. There are five factors identified that can influence consumer behavior in choosing products, namely product labels, certification bodies, sources of information, company image, and product quality [27]. Social status also affects their tendency to buy new products. Moreover, Generation Y is always connected to social media which directly affects what products they will buy [28]. Based on the above definition, it can be concluded that consumer behavior is the actions taken by individuals, groups, or organizations related to the decision-making process in obtaining, using economic goods or services that are always changing and moving all the time. This economic behavior is also influenced by local culture and the times. The following are the results of interviews with several informants in this study, namely:

"Because Trusmi still upholds cultural values, the people's purchasing power factor is influenced by cultural customs which are commemorated once a year so that the purchasing power of the surrounding community is only before traditional events. As for the outside community, because it is influenced by the times, which always update the fashion of batik models so that the purchasing power is divided to buy other fashion. (S, P, 45 years).

In this study, the authors found that there are indicators of Sustainable Development Goals that contribute to supporting the Sustainable Development Goals (SDGs) [29], namely SDGs 12 (ensure consumption patterns or economic behavior of local communities and visitors to Trusmi batik).

2.2 SWOT Analysis of Marketing Strategy for the Sustainability of Batik Trusmi Business

To find out the company's position, an analysis of the

internal and external factors of Trusmi Cirebon batik business must be carried out, by giving a rating and weighting for each factor. Giving weights to the IFE and EFE Matrix tables is done by looking at each factor that affects the development of the Trusmi batik business, this is intended to determine what strategies can be applied to the Trusmi batik business. Filling the rating by giving a value of 4 – 1 (strongly agree – strongly disagree) for the strength and opportunity factors. As for the weakness and threat factors, a rating of 1-4 (strongly agree - strongly disagree). The analysis of the internal factors in the Trusmi batik business can be seen in the table below:

Table 1 IFE (Internal Factor Evaluation) Usaha Batik Trusmi Cirebon

No.	Strength factors	Weight	Rate	Score
1	Capital	0,12	5	0,6
2	Workforce	0,08	3	0,24
3	Quality	0,12	4	0,48
4	strategic location	0,1	4	0,4
5	Business service	0,1	3	0,3
	Sub Total	0,52		2,02
No.	Weaknesses factors			
1	Parking lot	0,12	2,5	0,3
2	Praying facility for moslems	0,06	2	0,12
3	Showroom cleanliness	0,12	2,5	0,3
4	Price	0,12	2,5	0,3
5	Packaging	0,6	2	0,12
	Sub Total	0,48		1,14
	Total	1		3,16

(Source: primer data processed by researchers, 2021)

The results of the IFE matrix analysis in table 1 show that the factors that become the main strength in Trusmi Cirebon batik are capital strength and the quality of business products. The strength of the capital and the quality of these products can provide existence in the sustainability of Trusmi batik with weighted values of 0.6 and 0.48. While the main weaknesses in Trusmi's batik business are in the facilities of places of worship for Muslim visitors and the way of packaging. Many Trusmi batik entrepreneurs put aside in providing facilities for places of worship. The weighted value of this weakness is 0.12.

The results show that the factors that become the main opportunities in the Trusmi batik business are capital, innovation, and creativity in developing the Trusmi batik business and the use of technology, of course in terms of product marketing. Considering that today is an automatic digital era, in terms of developing a business, they must be able to maximize the use of technology in innovation and creativity so that your business can exist and not be easily eroded by the progress of the times. The probability factor is at a weighted value of 0.65. While the threat factor that is very visible in the Trusmi batik business is a competitor of a similar business with a weighted value of 0.12. This is because, in Cirebon, business competitors of the same kind as Trusmi batik traders still adhere to the brotherhood so that they are not too concerned about unfair competition.

The results of the analysis of the internal and external factors of the Trusmi Cirebon batik business are used to see the position of the sustainability of the Trusmi batik business in the SWOT analysis diagram. It can be concluded that the position of the sustainability of Trusmi Cirebon's batik business is at the coordinates point (0.88: 2.08).

Based on the SWOT analysis, it is known that the sustainability of Trusmi's batik business is in quadrant I with a total score of 3.16 internal factors and an external factor score of 3.92. The position of the sustainability of the Trusmi Cirebon batik business is in quadrant I and this is a favorable situation for the Trusmi Cirebon batik business.

The next stage after knowing the position of the sustainability of Trusmi's batik business in the SWOT analysis diagram is the formulation of a marketing strategy based on the SWOT matrix. Analysis of marketing strategies based on the SWOT matrix using the scores obtained.

The sustainability of the Trusmi batik business is in quadrant I which supports the Strength Opportunities (SO) strategy and it is known that the most appropriate strategy to be implemented by the Trusmi batik business is the Strength Opportunities (SO) strategy which has a score of 5.02. Following what has been stated [30] that the Strength Opportunities (SO) strategy is a strategy by using the strengths of the company to take advantage of and seize opportunities as much as possible.

In this case, the sustainability of Trusmi Cirebon's batik business using the strength of its capital can improve the quality of the products it sells. With the strength of capital, the sustainability of Trusmi's batik business can take advantage of opportunities by using technology in innovating and creating Trusmi's batik business so that it can continue to exist and be sustainable.

In line with the results of previous studies based on SWOT analysis in developing a Trusmi batik business, a different strategy is needed. With this differentiation strategy, craftsmen can improve the development of

Trusmi batik starting from the batik-making process, motifs and prices. [31] The results of other studies show that seeing the development of batik which is getting better and more attractive to tourists, the analysis to determine business strategies is of particular concern for companies. Not only the quality of the product is in the spotlight, but also the promotion and location of product sales. [32]. The results of other studies confirm the importance of marketing communication strategy programs such as product promotion facilities, galleries that can publish unique batik woodworks to potential consumers both at home and abroad. The strategy can be in the form of a marketplace to introduce studios, works and finally to support orders and sales transactions. These facilities must be managed independently so that they can provide optimal benefits. [33]. Other research related to the batik business stated that the strengths from within are batik skills, good quality, adequate packaging, natural motifs, and colors. While the weaknesses occur in high prices, inefficient distribution and promotion, small production scale, and very few innovations. The opportunities are in the form of government support, batik studios, locations near tourist attractions, people's purchasing power, and market potential. Threats come from new competitors with low prices [34]. Other studies say that digital development is considered important to protect Indonesia's cultural heritage in the batik industry. This is done to establish a comparative and competitive product in the international market. Therefore, batik needs to be preserved by strengthening branding and protecting Intellectual Property Rights. [35]. The utilize of web innovation within the trade world is currently developing, and gives openings for industrial progress to be more broadly known, not as it were locally, but also known globally. Item promoting through the internet makes it simple for customers who have restricted time to shop, without having to come to the store [19].

From some of the results of previous studies above, it can be concluded that the SWOT analysis strategy in developing a batik business is carried out by utilizing technological developments in innovating to expand product marketing and improve product quality.

3. CONCLUSION

The use of technology and innovation processes in the sustainability of the batik business greatly impacts the continuity and existence of Trusmi batik. Based on the results of the SWOT analysis, the marketing strategy concluded that with sustainable capital strength, Trusmi's batik business can take advantage of opportunities by using technology to innovate and create Trusmi's batik business so that it can still exist and be sustainable. Because batik is the embodiment of regional culture, it is recommended that batik activities be included in the Education Curriculum as local content. This can be done in collaboration between local governments, especially the Education Office and Trusmi batik entrepreneurs.

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