

# “Batik Ciprat” Branding Development by Rumah Kinasih Difable

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## ABSTRACT

The Bhakti Kinasih Mandiri Foundation better known as Batik Ciprat Rumah Kinasih invites different abilities communities to create batik with splashing technique. As a small industry Batik Kinasih have produced various kind of batik, as well as the high demand from the domestic and international market. Thus, the aim of this research is to figure out how to optimize the branding of Batik Ciprat Rumah Kinasih, as a form of Less Contact Economy (LCE) implementation and support autonomous economic productivity. The method is Research and Development, implied in Forum Group Discussion (FGD), workshop, designing branding materials, and management as well. As the results prototypes, there are three main branding utilities like logo, packaging, and visual graphics recommendation.

**Keywords:** Branding Development, Batik Ciprat, Disable Community

## 1. INTRODUCTION

Indonesia is included in 170 countries list that will decrease economic growth due to Covid-19, thus the digital transactions and services must be in priority [1]. The digital innovation sector is increasingly needed to accommodate an online activity, and in this new normal situation, it helps to reduce gatherings and crowds. This is the most significant opportunity for the Digital Economy Application to substitute the lack of face-to-face meetings and other direct activities. Digital innovation is needed in the economic and business field especially who is affected during the Covid-19 pandemic. The Bhakti Kinasih Mandiri Foundation, known as Batik Ciprat Rumah Kinasih requires a solution to optimize branding and upscale their marketing level. Creating particular marketing tools for Rumah Kinasih are needed to help them survive as a business in this resilience time.

The speed and accuracy of information are very suitable to be applied in this era of technological acceleration because people tend to be accustomed to moving quickly, including in understanding information [2]. The branding tools can be used to support economy and productivity during the Covid-19 by prioritizing database-based information technology in the Industrial

Revolution (RI 4.0) era. That can lead to the implementation of automation and digitization, including in the industrial sector. The brand is a name, symbol, term, sign, design, or a combination of all elements used to identify the products or services of a person or group of sellers from their competitors [3]. This term is used to engage the consumer with the product emotionally and create customer loyalty, so in the long term, it will strengthen the product in market competition, as well as Rumah Kinasih Mandiri Foundation, which is trying to unlock that goal.

Bhakti Kinasih Mandiri Foundation established in 2017, located in Siraman Village Blitar has opened a market to sell batik made by difable community who assisted by them. In just one year they achieve to penetrate the local and international markets. The commodity offered is Batik Ciprat Rumah Kinasih, splashing batik valued by the difable community that production process is by sprinkling some abstract colors without a shape on the fabric [4].

The batik craftsman is from Difable Community, which has the physical or intellectual limitations that most people consider to be less productive and a burden to the family. *Difable (Different Ability)* is a condition (such as illness or injury) that damages or limits a

person's mental and physical abilities. The term 'difabel' has been used in various government documents in several regions [5]. That's why difable person mostly unable to carry out their duty and run the business well, although they have the same rights as common people to continue their life.

As stated in the 27<sup>th</sup> Article, 2<sup>nd</sup> paragraph of the 1945 Constitution as a guarantee of justice for the rights of citizens in living their lives. Therefore, Batik Ciprat Rumah Kinasih was founded to empower people with different abilities to create Batik Ciprat. The splash technique is more likely easy to create for the difable community as well as the manufacture and marketing process. Those sales results are used for taking care of and paying the salary of the difable community.

In this place, the difable community is taken care of, provided, and protected to improve their lives. This form of empowerment must be preserved and survived during the Covid-19 pandemic. Edy Cahyono as the founder of Batik Ciprat Rumah Kinasih said that they need a better solution to optimize branding and upscale the marketing as well as to regenerate the product display to survive through this pandemic. Creating unique marketing attributes for Batik Ciprat Rumah Kinasih is very indispensable to optimize the branding and to help maintain the market [7]. They can also use these attributes to support economy and productivity by prioritizing database-based information technology in the Industrial Revolution (RI 4.0) era.

The use of this technology has been implemented in various developed countries such as China, whose success cannot be doubted [6]. Therefore, an effort is needed to overcome these problems effectively. Through branding optimization, Appropriate Technology, and marketing through an application can be more effective because it is related to the introduction of branding more broadly. Through this way, the company will have a chance and opportunity to continue marketing their products with no face-to-face customer confluence. As Batik Ciprat Rumah Kinasih branding their products, they also can meet the requirement of the implementation of Less Contact Economy (LCE) to improve productivity and economy by prioritizing information technology and databased in the Industrial Revolution era (RI4.0). To outlook, this program Batik Ciprat Rumah Kinasih can optimize their product branding and maintain the market, as well as increase the Foundation's existence and popularity.

## **2. RESEARCH METHODS**

This study uses a Research and Development method with a qualitative approach, which in this research procedure by producing descriptive data in the form of written, oral, and behavioral data from the object under study [7]. The steps taken in this research include

- 1). Identify and determine partners' understanding and knowledge of branding management. This is also related to its benefits, objectives, and applying branding to all product entities.
- 2) Conducting a Focus Group Discussion (FGD) regarding the implementation of branding management compared to the concepts that have been applied in partners to determine the level of effectiveness and its advantages and disadvantages.
- 3). Designing materials on branding management that have been adopted at the recent condition, and as study material for socialization.
- 4). The use of branding management socialization is manifested in the form of training.
- 5). Provide regular assistance to partners to obtain visual and packaging branding.

## **3. RESULTS AND DISCUSSION**

### **3.1. Batik Ciprat Rumah Kinasih**

Batik Ciprat Rumah Kinasih was established in 2017 and has opened a market to sell the work of people with different abilities who are fostered. The Bhakti Kinasih Mandiri Foundation has two legal protection 1). The legal of the foundation itself, 2) The cooperation in the form of accreditation held by the Ministry of Social Affairs. This collaboration intends to make Batik Ciprat Rumah Kinasih the extension of the Ministry of Social Affairs program. Because the reach of assistance recipients from the Social Minister is very limited, so the contribution from an independent institution like Rumah Kinasih is needed. Therefore in the future, this institution can be a partner to lead by the hand difable community who are not covered by the Minister of Social Affairs (Mr. Edy, Interview). Regarding rehabilitation, Sampurno, Brabandari, and Marianto saw this as an art therapy method that is carried out in the empathy room. This activity will make the disabilities community feel there [8]. Sampurno expressed a similar argument that they have an original identity, which makes their works have artistic value. With in-depth analysis and study, they have a high level of creativity, of course with guidance from parents, teachers, and therapists who can be applied in various fields [9].

It should be noted as a value, Batik Ciprat Rumah Kinasih was established for people with different abilities to be a craftsman. The activities carried out were initially an assessment, approval, rehabilitation, and empowerment. In this foundation, Mr. Edy Cahyono plays the role of the founder. For the entrepreneurship line, Mrs. Dwi Mawadadi is in charge and takes control. This foundation is not just selling products like a piece of batik, bags, masks, or other fashion products, but there are valuable things about the man behind the story. Still, in a disabilities community perspective, Setyaningsih and Gutama said that the development of independence for them is an urgent program for both the Government and non-government organizations to provide the rights of

people with disabilities as citizens who have the same degree in the law regardless of physical differences [10].

Rumah Kinasih produces a primary batik product called splashed batik made by the difabel community who has been taken care of by the foundation. There is no unique manufacturing technique of this batik, using splashes technique and tie-dye with synthetic color. The batik motives are very natural and abstract. Those difabel craftsman doesn't understand the color and motive, but once they are led by the instructor, they can make a batik easily by following the guidance. The batik group split into 4-5 people, the instructor guiding how to make a wax motive and color from the beginning process until become a batik. If there is a special motive's order, the instructor will lead and guide so the group can comply. No special equipment is needed but only the paintbrush and stick to coloring. No exact motive can be generated because the disabled community is a person who cannot be forced about being steady, so the motives depend on their mood and mind at that time, and it makes this batik are very special. Mostly it sells like a common piece of batik, but much of them are also sent to entrepreneur house line and transform it into fashion items. All that process is purely done with the difable community.

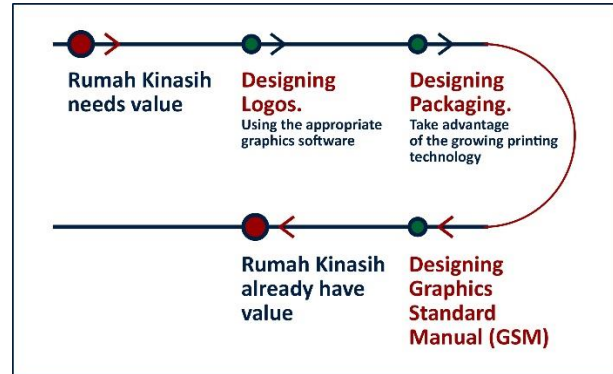
### 3.2. Branding of Rumah Kinasih

The development of technology and branding insight has become a necessity that cannot be resisted by any business including UMKM. The needs and awareness of the attractive visual must be understood by the brand. Rumah Kinasih Batik Ciprat takes part in its development of visual branding by re-design the logo and all of the visual attributes as a part of branding. To increase the value of the packaging design and distinguish it from the regular product, the premium packaging is designed to fulfill the commodities and upscaling to the next level market. By utilizing graphic design software and printing technology, logo visualization and product packaging can be made according to its need. In this case, the use of media must be arranged consistently. Consistency is expected to be able to add an emotional impression to the community [11].

Information technology has influenced the development of telecommunications, so the internet has taken major parts and become a necessity. This is also changing the way people consume goods and buying platforms. Nowadays buying things from an online or market place become such a common and preferable than any old methods. Online buying felt more practical and more convenient to reach sellers and buyers from everywhere.

Based on the observations, Rumah Kinasih not only sells from their shop gallery directly but also uses online marketing either social media and website

[www.rumahkinasih.com](http://www.rumahkinasih.com) to sell their products as well. As an alternative way to sell the product, social media can be used in terms of brand awareness to the public. So the branding itself can grow sharper inside consumers' minds.



**Figure 1** Flow of Partners' need for technology

Instagram is chosen as a main social media platform to sell and brand the brand because Instagram is not only a powerful platform to communicate a brand but also has a buy and sell feature directly on its application, so it will make it easier to spread the marketing message. The marketplace like Shopee and Tokopedia can support the sales layer of strategy because the consumer can buy it directly within so many promotion programs.

Technology is essential knowledge for the people must be known of. And businessmen should be able to provide product information and description clearly so the consumer can understand easily and buy the product by their desire and own needs. To require an output packaging design, after studying and analyzing about partner's need about its brand, some logos can be used as a primary logo design to its all visual attributes.



**Figure 2** Alternative Logo Design 1



Figure 3 Alternative Logo Design 3

From the results of initial observations and needs analysis, the problem of Rumah Kinasih is the brand state/symbolic was not found. The nuances of Batik Ciprat have not been visualized in their current logo. The objective of the design is to lead the visualization of the Rumah Kinasih logo with brand value approached to Batik Ciprat as seen on the alternatives logo. The philosophy of its logo is emphasized differentiation from Batik Rumah Kinasih by visualizing the splashing color as a symbolic term. Branding concept should be designed to make audiences pay attention and feel different from any other brand, that's why differentiation is very important. Brands have a significant contribution to the running of the creative industry, whatever its form [12]. The development of an alternative logo will still be possible to change considering this research is still ongoing.

### 3.3. Prototype of Product Packaging Design

As the interview with Mrs. Dwi, the current packaging is still using basic cardboard boxes as first packaging and wrapped up with the spun-bond material bag as a second layer (Mrs. Dwi, Interview). It is known that packaging is a "trigger" thing to buy because its function is directly dealing with consumers. Thus, packaging must give a spontaneous impression that influences consumers' positive actions at the point of sale.

Packaging is not only valuable from its visual design but also its attractive shape. In this objective research, the packaging was designed to have two alternative shapes and configurations. Rumah Kinasih will have two options based on the packaging design to require the need of their target market sales.

The premium product will cost higher and the packaging provide it to look more appropriate using hardboard coated with jasmine paper. Those materials make this packaging is more sturdy and feel expensive. This packaging is also designed to be more stackable in case handling with plenty of orders.

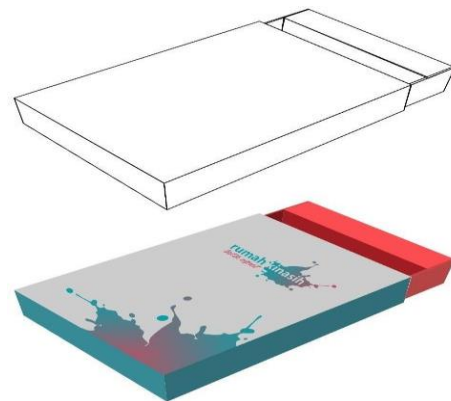


Figure 4 Prototype of Packaging Design (1)

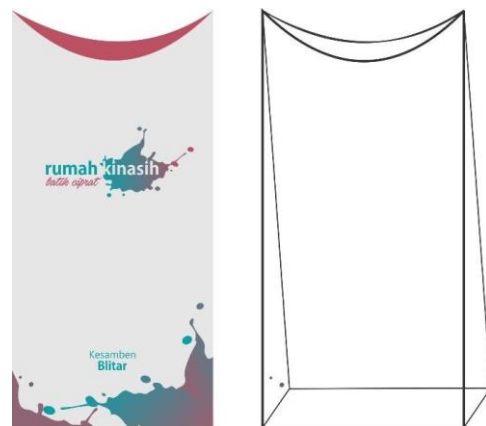


Figure 5 Prototype of Packaging Design (2)

Either way for the original market, the packaging is designed by using 300-gram art paper and the price is more affordable. This type is suitable for the lower market because those markets will only buy the batik based on the function, so they don't need to extra pay for the packaging.

## 4. CONCLUSION

Conclude by the results in terms of developing branding Rumah Kinasih by the difable community, there are the following conclusions can be drawn. As a social business Rumah Kinasih needs to be more considerate of its visual branding, not only to make higher selling on the market but also to build a strong brand that empowers the difable community for good. The visual branding attributes which can be done at this present is redesign logo and packaging. Those two visual brandings can be used to make more brand awareness in consumers' minds and help their marketing strategy. To outlook the result, Rumah Batik Kinasih will grow as a strong and definite brand, so the difabel community as a craftsman can live

prosperous and independent, as well as the Batik Ciprat was well known by the world.

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