



Diversification of Patterned Batik Products (Nyanggit Motif) in Clothing as an Alternative to the Competitiveness of Small and Medium Batik Enterprises

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Abstract. Batik is an Indonesian cultural heritage that has become worldwide and has now become an industry and is generally in the form of Small and Medium Enterprises. One of the batik industries in Indonesia is on the island of Madura which has a wealth of cultural sites in the form of batik cloth, precisely in Pamekasan Regency. The Madura batik industry currently doing various ways to develop its business, one of which is by diversifying patterned batik products. The diversification of patterned batik products has the objectives of (1) finding the composition of patterned batik motifs that match the design on batik fabrics, especially for women's clothing, and (2) producing patterned batik fabric products according to fashion designs with Madurese motifs that are ready to be commercialized. The batik pattern design process can use Double Diamond which is a holistic approach to the design process divided into 4 phases, namely, discover, define, develop and deliver. The resulting product is in the form of batik cloth product innovations that match the desired design pattern so that consumers have many choices of tastes and savings in fabric materials to reduce production costs.

Keywords: Diversification · Patterned batik cloth · Competitiveness · Madura batik industry

1 Introduction

A batik is a form of craft that has a high artistic value and has been part of Indonesian culture for a long time and is increasingly developing into an industry. The batik industry in Indonesia is generally Small and Medium enterprises which are the livelihoods of some people who on average sell batik products with new innovations. Madura Island has a wealth of cultural sites in the form of batik cloth. One of the Batik Craft Centers in Madura is in Pamekasan Regency. The batik industry is the development of a system that has vitality and can develop independently and is rooted in the structure of the economy and society. The batik industry in Pamekasan Regency is a small and medium-scale industry spread across Proppo District. The majority of the population in Klampar

Village are batik makers for their main livelihood, making the area a potential regional batik industry. The number of batik craftsmen in the Proppo sub-district, Pamekasan Regency is 1,300 people.

The batik industry is currently doing various ways to develop its business, one of which is making product innovations in developing batik, which is known as product diversification. Product diversification is a strategy to attract new consumers by adding product types, both in technology and product marketing methods, to satisfy consumers and increase company profits.

In the process of making batik, the main thing that needs to be considered is the pattern of motifs. The pattern of batik motifs is very important to add to the attractiveness of the batik itself. Patterned batik cloth that is currently a trend is usually found in the manufacture of men's shirts. The composition of the motifs in batik affects the placement of the fashion pattern so that the final result will be affected. Some things must be considered in the process of making the composition of motifs on batik cloth, namely *nyanggit gatuk* or having a single unit of regional potential batik motifs in Madura, especially on the fabrics found in the area where the pattern section is in accordance with the design of women's clothing.

This patterned batik product diversification has the following objectives; (1) Finding the composition of motifs based on regional potential according to the design of batik cloth for women's clothing, (2) Produce patterned batik cloth products according to fashion designs with Madurese motifs that are ready to be commercialized.

2 Discussion

2.1 Madura Batik Industry

The batik industry is defined as an economic activity that is part of the production process, which processes batik cloth into higher-value products. Madura batik portraits have not yet penetrated large-scale industries. Almost all of them are still small and medium businesses. Batik craft centers in each district in Madura have batik craftsmen with their characteristics. But the most in terms of the number of craftsmen are in the Pamekasan district. In the distribution of the batik industry, Pamekasan Regency is in the Proppo sub-district as many as 42 centers. The following is the distribution of batik industry centers in Pamekasan Regency in Table 1.

Based on Table 1 [1], it can be seen that Klampar Village has the highest number of centers, namely 24. These data indicate that Klampar Village is suitable as a center for the Batik Industry. In Klampar Village, it is classified as a local industry because the production in the village is still dependent on the local market or local traditional market.

2.2 Patterned Batik Fabric

Each region's batik has a characteristic that represents the area of each batik craftsman. These characteristics are influenced by the environment. The character of the local community also has a big influence on the final result of Batik. Broadly speaking, the characteristics of Madura Batik are different from other batiks. Both in terms of color,

Table 1. The distribution of hand-drawn batik industry centers in Pamekasan district

No	Village	Kecamatan	Number of industry center
1	Toket	Proppo	10
2	Candi Burung	Proppo	7
3	Klamper	Proppo	24
4	Penganten	Penganten	2
5	Larangan Bandung	Penganten	9
6	Rek Kerek	Penganten	3
7	Rang Perang Daya	Palengan	8
8	Angsanah	Palengan	4
9	Banyupelle	Palengan	4
10	Murtajih	Pademawu	2
11	Waru	Galis	1
12	Kowel	Pamekasan	3

Source: Department of Trade and Industry of Pamekasan District

motif design, and manufacturing techniques which are characteristics and become the main attraction. Now Madurese batik is starting to be in great demand and known abroad.

The color of Madurese batik cloth is even more prominent. In terms of color, the color characteristics of Madura Batik tend to choose bold and bold colors, such as Red, Yellow, Birth (Green in Indonesian), and Blue itself. The dyeing of Madura batik still uses natural materials from plants, such as jambul wood, Delaware fruit skin, and noni root, which makes this cloth even more attractive to look at. The fabrics are made through the process of batik by hand.

Madurese batik also has a diverse repertoire of motifs. For example, spearheads, rhombuses and knitting. In fact, there are a number of motifs that elevate the various flora and fauna that exist in the daily life of the Madurese community, as well as the combination of motifs created by batik's own creations. In the Pamekasan area, batik motifs such as Sekarjagat, Conch Mas, Matahari, Leaf Memba (mojo leaf), Gorek Basi. Some Pamekasan batik motifs, which have been patented at the Ministry of Law and Human Rights, such as Keraben sapeh, sakereh, Kempeng saladerih, padih kepa and beads.

Batik cloth whose motifs are not full, and is placed in certain locations based on the pattern of the parts of the clothing, is often referred to as Patterned Batik Material. The parts of clothing that are usually given motifs or decorations, for example, necklines, sleeve patterns, skirts, collars, front and back body patterns, and so on. So patterned batik cloth is batik cloth that has pattern lines for the parts of the clothes that are arranged efficiently, so there is no need to bother anymore to design the layout of the pattern of the parts of the clothes on the batik cloth that you want to cut [2].

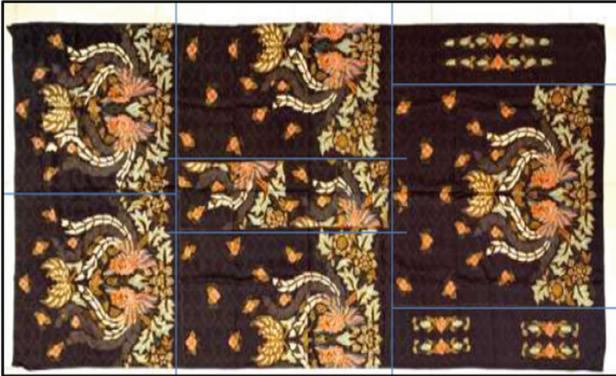


Fig. 1. Examples of patterned batik cloth motif [3]



Fig. 2. Example of patterned batik cloth according to fashion design [3]

Batik cloth in general has a composition of motifs that result in not meeting (*nyanggit*) the fashion pattern. Patterned batik cloth is often found for the manufacture of men's shirts. Patterned batik cloth is a batik cloth that is made specifically for materials according to fashion designs. This patterned batik cloth with batik motifs will help in the process of cutting materials to be used as clothing. The composition of the motifs in patterned batik affects the placement of the fashion pattern so that the final result of the dress will have an impact on the design.

The spirit of preserving both traditional fabrics, especially Madurese motifs, but can penetrate the tastes of today's very global consumers, is considered very appropriate to develop the production of Madurese batik with patterned batik (Figs. 1 and 2).

2.3 Competitiveness

Competitiveness is defined as the ability of a commodity to enter the market and the ability to survive in that market. If a product has competitiveness, the product will be in demand by consumers.

Competitiveness is determined by the competitive advantage of a company and is very dependent on the level of relative resources it has or what we can call competitive advantage. The importance of competitiveness is due to the following three things: (1) Encouraging productivity and increasing self-reliance, (2) It can increase economic capacity, both in the context of regional economics and the number of economic actors so that economic growth increases (3) The belief that market mechanisms create more efficiency.

A framework of thought regarding the competitiveness of a company and its determinants which are reflected in the competitiveness of the products produced and characterized by internal and external factors [4]. These internal factors include (1) skills or education level of workers, (2) expertise of employers, (3) availability or access to capital, (4) good organizational and management systems (according to business needs), (5) availability or mastery of technology, (6) availability or mastery of information, and (7) availability or mastery/access of other inputs.

Known that one of the commodities that leverage the economy of East Java according to the Ministry of Industry and Trade is a small batik industry, and one of the cities that has the potential as a batik creative industry is Pamekasan. From this, a high competitiveness capability is needed for Madura batik in particular to continue to develop the existence of the batik industry, one of which is the patterned Madurese batik motif.

2.4 Patterned Batik Product Diversification

The definition of product diversification, namely efforts to find and create new products or markets, or both, to pursue growth, and increase sales, profitability, and flexibility [5]. The main purpose of product diversification is the spread of effects, namely the possibility of losses experienced by certain products can be covered or compensated for by greater profits on other products [6]. One of the company's activities in carrying out its marketing strategy is through a product strategy by diversifying products. A diversification strategy is to divide product types into more specific types of derivative products [7]. The strategy in question is a horizontal concentric strategy. How the company divides its products, are the products/businesses related or completely different?

The above opinion can be concluded that product diversification is a strategy carried out by expanding or modifying existing products to improve existing business performance by identifying opportunities to add attractive businesses. The objectives of product diversification are: (1) better business process planning; (2) business processes become more scalable; (3) reduce business failure; (4) increase the ability to deal with change; (5) increase productivity; (6) better allocation of resources; (7) better evaluation and control. The purpose of diversification is also stated by [6], namely the spread of risk, where the possible losses suffered by certain products can be covered or compensated for by the possibility of greater profits in other products. The conclusion is that the purpose of product diversification is to increase capability and productivity by diversifying products to achieve maximum profit and eliminate product saturation.

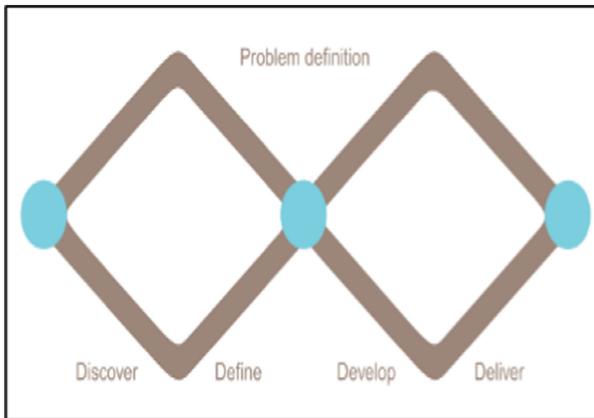


Fig. 3. Double Diamond Model [11]

Diversification of batik products in the batik industry at the Pamekasan Madura batik craft center can be done through the Double diamond model which was first introduced by the British Design Council (www.designcouncil.org.uk). A model is a holistic approach to design, dividing the design process into four creative processes, namely discovering, defining, developing, and delivering.

The Double Diamond Design Process method represents the process of exploring a problem more broadly or deeply (divergent/branching thinking) and then taking focused action (convergent/convergent thinking) [8] (Fig. 3).

The double diamond model depicted in Fig. 4, includes discovering, defining, developing, and delivering. Discover: early in the process, designers seek inspiration, gathering information about what's new and interesting through market intelligence, user inquiry, mind mapping, and collective design research. Define: the designer looks at the possibilities identified by the discovery phases and sets the most important priorities and the order in which they are handled. Define a design summary and present challenges to the design/development team. Develop: prototypes are developed, tested, reviewed, and refined; activities during the development phase include prototyping, multidisciplinary approaches, and establishing test methods. Deliver: inputs are collected, prototypes are selected and approved, and the product is finalized [9].

In the discovery stage, the search for inspiration for patterns and motifs is carried out based on ideas that have been selected according to the theme or according to the tastes expected by consumers. Then the define stage begins to determine how the criteria for patterns and motifs from clothing, make design patterns and motifs, and determine market share. The development stage is the stage of making and evaluating a prototype of a fashion pattern as well as making a fashion design development, then the deliver stage where at this stage begins with making a fashion prototype, then evaluated on the first fitting. After repairs are made, clothing is made using predetermined materials (Figs. 5 and 6).



Fig. 4. Batik motif on clothing (source: personal document)

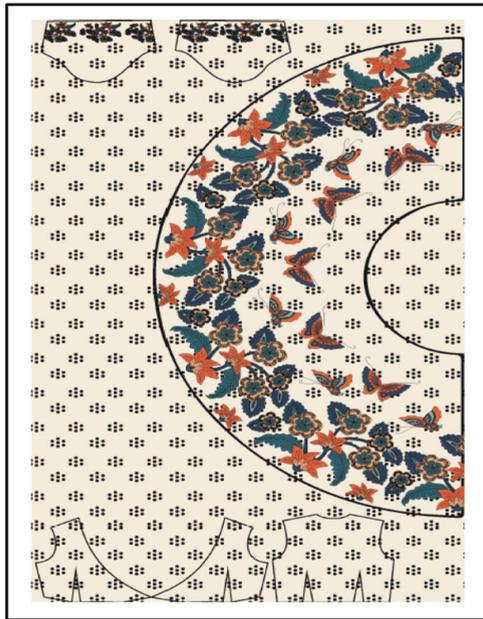


Fig. 5. Laying Patterns on Batik Motif Fabric (source: personal document)

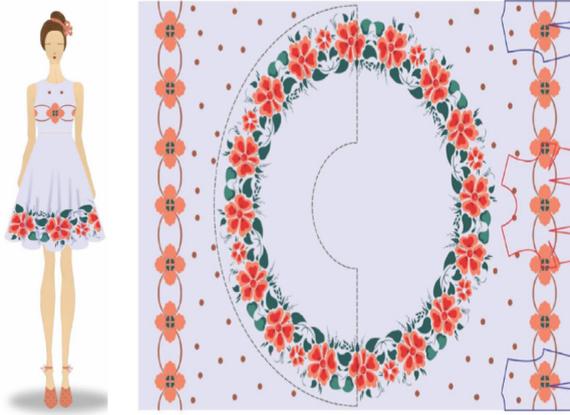


Fig. 6. Laying Patterns on Batik Motif Fabric (source: personal document)

3 Conclusion

- 1) Batik fabrics, which generally have motifs composition that results in no meeting of fashion patterns with the diversification of batik products with the double diamond pattern, will assist in the process of cutting the material and the composition of the motifs will affect the placement of the fashion pattern so that the final result of the dress will have an impact by expected design.
- 2) Regarding the competitiveness of Madura batik Small and Medium Enterprises, it can be seen from the innovation of batik cloth products that match the desired design pattern so that consumers have many choices of tastes, and savings in fabric materials to reduce production costs.
- 3) The patterned Madurese batik cloth product will be able to penetrate the tastes of today's very global consumers and increase the competitiveness of existing Madura batik Small and Medium Enterprises.

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