



# Soft Innovation Strategy of Batik MSMEs in Indonesia

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**Abstract.** Product innovation is novelty made on a product either completely new or developing from existing can be from physical products or product functions. There has been a lot of research on the relationship between innovation strategies and the competitive advantages of a company, both large and small and medium companies (MSMEs). The application of innovation strategies is also applied to MSMEs in Indonesia, one of which is batik MSMEs. Today's popular design innovations can be done with kansei engineering methods where consumer preferences can be detected. Batik design innovations have been carried out by several Batik MSMEs in Indonesia, but it needs to be examined whether most of the design innovations carried out already refer to consumer preferences or not. The method used is a descriptive method by tracing related references. The result obtained is that most batik design innovations have not been based on consumer tastes or preferences.

**Keywords:** Innovation, Design, Batik, Indonesia.

## 1 Introduction

Innovation is a process that starts from an idea and idea, object process, or production process by being realized and accepted by a person or group as a new thing which will then be adopted [1]. Innovation can be interpreted as something new either completely new or something old but packed with something new in terms of product, production and marketing. In general, in the basic theory of innovation, innovation consists of three types, namely product innovation, process innovation and market innovation. In innovation, the process is further divided into two, namely technological innovation and organizational innovation. Product innovation is novelty made on a product either completely new or developing from existing can be from physical products or product functions. Process innovation is novelty in production methods or distribution methods either completely new or developments from previous production methods, as well as novelty in company methods such as in the company's external relations or business practices. Marketing innovation is novelty in packaging, product promotion, product placement and also price.

There has been a lot of research on the relationship between innovation strategies and the competitive advantages of a company, both large and small and medium companies (MSMEs). As already done by [2] in The influence of innovation strategy on

competitive advantage in the creative industry (Case study of MSMEs in the field of handicrafts in the city of Bandung) concluded that there is a positive and strong relationship between innovation strategy variables and competitive advantages. According to [3] In a study entitled *Innovation Strategy in the Digital Creative Industry: Efforts to Gain Competitive Advantage in the Industrial Revolution 4.0 Era*, it was concluded that the growth and development of the digital creative industry in West Java was influenced by aspects of innovation. According to [4] in "The existence of the bamboo woven handicraft home industry in Heuleut Leuwimunding Majalengka in the era of the industrial revolution 4.0" concluded in the era of the industrial revolution 4.0 if the home bamboo woven handicraft industry in Heuleut Leuwidinding Majalengka village is still limited to producing products traditionally without product development, results and marketing, then the economy of craftsmen will be reduced. From research that has been conducted by other parties, it is concluded that competitive advantage can be achieved, one of which is by carrying out an innovation strategy. The application of innovation strategies is also applied to MSMEs in Indonesia, one of which is batik MSMEs. Batik is one of the handicraft products in Indonesia [5], which is included in the handicraft subsector and is also a material for fashion products, and is included in the top three largest contributors to Indonesia's national GDP.

One of the innovation strategies that can be applied is a product innovation strategy, one of which is design innovation. Today's popular design innovations can be done with kansei engineering methods where consumer preferences can be detected. Batik design innovations have been carried out by several Batik MSMEs in Indonesia, but it needs to be examined whether most of the design innovations carried out already refer to consumer preferences or not.

## 2 Methods

The method used in this writing is a descriptive method by tracing related references. Some data was obtained from reference searches and also interviews with batik craft actors. From some of the data collected, it will be categorized the type of batik design innovation that has been carried out and then identified whether the innovation is based on consumer preferences or based on other things.

## 3 Results and Discussion

Some batik design innovations that have been carried out by several batik MSMEs in Indonesia include those carried out by [6] the innovations are in the form of the office's annual R&D work program, book and catalog publishing, regional batik training, batik motif design competitions, and the independent creativity of its employees. Research conducted by [7] explained that the development of the batik industry in Jepara is optimizing the role of formal batik education, facilitating batik training, and appreciating the spirit and creativity of the batik small and medium industry (IKM). In the research of *Parang Motif Design Innovation: Case Study of Danar Hadi Batik Museum Collection* by [8] That the innovation carried out is to show classic or traditional characters

with identification including visual vocabulary and nomenclature motifs, polo machete field preparation and color, and manufacturing techniques. Meanwhile, the development of turi and koi flower motifs for batik innovation in Turi Village, Blitar City [9] explained that the process of distillation creation and composition of batik motifs in Turi Village is still fairly simple using one-step motif pattern techniques and color characters do not yet have a color concept that can represent the characteristics of batik motifs from Kembang Turi Batik Village.

According to [10] Since the Covid-19 pandemic, business actors have developed various modes of batik jumputan, one of which is to make new product innovations, namely masks, T-shirts, and prayer rugs. Other batik innovations are [11] Brebesan Mangrove Batik is one of the innovations that uses ink raw materials from dead mangroves. In other studies, [12] stated that judging from the design of written batik in Owens Bekonang batik there are functions, aesthetics, manufacturing processes, materials, fashion trends, consumer tastes and marketing. Other batik innovations [13] that wood can also be used as a batik medium, this can be done because wood also has almost the same properties as cloth, which has the property of easily absorbing color.

The development of other batik motifs is [14] The concept of designing batik motifs from the potential of the Sidoarjo area is to make a distillation of 5 potential areas that have been selected such as the Jayandaru monument which comes from produce from Sidoarjo regency windhu shrimp and milkfish, second from the historical heritage Pari temple in the Porong area, the third is one of the arts that still exist in Sidoarjo, namely wayang gagrak Jawatimuran, the fourth is one of the popular culinary in Sidoarjo, namely Lontong Kupang. And the fifth is one of the traditions in Sidoarjo regency commonly called Nyadran. In his research [15] these entrepreneurs and craftsmen began to develop the classic motifs of Giriloyo batik towards contemporary batik that is favored by the younger generation, then there was also a development of the design of Giriloyo batik motifs and even new knowledge insights related to coloring that have an impact on the environment around the Giriloyo batik center. Other batik design developments are: [16] The use of D'Batik for SMEs is expected to increase the quantity and quality of batik craftsmen, encourage the creation of new batik motifs, which in turn can increase the competitiveness of batik craftsmen. According to [17] the novelty of the concept of developing contemporary Indonesian batik designs in general lies in the superior potential of the region and the local wisdom of the community. The concept of development based on local wisdom is strategic.

## 4 Conclusion

From several explanations of the results of research that has been done related to batik design innovation, it can be concluded that most batik design innovations have not been based on consumer tastes or preferences but from some there are based on tradition, seen from regional excellence and local wisdom, on the use of technology for the design process, some have developed from classic motifs to contemporary motifs based on references, Innovation on the material side used, some development on the color ma-

terial, other batik design innovations in terms of products made, and some other innovations are that the development of batik motif designs is carried out based on input from resource persons. Thus, the strategy of batik design innovation in Indonesia is still largely not directed at consumer tastes or preferences, this can be due to lack of insight that the importance of paying attention to consumer tastes or preferences because it is proven to increase sales.

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