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## **“BATIK” BUSINESS PRODUCTS AMONG BEFORE AND AFTER USING A DIGITAL MARKETING SYSTEM**

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**ABSTRACT** : The purpose of this research is to analyze which batik business groups experienced the highest increase in competitiveness and product sales results and how to increase competitiveness and product sales results among before and after using a digital marketing system at one of the batik entrepreneurs. This research uses a comparative approach by analyzing the increase in the highest competitiveness and product sales results and analyze the highest competitiveness and product sales results before and after using the Digital Marketing System. The approach taken by using a questionnaire in accordance with 24 indicator variables.

The study was conducted on 4 (four) Batik Business Groups in Kediri City, including Wecono Asri, Dermo, Numansa and Galuh by involving the leaders of the Batik Business Group on the company's competitiveness and product sales before and after using a digital marketing system in March and July 2019. This research technique enabled the researcher to draw conclusions based on the characteristics of respondents regarding increasing company competitiveness and product sales results. The result of this research is Batik Numansa has a higher competitiveness and sales product increase compared to Batik Wecono Asri, Dermo and Galuh. The increase in competitiveness and sales product of Batik Numansa after using a digital marketing system is higher than before using a digital marketing system

**Keywords** : Batik, Bussiness Product, Digital Marketing System



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## INTRODUCTION

MSME is a community activity in the economy in producing goods or services that can be traded so as to benefit. They have enormous potential in increasing company competitiveness and product sales results. Increasing the competitiveness of companies and the results of the sale of these products is proven to reduce the number of unemployed people and the creation of a quality product that can go international. Especially with the existence of the ASEAN Economic Community (AEC) and the opening of their can opportunities to participate in free trade agreements (Free Trade Agreements) between countries in ASEAN. This opportunity is a golden opportunity, especially for entrepreneurs in the City of Kediri Batik. MSME also need to make a thorough preparation especially for the movers of Batik in the City of Kediri. A marketing system is needed that can reach by grade, one of which is by using a digital marketing system.

Measurement of competitiveness can also be seen from several perspectives. According to (Gal, 2010), an increase in competitiveness can be measured in terms of performance. Concept competitiveness is divided into 2 (two), namely competitive advantage and comparative advantage. Both of these concepts are basically concepts of excellence based on the ability to shift the supply curve to the right as a way to reduce prices. To produce competitive, they according to (Russell & Millar, 2014) there are 5 (five) competitive priority components including cost, quality, time, flexibility, and innovation.

The definition of sales management according to (Simamora, 2000), states that sales are a common income in a company and is the gross amount charged to customers for goods and services. Meanwhile, according to sales according to (Rangkuti, 2009) is the transfer of ownership of goods or services rendered by sales to buyers at an agreed price together with the amount charged to customers in the sale of goods or services in an accounting period. Selling can be done if you can know the purpose of the sale. Broadly speaking, sales goals according to (Tjiptono, 2008) can be grouped into 4 (four) types, namely account-development, distributor-support, account-maintenance and account-penetration objectives.

(Turban & etc, 2004), (Katawetawaraks & Wang, 2011) explain that online shopping is the activity of purchasing products (both goods and services) through the internet media. According to (Chaffey, 2000), e-marketing is the development of traditional marketing where traditional marketing is a marketing process through offline communication media such as through the distribution of brochures, advertisements on television and radio, and so forth. After the rise of the internet and the ease of communication it offered, the application of marketing to companies began to adopt internet media, which was then referred to as e-marketing. (Meanwhile & etc, 2003) explain e-marketing is the process of building and maintaining relationships with customers through online activities to facilitate the exchange of ideas, products, and services that provide satisfaction to both parties. (Nugrahani, 2011) states that the development of information technology applied in business is called e-commerce which is not only used by large companies but also used by them in marketing their products. Digital marketing can be defined as marketing activities including branding that uses various web-based media. Digital marketing strategies should be aligned with organizational strategies. Through social networking, them businesses can carry

out marketing activities such as introducing products, establishing communication with consumers and potential customers, and expanding business networks. Social networking applications are mostly chosen by them to market their business products, namely Facebook, Email, Blackberry Messenger (BBM), buying and selling sites, Twitter, personal websites, and sites owned by others.

In this study, the population and sample used were 4 (four) leaders of the Batik Business Group in the City of Kediri. These companies include Wecono Asri, Dermo, Numansa and Galuh. The entire Batik Business Group is a business group in the field of written and jump batik under the auspices of the City Government of Kediri.

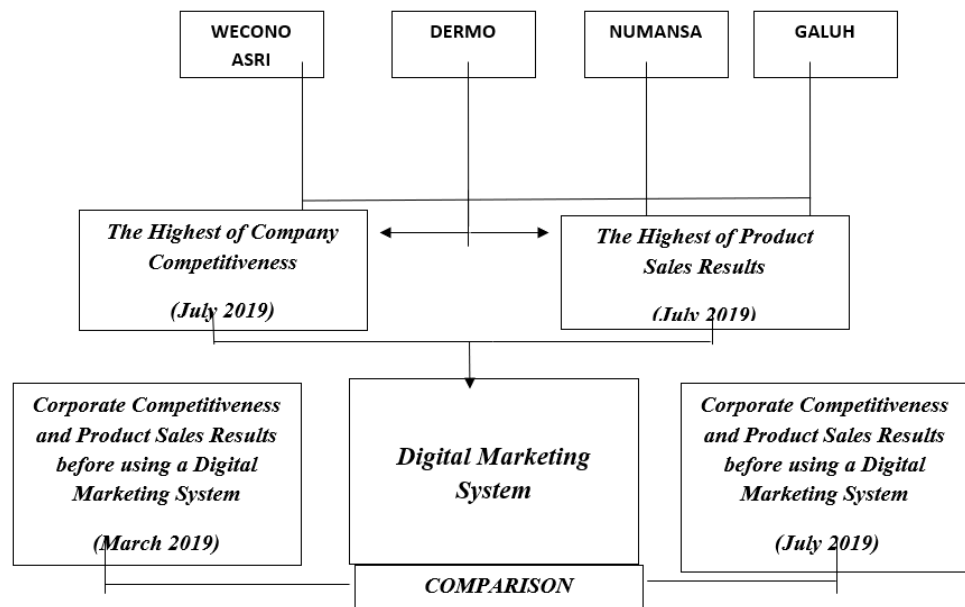
The purpose of this study is to analyze which batik business groups experienced the highest increase in competitiveness and product sales results and how to increase competitiveness and product sales results among before and after using a digital marketing system at one of the batik entrepreneurs.

## METHODS

### 1. Material

The study was conducted on 4 (four) Batik Business Groups in Kediri City, including Wecono Asri, Dermo, Numansa and Galuh by involving the leaders of the Batik Business Group on the company's competitiveness and product sales before and after using a digital marketing system in March and July 2019. The study began with data collection of 4 (four) leaders of the Batik Business Group in the City of Kediri accompanied by a socialization on the use of social media for promotion. This study uses variables, including Company Competitiveness, Product Sales Results, and Digital Marketing Systems.

### 2. Research Design



Picture 3.1. Research Framework for Thinking

This research uses a comparative approach by analyzing the increase in the highest competitiveness and product sales results and analyze the highest competitiveness and product sales results before and after using the Digital Marketing System. The approach taken by using a questionnaire in accordance with 24 indicator variables. The sample was given to 4 (four) leaders of the Batik Business Group in the City of Kediri in March 2019 and July 2019. This research technique enabled the researcher to draw conclusions based on the characteristics of respondents regarding increasing company competitiveness and product sales results.

Statistical testing is done by testing the company's increased competitiveness and highest product sales results and testing these variables before and after using a digital marketing system. And the results of this test are expected to have significant differences in the competitiveness of companies and the highest product sales results and can be seen through before and after the use of digital marketing systems. The testing stages use partial testing for research variables with One Way Anova and Paired Samples T Test. The significance level or alpha value in this study was set at 0.05 or 5%. This hypothesis testing uses the One Way Anova test and Paired Samples T Test because the different test models are popularly used for pre-post or before-after research models. Different tests are used to evaluate certain treatments on the same sample at two different observation periods, namely before and after the use of a digital marketing system. The specific treatment in this research is the use of a digital marketing system. If the treatment has no effect on the subject, then the average measurement value is equal to or considered zero and the null hypothesis ( $H_0$ ) is not supported, which means the alternative hypothesis is supported. One Way Anova and Paired Samples T Test or paired sample T test is a parametric test used to test the same or no different hypothesis ( $H_0$ ) between two variables. Data comes from two different measurements or two observation periods taken from paired subjects.

The population in this study were 4 (four) leaders of the Batik Business Group in the City of Kediri. In this study using population research techniques and saturated sampling techniques. By giving questionnaires to all leaders of the Batik Business Group in the City of Kediri. According to Arikunto (2002: 104) if the total population is less than 100 people, then the total sample is taken, but if the population is greater than 100 people, then it can be taken 10-15% or 20-25% of the total population. Because the population in the study was less than 100 people, 100% of the population was taken. Data dissemination and retrieval was conducted in March and July 2019. This research was conducted for 2 (two) different months by considering analyzing the comparison of the differences in the increase in competitiveness and the highest product sales results and analyzing these variables before and after using a digital marketing system. The data source used in this study is primary data which is data obtained directly from respondents through filling out questionnaires given to respondents relating to variables of increasing company competitiveness, product sales results and digital marketing systems.

**THE RESULT****1. ONE WAY ANNOVA ON COMPANY COMPETITIVENESS**

Based on the results of the one way annova test by means with statistical carried out using the SPSS 16.00 program, the data description of increase company competitiveness is obtained as follows:

Table 1. Variant Homogeneity Test Results

Levene Statistic	df1	df2	Sig.
10.710	3	60	.000

Based on the results of the analysis in table 1 can be known the F value of 10.710 with sig = 0.000. Because the sig value <0.05, it can be concluded that the Batik business group variants in the City of Kediri are heterogeneous and there are differences in the increase in competitiveness in the Batik Wecono Asri, Dermo, Numansa and Galuh businesses. To find out for sure, which Batik entrepreneur has the highest increase in competitiveness, let's look at the following research data description:

Table 2. Difference Test Results

(I) BUSINESS GROUP	(J) BUSSINES S GROUP	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
WECONO ASRI	DERMO	-.18750	.24712	.451	-.6818	.3068
	NUMANSA	-.50000*	.24712	.048	-.9943	-.0057
	GALUH	.00000	.24712	1.000	-.4943	.4943
DERMO	WECONO ASRI	.18750	.24712	.451	-.3068	.6818
	NUMANSA	-.31250	.24712	.211	-.8068	.1818
	GALUH	.18750	.24712	.451	-.3068	.6818
NUMANSA	WECONO ASRI	.50000*	.24712	.048	.0057	.9943
	DERMO	.31250	.24712	.211	-.1818	.8068
	GALUH	.50000*	.24712	.048	.0057	.9943
GALUH	WECONO ASRI	.00000	.24712	1.000	-.4943	.4943
	DERMO	-.18750	.24712	.451	-.6818	.3068
	NUMANSA	-.50000*	.24712	.048	-.9943	-.0057

\*. The mean difference is significant at the 0.05 level.

Based on the results of the analysis of table 2 above in the first row it can be seen the difference in the increase in competitiveness of Batik Wecono Asri entrepreneurs with Dermo and Galuh obtained sig = 0.451 and 1,000. Because both of them are sig > 0.05, there is no difference in the increase in competitiveness between Batik Wecono Asri and Dermo and Galuh. Meanwhile, it is known that differences in competitiveness increase in Batik Wecono Asri and Numansa entrepreneurs obtained sig = 0.048. Because the sig value < 0.05, there is a difference in increasing competitiveness between Batik Wecono Asri and Numansa. To find out which of the two entrepreneurs has the highest increase in competitiveness, it can be seen in the Mean Difference. Can be seen Mean Difference between Wecono Asri and Numansa of -0.5000, this shows that in increasing the competitiveness of Wecono Asri Batik is lower than Numansa.

In the second row, it can be seen the difference in increasing competitiveness between Batik Dermo entrepreneurs and Wecono Asri, Numansa and Galuh. These three comparisons show a number where the value of sig > 0.05, then there is no third difference in increasing competitiveness among Batik entrepreneurs Dermo, Wecono Asri, Numansa and Galuh.

In the third row, it can be seen the differences in competitiveness improvement between Batik Numansa entrepreneurs and Wecono Asri, Dermo and Galuh. From the three comparisons, we can get a comparison between Batik Numansa with Wecono Asri and Galuh with sig < 0.05. It can be concluded that there are differences in increasing competitiveness between Batik Numansa with Wecono Asri and Galuh. To find out, which of Batik Numansa with Wecono Asri and Galuh has the highest increase in competitiveness, it can be seen in the Mean Difference of 0.5000. This shows that in increasing the competitiveness of Batik Numansa higher than Wecono Asri and Galuh. This is the same as the results of the analysis in the first row, where the increase in the competitiveness of Batik Wecono Asri is lower than that of Numansa.

In the last line, it can be seen the difference in competitiveness improvement between Galuh Batik entrepreneurs and Wecono Asri, Dermo and Numansa. Of the three comparisons, there are only differences between Galuh Batik and Numansa. Where the value of sig = 0.048, which means the value of sig < 0.05 means that there is a difference in the increase in competitiveness between Galuh Batik and Numansa. To find out which of them has the highest increase in competitiveness, it can be seen in the Mean Difference of -0.5000. This shows that in increasing the competitiveness of Galuh Batik is lower than Numansa.

From the results of the above analysis it can be concluded that Batik Numansa has a higher competitiveness increase compared to Batik Wecono Asri, Dermo and Galuh. This is because Batik Numansa has been continuously using digital marketing systems. This is reinforced by research conducted by Akh.Fawaid in 2017 with the research title "Effect of Digital Marketing System on the Competitiveness of Etawa Goat Milk Sales" with the results of research showing that the Digital Marketing System has a very high influence on the sale



of etawa goat milk, compared using conventional systems. One of them, in the marketing process, the comfort and convenience of consumers to obtain product information, to the transaction process.

## 2. One Way Anova On Product Sales Results

Based on the results of the one way ANOVA test by means of the SPSS 16.00 program analysis the data description of the increase in product sales results is obtained as follows:

Table 3. Variant Homogeneity Test Results

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.844	3	1.615	4.578	.010
Within Groups	9.875	28	.353		
Total	14.719	31			

Based on the results of the analysis in table 3 we can find out the calculated F value of 4.578 with sig = 0.010. Because the sig value <0.05, it can be concluded that the variants of the Batik business group in the City of Kediri are heterogeneous and there are differences in the increase in product sales at the Batik Wecono Asri, Dermo, Numansa and Galuh businesses. To find out for sure, which Batik entrepreneur has the highest increase in product sales, let's look at the following research data description

Table 4. Difference Test Results

(I) BUSSINES S GROUP	(J) BUSSINES S GROUP	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
WECONO ASRI	DERMO	-.12500	.29693	.677	-.7332	.4832
	NUMANS	-.87500*	.29693	.006	-1.4832	-.2668
	GALUH	.12500	.29693	.677	-.4832	.7332
DERMO	WECONO	.12500	.29693	.677	-.4832	.7332
	ASRI					
	NUMANS	-.75000*	.29693	.017	-1.3582	-.1418
NUMANS	GALUH	.25000	.29693	.407	-.3582	.8582
	WECONO	.87500*	.29693	.006	.2668	1.4832
	ASRI					
	DERMO	.75000*	.29693	.017	.1418	1.3582
	GALUH	1.00000*	.29693	.002	.3918	1.6082

GALUH	WECONO	-.12500	.29693	.677	-.7332	.4832
	ASRI					
	DERMO	-.25000	.29693	.407	-.8582	.3582
	NUMANS	-1.00000*	.29693	.002	-1.6082	-.3918

\*. The mean difference is significant at the 0.05 level.

Based on the results of the analysis of table 4 above in the first row, it can be seen the difference in the increase in product sales at Batik Wecono Asri entrepreneurs with Dermo and Galuh obtained the same sig value of 0.677. Because both of them are sig > 0.05, there is no difference in the increase in sales results between Batik Wecono Asri and Dermo and Galuh. Meanwhile, it is known that the difference in the increase in product sales at Batik Wecono Asri and Numansa entrepreneurs obtained a sig = 0.006. Because the sig value < 0.05, there is a difference in the increase in product sales between Batik Wecono Asri and Numansa. To find out which of the two entrepreneurs has the highest increase in sales results, it can be seen in the Mean Difference. Can be seen Mean Difference between Wecono Asri and Numansa of -0.87500, this shows that the increase in sales results of Batik Wecono Asri products is lower than Numansa.

In the second row, it can be seen the difference in the increase in product sales results at Batik Dermo entrepreneurs with Wecono Asri, Numans and Galuh. There are differences in the increase in product sales results at Batik Dermo entrepreneurs with Wecono Asri and Galuh obtained sig = 0.677 and 0.407. Because both of them are sig > 0.05, there is no difference in the increase in sales results between Batik Dermo and Wecono Asri and Galuh. Meanwhile, it is known that the difference in the increase in sales results at Batik Dermo and Numansa entrepreneurs is obtained sig = 0.017. Because the sig value < 0.05, there is a difference in the increase in product sales between Batik Dermo and Numansa. To find out which of the two entrepreneurs has the highest increase in product sales results, it can be seen in the Mean Difference. Can be seen Mean Difference between Dermo and Numansa of -0.75000, this shows that the increase in sales results of Batik Dermo products is lower than Numansa.

In the third row, it can be seen the difference in the increase in product sales results at entrepreneurs Batik Numans with Wecono Asri, Dermo and Galuh. From the three comparisons, we can get a comparison between Batik Numansa and Wecono Asri, Dermo and Galuh with sig < 0.05. It can be concluded that there are differences in the increase in product sales results between Batik Numans with Wecono Asri and Galuh. To find out, which of Batik Numansa with Wecono Asri, Dermo and Galuh has the highest increase in product sales results, it can be seen in the Mean Difference which includes



0.87500, 0.75000 and 1.00000. This shows that the increase in sales of Batik Numansa is higher than Wecono Asri, Dermo and Galuh. This is the same as the results of the analysis in the first and second lines, where the increase in sales of Batik Wecono Asri and Dermo products is lower than Numansa.

In the last line, it can be seen the difference in the increase in product sales at Batik Galuh entrepreneurs with Wecono Asri, Dermo and Numansa. Of the three comparisons, there are only differences between Galuh Batik and Numansa. Where the value of sig = 0.002, which means the value of sig <0.05 means there is a difference in the increase in product sales results between Galuh Batik and Numansa. To find out which of them has the highest increase in product sales results, it can be seen in the Mean Difference of -1.00000. This shows that the increase in sales of Batik Galuh products is also lower than Numansa. This is reinforced by the results of the analysis in the third row, where the increase in sales of Batik Numansa products is higher than Galuh.

From the results of the above analysis it can be concluded that Batik Numansa has a higher increase in product sales compared to Batik Wecono Asri, Dermo and Galuh. This is because Batik Numansa has used a digital marketing system to increase its sales volume. This is reinforced by research conducted by Ayunda Wulansari et al under the title research "Analysis of Sales Promotion Relationship with Sales Achievement (Case Study at PT. Cahya Yamaha Kediri) with the results of research showing that there is a relationship between the cost of sales promotion with the achievement of sales results, this based on the product moment correlation value of 0.800. This value shows a positive number, which means the correlation is positive. From the information above it can be concluded that the analysis of the relationship between sales promotion and sales achievement is in the same direction.

### 3. Paired T Test On Company Competitiveness

Based on the results of the paired t test by analyzing the SPSS 16.00 program conducted on Batik Numansa, a description of the data from the increase in competitiveness is obtained as follows:

Table 5. Difference Test Results

Pair		Mean	Paired Differences				T	df	Sig. (2-tailed)
			Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
1	BEFORE – AFTER	- .00	.93095	.23274	- .74607	.75393	5.371	.000	

Based on table 5 above, the value of sig = 0,000 is obtained. Because the sig value <0.05, there is a difference in the increase in competitiveness in Batik Numansa among before and after using a digital marketing system. To find out which one has the highest increase in competitiveness between the two, it can be seen that the t value is -5,371. This shows that the increase in competitiveness of Batik Numansa after using a digital marketing system is higher than before using a digital marketing system. This is reinforced by research conducted by Ungerman et all in 2018 with the research title “The Impact Of Marketing Innovation

On The Competitiveness Of Enterprises In The Context Of Industry 4.0” with the results of research showing that the impacts that businesses classed as being most important were increasing the competitiveness of the company, increasing work productivity and changing the corporate culture. The impacts are rated as most important by enterprises from the automotive industry with a European corporate culture. The research has empirically confirmed that businesses consider the greatest impact of innovative marketing in the context of Industry 4.0 to be the increase in enterprise competitiveness, which was the highest rated impact of the research. The paper has shed fresh light on our current understanding of innovation as a factor in competitiveness. The other authors, Anna & Fang in 2016 with the research title “Utilizing Customer Knowledge In Innovation: Antecedents And Impact Of Customer Involvement On New Product Performance” with the result of showing a similar research in which they determined eight fundamental impacts. These impacts were specified in the literature review. If both research results are compared, five of the impacts are the same: changes in strategic planning, higher product quality, higher work productivity and increased business competitiveness. The other impacts differ due to the place in which the research was carried out, with the research we compared having been conducted on the market outside Europe.

#### 4. Paired T Test On Product Sales Results

Based on the results of the paired t test by analyzing the SPSS 16.00 program conducted at Batik Numansa, a description of the data obtained from the increase in product sales results is as follows:

Table 6. Difference Test Results

	Mean	Paired Differences			T	Df	Sig. (2-tailed)
		Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference			
				Lower	Upper		

Pair	BEFORE	-	.88641	.31339	-1.99105	-	-	7	.005
1	- AFTER	1.250				.508	3.9		
		00				95	89		

Based on table 6 above, the value of sig = 0.005 is obtained. Because the sig value <0.05, there is a difference in the increase in product sales results at Batik Numansa among before and after using a digital marketing system. To find out, which one has the highest increase in product sales results, it can be seen at the t value of -3.989. This shows that the increase in sales product of Batik Numansa after using a digital marketing system is higher than before using a digital marketing system. This is reinforced by research conducted by Yasmin et al in 2015 with the research title "Effectiveness of Digital Marketing in the Challenging Age:

An Empirical Study" with the result of showing digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing.

## CONCLUSION

Batik Numansa has a higher competitiveness and sales product increase compared to Batik Wecono Asri, Dermo and Galuh. This is because Batik Numansa has using a digital marketing system. The increase in competitiveness and sales product of Batik Numansa after using a digital marketing system is higher than before using a digital marketing system. This is important to company "Batik" in Kediri City above can growth economic bussiness with online marketing system.

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