

Analysis Management Strategy In Development Batik As Lampung In Batik Elfira Collection Lampung South

Rachmad Ryo Ryanda Subing ¹, Ni Putu Widhia Rahayu ²

^{1,2}Faculty of Economics and Business, University of Bandar Lampung
Jl. Zainal Abidin Pagar Alam No. 26, Labuhan Ratu, Kedaton, 35142, Bandar Lampung, Indonesia

Email: rachmadryanda@gmail.com, niputu@ubl.ac.id

Abstract

Batik Elfira Collection Lampung South own problem that is production batik Still based on P.O. Material raw material Still depends on supply outside province Lampung, because there are no shops that sell the main raw material for batik, especially wax (wax). batik), batik dyes, and batik equipment. This may be due to a lack of specifically management strategy Which done. Objective from study This is For analyze strategy business Which appropriate on Batik Elfira Collection Lampung South And improving income at the Batik Elfira Collection South Lampung. The data source is questionnaires and interviews. The data collection method is primary data which is carried out using method observation, And questionnaire. Results study This showing that based on diagram The SWOT Matrix above is known as Batik Elfira Collection South Lampung is in the first quadrant, where the situation of external and internal factors is positive which means that the environment faced the opportunity is relatively greater than the threat, while the strength is relatively greater superior compared to its weaknesses. The strategy that must be applied in this condition is supports aggressive growth policies (growth oriented strategy) which refers to In the industrial world there are market leaders and the next in line are called market challengers Challenger).

Keywords : Management Strategy, Batik Development, Batik as Lampung



INTRODUCTION

History batik in Indonesia connected tightly with spread Kingdom Majapahit as well as spread of Islamic teachings on the island of Java. In some records, there has been a lot of development in batik done on era Sultanate Mataram, Then continues on era Casual Surakarta and the Sultanate of Yogyakarta. Batik art in Indonesia dates back to ancient times The Majapahit Kingdom continued to grow until the next kingdom and its kings. Batik art in general spread in Indonesia and specifically on the island of Java at the end century 18th or beginning 19th century (Amara, 2022).

The batik technique has been known for more than 1000 years, originating from Egypt, Sri Lanka or Sumer. Batik techniques are widespread in several countries in West Africa such as Nigeria, Cameroon, and Mali, and in Asia, such as India, Sri Lanka, Bangladesh, Iran, Thailand, Malaysia and Indonesia. Until beginning century 20th, batik Which made is batik write. Batik stamp new known after War World I ended around 1920, and also the development of batik in Indonesia in the 20th century very rapidly, this also influenced the development of batik in Lampung. Many Typical Lampung batik patterns appear, but they do not contain any elements or ornaments it's in Sebage Cloth. Lampung's typical batik ornaments contain many cultural decorative ornaments Lampung, which also contains regional symbols such as the Siger Tower and etc (Matdoan, 2016).

Our ancestors in Indonesia were famous for their high artistic creativity, as is evidence of extraordinary and famous cultural heritage from various regions of the archipelago, heritage This culture is formed by language, music, dance and traditions, food and traditional cloth other things, each region has its own different cultural heritage in the archipelago Wrong the only one is cloth traditional from ethnic group Lampung that is cloth as. Cloth Share is one of the typical fabrics of the Lampung tribe, namely the tribe which comes from the island of Sumatra, from various fabrics found in Lampung culture, namely Sebagi, Tapis, Bidak, Teppal, Sekedap, Scan, Pelappai and Tray, Sebagi fabric has an appeal special namely from in terms of the variety of motifs on the fabric, such as the philosophy of the motif and also its history (Utami *et al.*, 2023).

In Lampung's cultural diversity there is an intangible cultural heritage called typical Lampung cloth. Lampung's typical cloth consists of several fabrics such as, Sebage, Tapis, Bidak, Teppal, Selekap, Cindai, Peleppai and Tray (clan meeting on August 25-27 1998 in Bandar Lampung). Along with the development of batik in Indonesia, Lampung Province began to introduce sebage cloth, which was made using batik techniques. For Having its own batik identity, typical Lampung batik began to be developed. Sebage cloth



introduced on March 6 1999 at the XIVth Lampung Arts and Culture Week Which inaugurated by the current Governor that's Drs. Oemarsono (Astawan, 2020).

Based on the results of the interview with Mr Y Usuf, one of the business owners cloth for him is one of the fabric craftsmen in Lampung, he has been in this business since 2018 2001 which aims to preserve Sebagi cloth as Lampung's cultural heritage. He explains that marketing is not yet local, not yet national and also still depends on sales, so production is still based on PO. That is in the marketing field, production field and limited skilled workforce. raw materials still depend on external supplies Province Lampung, Because Not yet availability shop Which sell material standard main batik especially, Evening (candle batik), substance dye batik, as well as equipment batik. Father That Also explained that he had participated in many exhibition events, namely ina craft, batik title national, title culture archipelago, smesco, indo crafts, And most the location in Jakarta His Convention Center covers almost all major cities in Indonesia. according to the exhibition important as a vehicle promotion of the products we produce, in particular literature and Lampung culture (Trixie, 2020).

Meanwhile, Batik Gabovira is one of the batik craftsmen or entrepreneurs at the same time Lampung typical batik designer, in the future will make modifications to the typical batik motif Lampung by combining Sebage Cloth ornaments with Lampung Cultural decorations which also contains regional symbols in Lampung Province. This matter We are doing this so that Lampung Province is not left behind by other provinces in Indonesia especially batik patterns exclusive and modern (Meidasari et al., 2022).

Cloth sebage own variety function And utility, like For program custom, religious, weddings, and celebrations for big holidays and even used to cover corpses. Sebage cloth has patterns and colors that contain symbolic meanings that imply cultural values Lampung. The motifs and color patterns of the sebage fabric are influenced by the motifs and colors of the textile fabric India. Viewed from its history Cloth Sebage consists from 12 motif, that is Sebage spread out, Sependum, Hollando, Torch, Flowers Sun, Flowers Cinou, Flowers Jessamine, Flowers Fall, Bang Kaco Plate, Flowers Gedian, Flowers Teleng And Flowers Kaweng. The development of sebage cloth since it was inaugurated in 1999 until now Still Not yet show the result. Lack of information And source book about cloth sebage influences the development of sebage fabric. Government efforts to introduce cloth sebage through exhibition culture has not yet come to fruition results (Bagas, 2022).



Currently, there is very little information about sebage fabric available in various places information media, there are only a few brief explanations in the information media that discuss about this fabric, such as on the internet media and scientific journals, there is no information available fully explains in more detail about the origin of the cloth and also its history. History is important for expanding information and also preserving a culture continues to be known from generation to generation, so that there is no loss of identity the culture, in In the modern era like today, cultural development is very rapid and Many local cultures are starting to be eroded by the arrival of foreign cultures culture local start forgotten Wrong One his Which threatened is cloth sebage ethnic group Lampung.

Based on the description previously explained, the author intends to research related to batik development as the title "Analysis of Strategic Management in Development Batik Share Lampung In Batik Elfira Collection Lampung South"

RESEARCH METHOD

Relevance Study First

Research entitled traditional Indonesian fabrics by Dr AH Suhardini Dra. Wahyu Ernawati Hari Budiarti, S.Sos and Haryanti published by the museum in 2001. This book explains about history of traditional fabrics in Indonesia containing useful studies starting from history traditional fabrics to various traditional fabric decorations and their functions. Thus this book can reliable as search information about history cloth traditional in Indonesia, benefits from References This For reader is explain in a way detailed about knowledge history of traditional cloth Which There is in Indonesia (Noh & Hamid, 2022).

The research entitled sebage cloth by Eka Paraswati in her journal discusses cloth as Lampung containing an explanation of the types and motifs of sebage fabric as well as materials and also how to make it on fabric. In his explanation the author expresses difficulties to look for sources of data and information from fabrics so that there are researchers and hopes develop and explore information about fabrics further, thus This journal helps to complete information about Lampung cloth, this journal can provides information about fabrics starting from history and also explanations of motif types Which There is (Patrechia, 2023).

The research is entitled designing information media for introducing cloth for SMK 3 children Bandar Lampung by R. Dimas Yogi Wijaya published by the UNIKOM library in 2012 in his journal he discusses the history of Lampung cloth with explanations from the type of motif and also the use, as well as the application of information media to high



school students about cloth as. With thereby journal This can become representation in help For complete information about fabric as Lampung .benefits from journal This For reader is journal this can give information about cloth as (Wijaya, 2012).

METHOD STUDY

This research consists of several stages including: namely the preparation stage, implementation stage, analysis stage and reporting stage (Mastura & Rahayu, 2023). This research was carried out on batik entrepreneurs as in Elfira Collection, South Lampung. This research uses a qualitative descriptive type phenomenological approach. The phenomenological approach is an approach related to reality which appears to analyze the situation within. Data collection techniques used namely interviews and observations (Edbert & Habiburahman, 2023). Types and sources of data on study This is data primary that is data in a way direct from the source that is party Deskranas Province Lampung, Museum Lampung, Service Tourist Province Lampung And Owner of Batik Elfira Collection, South Lampung. The data analysis steps consist of: data collection stage (evaluation of external and internal factors), SWOT analysis stage, matrix IFAS strategy, EFAS, and Matrix Cartesian diagram SWOT (Rangkuti, 2018).

RESULTS AND DISCUSSIONS

Development Batik Share

Sebagai cloth is the cloth that was the beginning of batik cloth in Lampung. This cloth originating from India and worn by local people since the 15th century. Use of cloth At that time it was for traditional, religious events, weddings, and covering corpses. Shared Cloth divided into two types, namely Sebagai Balak and Sebagai Lunik, which are differentiated based on its users. Balak is only used by certain people during ceremonial activities rituals, while for Lunik sebage it can be used by the general public. Sebage fabric has variety function And utility ,like marriage And warning day big until used to cover a corpse , sebage cloth has patterns and colors that contain meaning symbolic which implies value culture Lampung (Rusitati et al., 2019).

In 1999, the development of Lampung batik motifs was pioneered by a famous Lampung designer Aan Ibrahim. The creation of the Lampung Sembagi batik motif began with the anxiety of absence Typical Lampung batik motif. Aan's motif development was based on fabric As many as have existed before. Sembagi cloth is a cloth that comes from the coast Coromandel India with characteristic typical main that is motif flower on



cloth. Deployment cloth While reaching the areas of Sumatra and Java, appeared in the Sriwijaya kingdom in the 7th century. The development carried out is to strengthen the characteristics of Lampung in batik cloth motif Share with adding special ornaments Lampung (Septiani, 2021).

Analysis Internal (Internal Factors Analysis Summary/IFAS)

On environmental analysis This internal, which is studied is factors which in in the company, namely the strengths *and* weaknesses of the company (Rangkuti, 2018). Before making a summary table of the analysis of internal strategy factors, it is necessary formerly known internal factors of the company.

a. Stage First

Namely by determining the factors that are the company's strengths and weaknesses. Each strength can be assessed in relation to the company's capabilities in carrying out its activities to achieve predetermined goals. Whereas Which Which become threat on company is part no ability company in facing the business competitive situation.

From the results of the questionnaire that was given to the Batik Elfira Collection, South Lampung So it can be seen that the internal factors in this company are as followsfollowing:

1) Factors that become strength company:

- a. Quality Product
- b. Stock Product always There is
- c. Always give piece price sale
- d. Product Which for sale made from thick And strong

2) Factors that become weakness company:

- a. Lack of promotion
- b. Lack of power marketing
- c. The location difficult reachable
- d. The location No strategic

b. Stage Second

After determining the factors that are the company's strengths and weaknesses, then Next is giving weight to each factor on a scale starting from 1.0 (most important) to 0.0 (not important) and all these weights cannot be added up exceed total score 1.00.



Weighting is done by giving a questionnaire to the Batik Elfira Collection Lampung South with form questions about factors internal company.

c. Stage Third

So the next stage will determine the rating of each factor that has been determined. For factor strength, scale start from 4 (very Good) until with 1 (under average). As for how to give a rating strength, that is:

- 1) Ratings 1 = Strength under average competitor
- 2) Ratings 2 = Strength the average is equal to competitor
- 3) Ratings 3 = Strength on average competitor
- 4) Ratings 4 = Strength very big than competitors

Whereas For factor Which in the form of weakness is the opposite:

- 1) Ratings 1 = Weakness very big from on competitors
- 2) Ratings 2 = Weakness on average competitor
- 3) Ratings 3 = Weakness average The same with competitor
- 4) Ratings 4 = Weakness under average competitor

d. Stage Fourth

Which is the final stage to get the total score/value from the analysis the company's internal environment by multiplying the weighting of each factor internal company with the rating that has been obtained. Total score/factor analysis value internal can be seen on the page the following table:

Table 1. IFAS Batik Elfira Collection Lampung South

No	Factors Internal	Weight	Ratings	Weight x Ratings
Strength				
1	Quality product Good	0.20	3	0.60
2	Stock product always There is	0.20	3	0.60
3	Company give piece sales price	0.10	2	0.20
4	Product Which for sale made from thick and strong	0.15	3	0.45
Sub Total		0.65		1.85
Weakness				



1	Lack of promotion	0.10	2	0.20
2	Lack of power marketing	0.15	2	0.30
3	The location difficult reachable	0.05	3	0.15
4	The location No strategic	0.05	3	0.15
Sub Total		0.35		0.80
Total		1.00		2.65

Source : Data is processed (2024).

Based on Table 1, it is known that the total IFAS matrix score for Batik Elfira Collection Lampung South is 2.65.

Analysis External (External Factors Analysis Summary/EFAS)

In this external environmental analysis, the company examines external factors company, namely in the form of opportunities (*Opportunities*) and threats (*Threats*) faced. Before making table summary analysis factors strategy external need moreover formerly know What just factors external company. Stages the determination as following:

a. Stage First

That is with determine factors Which become opportunity And threat for company. Every opportunity can assessed connection with potential Power pull it, whereas For threat on company is part from business Which must noticed Because threat comes from various sides Which There is in the market.

From list question Which has given to Batik Elfira Collection Lampung South, it can be seen which are the external strategic factors of the company This are as follows:

- 1) Factors Which be an opportunity:
 - a. Own Lots consumer Which loyal
 - b. Consumer often buy product in amount Lots
 - c. Own that relationship Good with consumer
 - d. Lots consumer Which like batik
- 2) Factors Which become threat:
 - a. Own Lots competitor
 - b. There is similarity product batik
 - c. Competitor intense do promotion



- d. Location competitor Which more strategic
- b. Stage Second

After determining the factors that constitute opportunities and threats company, then The next step is to assign a weight to each factor on a scale starting from 1.0 (most important) to 0.0 (not important) and all these weights cannot be added up exceeds a total score of 1.00. Weighting is done by giving a questionnaire to Batik Elfira Collection South Lampung with questions regarding factors internal company.

- c. Stage Third

After determine weight on every factor opportunity And threat so furthermore determine the rating of each factor. For probability factors the scale starts from 4 (very good) to 1 (below average). As for how to give an opportunity rating that is:

- 1) Ratings 1 = Opportunity under average competitor
- 2) Ratings 2 = Chance the average is the same with competitor
- 3) Ratings 3 = Opportunity on average competitor
- 4) Ratings 4 = Chance very big than on competitor

Whereas For factor Which in the form of threats is the opposite:

- 1) Ratings 1 = Threat very big than competitors
- 2) Ratings 2 = Threat on average competitor
- 3) Ratings 3 = Threat average The same with competitor
- 4) Ratings 4 = Threat under average competitor

- d. Stage Fourth

This is the final stage to get a total score from the external environmental analysis company with method multiply weighting each factor external companies with ratings that have been obtained. Then the total score of the factor analysis can be seen on the following table:

Table 2. EFAS Batik Elfira Collection Lampung South

No	Factors External	Weight	Ratings	Weight x Ratings
Opportunity				
1	Own Lots consumer Which loyal	0.15	3	0.45



2	Consumer often buy product in amount Lots	0.15	2	0.30
3	Own that relationship Good with consumer	0.15	4	0.60
4	Lots consumer Which like batik	0.15	4	0.60
Sub Total		0.60		1.95
Threat				
1	Own Lots competitor	0.15	2	0.30
2	There is similarity product batik	0.10	2	0.20
3	Competitor intense do promotion	0.10	2	0.20
4	Location competitor Which more strategic	0.05	3	0.15
Sub Total		0.40		0.85
Total		1.00		2.80

Source : Data is processed (2024).

Based on table 2, the total EFAS matrix score for Batik Elfira Collection South Lampung is of 2.80.

Analysis SWOT (*Strength, Weakness, Opportunities, Threat*)

Analysis This aim For match opportunity And threat external Which faced company with its internal strengths and weaknesses to generate strategic alternatives. Once the IFAS matrix, EFAS matrix and IE matrix are known, a SWOT matrix can be prepared. The SWOT matrix is prepared to describe how the company's external factors such as opportunity And threat (EFAS) Which faced company can customized with factor internal company, namely the strengths and weaknesses (IFAS) of the company. Matrix SWOT can produce four sets of strategies that can be carried out by the Batik Elfira Collection Lampung South. For more details can be seen at Table 3. under This

Table 3. Matrix Batik SWOT Elfira Collection Lampung South

EFAS	IFAS	Strength :	Weakness :
		1. Product quality Good 2. Stock product	1. Lack of promotion 2. Lack of energy marketing

	always There is 3. The company delivers piece sales price 4. Products sold made from thick and strong	3. Location Which difficult reachable 4. The location No strategic
Opportunities: 1. Has many consumer Which loyal 2. Consumers buy frequently product in amount Lots 3. Own connection Which Good with consumers 4. Lots consumer Which like batik	Strategy SO : 1. Always deliver discounts and bonuses on consumer so that consumers buy more Lots product in amount Lots 2. Guard connection Which Good with consumer with method guard quality and product stock 3. Increase socialization product excellence with stage exhibition or through media promotion	Strategy WO: 1. Do promotions for attract consumer interest more Lots 2. Increase energy marketing for reach market share Which Not yet affordable 3. Build Work The same with some influencers to promote batik Which will can increase sale



Threat :	Strategy ST :	Strategy WT :
1. Own Lots competitor 2. There are product similarities batik 3. Competitors are aggressively doing so promotion 4. Location competitor Which more strategic	1. Improve quality and product quality 2. Do research market For know price competitor 3. Maintain stock availability or even add availability of agar batik stock consumers don't wait long	1. Increase activity- activity promotion through marketing personnel 2. Open place new Which easy reachable consumer

Source : Data is processed (2024).

Based on the SWOT matrix of Batik Elfira Collection South Lampung in Table 3 above, then can combined as step For set strategy, Good from factor internal nor factor external company as follows:

1. Strategy SO
 - a. Always give piece price And bonus on consumer so that consumer buy more many products in large quantity
 - b. Guard connection Which Good with consumer with method guard quality and product stock
 - c. Increase socialization superiority Product with stage exhibition or through media promotion
2. Strategy WO
 - a. Do promotion For interesting interest consumer more Lots
 - b. Add marketing personnel For reach market share Which not yet reached
 - c. Build Work The same with a number of influencers so that promote batik Which will can increase sales
3. Strategy ST
 - a. Increase quality And quality product
 - b. Do research market For know price competitor
 - c. Guard availability stock or even increase availability stock batik so that



consumer No waiting for long

4. Strategy W.T

- Increase activities promotion through power marketing
- Open place new Which easy reachable consumer

Diagram Matrix SWOT

Matrix diagram is the next stage of analysis after the IFAS and EFAS tables are created (Sutanto & Dunan, 2023). Furthermore can is known position company on the diagram Matrix SWOT with method :

$X = \text{Total Score Strength (S)} - \text{Total Score}$

$\text{Weakness (W)} Y = \text{Total Score Opportunity (O)} -$

$\text{Total Threat Score (O)}$

$X = 1.85 - 0.80, \text{ So } X = 1.05$

$Y = 1.95 - 0.85, \text{ So } Y = 1.10$

From results calculation the can depicted in diagram matrix SWOT Which canseen on Figure 1 below:

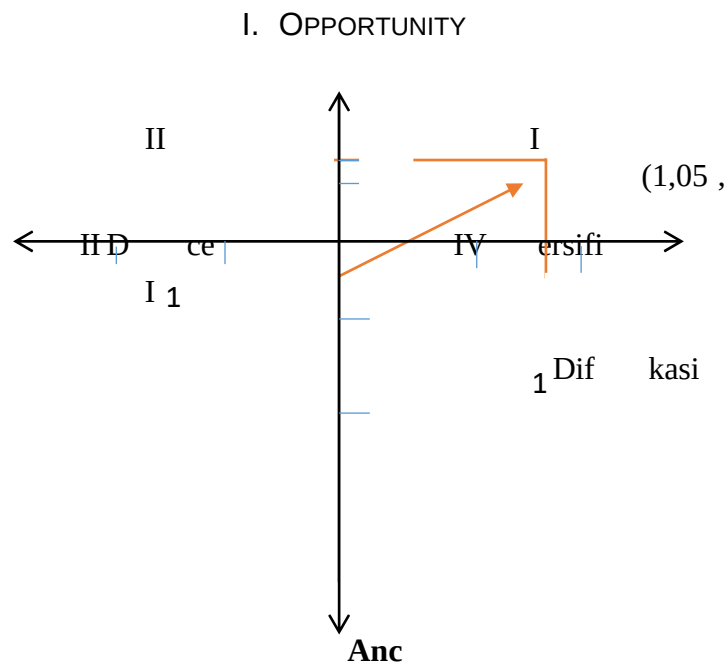


Figure 1. Diagram Matrix SWOT Batik Elfira Collection Lampung South
Source: Processed Data (2024).

Based on the SWOT Matrix diagram above, it is known that Batik Elfira Collection South Lampung is in quadrant I, where the situation of external and internal factors is positive which means that environment Which faced in a way relatively chance more big compared the threat, whereas his strength relatively superior compared to its weakness. Strategy Which must applied in this condition is support policies aggressive growth (*growth oriented strategy*).

Implementation Strategy Business

Based on the Cartesian SWOT diagram analysis, strategies must be applied in this condition is to support aggressive growth policies (*growth oriented strategy*) that refer to In the industrial world there are market leaders *and* the following order is called challenger market (*market challenger*). Challenger market is company Which in a way constantly trying to enlarge their market share openly and directly. Linked with the world of Batik Elfira Collection, South Lampung, then one of the Batik Elfira Collection Lampung South is market leader whereas *home industry* other is market challenger. Batik Elfira Collection, South Lampung, the market leader will always try so that his leadership No achieved by competitor. Temporary competitor will always try with all effort (strategy) For seize position leader market That.

As for strategy Which in can from analysis SWOT that is:

1. Strategy Cost Low (*cost leadership*)

Strategy Cost Low (*cost leadership*) emphasize on effort producing products standards (the same in all aspects) at very low unit costs. this product (goods or services) are usually aimed at consumers who are relatively easily influenced by price shifts (*price sensitive*) or using price as a determining factor decision. In terms of customer behavior, this type of strategy is very appropriate to needs customers fall into the *low-involvement behavior category* , when consumers do not (too) concerned with brand differences, (relatively) does not need product differentiation, or If there is a number big consumer own strength bargaining Which significant. Strategy This make company capable endure to competition price even Become a market leader *in* determining prices and ensuring levels high (above average) and stable market profits through aggressive means in efficiency and cost effectiveness.

To be able to carry out a low cost strategy, a company must be able to fulfill requirements in two areas, namely: resources *and* organization. This strategy is



just that possible if it has several advantages in the field of company resources, namely strong in capital, skilled in process engineering , supervision tight, easy to produce, and low distribution and promotion costs. Meanwhile from organizational field, the company must have: the ability to control costs by strict, information control Which Good, incentive based on target (allocation incentive based results).

2. Strategy differentiation

Strategy Distinction Product (*differentiation*) , push company For capable find uniqueness separately in market Which So the target. Uniqueness product (goods or services) that are put forward enable a company to attract maximum interest from potential consumers. Various ease of maintenance, *features* additions, flexibility, convenience and variety matter other the hard one imitated Opposites are a few examples of differentiation. This type of strategy is usually aimed at para consumer potential Which relatively No prioritize price in taking his decision (*price insensitive*).

3. Strategy Focus (*focus*)

Focus strategy is used to build competitive advantage in a market segment Which more narrow. Strategy type This addressed For serve need consumer Which the amount is relatively small and in making the decision to buy is relatively small influenced by price. In practice - especially in medium scale companies and large, focused strategies are integrated with one of two other generic strategies: strategy cost low or strategy distinction characteristics product. Strategy This normal used by " *niche market* " suppliers (special/typical segments in a particular market; also known as a market niche) to meet the needs of a particular product or service. special.

The conditions for implementing this strategy are the existence of sufficient market size (market size), there is good growth potential, and not much attention from internal competitors frame reach its success (competitor No interested For move on niche the). Strategy This will become more effective If consumer need something certain characteristics that are not of interest to competing companies. Usually companies that moving with this strategy concentrates more on a certain market group (*niche market*) , region geographical certain, or products or service certain with ability fulfil need consumers Good , *excellent delivery*.



CONCLUSION

Based on description And discussion Which has stated on chapters previously socan be withdrawn a number of the main points Which is the conclusion of this writing that is: Based on diagram Matrix SWOT on, is known Batik Elfira Collection Lampung Southis at in quadrant I, Where situation factor external And internal positive Which means thatenvironment Which faced in a way relatively chance more big compared the threat,whereas his strength relatively more superior compared with its weaknesses. Strategy Whichmust applied in condition This is support policy growth Which aggressive (*growth oriented strategy*) Which refer on world industry there is leader market And orderhereinafter referred to as challenger market (*market challenger*) . So according to the SO strategy, this is what Batik will do Elfira Collection Lampung South are as follows: (1) Always give piece price And bonus on consumer so that consumer buy more many products in large quantity. Guard connection Which Good with consumer with method guard quality and product stock. Increase socialization superiority Product with stage exhibition or through media promotion

SUGGESTION

From results description And discussion Which has stated so there is a number of principal suggestion Which can be considered Batik Elfira Collection Lampung South is as following:

1. In carrying out a business strategy, you need to create a better business strategy with notice strategy Which has executed previously. But Which need noticed is strategy determination price and piece sale Which given.
2. From the conclusion of the SWOT analysis matters that can be done by the parties Elfira Batik South Lampung Collection in an effort to increase sales volume intermediate batik Another is by providing discounts and bonuses, maintaining good relations with consumers and carry out promotional activities regularly, improving quality and product quality, as well maintain stock availability or even increase availability product stock. Companies also have to add marketing personnel so that batik can be sold maximally .



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