

Communication Strategy based of Social Media in Introduction to Jumentara Written Batik Kediri's

Choiru Umatin*¹, Novi Rosita Rahmawati*², Ratna Dzahabi*³

IAIN Kediri, Indonesia

choiruummatin@iainkediri.ac.id*¹, novirahmawati@iainkediri.ac.id*²,

temanratna92@gmail.com*³

Abstract

One of the reasons why people are not familiar with a product or service is the lack of publication. The lack of publicity causes the targeted consumers to not know the existence of the product or service being offered. Batik Tulis Jumentara is a traditional batik business located in Kediri and has not utilized the publication media to its full potential. In introducing Jumentara Batik to the public, it is necessary to plan the right communication strategy so that people can easily recognize it even from home. Communication strategies that can be used are publications through social media accompanied by creative ideas in order to attract interest and reach a wider market. The purpose of this research is to introduce Batik Jumentara Kediri to the wider community as one of the quality traditional batiks unique of Kediri. This research uses descriptive qualitative research method with descriptive approach. Data collection techniques were carried out by observing and interviewing online and offline as well as literature studies. The results showed that the introduction of Jumentara's Batik Tulis with social media-based strategies was very effective and efficient in attracting many people to see it.

Keywords: communication strategy, social media, batik

INTRODUCTION

Communication is the main key so that humans can interact with each other. Communication makes it easier for people to interact with each other and provide feedback on the information submitted. Through communication, community activities become more focused and make it easier to achieve a goal. Communication according to communication experts, Bernard Berelson and Gray A is a transmission of ideas, information, skills and emotions using certain symbols verbally and nonverbally (Haryani Irbah, 2015). Communication can also be defined as the exchange of ideas, and is the result of the transition of information from the sender and the response by the receiver (Liliweri, 2011).

Communication in this case is made to strengthen the strategic design in reaching the attention of a wide audience. By communicating, a company can connect with audiences. This can create connections and build trust in the product or service being offered. The existence of feedback from the communication results can provide innovation and become an evaluation to improve services and form a good image. For this reason, it is necessary to plan a good communication strategy to support the communication process.

The Communication Strategy in the book "Communication Dynamics" is a combination of communication planning and communication management to achieve a goal (Effendy, 2008). The communication strategy must be able to show how the operations are carried out or it can be said that the approach can change according to the situation and conditions. The strategy in publishing a product or service must be carefully and precisely planned, so that the results obtained are as desired. The communication strategy aims to inform and persuade the audience to know and want to buy the products or services offered.

With a communication strategy, it facilitates the process of formulating messages that are highlighted according to the characteristics of the audience so that products or services can be accepted easily. A product must be highlighted what advantages it has so that the audience gets the benefits of what they are looking for. The strategy that can be done is not only using

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conventional media, namely print and electronic media, but also using new media such as the internet. Digital-based communication strategies through social media make it easier to convey superior products and their benefits.

Social media is the first channel where people need easy and fast information. The media can be in the form of a site where everyone is able to create a personal web page and then share it with other friends to communicate and exchange information (Wijayanti, 2019). Social media allows one user to interact with millions of other users (Williams, 2012). Social media can attract any user to participate and provide feedback in the form of likes, comments, and open support. Another advantage is that social media can help a product or service be better known if used in the right way. A creative process is needed to attract the attention of the audience, such as uploading digital photo and video content designs on social media.

Likewise in developing strategies to introduce a batik product. Batik is the result of the work of the Indonesian people, a combination of art and technology (Nugroho, 2020). Batik is a technique of sticking on the cloth. There are 3 kinds of batik based on its manufacture, namely written batik, stamped batik and painted batik. According to Harmoko, written batik is a batik activity using a tool, namely canting which contains wax to be placed on the cloth (Indriani, 2006:12). Batik stamp in its manufacture uses a stamp / stamp made of copper with a batik motif. Batik Painting is made by painting motifs on cloth using wax.

In Kediri, there are many batik craftsmen who see this batik as a business opportunity. One of them is a batik craftsman, Batik Jumantara. Special skills are needed in making batik, especially written batik which requires patience and patience to produce a flexible and clear motif (Moerniwati, 2013). Each region has a variety of motifs and colors according to the characteristics of the area. Batik craftsmen play an important role in creating batik crafts with high value quality. The advantages of Batik Jumantara compared to other batiks apart from the material, the manufacturing process is to make and prioritize the icons in Kediri as a characteristic of the batik he makes.

In the introduction of batik, you cannot rely on conventional methods but can also use technology to reach a large market. Rapid technological advances have resulted in media that can easily target all walks of life. This is the obligation of the Indonesian people in preserving traditional batik culture and growing batik crafts in Indonesia in order to appreciate batik craftsmen who still survive and innovate to develop batik in today's modern era.

The previous research was used as a literature review similar to the research to be carried out. In this case, it is also shown how the research is to answer problems, design methods and conclude research results. The previous research has become a reference for researchers in analyzing and supporting similar problems.

Based on the results of the literature review, there are three of the previous studies that are relevant to the orientation of the current research, as follows:

Social Media-Based Marketing Strategy for Batik Craftsmen written by Djoko Sigit Sayogo and Sri Budi Cantika Yuli are students of the Faculty of Economics and Business at Muhammadiyah University of Malang. In 2016, this research discusses the problems of batik craftsmen in Dolokgede, Bojonegoro in designing social media-based strategies to support the marketing of their products. The results of the research are the use of Facebook as a marketing support tool with the aim of increasing the number of member bases, increasing brand reputation through communication and increasing community engagement with uploaded content.

Online Marketing of Batik Products at the Batik Rolla Jember House, written by Werdiansyah Febrianto, Sasongko and Sri Wahyuni are students of Business Administration at the Dharmawangsa University. The research uses a qualitative descriptive method to describe

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how the product marketing system for Rumah Batik Rolla is carried out online. As a result, marketing carried out by uploading various motifs of batik products through websites, Facebook and online stores attracts a lot of buyers' interest faster.

Social Strategy on Social Media for Promotion of Batik Typical of Kediri was written by Sevilia Sujarwo Indras Putri, a student at the State University of Surabaya. In 2018, his research used a qualitative analysis method which discussed how social media accentuated a message to promote Kediri's unique batik products by Suminar Collection so that audiences were interested in buying. The results of the research, the researcher concludes that social strategies through social media are important to use as a promotional strategy for Suminar Collection batik products because they are easily accessible by anyone through smartphones without space and time limits.

The previous research supports this research, especially in using social media in the introduction of Batik Jumentara Kediri. Based on the above background, this research on Social Media-Based Communication Strategy in Introducing Jumentara Batik Writing focuses on how to design a communication strategy that can be carried out in introducing Jumentara Batik Kediri to a wider audience through social media. Social media is considered effective and efficient in disseminating messages. The social media used in this study include Instagram, Whatsapp, Facebook and Youtube.

METHOD

This research used descriptive qualitative method. According to (Moleong, 2009), Qualitative research methods are research that is intended to understand what phenomena occur and are experienced by research subjects (Diana Fitri Kusuma, 2018). This qualitative descriptive study aims to describe, record, analyze and interpret the situation or conditions that occur. Qualitative descriptive research methods are free to observe, explore and find new insights during the research.

The location of this research is on Jl. Tunggul Wulung 110 Soko Menang_Pagu, City of Kediri, East Java 64183. The definition of the research subject is a person, object or place as a source of information in data collection. The subject appointed to obtain the required information is the owner of Batik Tulis Jumentara Kediri. While the object of this research is a communication strategy to introduce Jumentara Batik Write by maximizing the use of social media as the focus of research.

The data collection stage is a strategic step to obtain data in a study. In this study, researchers used online and offline interview techniques, observations and literature studies. The interview involved the owner of the Jumentara Batik Tulis business, namely Mr. Jumangin. Observations were also carried out by observing activities on the official social media of Batik Tulis Jumentara, namely Instagram and Facebook. Collecting data through literature study, namely looking for references and strengthening the theoretical basis by using books, journals and theses that are relevant to the case under study.

RESULTS AND DISCUSSION

A. Jumentara's Batik Handwriting Profile

Jumentara batik is a traditional batik located in Soko, Menang Village, Pagu District, Kediri Regency. The owner's name is Jumain. A young automotive alumnus who swerved to become an artist. Initially, he had no expertise at all in the field of batik. This started when one day he attended a batik training held by the Kediri District Office. Feeling that he had an interest in the art field, he finally started to get serious about building a written batik business. To improve his skills, he began to join the community of batik craftsmen in Kediri.

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This Jumantara Batik business was then established in 2013, with minimal capital. The name Jumantara comes from his own name "Jumangin" and is combined with the word "Nusantara" which means batik made by Jumangin is one of the identities of the Indonesian nation. In the process, Jumain takes about 4 to 1 week to complete 1 piece of batik cloth. The processing time depends on the motif, color and size of the fabric to be made.

Batik Jumantara always creates motifs that represent Kediri. The theme chosen to be used as a batik motif is an icon of Kediri itself, for example, Simpang Lima Gumul, star fruit, mango, Sri Aji Jayabaya, Snail, Mount Kelud and so on. The Simpang Lima Gumul motif is one of the characteristics of Batik Jumantara which is selling well in the market. Batik Jumantara only makes a maximum of 10 pieces for 1 motif. The price for 1 piece of cloth starts from Rp. 150,000 to Rp. 300,000, but if the difficulty level is high it can reach Rp. 350,000 per sheet.



Figure 1. Examples of Motifs and Colors of Batik Jumantara Kediri

So far, Batik Jumantara has relied more on offline promotions, in this case through the Cultural Week Exhibition, MSME Exhibition, Workshops, and Workshops. Online, Batik Jumantara has official social media on Instagram and Facebook. The social media contains photos and videos related to the process of batik making activities and has not been used optimally to carry out marketing strategies. During this pandemic, the government canceled festivals and exhibitions so that the promotion of Batik Jumantara was stopped. This causes sales to decline due to lost opportunities to interact with consumers.

It has been about one year that Batik Tulis Jumantara is in hiatus mode, where it is not actively promoting itself both online and offline. Even though they have official social media, their promotions are only limited to uploading photos and videos without proper packaging. The condition of the Covid-19 pandemic is a challenge for entrepreneurs, in this case Jumantara batik craftsmen, in promoting their products so that they can survive and increase their customers. This requires the right communication strategy in introducing Jumantara batik to the public.

A. Communication Strategy in Introducing Batik Jumantara Kediri

Byrne defines strategy as an archetype of planned goals, deployment of resources and interactions with audiences, competitors and environmental factors. Formulating a strategy cannot be separated from a plan. The following are the planning steps that can be done in introducing Jumantara Batik, namely (Marhaeni, 2007):

1. Recognizing the Audience

Recognizing the audience is the first step for communicators so that communication can run effectively. By determining who is the target target, communication will be easier to run. Batik Jumantara Kediri fans are mostly career women who usually wear batik at work, official events and other events that require wearing batik. In this case, they are active social media users who do not or already know about various batik brands.

2. Composing Messages

After getting to know the audience, the next step is to compose a message that can attract attention. The message conveyed must be able to arouse the attention of the audience. Among them by designing digital content to package messages creatively and attractively. That way, many people will know that Batik Jumentara Kediri has different characteristics from other batik.

3. Determining the Method

There are many methods that can be used to convey messages, one of which is using the redundancy method. The redundancy (repetition) method is a method of influencing the audience by repeating the message. Messages that are repeated over and over again are able to make the audience remember the message. Messages are sent not just once, but can be done periodically so that they know the right time for the message to be sent back so that it can be recognized and even known by the public.

4. Media Selection

Media is an intermediary in delivering messages from communicators to communicants (Suryanto, 2015). Media selection can provide convenience in smoothness and speed in conveying messages. This can be a great potential and opportunity for Batik Tulis Jumentara to promote its products by utilizing social media, namely Instagram, Whatsapp, Facebook and Youtube. Although it has been introduced through various media, batik owners must also always monitor developments in the media so that there is always feedback from the community and there is always evaluation material for a better future.

B. Publication through social media

Publication according to Sofjan Assauri is an effort made to attract public interest and are willing to use a product or service through mass media. Publication is a form of strategy to disseminate information that can influence a person's willingness to something that has been described (Yuliana, 2020). The use of social media as a publication media is one way to introduce Jumentara Batik Tulis. Publication through social media is done because of its easy and cheap access. In addition, it can reach a wider audience.

Social media that are very popular with users include YouTube, Instagram, Facebook, Twitter, etc. Each social media has its own characteristics and advantages that can be adapted to the needs of its users. These characteristics and advantages can be a great potential and opportunity for marketers to promote a product or service. With good content packaging and design, it can certainly attract the attention of users when scrolling the homepage.

1. Instagram

Instagram users every year always experience an increase is a fact. Instagram is still a new social media, but it is able to attract the attention of its users to create content on the media. Focusing on visuals, Instagram is one of the media that is widely used by companies or business actors to help promote products or services.

The communication strategy was carried out to introduce Jumentara Batik Writing by utilizing the features available on Instagram. The features available on Instagram include uploading photos and videos, followers, likes, comments, tagging, hashtags, captions, and re-posts. This can be seen in Figure 2 below. Utilization of these features is very helpful in introducing Jumentara Kediri batik products effectively, efficiently and with a wider range.

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Figure 2. Design of flyers and videos uploaded on Instagram

2. WhatsApp

WhatsApp is an application that is used to exchange messages without credit because it uses the internet. As a popular application, WhatsApp can be used on various types of iOS and Android smartphones by installing the application for free on the Appstore and Google Play (Setiawan, 2019). Features that can be utilized are text, photos, audio, and video.

The picture below is an example of the promotion of Batik Jumentara Kediri using several WhatsApp Groups that have many members in the group. Members in the WhatsApp group will continue to grow along with ongoing promotions. Every day there is always info and pictures that can be shared both on WhatsApp Chat and on WhatsApp status. By always updating information, it is a commitment for batik owners to continue to introduce and satisfy members of the WhatsApp group.

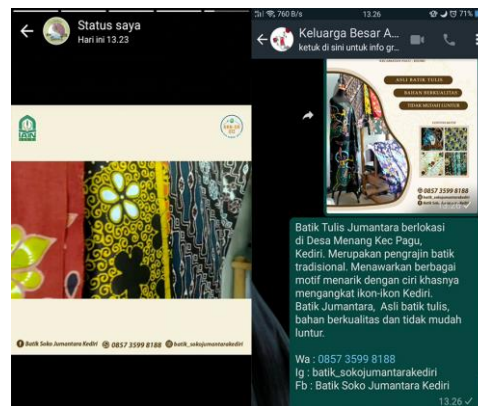


Figure 3. Videos uploaded in stories (left) and flyers shared in groups (right)

3. Facebook

This social media is no longer surprising. Before Instagram, Facebook was the app with the most users. So it is not surprising that Facebook is a potential product or service promotion tool. Facebook offers a place for members to get together and that's where the communication process takes place (Arifin, 2015).

The communication strategy used to introduce Jumentara Batik Writes on Facebook is by utilizing the photo and video upload features, friends, likes, comments, tagging, captions, links and groups. Through these features, Batik Jumentara has become better known to the public and has become one of the most popular batiks in the community. This can be seen in Figure 4 below, where many of the pamphlets uploaded on Facebook have

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liked and commented. This batik was also introduced in the Indonesia Batik Community with its 43,802 followers.

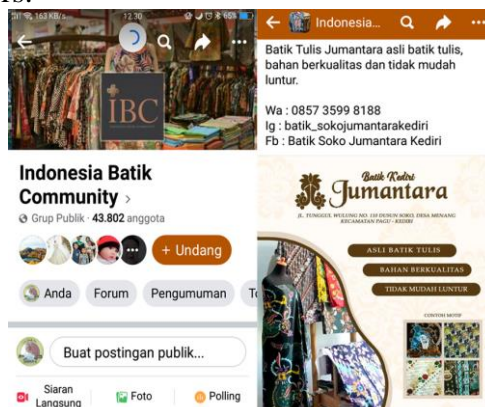


Figure 4. Pamphlets uploaded to the Indonesia Batik Community Facebook Group

4. Youtube

Youtube is a video sharing website where users can load, watch and share videos for free. Youtube has more than 1 billion users according to Press@google.com. The audio visuals displayed make it easy for the audience to absorb the information presented. Besides being easy, Youtube is in great demand by the audience because users are free to upload and watch unlimited videos.

The communication strategy carried out to introduce Jumentara Batik Writing through Youtube is by utilizing the video upload, subscribe, like, comment and share features. These features become a reference in knowing batik enthusiasts both qualitatively and quantitatively. As picture 5 below is the use of youtube media to introduce Jumentara batik through attractively packaged videos.

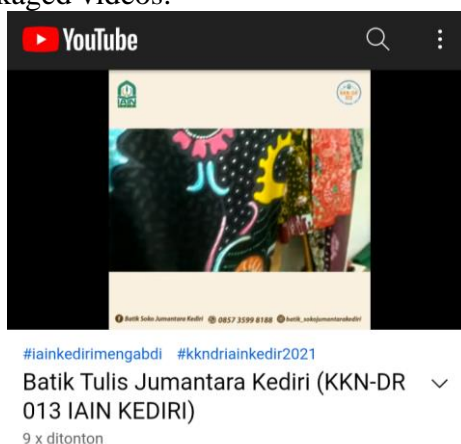


Figure 5. Video of Batik Jumentara uploaded on Youtube

I. CONCLUSION

Communication is the key to interacting with each other. Communication functions as an intermediary that creates a connection between business people and their audiences. In this case, the businessman offers a product or service to the public through a communication process. It is through this communication that there is feedback that serves as an evaluation material. To support this process, an effective and efficient communication strategy is needed.

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Communication strategy is a plan taken to achieve the goal. In this strategy, you can arrange the right words how the message is conveyed or which parts need to be highlighted. Words arranged in communicative, interesting, coherent, and easily accepted language by the community. This makes it easier for the audience to identify a product or service that is needed. Steps that need to be considered before implementing a communication strategy are identifying audiences, compiling messages, determining methods and selecting media. This is done so that the communication process can be directed and the results obtained are in accordance with the desired.

The strategy applied in introducing Jumantara Batik Writing is publication using social media in accordance with the steps above. Social Media is a new media that is widely used by the public to obtain information easily and quickly. Publication is an activity to promote Jumantara Batik Tulis. The social media used include Instagram, Whatsapp, Facebook and Youtube. There are many features that can be used to upload photos, videos, audio and text. Accompanied by a good content design can make the audience interested in seeing the product. Content that is uploaded on social media is then shared repeatedly so that it is easily remembered by the audience.

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