Performance of Trusmi Cirebon Batik Company in Relation to Product Innovation and Marketing

Nurul Afifah [1] , Dematria Pringgabayu [2] , Ferry Arfiansyah [3]

[1,2,3] Indonesian education university
e-mail: [1] nurul.afifah@upi.edu , [2] demabayu5_@gmail.com , [3] ferry.arfiansyah@upi.edu

| Article Info	ABSTRACT
Article history: Received May 3 th , 2023 Revised May 4 th , 2023 Accepted May 5 th , 2023 **Keyword:** Batik, Product innovation, Marketing, Promotion, Company performance	Batik is a work of art and cultural heritage recognized by UNESCO. Indonesian people are attached to batik, both in formal and non-formal events. This study aims to determine the effect of product innovation and promotion through social media on the performance of batik companies in the Trusmi Cirebon batik center. The analysis was conducted using Path Analysis with the help of SPSS software. Data was collected from 80 respondents who are batik entrepreneurs in Cirebon. The results showed that the product innovation variable had a positive and significant effect on company performance. Social media promotion variables have a positive and significant influence on company performance. Both variables together also have a positive and significant effect on company performance . Companies need to manage their social media professionally so that the content presented is interesting and in turn will improve company performance.

INTRODUCTION

Batik is an art and technique of painting and dyeing cloth which is an Indonesian cultural heritage which has been recognized as a world cultural heritage by UNESCO on October 2, 2009, so that every October 2 is designated as National Batik Day. So this batik art in Indonesia has been known since the time of the Majapahit kingdom and continued to develop to the next kingdoms and kings. As for the widespread of this batik art belonging to the Indonesian people and especially the Javanese tribe is after the end of the XVIII century or the beginning of the XIX century. In Indonesia, there are several most famous batik producing areas, including Solo, Pekalongan, Yogyakarta, Cirebon, Minahasa, Bali, Madura, Indramayu (Paoman Batik), Bengkulu and Palembang.
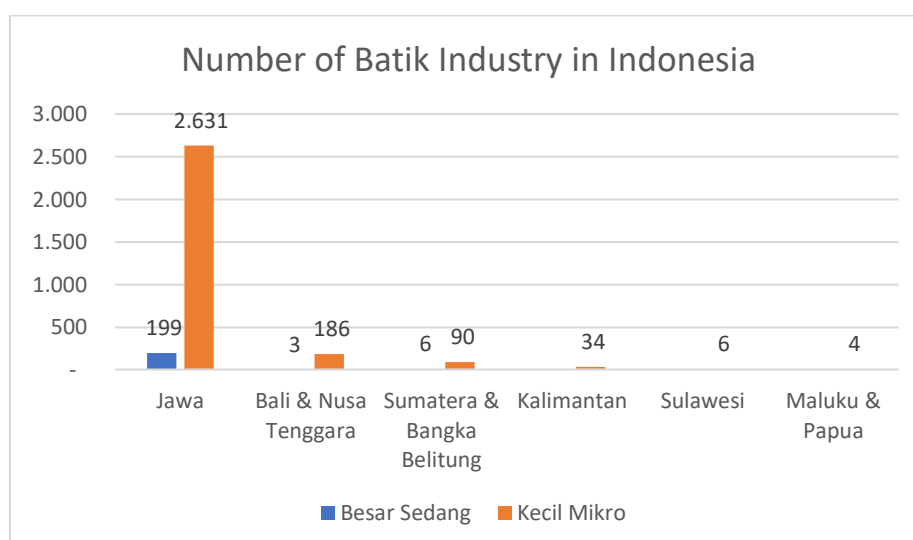
Picture 1Total Batik Industry in Indonesia
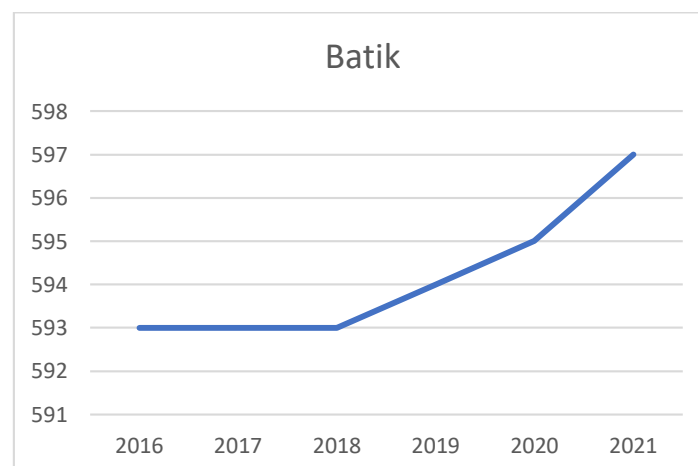Source: processed data, 2023

There were 3,159 batik entrepreneurs recorded in Indonesia, of which 208 were medium-large-scale batik industries and 2,951 were medium, small and micro scale (Center for Crafts and Batik, 2021) . Most of the batik industry is concentrated on the island of Java. On the island of Java itself, there are several batik centers that are known to the public (Kemenparekraf/Baparekraf RI, 2021) . Each city has a distinctive batik motif that is very unique.

Table 1Batik Center in Java Island

| No	Batik Center	City
1	Trusmi Batik Center	Cirebon
2	Palbatu Batik Center	Jakarta
3	Kauman Batik Village	Pekalongan
4	Semarang Batik Village	Semarang
5	Giriloyo Batik Village	Yogyakarta
6	Laweyan Batik Village	Solo
7	Kampung Batik Girli Kliwonan	Sragen
8	Lasem Batik Center	Rembang
9	Jetis Batik Village	Sidoarjo
10	Putat Jaya Batik Village	Surabaya

Source: processed data, 2023

One of the popular batik motifs is Mega Mendung from the city of Cirebon. Cirebon batik products are not only marketed domestically, but have been exported to foreign countries such as Japan, America, Malaysia, Thailand and the Netherlands. Even world-class designers, such as Nicole Miller from Australia, Dries Van Noten from Belgium, as well as a line of artists such as Jessica Alba, Lenka, Drew Barrymore, Reese Witherspoon, Rachel Bilson, and Paris Hilton use several products with this typical Cirebon batik motif. It can be said that the potential of this typical Cirebon batik is very large. Data from the Badan Pusat Statistik for Cirebon Regency shows an increase in the number of batik companies in Cirebon from 2016 to 2021 as follows (Badan Pusat Statistik, 2021) :

Picture 2 Number of Batik Companies in Cirebon (units)
Source: processed data, 2023

Unfortunately this was not followed by an increase in batik exports. Data from the Balai Besar Kerajinan dan Batik (BBKB) of the Ministry of Industry shows a decline in the volume of batik exports from 2017 – 2020, increasing in 2021 but then decline again in the following year (Balai Besar Kerjainan dan Batik, 2023) .
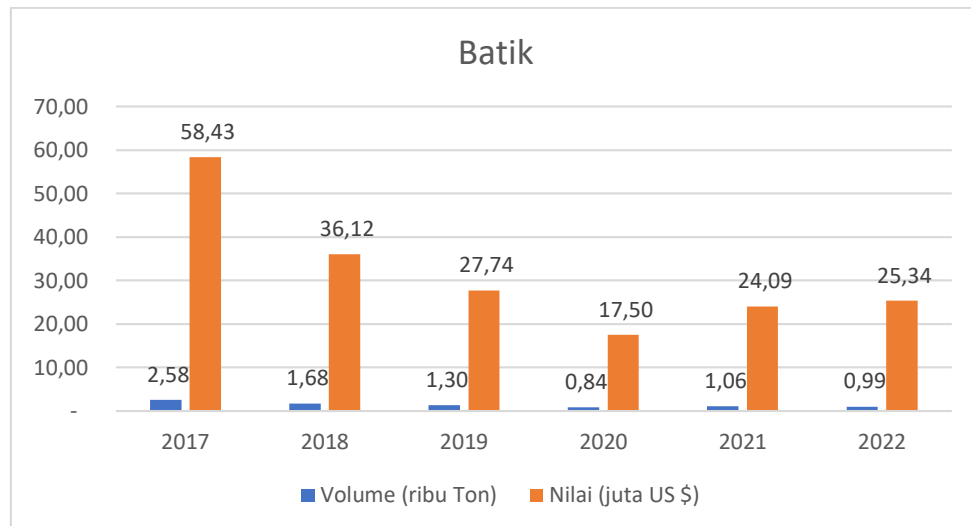
Picture 3 Exports of Batik in 2017-2022

Source: processed data, 2023

Some of the problems that are often faced by MSMEs, including the batik industry, which are mostly small and medium industries, include low quality human resources, weak capital structure, lack of access to strengthen the capital structure, lack of innovation and adoption of new technologies, and lack of marketing access. to potential markets (Priyambodo, 2021) . This research only focuses on product innovation and promotion on social media. Innovation is a process of human creativity in making discoveries that are different from those that already exist (Ludwig et al., 2021) . Meanwhile, promotion is an activity carried out so that a product is known to the wider community and sells more (Philip Kotler, 2012) . These two things, product innovation and promotion are important things in business activities from a marketing strategy point of view. In this study, promotions are limited to promotions through the use of social media, due to the phenomenon that Indonesia has 191.4 million people or around 68.9% of active social media users of the total population in Indonesia as of February 2022 according to Digital 2022 Report: Indonesia (We AreSocial, 2022) .

Picture 4 Active Social Media Users

Source: Digital 2022 Report: Indonesia

Some of the phenomena that have been conveyed above, form the basis of this research and to answer the following problem formulation:

1. Does product innovation affect the performance of batik companies in Cirebon district?

2. Does social media promotion affect the performance of batik companies in Cirebon district?

3. Does product innovation and social media promotion simultaneously affect the performance of batik companies in Cirebon district?

RESEARCH METHODS

This study uses a quantitative method based on the philosophy of positivism, which views reality, symptoms, that phenomenon can be classified as relatively fixed, concrete, observable, measurable, and the relationship of symptoms is causal. Research data is in the form of numbers and analysis using statistics (Sugiyono, 2013) . Quantitative research uses deductive logic to observe and analyze variables. Furthermore, the relationship between variables is measured statistically. The survey methods is used to collect quantitative and qualitative information and data through research questions. While the verification method is used to test the hypothesis from the data that has been obtained. The population and sample used were 80 batik showrooms with research locations in Trusmi Village as a batik center in Cirebon. Sampling technique

The independent variables in this study are product innovation (X1) and promotion (X2). Product innovation variables are represented in the dimensions of relative advantage, compatibility, complexity, trial and error and involvement. Promotional variables are represented in terms of informing (to inform), persuading customers (to persuade), and reminding customers (to remind). The dependent variable in this study is company performance (Y) which is measured from a financial perspective, customer perspective, business process perspective and learning perspective. Data collection was carried out by means of observation and questionnaires. Measuring the results of the questionnaire with a Likert scale of 1-4 (very bad – very good). The Likert scale can be used to measure attitudes, opinions, and perceptions of a person or group of people with predetermined social phenomena as research variables (Sugiyono, 2013) . In this study, validity and reliability tests were carried out on data with the help of SPSS version 20 software. Data analysis was carried out by path analysis. The following is the path analysis model used in this study. The steps in path analysis are described as follows:

1. Formulate a structural equation hypothesis
   The hypothesis built is that product innovation and promotion have an effect on company performance. The structural equation can be formulated as follows:
   $$Y = \rho_{xy1}X_1 + \rho_{xy2} X_{2+}\rho_{y\varepsilon1}$$

2. Calculates the path coefficient based on the regression coefficient
   Calculating the regression coefficient for the structure that has been formulated with the equation:
   $$Y = a + B_1 X_1 + B_1 X_2 + \varepsilon_1$$

3. Calculating the path coefficient simultaneously
   In testing the significance, table F is used with the following formula:
   $$F = \frac{(n - k - 1)R^2 yxk}{k(1 - R^2 yxk)}$$

   Where n is the number of samples, k is the number of independent/exogenous variables, and R ^{2} is R square.

4. Calculate the path coefficient partially
   The statistical test used is the t test using the following formula:
   $$tk = \frac{p_k}{se_{pk}} ; (dk = n = k - 1)$$

5. Summarize and conclude
   Before the transformation is carried out, a relationship pattern must first be made between exogenous variables (X) and endogenous variables (Y). The following is the path analysis model in this study:
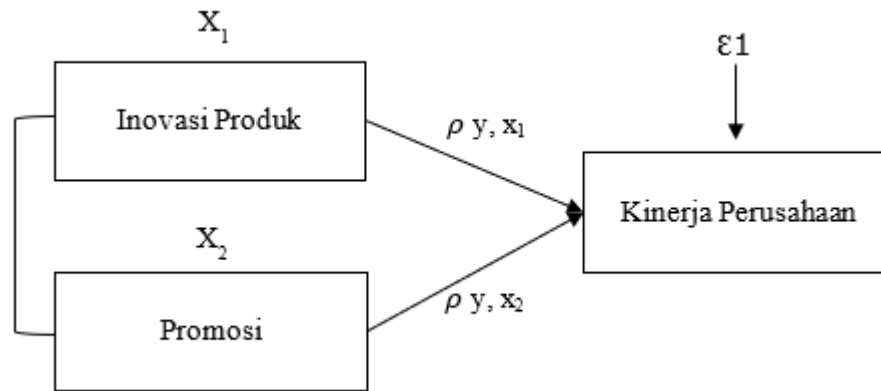
Picture 5 Path Analysis Structural Model

RESULTS AND DISCUSSION

The size of the validity is determined by the level of relationship or the level of closeness (correlation) between the existing items and the total score using the product moment formula. The following are the results of the validity test of each question/statement from the distributed questionnaire:

Table 2 Validity Test Results

No	Variable	Validity Coefficient (r count)	Critical Point (r table)	Conclusion
1	PRODUCT INNOVATION (X1)	0.692	0.278 _	Valid
2		0.701	0.278 _	Valid
3		0.693	0.278 _	Valid
4		0.381	0.278 _	Valid
5		0.457	0.278 _	Valid
6		0.623	0.278 _	Valid
7		0.468	0.278 _	Valid
8		0.499	0.278 _	Valid
9		0.371	0.278 _	Valid
10		0.603	0.278 _	Valid
11	MEDSOS PROMOTION (X2)	0.632	0.278 _	Valid
12		0.439	0.278 _	Valid
13		0.535	0.278 _	Valid
14		0.540	0.278 _	Valid
15		0.675	0.278 _	Valid
16		0.767	0.278 _	Valid
17		0.782	0.278 _	Valid
18		0.586	0.278 _	Valid
19		0.599	0.278 _	Valid
20	COMPANY PERFORMANCE (Y)	0.552	0.278 _	Valid
21		0.440	0.278 _	Valid
22		0.351	0.278 _	Valid
23		0.681	0.278 _	Valid
24		0.416	0.278 _	Valid

No	Variable	Validity Coefficient (r count)	Critical Point (r table)	Conclusion
25		0.503	0.278 _	Valid
26		0.625	0.278 _	Valid
27		0.641	0.278 _	Valid
28		0.582	0.278 _	Valid
29		0.550	0.278 _	Valid

The validity test was carried out on 30 respondents with an alpha value of 5% and a product moment table correlation value of 0.278 was obtained. The results of the validity test show that all questions in each variable are declared valid because the r count value is greater than the r table value.

The reliability of a variable construct is said to be good if it has a Cronbach's alpha value > 0.60. The following is the result of the reliability calculation:

Table 3 Reliability Test Results

No	Variable	*Alpha Cronbach's*	Critical Point	Conclusion
1	Product Innovation	0.630		Reliable
2	Social Media Promotion	0.843	0.600	Reliable
3	Company performance	0.927		Reliable

From the results of the reliability calculation, it was found that each variable, namely product innovation, social media promotion, and company performance, showed reliable results because r count (Cronbach's alpha) > r table.

1. Descriptive Analysis

Respondents' responses were divided into 4 interval classes so that each class interval had a length of 0.75 with the following categories :

Table 4 Respondent Response Interval Class Categories

range	Category
1.00 – 1.74	Strongly Disagree / Very Unfavorable
1.75 - 2.49	Disagree / Not Good
2.50 – 3.24	Agree / Fine
3.25 – 4.00	Strongly Agree / Very Good

Product Innovation Variable (X1) has 10 indicators or questions which are divided into 5 dimensions, namely: relative advantage dimensions, compatibility dimensions, complexity dimensions, trialability dimensions, and visibility dimensions. The average relative advantage dimension score is 3.20 in the Good category. The average score of the concordance dimension is 3.32 in the Very Good category. The average score of the complexity dimension is 3.19 in the Good category. The average score of the trialability dimension is 3.13 in the Good category, and the average score of the viewability dimension is 3.27 in the Good category. Overall, the average product innovation variable score is 3.22 in the Good category. Thus it can be said that respondents think that product innovation at the Trusmi Cirebon batik center is good. When viewed from each dimension, the harmony dimension gets the highest score so that it can be said that the batik products sold are consistent with the value of the product. Another advantage, consumers can place orders according to the desired design. Based on the results of interviews conducted with several respondents, it is known that the batik products being sold are in accordance with the wishes of the demands and needs of consumers. Batik products offered range from formal clothing to nightgowns and negligee, mukena, prayer rugs, bags, clogs or wooden sandals, masks, home decorations and various accessories. In addition to making various products, batik artisans have also made innovations by commodifying batik patterns without losing the originality of the

original batik patterns themselves (Hafni Khairunnisa, Ahmad Ro'i Alfanza, Ully Fadhillah, 2021) . For example, commodification of the Mega Mendung batik motif by adding butterfly motifs, adding ornaments, adding color to batik cloth, and so on. In fact, to keep up with developments in the world of batik fashion and market trends, the mega mendung motif was developed into the "mega overcast ice cream" motif, namely the mega overcast motif which is given cheerful and sweet colors like ice cream colors, so it's not monotonous with one or two colors. just in one sheet of cloth as before. Another example of product innovation is the manufacture of batik cloth with soft pastel colors. This product is made to meet the tastes of customers who do not like sharp bright colors. Product innovation by developing products that are categorized as regular innovations (John & Indriyani, 2013) . Based on research conducted by (Nurainun et al., 2008) , the advantage of Cirebon batik compared to batik from other cities is that it has a very diverse variety of patterns. Cirebon batik displays palace motifs taken from palace ornaments, both from building elements and objects around the palace and the colors tend to use sogan and babr mas colors. Apart from the palace, Cirebon batik also features coastal motifs containing flora and fauna from both land and sea which are lighter in color, for example red and blue, as well as other bright colors. More than that, Cirebon batik is easily recognized by the presence of a thin line which in Cirebonese batik terms is called Wit. Wit is a relatively small, thin and smooth contour line or string of water or wavy and the like, whose color is darker than the base color of the cloth. The most famous motif in Cirebon batik is the mega cloudy motif which is rich in colors such as brown, purple, blue, green, red and black.

The second variable (X2) is social media promotion, which consists of nine indicators divided into three dimensions, namely the informing dimension, persuading customers, and reminding dimensions. The average score of the informing dimension is 2.98 or in the Good category. The average score of the dimension of persuading customers is 3.19 with the Good category. The reminding dimension gets an average score of 3.28 in the Very Good category. The overall average score of the three dimensions is 3.15 in the Good category. If viewed per dimension, it can be said that promotion via social media has a bigger role as a reminder to consumers about the existence of Cirebon batik, as well as to update batik products which are the current fashion trend. Of the 9 indicators, it is known that the statement "promotion through social media is able to encourage consumers to buy in the near future" gets the highest average score of 3.33 in the Very Good category. Thus, respondents believed that the use of social media as a means of promotion was effective in increasing respondents' knowledge about current batik fashion trends and the products being sold, thereby encouraging respondents to buy these batik products or in other words, become consumers. The statement that got the lowest average score was "promotion through social media is able to build a corporate image ". It is known that respondents stated that social media was enough to help the company to be better known by consumers from the products sold, but did not directly change the image of the batik company as a whole. The most important objective of respondents in conducting online promotions is to increase sales turnover, and this method is considered quite effective. The definition of promotion can be viewed differently from the perspective of producers and consumers. For producers or in this case are respondents, promotion is an activity to inform the product being sold, persuade potential consumers to buy and remind consumers not to forget the product. Meanwhile for consumers, promotion is defined as a means of communication between producers and consumers about product details.

Next is company performance (Y), which consists of ten indicators and is divided into three dimensions, namely the dimensions of the financial perspective, the dimensions of the customer perspective, and the dimensions of the internal business process perspective. The average score for the financial perspective dimension is 3.35 in the Very Good category. Furthermore, the average score for the customer perspective dimension is 3.18 in the Good category. The last dimension is the internal business process perspective dimension with an average score of 3.27 in the Good category. Overall, the company's performance variables get an average score of 3.23 in the Good category. When viewed from the dimension or perspective, the financial perspective dimension gets the highest average score. This shows that the financial perspective is the most affected by product innovation and social media promotion. Of the ten indicators used in this variable, the highest average score is 3.40 in the Very Good category, in the statement "my company's consumer growth is increasing every year". Increase the number of consumers from year to year as a result of product innovation and social media promotions. The lowest average score is the statement "complaints from customers are directly handled by the company" with an average score of 2.92 and in the Good category. Customer complaints are customer

complaints that occur due to dissatisfaction with an item or service (Philip Kotler, 2012) . Complaints can be submitted verbally or using other media such as suggestion and complaint boxes, comment fields on social media, email, customer service, and so on. Based on the results of interviews with respondents, it is known that complaints are usually caused by size errors in online sales. The company responded to this by inviting consumers to return the product and replace it with the appropriate size for the same item.

2. Verification Analysis

Verification analysis was carried out to verify the proposed hypothesis. Simultaneous test between product innovation and social media promotion on company performance, was carried out using the ANOVA test. The result of the calculation is as follows:

Table 5 ANOVA and R $^{2 \text{ test results}}$

ANOVA [b]

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	1131.384	2	565,692	155,397	.000 [a]
	residual	280,303	77	3,640		
	Total	1411688	79			

a. Predictors: (Constant), Social Media Promotion, Product Innovation

b. Dependent Variable: Company Performance

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	5,257	1,576		3,336	001
	Product Innovation	.368	077	.396	4,795	.000
	Social Media Promotion	.539	081	.549	6,642	.000

a. Dependent Variable: Company Performance

Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.895 [a]	.801	.796	1.90796

a. Predictors: (Constant), Social Media Promotion, Product Innovation

The results of the ANOVA test show a significance (sig) of 0.000 <0.05 (alpha value), so that it can be said that simultaneously, Product Innovation (X1) and Social Media Promotion (X2) variables have a significant influence on Company Performance (Y). Meanwhile, when viewed from R ^{2,} the value is 0.801, which means that the coefficient of determination is 80.1%. This shows that the two independent variables, namely Product Innovation and Social Media Promotion, have an influence of 80.1% on company performance. The calculation results above indicate that the two variables play a large role in improving the company's overall performance, so that if a company wants to expand its business, product innovation and social media promotion are two things that must be considered.

Table 6 Test Results for the Effect of Product Innovation on Company Performance

Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.729 [a]	.531	.527	2.37748

a. Predictors: (Constant), Product Innovation

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	7,599	1914		3,971	.000
	Product Innovation	.769	059	.729	13.105	.000

a. Dependent Variable: Company Performance

The second hypothesis is that there is an effect of Product Innovation on Company Performance which has been tested and the results can be seen in table 6. The level (sig) of the Product Innovation variable is 0.000 <0.05 (alpha value) so that it can be said that the Product Innovation variable (X1) has a positive and significant effect on the variable Company Performance (Y). The magnitude of the influence is indicated by the R Square of 0.531 or 53.1% where Product Innovation has an influence of 53.1% on Company Performance. Based on the results of interviews with respondents, it was found that the company's fear of implementing product innovation is the amount of costs that must be invested. This fear is actually unfounded because innovation does not have to start with something sophisticated and costly, but rather is institutionalized, consistent and sustainable (Damanpour et al., 2009) . Product innovation is less developed in coastal batik centers where product innovation depends on the owner, customer and market. Most of the product innovations are only for the benefit of fabrics, shawls, t-shirts, which do not yet have a pattern specifically for fashion. While the creativity in the use of raw materials and products has not been too developed. This happens because the actors and driving factors which include owners, customers, government, batik workers and academics have not coordinated properly (Poerwanto, 2012) . Referring to the results of interviews with respondents, it is known that product innovation has an important role for companies that want to increase sales. Several large batik companies innovate products more often than medium and small scale batik companies. This large batik company is innovating products by producing batik clothes that are tailored to fashion trends, for example by producing batik jackets, shorts, and polo shirts. Currently, the batik industry is required to become an environmentally friendly industry by using natural dyes in batik products as a solution to reduce the impact of pollution and even make batik an eco-product with high economic value.

The third hypothesis is that there is an effect of Social Media Promotion on Company Performance. The test results are presented in the following table:

**Table 7 Test Results of the Effect of Social Media Promotion on Company Performance**

Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.861 ᵃ	.742	.739	2.16026

a. Predictors: (Constant), Social Media Promotion

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	8,404	1622		5.181	.000
	Social Media Promotion	.846	056	.861	14,983	.000

a. Dependent Variable: Company Performance

Based on the table above, it is known that the sig of the Social Media Promotion variable is 0.000 <0.05 (alpha value) so that it can be said that the Social Media Promotion variable (X2) has a significant positive effect on the Company Performance variable (Y). The magnitude of the influence can be seen from the R square of 0.742 or 74.2%. Among the promotion mix strategies consisting of advertising, sales promotion and publicity, based on the results of this study, sales promotion is the variable of the promotion mix that most dominantly influences sales value. With promotions delivered through social media, it will be easier for consumers to find information about a product or brand, and this convenience tends to encourage consumers' desire to make purchases so that ultimately the level of sales will increase (Ekasari, 2014) . Internet technology is currently growing rapidly and more and more social media platforms are popping up. The following are the social media platforms most used by Indonesians (We Are Social, 2022) .
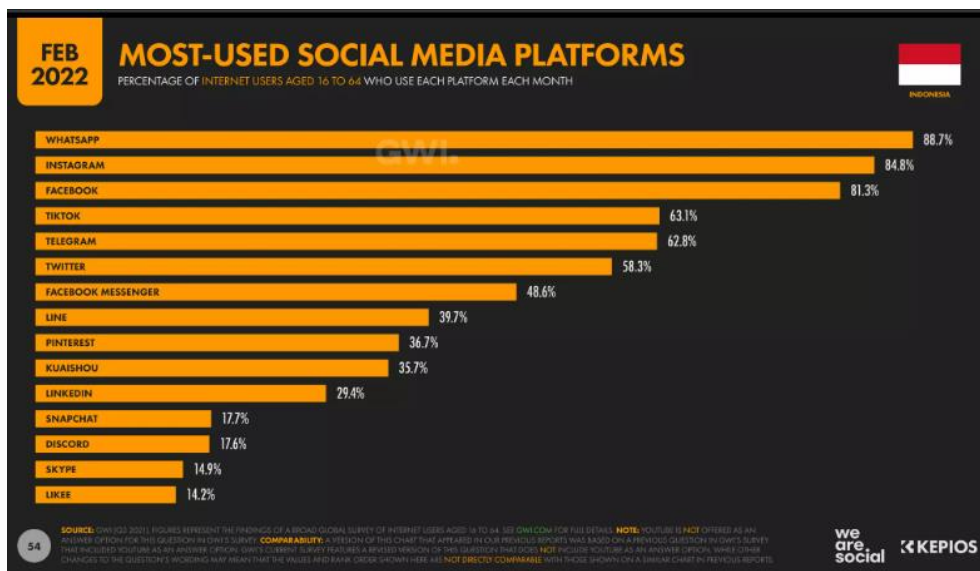
Picture The 5 Most Used Social Media Platforms
Source : Digital 2022_Report : Indonesia

Based on the data above, Whatsapp, Instagram and Facebook are the top three platforms most frequently used by Indonesian people, so companies can maximize promotions through these three social media. Respondents who were interviewed said that before the widespread use of social media as it is today, batik entrepreneurs usually carried out promotions with print media such as billboards, billboards, banners and word of mouth. Funds spent on promotion through print media tend to be more expensive than through social media. However, since companies take advantage of promotions through social media, sales turnover can be increased.

CONCLUSION

The performance of batik companies in the Trusmi Cirebon batik center is positively and significantly influenced by product innovation and social media promotions. Overall, product innovation and social promotion variables are in the Good category. This reflects that batik companies are consistently implementing batik product innovation and using promotions by utilizing social media. Batik companies that consistently innovate in their products and manage promotions on social media will be able to maintain their competitiveness and even increase their profits every year. Batik companies that take advantage of promotion through social media and can manage it well will increase public awareness so that it will positively affect the company's overall performance. Batik companies should have a special team that manages social media professionally so that the content presented is more attractive which in turn will attract the interest of social media users to buy the products offered. This will have an impact on increasing the company's sales and turnover. Batik companies can also collaborate with professional designers to better introduce their batik motifs and the company. In addition to designers, batik companies can also work with other apparel companies such as hijab

companies to create a series of products according to the growing fashion trends. Of course all of these things are intended to improve company performance.

REFERENCES

Central Bureau of Statistics. (2021). Number of Industrial Workers by Type of Leading Commodity in Cirebon Regency, 2016-2020. In *Mr. _* https://cirebonkab.bps.go.id/statictable/2021/10/11/232/-nomor-tenaga-kerja-industri-menurut-tipe-komoditi-unggulan-di-kabupaten-cirebon-2016-2020.html

Center for Crafts and Batik. (2021). *Directory of Large Medium Scale Batik Industry in 2021* (Issue 1). https://bbkb.kemenperin.go.id/information/answer/response/205/priscilia maharani

Center for Crafts and Batik. (2023). Batik Export Data 2017-2022. In *the Ministry of Industry of the Republic of Indonesia* . https://bbkb.kemenperin.go.id/information/answer/response/321/daniaji rahmanto

Damanpour, F., Walker, RM, & Avellaneda, CN (2009). Combinative effects of innovation types and organizational performance: A longitudinal study of service organizations. *Journal of Management Studies* , *46* (4), 650–675. https://doi.org/10.1111/j.1467-6486.2008.00814.x

Ekasari, N. (2014). The influence of social media-based promotions on purchasing decisions for vehicle financing service products at PT. BFI Finance Jambi. Jambi University Research Journal: Humanities Series, 16(2), 43450. *Journal of Chemical Information and Modeling* , *16* , 81–102.

Hafni Khairunnisa, Ahmad Ro'i Alfanza, Ully Fadhillah, IP (2021). ANALYSIS OF TRUSMI'S BATIK DEVELOPMENT. In *Traveling : Journal of Travel, Destinations, and Hospitality* (Vol. 4, Issue 1, pp. 1–9).

Ministry of Tourism and Creative Economy of the Republic of Indonesia. (2021). 10 Batik Centers on Java Island that Become Creative Economy Tourism Destinations. In *Kemenparekraf.Go.Id* . https://kemenparekraf.go.id/ragam-onomi-kreatif/10-Sentra-Batik-di-Pulau-Jawa-yang-Menjadi-Destination-Wisata-Ekonomi-Kreatif

Ludwig, D., Koskinen, I., Mncube, Z., Poliseli, L., & Reyes-Galindo, L. (2021). Global Epistemologies and Philosophies of Science. In *Global Epistemologies and Philosophies of Science* . https://doi.org/10.4324/9781003027140

Nurainun, Rasyimah, & Heriyana. (2008). ANALYSIS OF THE BATIK INDUSTRY IN INDONESIA. *Economic Focus* , *7* (3), 124–135.

Philip Kotler, KLK (2012). Marketing Management. In *Prentice Hall* (14th ed.). Prentice Hall. https://doi.org/10.1080/03031853.1972.9523871

Poerwanto, ZLS (2012). *Product Innovation and Coastal Batik Art Motifs as a Base for the Development of Creative Industries and Special Interest Tourism Villages* . *1* (4), 217–229.

Priyambodo, H. (2021). The Development of Micro, Small and Medium Enterprises in Batik Crafts Assisted by PT. Pertamina Hulu Ulu Energi ONWJ in Cirebon City. *Masile* , *1* (1), 108–126. http://jurnal.staima.ac.id/index.php/masile/article/view/23%0Ahttps://jurnal.staima.ac.id/index.php/masile/article/download/23/18

Sugiyono, PD (2013). Quantitative, Qualitative and R&D Research Methodology. In *Alphabet* (19th ed.). Alphabet.

We Are Social. (2022). *Digital 2022_ Indonesia — DataReportal – Global Digital Insights* . https://datareportal.com/reports/digital-2022-indonesia

Yohanes, CH, & Indriyani, R. (2013). The Role of Product Innovation on the Marketing Performance of Tanjung Bumi Batik, Mrs. Haji Masudi. *Agora* , *1* (1), 1–12.