


Marketing Analysis of the Stamped Batik Industry to Enhance Worker's Income in Purwokerto

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ABSTRACT

The stamped batik industry in Purwokerto is a cultural heritage with strategic economic value in creating jobs and supporting the local economy. This study aimed to analyze the marketing strategy of the stamped batik industry and its impact on increasing labor income in Purwokerto City. The research method employed was a qualitative approach, utilizing a case study, which involved 50 informants comprising MSME owners, workers, consumers, local government officials, and academics. Data were collected through in-depth interviews, field observations, and documentation studies, then analyzed using the Miles and Huberman interactive analysis model. The research results indicate that the stamped batik industry in Purwokerto comprises 47 UMKM, employing a total of 380 workers and generating a monthly production value of IDR 1.2 billion. The marketing strategies implemented include digital marketing (68% of UMKM), product diversification, and local brand development. The social media platforms Instagram (85%), Facebook (72%), and marketplaces (45%) are the main digital marketing channels. The implementation of marketing strategies has proven effective in increasing production volume by 35% and product sales value by 25-40%, which has a positive impact on increasing labor income through increased working hours, bonuses, and job stability. Supporting factors for industry development include government support, the availability of skilled human resources, adequate digital infrastructure, and a strong local culture. Meanwhile, the main inhibiting factors are limited capital, the quality of digital marketing human resources that still needs to be improved, competition with batik products from other regions, and dependence on imported raw materials. This study recommends improving the digital marketing capabilities of UMKM, providing continued government support in training and access to capital, and developing workforce skills in marketing and business management to create a sustainable business model for the Purwokerto stamped batik industry.

Keywords: *stamped batik; marketing strategy; UMKM; labor income; Purwokerto; creative industry.*

INTRODUCTION

The Batik, as a traditional Indonesian industry, is part of the nation's cultural

heritage that has received international recognition from UNESCO (Andriyanti et al., 2024). In 2009, UNESCO designated batik as a Masterpiece of Oral and Intangible Heritage of Humanity after a thorough and comprehensive assessment (Wiyana et al., 2021). In this determination, UNESCO acknowledged that Indonesian batik has universal uniqueness as a non-physical cultural heritage (Outman et al., 2023). This recognition is comprehensive, not only appreciating the techniques and methods of making batik, but also encompassing the entire legacy of ancestral knowledge contained within it, such as philosophical values, symbolic meanings, as well as social and cultural traditions and customs of the community related to batik (Firdaus et al., 2025).

This international recognition proves that batik is more than just an ordinary textile commodity, but is a manifestation of traditional wisdom and Indonesian cultural identity that needs to be maintained and developed continuously (Karsam et al., 2022). Batik contains noble values such as perseverance, precision, spiritual values, and harmony with the environment that are apparent in all stages of its creation (Basiroen, 2021). Each batik pattern holds a deep philosophical meaning, reflecting the Javanese perspective on existence, the universe, and the bond between humans and God Almighty (Kurniati et al., 2019).

Purwokerto is one of the batik production centers in Central Java that has its own uniqueness through the specialization of the stamped batik technique as its main advantage (Masiswo & Murti, 2021). Unlike other batik producing areas such as Yogyakarta and Solo which are famous for their hand-drawn batik, Purwokerto specializes in the development of stamped batik with its own unique characteristics (Andriyanti et al., 2024). Purwokerto's strategic geographical location on the trade route connecting Yogyakarta and Cirebon also contributes to advancing the tradition of batik art in this region.

Stamped batik from Purwokerto began to develop during the colonial period and achieved significant progress in the 20th century (Anita Yunikawati et al., 2020). During the Dutch colonial period, the textile industry experienced rapid growth in the Banyumas Residency area, including the Purwokerto area. The Chinese and Arab merchant communities who settled in the area also contributed to the development of batik patterns and methods (Handayani et al., 2018). Rapid progress occurred at the beginning of the 20th century when the canting cap technology was introduced, which allowed the production of batik in larger quantities while maintaining high artistic quality.

The stamped batik method allows for production on a larger scale than hand-drawn batik, while still maintaining the artistic aspects and distinctive patterns that reflect regional characteristics. In the stamped batik process, a specially designed copper mold is used to create certain decorative motifs. Although the process is more efficient than hand-drawn batik, the stamped batik method still requires special skills and a high level of precision to produce quality work (Masiswo & Murti, 2021). Each craftsman is required to master the properties of the fabric, dyes, and the correct stamping method.

Purwokerto stamped batik has a unique motif that is inspired by the local natural wealth, including plants and animals that are characteristic of Banyumas, coupled with the influence of local traditions that are manifested in the philosophy and meaning behind each pattern (Handayani et al., 2018). Some motifs that have become a distinctive identity include "Kawung Banyumas" which comes from the kawung fruit (sugar palm fruit), "Mega Mendung Banyumas" which depicts cloud formations in the

Banyumas sky, and "Parang Rusak Banyumas" which contains a philosophical interpretation of the dynamics of local community life. Local plants such as cassava leaves, frangipani flowers, and tamarind trees that grow abundantly in the Banyumas area often become a source of ideas in the creation of batik motifs.

Native animals of the Banyumas region, such as the finch, the bekisar chicken, and the tilapia fish, which are typical of the region, are also immortalized in the Purwokerto stamped batik patterns. In addition, the influence of local wisdom is very dominant in motifs that carry the theme of the daily activities of Banyumas residents, including farming activities, the culture of mutual cooperation, and traditional rituals (Ham et al., 2021). The life values of the Banyumas people, known as the character of "cablaka" (frank and what it is) are also reflected in the batik patterns that tend to be simpler but full of meaning.

In making stamped batik, craftsmen use special tools in the form of metal stamps that come in various shapes and dimensions (Hartini et al., 2021). This tool helps create uniform and detailed motifs with more efficient processing time. The metal stamps are made by special craftsmen who are skilled at shaping copper into various designs as desired. Each stamp has its own characteristics based on the motif to be created, with sizes varying from 10x10 cm to 20x20 cm. By using stamps, craftsmen can produce the same pattern in large quantities, although the coloring and final finishing processes still require the craftsman's artistic skills. The making of stamped batik goes through a series of complex processes, starting from preparing the unbleached cloth, applying the motif using a stamp filled with wax (batik wax), coloring in stages, until the final stage of pelorodan to remove the wax (Megat Hanafiah et al., 2021). Each production step requires special skills and adequate experience to produce good quality batik. The quality of Purwokerto stamped batik is determined by the craftsman's ability to control the temperature of the wax, the strength of the pressure when stamping, and the uniformity of the coloring stage.

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In making stamped batik, craftsmen use special tools in the form of metal stamps that come in various shapes and dimensions (Sunarjo et al., 2021). This tool helps create uniform and detailed motifs with more efficient processing time. The metal stamps are made by special craftsmen who are skilled at shaping copper into various designs as desired. Each stamp has its own characteristics based on the motif to be created, with sizes varying from 10x10 cm to 20x20 cm. By using stamps, craftsmen can produce the same pattern in large quantities, although the coloring and final finishing processes still require the craftsman's artistic skills. The making of stamped batik goes through a series of complex processes, starting from preparing the unbleached cloth, applying the motif using a stamp filled with wax (batik wax), coloring in stages, until the final stage of pelorodan to remove the wax (Untari, 2021). Each production step requires special skills and adequate experience to produce good quality batik. The quality of Purwokerto stamped batik is determined by the craftsman's ability to control the temperature of the wax, the strength of the pressure

when stamping, and the uniformity of the coloring stage.

The Purwokerto stamped batik industry faces stiff competition from modern textiles, which poses a major challenge (Eskani, Haerudin, Setiawan, Lestari, Isnaini, 2021). Digitally printed textile products can be produced more quickly and at lower costs, although they lack the cultural distinctiveness of traditional batik. Today's consumers, who prioritize convenience and affordability, tend to switch to these alternative products, leading to a decline in market interest in conventional stamped batik.

Difficulty accessing markets is another significant obstacle. Most stamped batik artisans in Purwokerto still rely on conventional marketing methods that only cover local or surrounding areas. Their limited understanding of online marketing and e-commerce strategies makes it challenging to reach consumers both nationally and internationally. This situation is further exacerbated by limited technological facilities and difficult access to adequate digital platforms. The lack of innovation in marketing strategies is a significant factor hampering the sustainability of the stamped batik industry (Marodiyah et al., 2024). Many businesses still rely on traditional marketing methods without utilizing the latest technology and appropriate branding strategies. This has resulted in Purwokerto's stamped batik being less widely recognized and less competitive than similar products from other regions that have implemented more modern marketing strategies.

This situation directly impacts the income of workers involved in stamped batik production. Declining market demand leads to a decrease in production, which impacts wages and the welfare of artisans. Consequently, many workers choose to shift to other sectors deemed more economically profitable, threatening the preservation of batik traditions and skills passed down from generation to generation (Utomo & Susanta, 2020). This situation creates a dilemma between preserving cultural heritage and meeting increasingly pressing economic needs.

Based on the background description that has been presented, this study was designed to answer several main questions, namely: what is the current state of the stamped batik industry in Purwokerto City; what marketing strategies have been implemented in the industry; to what extent does the marketing strategy influence the increase in workers' income; and what factors support or hinder the implementation of the marketing strategy. In accordance with these questions, the objectives of this study are to examine the condition of the stamped batik industry in Purwokerto City, reveal appropriate marketing strategies for the development of the industry, and assess the impact of marketing strategies on increasing the income of the workers involved.

Literature Review

The stamped batik industry is a subsector of batik crafts that is growing rapidly in Indonesia, particularly in the context of micro, small, and medium enterprises (MSMEs). Stamped batik uses a tool called a canting cap, a batik-patterned mold made of copper, to transfer hot wax to the fabric simultaneously and repeatedly. This process differs from hand-drawn batik, which uses a canting and requires greater precision and time. According (Raharjo & Dafri, 2020) the advantage of stamped batik lies in the consistency of the resulting motifs and the efficiency of production time and costs. Large-scale production can be done in a relatively short time, making stamped batik an economical alternative without completely abandoning cultural values. However, in terms of artistic value and exclusivity, stamped batik is still often considered inferior to hand-drawn batik due to limitations in detail and freer motif expression.

Marketing strategy is a crucial factor in the sustainability and growth of batik MSMEs amidst increasingly competitive creative industries. Marketing craft products such as batik requires a unique approach, considering that these products not only function as clothing but also contain cultural and artistic values. (Firmando, 2020) emphasize that in marketing traditional craft products, business actors must pay attention to cultural aspects, product quality, and clear differentiation to build a competitive image and advantage. In the context of batik MSMEs, relevant marketing strategies include appropriate market segmentation (for example, based on age, taste, or region), product positioning that emphasizes cultural values and unique designs, and the use of digital media such as social media, marketplaces, and websites to reach a wider market efficiently and cost-effectively.

An effective marketing strategy not only increases brand awareness and sales volume but also has direct implications for the well-being of workers. In the context of batik MSMEs, increased market demand resulting from an appropriate marketing strategy will drive increased production, which in turn requires additional labor or increased working hours, followed by increased income. (Sari et al., 2016) in her research showed that batik MSMEs that have adopted digital marketing strategies experienced an increase in turnover of up to 40%, with a significant contribution to increasing labor wages. This demonstrates a positive relationship between marketing strategies and worker well-being, which also strengthens the argument that digital transformation in marketing is a crucial key to developing a culture-based local economy.

METHOD

This research employed a qualitative approach with a case study method. A qualitative approach was chosen because it provides a deep understanding of marketing phenomena in the stamped batik industry and its impact on labor income. Through this approach, researchers were able to explore data in depth and comprehensively, reflecting the social and economic context underlying stamped batik marketing activities in the study area. This research was conducted in Purwokerto City, Banyumas Regency, Central Java Province. This location was chosen based on the consideration that Purwokerto is one of the rapidly growing stamped batik production centers in Central Java, with a significant and active presence of batik MSMEs. The research was conducted according to the fieldwork schedule and the availability of key informants.

The subjects in this study consisted of various parties directly and indirectly involved in the stamped batik industry. The primary subjects included 10 stamped batik MSME owners, 20 stamped batik industry workers, and 15 stamped batik consumers. In addition, the researchers also involved three local government representatives and two academics or researchers with expertise in batik to enrich the perspective and validity of the data obtained. Data in this study were collected through several techniques. First, in-depth interviews were conducted with all research subjects to obtain information regarding marketing strategies and their impact on labor income. Second, direct observations were made in the field to observe the production process, marketing activities, and interactions between industry players and consumers. Third,

a documentation study was conducted by analyzing relevant documents such as financial reports, sales data, and documentation of marketing activities held by MSMEs. Data were analyzed using the Miles and Huberman interactive analysis model, which consists of three components: data reduction, data presentation, and conclusion drawing.

FINDINGS AND DISCUSSION

The stamped batik industry in Purwokerto currently plays a significant role in the local economy, involving 47 MSMEs and employing approximately 380 workers. Average monthly production of stamped batik reaches 2,500 pieces, generating a significant monthly production value of approximately IDR 1.2 billion. The most sought-after stamped batik motifs are traditional Banyumas motifs, such as the Mega Mendung Banyumas and Kawung Banyumas motifs, which reflect the richness of local culture. Despite its significant potential, the industry still faces several serious challenges. These include limited market access, which remains focused on local areas; a lack of innovation in motif design and product diversification; limited capital for production technology development; and increasing competition from lower-priced printed batik products. These challenges need to be addressed through strategies to strengthen the capacity of MSMEs, improve product quality, and expand market networks to ensure the sustainable growth of the stamped batik industry in Purwokerto.

Based on interviews and observations, the marketing strategies implemented by stamped batik MSMEs in Purwokerto demonstrate a fairly adaptive approach to current developments and market needs. One of the primary strategies employed is digital marketing, with approximately 68% of MSMEs utilizing digital platforms to market their products.

The most dominant platform is Instagram (85%), followed by Facebook (72%), and marketplaces like Tokopedia and Shopee (45%). This strategy has proven effective in expanding market reach beyond Central Java. Furthermore, MSMEs are implementing a product diversification strategy, developing products from traditional batik fabrics into various fashion products such as shirts, dresses, and accessories. This effort adds value to the products while attracting a broader and more diverse market segment. Equally important, several MSMEs are also pursuing local brand development strategies by embracing the local cultural identity of Banyumas. Brands such as "Batik Banyumasan" and "Purwokerto Heritage" exemplify success in building a strong product image and distinguishing themselves amidst market competition.

The implementation of effective marketing strategies has been proven to have a positive impact on increasing labor income, particularly in the MSME sector. One impact is evident in increased production volume, with MSMEs adopting digital marketing strategies experiencing an average production increase of 35% over the past 12 months. This increase directly contributes to increased working hours and higher labor wages. Furthermore, marketing strategies also encourage increased added value through product diversification and local brand development, which increases the

selling value of products such as stamped batik by 25–40%. This added value provides room for bonuses and incentives to workers who demonstrate good performance. Furthermore, effective marketing strategies also create stability in market demand, which results in increased job security for workers and reduces income fluctuations often experienced by seasonal workers.

Supporting Factors

The development of batik businesses in Banyumas Regency is supported by several important factors. First, support from the local government through capital assistance programs and digital marketing training has significantly assisted entrepreneurs in expanding their businesses. This assistance not only provides working capital but also enhances the artisans' ability to market their batik products more widely through digital platforms. Furthermore, the availability of skilled human resources in the region is a key asset in the batik production process, as experienced and skilled batik-making workers are able to maintain consistent product quality. The improving digital infrastructure in Purwokerto is also a crucial support, as adequate internet access allows entrepreneurs to conduct online promotions and transactions more easily and effectively. Equally important, the strong local culture and community support for batik preservation provide a unique spirit to maintain and preserve this traditional art, both through active community participation and educational efforts at various levels.

Inhibiting Factors

On the other hand, there are a number of inhibiting factors that need to be considered in developing batik businesses in this region. Limited capital is a major obstacle, with some entrepreneurs still having difficulty accessing sufficient funds to expand their businesses, including purchasing raw materials and upgrading production equipment. Furthermore, the quality of human resources in digital marketing still needs to be improved so that entrepreneurs can compete in an increasingly digital market. Competition with batik products from other regions, such as Pekalongan and Solo, also poses a challenge, as products from these regions are already better known and have strong markets. Another obstacle is the dependence on imported raw materials, whose prices frequently fluctuate, impacting the stability of production costs and selling prices. This requires entrepreneurs to be more careful in managing raw material sources to maintain sustainable production.

CONCLUSION

Based on research, the stamped batik industry in Purwokerto has enormous potential, with 47 MSMEs employing approximately 380 workers. This demonstrates the sector's significant role in creating jobs and supporting the local economy. However, despite this promising potential, stamped batik MSMEs still face several key challenges, particularly limited market access and a lack of product innovation, making

batik less competitive compared to similar products from other regions and more modern fashion products.

Digital marketing strategies, including the use of social media, marketplace platforms, and websites, have proven effective in increasing the competitiveness of Purwokerto's stamped batik products. Furthermore, product diversification, such as the development of various motifs and derivative products, has expanded the market segment, while the development of local brands has increased consumer awareness and pride in Purwokerto's stamped batik products, thus driving increased sales. The implementation of appropriate marketing strategies has had a positive impact on employee income, reflected in increased production volume, higher product added value, and the creation of job stability that ensures business sustainability.

Government support is a key factor in the success of this industry, particularly through training and easy access to capital, as well as the availability of adequate human resources in the production sector. However, limited capital remains a significant obstacle hindering optimal business development. Furthermore, the quality of human resources, particularly in marketing, still needs to be improved so that MSMEs can maximize existing opportunities, particularly in digital marketing and business management.

Based on these findings, several recommendations can be made. For stamped batik MSMEs, it is crucial to continuously improve their digital marketing capabilities and develop product innovations that align with current market trends to increase product demand. The government is expected to provide ongoing support in the form of digital marketing training and easy access to capital, which can encourage business development. The workforce also needs to improve its skills not only in the production process but also in marketing and business management to contribute more broadly to MSME development. Finally, future researchers are recommended to develop research that focuses on sustainable business models for the stamped batik industry and examines their impact on the local economy, thereby providing more comprehensive recommendations for the future development of this sector.

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