



Increasing the Competitiveness of Batik Nusantara Through Products Innovative

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Abstract

The Nusantara batik industry has become an important part of Indonesia's cultural heritage and has significant potential to make a significant economic contribution. In an effort to enhance the competitiveness of Nusantara batik products, the concept of community partnership innovation has emerged as a promising approach. One concrete implementation of this approach is through the SANUTIK (Sapatu Nusantara Batik) program. This article will explain how community partnership innovation through SANUTIK can strengthen the Nusantara batik industry from various aspects. The research method used is descriptive and qualitative. Data analysis is conducted through SWOT analysis. The research results show that the SWOT Matrix Analysis of the internal conditions of Nusantara batik through SANUTIK has stronger strengths compared to weaknesses. The condition of Nusantara batik through SANUTIK has greater opportunities compared to threats. Nusantara batik through SANUTIK is in the aggressive/growth quadrant, which means it is in a prime and stable condition, making it highly possible to continue expanding, enhancing growth, and achieving maximum progress.

Keywords: Batik Nusantara, competitiveness, SANUTIK, and SWOT

1 Introduction

Indonesia has an extraordinary wealth of culture and art, one of which is batik art. Batik has become an inseparable part of Indonesia's history and cultural identity. However, in the midst of technological developments and the digital era, it is important for Batik Nusantara products to remain relevant and competitive in the global market. However, as is the case in various sectors, the batik industry also faces challenges in maintaining its competitiveness in an increasingly competitive global market. Therefore, innovation is an important key in maintaining and improving the quality and value of batik products that can take an important role in increasing the competitiveness of Batik Nusantara products. (Nugroho, 2020) (Suliyati, 2020)

Innovation has a central role in advancing the batik industry. In the context of globalization and technological advancement, the traditional concept of batik needs to be faced with the challenges of the times to remain relevant and attractive to today's consumers. Innovation in the form of design that *up to date*, the use of modern production techniques, and the use of sustainable materials are things that cannot be ignored. Without continuous innovation, the potential of Indonesian batik to become an internationally recognized product will be hampered. (Wiyono & Ardiansyah, 2020).

In an effort to spur innovation in the batik sector, a revolutionary concept known as Sapatu Nusantara Batik (SANUTIK) emerged. This concept carries the idea of collaboration between industry players, designers, local communities, and educational institutions to create a solid innovation ecosystem. SANUTIK acts as a forum that facilitates the exchange of ideas, technology, and knowledge between various parties involved. Thus, the SANUTIK concept not only promises the development of more modern and competitive batik products, but also builds a strong synergy in increasing the competitiveness of the batik industry as a whole. Therefore, by giving rise to new innovations wrapped in attractive designs and *up to date* Batik Nusantara will be able to compete with other national or international products. (Hariani, 2020)

The lack of innovation in increasing the competitiveness of batik products in terms of design, style, and application of batik products can make it look less attractive to young consumers and today's generation. The younger generation tends to have different tastes and is more open to current trends and innovations, so there is a need for education about cultural values. Educating the younger generation about the cultural and historical values behind batik can increase their appreciation of the products offered. The condition of the young generation that is starting to fade their love for cultural values if it continues to be left unchecked, the growth rate of cultural identity will slowly disappear. Therefore, the development of batik product competitiveness can be a new solution for batik product developers to develop existing innovations and potentials such as making casual clothes wrapped in contemporary styles/models, souvenir accessories with modern models, bags wrapped in batik concepts to create an eccentric casual style, or shoe models by providing batik accents to provide added value and uniqueness to batik products just like SANUTIK. (Firmansyah, 2019)

The potential to increase the competitiveness of batik products through SANUTIK products can be a strategic step in facing global challenges and strengthening local cultural identity. Here are some ways in which SANUTIK products can contribute to increasing the competitiveness of batik products: Design Innovation: SANUTIK products can bring innovation in motif design and color combinations to batik products. This innovation can provide new attraction to consumers, both domestically and abroad; Emphasis on Quality: If SANUTIK products are known for their high quality, this will create a positive image and support the improvement of the overall competitiveness of batik products; Collaboration with Designers: SANUTIK can work with well-known fashion designers to produce more modern and trend-setting batik products. This will open up opportunities to reach a wider market.; Combining Culture and Fashion: By combining traditional batik with modern footwear products, such as shoes, SANUTIK can create unique and appealing artworks for consumers who want to appreciate culture through personal style; Education and Empowerment Campaigns: SANUTIK can also play a role in campaigns that educate consumers about the cultural and historical values behind batik motifs, helping to increase appreciation and demand; Artisan Training and Engagement: Involving batik artisans in SANUTIK production can add value to products and support the development of traditional craftsmanship; Cultural Award: SANUTIK has succeeded in raising the uniqueness of batik as a cultural heritage, this will also strengthen the branding and attractiveness of the product.

This article, will provide a further explanation of how to increase the competitiveness of Indonesian batik products through SANUTIK. By blending tradition and development, SANUTIK opens the door to create batik products that not only maintain rich cultural values, but also have strong competitiveness at the international level. With continuous collaboration and cooperation, the future of Indonesian batik products on the global stage looks bright and full of potential. By continuing to bring together traditions and developments, we can see how a bright future awaits Indonesian batik products on the world stage.

2 Literature Review

The Indonesian batik industry has long been an important part of Indonesia's cultural heritage. Batik is known not only as a work of art, but also as an economic product with great potential. Several literatures highlight the importance of innovation in maintaining and improving the competitiveness of batik in an increasingly competitive global market. Wiyono and Ardiansyah (2020) argue that modern design innovation and the use of efficient production techniques are very important so that batik remains relevant to today's consumers, especially in the era of digitalization that continues to grow.

According to Firmansyah (2019), the younger generation tends to prefer products with a modern and contemporary style, which often makes traditional products such as batik seem less attractive. Therefore, education about the cultural values behind batik is very important so that appreciation for batik products increases among the younger generation. This is in line with the view of Suliyati (2020) who stated that innovation combined with educational campaigns can increase public appreciation of batik, so that the competitiveness of this product can be increased.

The SANUTIK program, as described in the article, is one of the innovative efforts that introduce collaboration between designers, craftsmen, and educational institutions. The program creates shoe products with batik motifs, which is a combination of traditional art and modern fashion. Nugroho (2020) also emphasized the importance of combining tradition with innovation so that Nusantara batik can compete in the global market.

From the perspective of marketing strategy, Rahajeng (2022) mentioned that SWOT analysis is an effective tool in evaluating the strengths, weaknesses, opportunities, and threats that affect an organization or product. The use of SWOT analysis in this article shows that SANUTIK has major strengths in terms of creative design and craftsman skills. However, resource and technology limitations are still a major challenge that must be overcome through further collaboration with strategic partners.

In the end, the conclusion drawn from various literature is that innovation, both in terms of products and marketing strategies, is very important to maintain the relevance and competitiveness of Indonesian batik. The combination of creativity, cross-sector collaboration, and the use of modern technology can be a decisive factor in encouraging the expansion of batik products to a wider market, as revealed in the results of this study.

3 Research Methods

The application method uses a qualitative descriptive approach that refers to real examples that illustrate how community partnership innovations through SANUTIK have succeeded in increasing the competitiveness of Indonesian batik products.

According to Kuncoro, descriptive research is research that seeks to tell the solution of existing problems based on data, by presenting, analyzing and interpreting. According to Sugiyono, the qualitative research method is a research method based on the philosophy of post-positivism, used to research on the condition of scientific objects, (as opposed to experiments) where the researcher is the key instrument, sampling data sources is carried out by purposive and snowball. Qualitative data obtained through interview techniques through resource persons, namely SANUTIK idea owners and shoe partners or shoe craftsmen in Samarang, Garut, West Java.(2023)(2023)

How to measure the level of success activities using SWOT analysis. SWOT analysis is the systematic identification of various factors to formulate a company's strategy. This analysis is based on logic that can maximize power (*strength*) and opportunities (*opportunity*), but at the same time it can minimize weaknesses (*weaknesses*) and threats (*Threats*). The data analysis technique in this study, using a descriptive analysis method, was carried out through in-depth interviews related to the strategy of making SANUTIK products. The object of this study is shoe partners or shoe craftsmen in Samarang, Garut, West Java. For the research instruments, namely questionnaires and interviews with owners. A questionnaire is a number of written questions used to obtain information from the respondent in the sense of a report about his or her person, or things he knows. An interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a certain topic. (Safitri & Rahmawati, 2023)

4 Results and Discussion

Based on the results of the research, the results of the IFAS matrix and the EFAS matrix were obtained from the results of qualitative descriptive statistics obtained from the results of interviews and observations. The weighting of each factor, ranging from 1.00 (Very Important) to 0.00 (Not Important). The total weight score for the whole factor is 1.00. Determining the rating for each factor is based on its influence on the problem. Rating value, starting from 4 (*outstanding*) to 1 (*Poor*). The rating value for strength is positive (the greater the strength, the greater the rating given), while for weakness it is done the other way around. (Rahajeng, 2022)

Matrik IFAS

The following is a table of SWOT analysis of internal factors from SANUTIK, compiling and calculating the value of weights, ratings and scores with the following scale techniques:

Table 1. IFAS Matrix

No	Internal Factors	Weight	Rating	Shoes
Strengths				
1.	Creative Design Capabilities	0.13	4.00	0.52
2.	Skills of Skilled Craftsmen	0.19	5.00	0.97
3.	Local Cultural Knowledge	0.13	3.50	0.45
Subtotal		0.45		1.94
Weaknesses				
1.	Resource Limitations	0.19	2.00	0.39
2.	Technology Limitations	0.16	2.00	0.48
3.	Market Limitations	0.19	2.50	0.32
Subtotal		0.54		1.19
Total		1.00		3.13

In the table above, the strengths factors have a score of 1.94 while the *weaknesses* factors have a score of 1.19 means that SANUTIK has greater *strengths* compared to the weaknesses factor.

EFAS Matrix

The following is a SWOT analysis table of external factors from SANUTIK, compiling and calculating the weight, rating and score values with the following scale techniques:

Table 2. EFAS Matrix

No	External Factors	Weight	Rating	Shoes
<i>Peluang (Opportunities)</i>				
1.	Fashion and Style Trends	0.20	3.00	0.60
2.	Increased Tourism	0.20	4.00	0.80
3.	Cultural Partnerships	0.13	2.00	0.27
Subtotal		0.53		1.67
<i>Ancaman (Threats)</i>				
1.	Global Competition	0.13	3.00	0.40
2.	Consumption Patterns Change	0.20	3.00	0.60
3.	Limited Raw Material Resources	0.13	2.00	0.27
Subtotal		0.47		1.27
Total		1.00		2.93

In the table above, the *Opportunities* factor has a score of 1.67 while the *Threats* factor has a score of 1.27 means that SANUTIK has more *Opportunities* compared to the *Threats* factor.

SWOT Quadrant

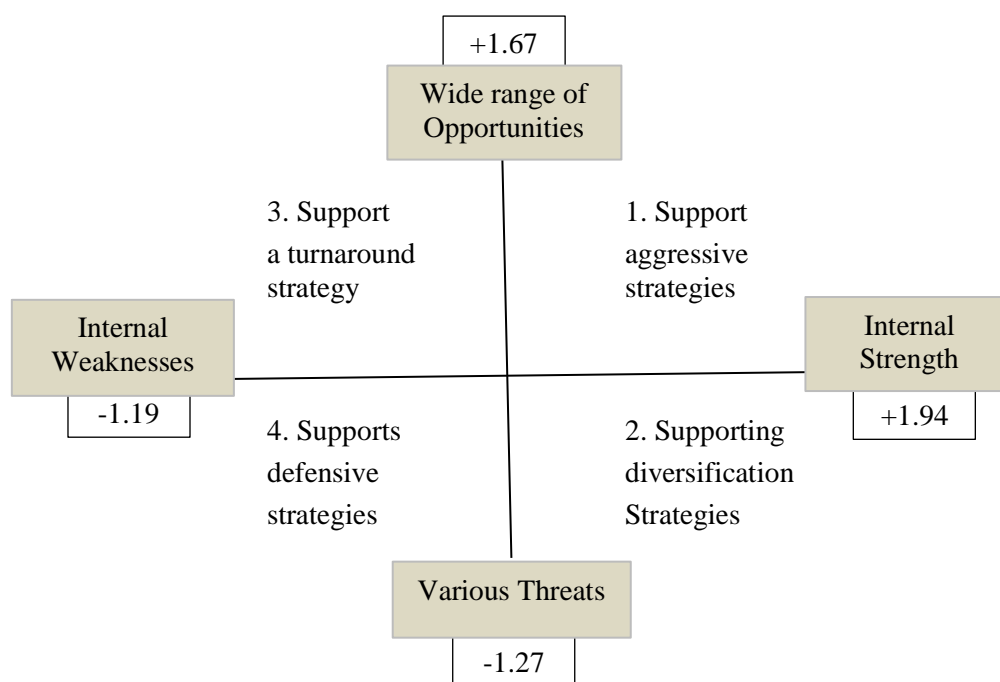


Figure 1. IE SWOT Quadrant (Internal and External)

The total average score in the IFAS matrix is 3.13 while the EFAS matrix obtained a total average score of 2.93. Based on the SWOT quadrant, it can be seen that SANUTIK is in the aggressive/growth quadrant. The aggressive/growth quadrant is an organization in prime and steady state so that it is very possible to continue to expand, enlarge growth and achieve maximum progress. SANUTIK has *opportunities* and *strengths*, so it can take advantage of existing opportunities. So the strategy that can be done is to support a growth-oriented strategy. By implementing this strategy, SANUTIK can maximize its strengths by taking advantage of existing opportunities, so that SANUTIK can keep pace with competition with similar markets.

Matrix SWOT analysis

The SWOT matrix is a strategic analysis tool used to evaluate strengths, weaknesses, opportunities, and threats that affect an organization or project. It is a useful tool for identifying internal and external factors that can influence business strategies and decisions.

The following is an example of a SWOT matrix for SANUTIK companies that aims to improve shoe craftsman partners by creating new innovations with batik fabrics:

Table 2. SWOT Matrix

Internal	Strengths	Weaknesses
	1. Creative Design Ability	1. Limited Resources
	2. Skills of Skilled Craftsmen	2. Technological Limitations
	3. Local Cultural Knowledge	3. Market Limitations
External	Peluang (<i>Opportunities</i>)	Ancaman (<i>Threats</i>)
	1. Fashion Trends and Style	1. Global Competition
	2. Increased Tourism	2. Consumption Patterns Change
	3. Cultural Partnerships	3. Limited Material Resources

In the SWOT matrix above, internal and external factors are identified and grouped according to the categories of strengths, weaknesses, opportunities, and threats. After filling the matrix with relevant factors, the next step is to formulate a strategy based on a combination of these factors. Strategies that can be taken based on this SWOT matrix are:

- Leveraging creative design abilities and local cultural knowledge to produce shoes with unique batik elements, taking advantage of current fashion and style trends.
- Overcome resource limitations by looking for partners or collaborators who can assist in the procurement of necessary raw materials or technology.
- Promote batik design shoe products as products that have cultural value and high quality to the growing tourism market.

The results obtained of activities are able to provide added value for the community, both in economic activities in the form of improving the economy in the surrounding area, especially shoe craftsmen and batik craftsmen. In addition, the achievement of policies, and (social) behavior changes have been able to bring about changes for individuals/communities and institutions both in the short and long term. This is evidenced by the development of new products that have high competitiveness value and are able to develop existing industries. (Arkanudin, Sudirman, Suryadi, Batuallo, & Wicaksono, 2023)

The results and discussions regarding improving the competitiveness of Indonesian batik products include several strategies such as design innovation, the use of quality materials, digital marketing, collaboration with well-known designers, and training for craftsmen to produce high-quality products. As can be explained below:

1. Design Innovation: SANUTIK products can bring innovation in motif design and color combinations to batik products. This innovation can provide new attraction to consumers, both domestically and abroad.
2. Emphasis on Quality: If SANUTIK products are known for their high quality, this will create a positive image and support the improvement of the overall competitiveness of batik products.
3. Collaboration with Designers: SANUTIK can work with well-known fashion designers to produce more modern and trend-setting batik products. This will open up opportunities to reach a wider market.

4. **Combining Culture and Fashion:** By combining traditional batik with modern footwear products, such as shoes, SANUTIK can create unique and appealing artworks for consumers who want to appreciate culture through personal style.
5. **Digital Marketing:** Using online platforms to market SANUTIK products will help make products more accessible to consumers around the world, which in turn will increase the competitiveness of Indonesian batik globally.
6. **Export and International Market:** SANUTIK products that have special appeal can help Nusantara batik products gain market share abroad, increasing competitiveness on an international scale.
7. **Education and Empowerment Campaigns:** SANUTIK can also play a role in campaigns that educate consumers about the cultural and historical values behind batik motifs, helping to increase appreciation and demand.
8. **Material and Technology Innovation:** SANUTIK products can make innovative materials and technologies in the manufacture of batik shoes. For example, the use of environmentally friendly materials or precise digital printing technology.
9. **Training and Involvement of Artisans:** Involving batik artisans in SANUTIK production can add value to products and support the development of traditional craftsmanship.
10. **Cultural Awards:** If SANUTIK succeeds in elevating the uniqueness of batik as a cultural heritage, it will also strengthen the branding and attractiveness of the product.

By combining these elements, Nusantara batik products can have a higher appeal in the global market and increase their competitive position.

5 Conclusions and Recommendations

The conclusion resulting from the SWOT matrix analysis shows that to improve shoe craftsman partners by creating new innovations with batik fabrics is in the aggressive/growth quadrant. The aggressive/growth quadrant is an organization in prime and steady state so that it is very possible to continue to expand, enlarge growth and achieve maximum progress. So an alternative strategy that can be done by shoe craftsman partner companies who want to create new innovations with batik fabric is to formulate an effective strategy in dealing with internal and external factors that affect their business. Here are some key takeaways from this analysis:

1. **Utilization of Internal Strengths:** Partner companies have creative design capabilities, skilled craftsman skills, and knowledge of local culture that can be integrated in shoe products with batik fabrics. This opens up opportunities to create products that are unique and have high cultural value.
2. **Handling Weaknesses:** Although partner companies face limited resources, technology, and markets, they can find solutions by looking for partners or collaborators who can help overcome these constraints. Improvements in these aspects can increase the competitiveness of products.
3. **Exploitation of External Opportunities:** Opportunities in fashion and style trends as well as increased tourism can be leveraged to bring batik-designed footwear products to a wider range of consumers. Collaboration with local culture can also have a positive impact on the brand image.
4. **Threat Mitigation:** Global competition, changing consumption patterns, and limited supply of raw materials can be overcome by focusing on continuous innovation, product diversification, and the development of a broader distribution network.
5. **Strategy Integration:** Strategies based on the results of a SWOT analysis can involve developing products that leverage internal strengths and external opportunities, while reducing the impact of internal weaknesses and addressing external threats.

6. **Monitoring and Adjustment:** The conclusions of the SWOT analysis should be the basis for short- and long-term strategic planning. Regular monitoring of internal and external developments is important to ensure the strategy remains relevant and adapts to changes. In order to increase the competitiveness of shoe products with batik fabrics, it is important for partner companies to take action based on this conclusion. A SWOT analysis provides a comprehensive view of a company's position in its business environment, helps them identify the right strategic direction, as well as improves their ability to deal with changes and opportunities in the market.

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