

QR CODE BASED BATIK PRODUCT LABELING INNOVATION AS A STRENGTHENING OF PERSONAL BRANDING AND INCREASING THE MARKETING OF BATIK MSMEs AS COMPETITION PREPAREDNESS IN THE GLOBAL MARKET

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Abstract

This community service activity is important to carry out because there is an urgency to introduce batik products more widely, especially Pekalongan batik which has its own distinctive and unique motifs and philosophies, and has differentiation which will be packaged through batik innovation with Quick Response Code labeling which can be accessed by consumers with a display that contains information about the profile of the SME maker along with the batik motifs complete with meanings and symbols and philosophies. Through this strategy, SMEs can market batik products more exclusively but still maintain the local wisdom and philosophy of Indonesian batik culture. In addition, SMEs are also able to boost the independence of SMEs in readiness for competition in the global market. The activity was carried out with partners, namely the Kauman Batik Kampoeng Association, East Pekalongan District, Pekalongan City. Activity partners have problems in the commercialization of branding and digital marketing. The method is carried out through several stages. Before the service team carries out activities, it begins with observations, adjusting the needs of service activity partners and creating a website for information needs that can be accessed via QRcode-based labels. The service team provides solutions to problems through training and assistance, including regarding the importance of QRCode-based batik labels, preparing UKM profiles for the QRCode database which refers to the website, assistance in using QRCode-based batik labels, as well as assistance and management of brand rights and copyrights.

Keywords: Batik SMEs, Labeling Inovation, Batik QRCode, Personal Branding, Global Market

INTRODUCTION

The economic turmoil experienced by the Indonesian people has had a huge impact on business development in Indonesia. The business world, which is the main axis of the Indonesian economy, is dominated by micro, small and medium enterprises (MSMEs) (Amin, et al., 2023). MSMEs in Indonesia have supported the economy in the last few decades. Talking about MSMEs in the Central Java region, especially Pekalongan City, which appears to be

dominated by batik MSMEs is one of the focuses of the problems highlighted in terms of marketing and management so that they continue to be able to become market leaders in the world batik market (Sutarjo, 2023).

Pekalongan is a world batik city with a number of batik SMEs spread across almost the entire Pekalongan area experiencing various problems (Astuti, 2014). Currently, the role of the community is the main axis for generating SMEs. The demand for digitalization in all fields means that batik SMEs must be able to compete in maintaining the economy. With the various obstacles experienced, batik SMEs are now starting to move within batik communities or associations (Nursalim, 2021), (Asrul et al., 2023).

Community service activities are carried out with activity partners, namely the Kauman Batik Kampoeng Association (PKBK) located in Kauman Village, Kec. East Pekalongan, Pekalongan City. Looking at the phenomenon as a situation analysis for service activity partners, Kauman Batik Village has been established since 2007 as the oldest batik village in Pekalongan City. Now his work can be seen after establishing Omah Creative in December 2018. The creative home is a place for creativity for SMEs who are members of the Kauman Batik Kampoeng Association, Pekalongan City.

Furthermore, there are still problems faced by community service partners, so it is necessary to carry out training and mentoring activities which will be a solution to the problems being faced by partners, including problems with marketing aspects and management aspects in batik SMEs. Furthermore, it is strengthened by initial observations from the results of interviews conducted at one of the oldest Batik communities in Pekalongan City, namely the Kauman Batik Community or what is familiarly called the "Kaguyuban Kampoeng Batik Kauman" which has routine activities which become the event calendar of the Kampoeng Batik Kauman Association continuously strive to carry out collective solidarity so that solidarity actions will continue to maintain the functioning of the community.

Contains an explanation of the research background or community service activities, as well as providing a brief review of the real situation, stating the originality of the research/community service and stating the purpose of the research/service. This introductory section discusses the existing problems and these problems which are the needs of the community so that the objectives of research/service activities need to be carried out.

Solidarity actions will be able to maintain awareness of togetherness as well as help each other, maintain and protect the existence of its members (Mustofa, 2019). Various routine activities are carried out to improve the welfare of SMEs that are members of it (Vives, 2022). Even though they have routine activities, there are still visible obstacles to batik SMEs which are weaknesses, namely the lack of promotions for batik SMEs, and the lack of maintaining customer loyalty or maintaining repeat orders from consumers. These obstacles are due to a lack of good organizational and management arrangements, such as a lack of order in archiving consumer-based data and also a lack of attention to the identity of SMEs in the batik products being marketed. They only focus on producing and selling their products without paying attention to packaging, labels, or identities that carry personal branding so that consumers can easily find the SME identity of their products. Apart from that, the batik philosophy that is always promoted in every motif creation does not seem to be widely conveyed, both to consumers and the wider community. Based on the data obtained, there are approximately 50 batik SMEs who are members of the Kauman batik village association, but now only around 25

SMEs are still producing batik considering that in the local and national markets, imitation batik (printing fabric) products are emerging which are able to shift consumers to switch to buying their product.

The fact that the public still lacks knowledge about the differences between batik and imitation batik has resulted in the existence of batik products being threatened because imitation products are much cheaper because they are mass produced and not handmade². Some of them are now just waiting for batik orders from a small number of customers with a certain quantity, and the rest of the other batik SMEs choose to change gears by trying various businesses to maintain their business, such as selling negligees, masks, selling basic necessities, selling snacks, and so on. Not a few are trying their luck by focusing on promoting their products on the internet or in other words implementing new business models and digital transformation in their businesses (Sunarjo, Ilmiani, & Kamila, 2023). However, this is not something that is easy because most batik SMEs have minimal knowledge of digitization Ayu Sunarjo, & Ilmiani, 2021).

IMPLEMENTATION METHOD

Service partners have problems that cover of two aspects, namely process and marketing aspects. The problem in partner production is the lack of innovation in batik products that are capable of differentiation and promote personal branding. Furthermore, partners also experienced problems in the marketing sector, namely in marketing batik products by optimizing the digitalization of batik SMEs which were previously unable to compete in the global market.



Figure 1. Presentasi The Material
Sumber: Personal Documentation (2023)



Figure 2. Discussion Session
Sumber: Personal Documentation (2023)

Partners participate actively as an audience that receives material both training and assistance from the service team, then partners can also practice it directly. The hope is that through innovative labeling of QRCode-based batik products, batik SMEs will be able to promote personal branding which will boost the selling value of batik. Furthermore, after all stages and activities of training and mentoring are completed, an evaluation and feasibility test will be carried out on the results of batik products that have been labeled QRCode designed by partners with digital-based marketing assistance. Below are the tasks of each service team.

RESULTS AND DISCUSSION

This community service activity was attended by 20 business partners who are members of the Kauman Kampoeng Batik Association (PKBK). PKBK batik business actors look enthusiastic about taking part in this Community-based Empowerment program. In its implementation, partners or in this case batik business actors actively discuss with the proposing team. Partners are very open to conveying the problems they are experiencing and trying to find solutions. Partner problems related to the importance of digital touch in improving batik product branding, the community service team conducted training and assistance in the form of a QRCode-based batik labeling innovation strategy

Quick Response Code or often abbreviated as QR Code is a two-dimensional barcode introduced by the Japanese company Denso Wave in 1994. This type of barcode was originally used to track inventory in vehicle manufacturing and is now used in various trade and service industries.

Basically, the QR Code was developed as a code that allows its contents to be decoded at high speed⁵. The QR Code consists of a string of square squares arranged in a larger square pattern, which is known as a module (Tedy, 2013)



Figure 3. QRCode design on PKBK
Sumber: Personal Documentation (2023)

The team conducted counseling and assistance by conveying material on the importance of QRCode-based batik labeling, through the introduction of QRCode-based batik labels to all PKBK members. Also presented are the benefits and how to use QRcode as a product label. In line with the main objective of QRCode-based labeling, it is to achieve an increase in personal branding that supports marketing to the global market.



Gambar 4. QRCode Labels Batik
Sumber: Personal Documentation (2023)

In community service activities, PKBK members are given insight regarding the potential of each UKM that is a member of PKBK which can become an identity or characteristic, so that it can become a potential in developing the self-development of batik UKM so that it is ready to go to the global market through the community. (PKBK).

At the end of the session, the participants were again given a posttest on how to use QRcode-based labeling. Furthermore, the activity was closed with a group photo between the service team and all activity participants, namely PKBK members.



Figure 4. Group Photo
Sumber: Personal Documentation (2023)

CONCLUSION

Based on the results of the implementation of the Community Based Empowerment program that has been implemented, it can be concluded that:

- a. QRcode-based batik labels that can provide information in the form of SME profiles complete with addresses, telephone numbers and social media/e-commerce marketing. Furthermore, the names of batik motifs and their philosophies are also added, so that consumers understand the types of motifs and understand the philosophy of batik motifs which are products of local wisdom as part of differentiation and innovation.
- b. Through QRcode-based labeling and brand name creation strategies, it will be possible to increase personal branding in SMEs which will have an impact on improving the economy of SMEs
- c. Through labeling activities, batik SME management can improve and make it easier for consumers who are satisfied with certain batik products to make repeat orders
- d. Through labeling activities, the marketing of batik SMEs can expand internationally (capable of global competitiveness)

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