

## Marketing Communication Strategy: Synergy among Government and Batik SMEs in Indonesia

Kun Cahyaningrum and Ira Dwi Mayangsari  
Communication Science Study Program, Communication Business School,  
Telkom University, Terusan Dayeuhkolot No. 1 Bandung, Indonesia

**Abstract:** The purpose of this study describes marketing communication strategy which performed by Kampoeng Batik Kauman and government, then analyze about synergy communication between them. This study used case study method. This primary data are in-depth interviews while the secondary data used document and online data. The technique used the validity of data triangulation source. This study used data analysis techniques which were data reduction, the data display and conclusion drawing/verification. The results of this study indicate that Kampoeng Batik Kauman used advertising, sales promotion, special event, public relation, direct marketing and personal selling to promote batik industry. The success of that activities is the increasing of consumers awareness about advantages, benefits and product attributes of SMEs (Small and Medium Enterprises) Kampoeng Batik Kauman. Meanwhile, government used advertising, special event and public relation to promote batik industry. The success of these activities effect on the level income of businessman and tourism which is contributes to higher tax payment for government.

**Key words:** Marketing, communication, small and medium enterprises, Indonesia government, batik industry

### INTRODUCTION

Batik industry is one of the main priorities industry for Indonesia government. From Antara online news dated 2 August, 2011. In 2010, the value of batik production reached \$732.67 billion, up 13% from \$648.94 billion in the previous year.

Batik Pekalongan is the one of the biggest areas that produces batik. Based on Department of Industry Trade and Small Medium Enterprises (SME) Pekalongan in 2012, the number of batik industry in Pekalongan reach 634 business units with 9992 workers (Table 1).

Kampoeng Batik Kauman is one of the largest batik craft center in Pekalongan. Based on Tourism and Economy Creative Ministry 2013 data's, Kampoeng Batik Kauman achieved the best village tourism award. Acknowledging that Kampoeng Batik Kauman can increase economic development, Kampoeng Batik should have high quality of marketing communication strategy. According to Soemanagara (2008), marketing communication defined, as marketing activities using communication techniques to provide information.

Table 1: Potential business in Pekalongan

Types of potential	Level of potential
Batik	Potential
Farm	Potential enough
Agriculture and Horti	Potential enough
Fishery	Potential enough

Marketing communication activities in Kampoeng Batik Kauman, also requires local government support's to keep batik industry sustain in the future. The purpose of this research is to define marketing communication strategy that performed by SMEs Kampoeng Batik Kauman and local government to promote batik industry and tourism and to explore communication synergy among SMEs and government.

### Marketing communication plans and applications:

Marketing communications can be understood by describing 2 principal elements, marketing and communication. Kotler and Keller (2007) explained that marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and exchanging products and services of value with others. Drummond *et al.* (2008) explored marketing strategy which have 3 components; segmeting, targeting and positioning as a core strategy.

The communication process is an activity that occured when a company delivers message to the consumers to get a positive response. Communication should be performed effectively and efficiently, so that the objectives can be achieved.

Belch and Belch (2007) defined marketing communication, as the coordination of all seller-initiated efforts to setup channels of information and persuasion to sell goods and services or promote an idea.

Marketing communication strategy have principal studies, such as designing communication strategy, searching potential segmentation, media planning, designing creative message, communication budgeting and researching marketing communication (Soemanagara, 2008).

In general, marketing communication activities have a specific purpose, such as: To affect behavior to inform, to persuade and to remind about benefits, advantages, attributes and price.

Further from Shah and D'Souza (2009), American Association of Advertising Agencies implied integrated marketing communication is a concept of marketing communication planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of variety of communication disciplines, for example general advertising, direct response, sales promotion and public relations and combines these disciplines to provide clarity, consistency and maximum communication impact.

Shimp and Andrews (2013) said that there were 5 key of integrated marketing communication: Start with the customer or prospect, use any form of relevant contact or touch point, speak with a single voice, build relationship and affect behavior.

In Indonesia, several researches related with SMEs show many promotion activities to promote their product. Chrisnayani (2009) said that Kampoeng Batik Laweyan in Solo applied IMC through personal selling, advertising in newspaper, magazine, television, public relations, exhibition and website. From Isnaini (2009), SMEs faced financial problem to promote their product. In order to solve the problem, they do some activities such as giving discount, radio publicity and advertising through local newspaper. Sukmasakti and Hayati (2012) showed from AHP Method, batik customer chose promotion as the most important factor and the second is infrastructure and the last one is corporation. The examples of those factors, respectively are arranged national and international batik festival, batik tourism package and making corporation with private companies. Barsamian and Lan (2008) stated that it should be a communication synergy between SMEs and government, both of them should be able to create business climate, increase market share and develop infrastructure.

## **MATERIALS AND METHODS**

This study using qualitative descriptive approach and case study method. Researcher investigated the case intensively, in-depth, detailed and comprehensive.

Researcher using a constructivist paradigm because researcher want to understanding the process of marketing communication that performed by Kampoeng Batik Kauman SMEs and government.

The key informants in this study were divided into entrepreneurs from Kampoeng Batik Kauman SMEs (Nulaba, Zend and Griya Mas Batik), Pekalongan Government, Batik Community Association (Pokdarwis and Asephi) and domestic travelers Kampoeng Batik Kauman.

Data collection techniques in this study using in-depth interviews and documentary. The purpose of in-depth interview type is to find the problem. Then, the documentary study covering material such as: Photography, video, film, memos, letter and so that it can be used as supporting information.

While the validity techniques of data in this study use source triangulation by comparing and checking the information that obtained in different ways. Data analysis in this study, including: Data reduction, display data (presentation of data) and conclusion drawing/verification.

## **RESULTS AND DISCUSSION**

Marketing communication plan strategy have 4 elements which are target, content, context and objectives. Table 2 shows the model of marketing communication plan strategy to promote batik industry.

**Marketing communication plan strategy:** A number of message and visual strategy which measured accurately through marketing communication research. In developing effective and efficient communication, there are several steps that taken by SMEs Kampoeng Batik Kauman and government to promote batik industry and tourism.

**Identify target audience:** Target audience influence the decision about what, how, when, where and to whom the message was delivered. In this case, target market Kampoeng Batik Kauman, including entrepreneur, community and traveller.

**Determine the purpose of communication:** The purpose of marketing communication is conducted by Kampoeng Batik Kauman SMEs and government to promote batik industry and tourism potential through marketing activities (promotional mix), including advertising, sales promotion, event, public relation, media exposure, direct marketing and sales person.

Table 2: Model marketing communication plan strategy

Target	Content	Context	Objectives
Entrepreneur, community and traveller	Information about advantages, benefit, image and attribute of Kampoeng Batik Kauman	Advertising, sales promotion event, public relation, media exposure, direct marketing and sales person	Knowledge changes (awareness), behavior changes (loyalty) and attitude changes (interest)

Table 3: Marketing communication strategy by Kampoeng Batik Kauman SMEs

Marketing communication strategy	Media
Advertising	Advertisement media, include: Newspaper, magazine, official website, twitter, facebook, whatsapp, official blog, youtube, e-commerce website, brochure, poster, wall painting, sign post, billboards, radio and television
Sales promotion	Sales promotion tools, include: Discount, coupons, reward bonus for reseller and great sale
Event	The event was designed by Kampoeng Batik Kauman SMEs, such as Pekan Batik International Week 2013, Java Jazz Festival sponsorship by Nulaba Batik Kampoeng Batik Kauman
Public relation	Kampoeng Batik Kauman create eco-friendly system of batik production and designing a factory visit program
Direct marketing	Using phone, email, blackberry messenger groups to communicate or ask for responses customers and prospective customers directly
Personal selling	Face to face interaction that indicated by tour guide in showroom Kampoeng Batik Kauman

Table 4: Marketing communication strategy by government of Pekalongan

Marketing communication strategy	Media
Advertising	Advertisement media, include: Newspaper, radio, television, website, billboard and posters-leaflet
Event	Special events designed by the government of Pekalongan is Pekan International Batik Week 2013
Public relation	Designing news in media and conducting socialization with community and other agencies

**Designing the message:** Basically a message should get the attention, interest, desire and generate action. In this case, Kampoeng Batik Kauman SMEs and government designing a persuasive message by showing advantages and potential of batik industry in Pekalongan, so it can attract attention potential consumers.

**Choosing a communication channel:** In choosing a marketing communication channel, Kampoeng Batik Kauman SMEs and government use 2 communication channels, including personal communication channel (face to face) and non-personal by using media.

**Establish communication budget:** Determine amount of budget to promote batik industry and tourism of Kampoeng Batik Pekalongan. Kampoeng Batik Kauman SMEs and government adjust a co-operation system (media partner) with some local and national media.

**Measuring communication result:** The success of a marketing communication strategy which performed by Kampoeng Batik Kauman SMEs and government, measured by how much of sales and revenue increase.

The various form of marketing communication strategy which performed by Kampoeng Batik Kauman SMEs can be seen in Table 3.

Meanwhile, marketing communication that performed by government can be seen in Table 4. In order to establish Kampoeng Batik Kauman economic potency, stakeholders perform marketing strategy together. The stakeholders are Kampoeng Batik Kauman SMEs owner, government, batik group association (POKDARWIS and

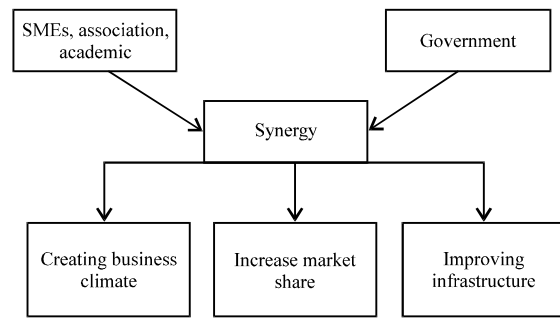


Fig. 1: Formulation synergy

ASEPHI) and academics. If one stakeholder plans a marketing program, it will coordinate with others so they can support each others. The formulation synergy between Kampoeng Batik Kauman and government can be shown in Fig. 1.

Communication synergy of SMEs Kampoeng Batik Kauman and government mostly occurred form government promotion program and SMEs support all actions taken by the government.

**CONCLUSION**

From analysis data about marketing communication strategy which performed by Kampoeng Batik Kauman SMEs and government, it can be concluded as follows: Kampoeng Batik Kauman SMEs and government selecting marketing communication strategy use 4 element (targeting, content, context and objectives). Based on this element marketing strategy, Kampoeng Batik Kauman SMEs and government designing marketing

communication tools to promote batik industry and tourism potential, use multiple channels of persuasion. They use advertising, sales promotion, special events, public relation, media exposure, direct marketing and personal selling. Through these activities, they can share ideas and information to consumers about advantages, benefit, image and attribute of Kampoeng Batik Kauman, also affect the level of consciousness (awareness), interest and loyalty of consumers. Then there is a positive synergy communication between Kampoeng Batik Kauman SMEs and government in creating business climate, increase market share and improving infrastructure.

#### REFERENCES

- Barsamian, D. and L.S. Lan, 2008. Menembus Batas (Beyond Boundaries) Damai Untuk Semesta. Yayasan Obor Indonesia, Indonesia, pp: 132-136.
- Belch, G.E. and M.A. Belch, 2007. Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill, New York.
- Chrisnayani, A.A., 2009. Integrated marketing communication (Komunikasi pemasaran terpadu) kampoeng batik laweyan Surakarta. Universitas Sebelas Maret, Surakarta. <http://eprints.uns.ac.id/2093/>.
- Drummond, G., J. Ensor and R. Ashford, 2008. Strategic Marketing: Planning and Control. 3rd Edn., Butterworth-Heinemann, USA., pp: 15.
- Isnaini, S., 2009. Impelementation of IMC as channels to promote SMEs in Indonesia. J. Soc. Cult. Polit.
- Kotler, P. and K.L. Keller, 2007. Marketing Management. PT Indeks, Indonesia, pp: 5.
- Shah, K. and A. D'Souza, 2009. Advertising and Promotion: An IMC Perspective. Tata McGraw-Hill, India, pp: 38.
- Shimp, T.A. and J.C. Andrews, 2013. Advertising, Promotion and Other Aspects of Integrated Marketing Communications. 9th Edn., South-Western Cengage Learning, USA., pp: 12.
- Soemanagara, R.D., 2008. Strategic Marketing Communication: Concept Strategy and Application. Alfabeta, Indonesia, pp: 5-8.
- Sukmasakti, H.A. and B. Hayati, 2012. Development strategy of pekalongan batik tourism. Diponegoro J. Econ., 1: 1-10.