

Innovation and Marketing Strategy for Batik Products in the Industrial Age 4.0

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Abstract: *Indonesia is currently entering an industrial revolution characterized by digital systems in various fields. Changes that occur are the existence of human movement as a subject in the growth and development of the economy, has undergone a shift slowly but surely, will be replaced by mechanical automation and technology digitalization. Change always creates competition among business people. For that, we need the right strategy in developing the business. Batik is a product of Indonesian national culture that continues to develop in its history and, is the result of human creativity, taste and, intention to meet human needs that continue to evolve in the era. Hasan Batik, Komar Batik, Anggraeni Batik, and Sekar Putri Batik are four of the many batik industries in Indonesia, trying to make changes by innovating on more modern product designs, combining new creations, designing in a contemporary, unique, thematic, and following fashion trends, so they can produce higher product values. Fast and precise marketing is an effort made by the industry today, but in fact, traditional marketing still has a role that is not less important than a digital system. This study uses a descriptive method with a qualitative approach. This study it was found that by continuously innovating products and, implementing product marketing appropriately, it would be the right strategy for the industry in maintaining the position of products in the market. Thus excellence will be achieved.*

Keywords: *Innovation Strategy, Industry 4.0, Marketing Strategy.*

I. INTRODUCTION

The industry has now entered the era of industrial revolution 4.0. All industries in the world including Indonesia must be prepared to face the various changes that occur. The industrial revolution 4.0, marked by the emergence of supercomputers, smart robots, vehicles without drivers, genetic editing and the development of nanotechnology that allows humans to further optimize brain function (Klaus Schwab) in [1]. Changes that occur will have an impact on human life in general and industry in particular. The industrial revolution 4.0 cannot be avoided, meaning we must be prepared to face all forms of change that occur. Indonesia as a developing country must be ready to face this dynamic change. As stated by the Minister of Industry (2017), Indonesia has prepared four strategic steps in implementing industry 4.0. The first step is to encourage the workforce in Indonesia to learn and improve skills in

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using internet of things technology or integrating internet capabilities with production lines in the industry. The second step, namely the use of information technology to spur productivity and competitiveness for small and medium industries (IKM), so that they are able to compete in the international market through the IKM e-smart program. The third step is asking national industries to use digital technologies such as Big Data, Autonomous Robots, Cybersecurity, Cloud, and Augmented Reality. And the fourth step is the need for technological innovation through the development of startups by facilitating the placement of business incubation. Of the four steps outlined, step 2, provides an opportunity for small and medium industries to stay in business. This strategy is useful for sustainable industrial development.

The use of information technology by small and medium industries (IKM) is currently not optimal, this is due to the many industries that have not been able to process their resources, so it is very natural for many small and medium industries out of business because they are unable to deal with changes and competition high. To remain competitive, every industry must have an edge. The superiority in question is competitive excellence (CA), its existence is very important for all business people, because this will bring the organization as a business actor in a very desirable position, namely as a superior business organization. To reach this position is not an easy thing, it requires an appropriate, effective and efficient, and profitable strategy[2]. The efforts of business people to win a competition are the implementation of strategies that are right on target by providing advantages in competing to deliver business people to have a strong strategy and will place business people against competitors and that gives the company the strongest competitive advantage [3].

The right strategy will provide the value of success achieved by industry both financially and non financially. Success achieved illustrates the industry's ability to maintain its business. Ability in question is a company capable of creating more economic value than other companies [4] and higher performance [5]. In this industrial era 4.0, a strong strategy is also needed which is effective and brings the industry to a superior position. Realizing the industry in one position requires the effort and hard work of every business person. The aspect of innovation and the use of information technology today greatly influences business development. This effort continues to be carried out by the batik industry in Indonesia in general. The development of batik business to date has been quite rapid, the number of business people in Indonesia has reached approximately 440 which are spread across 101 batik centers in several cities such

as Cirebon, Pekalongan, Solo, Surakarta, and DI Yogyakarta. Batik is the fastest growing clothing products in Indonesia. Batik not only a characteristic of the Indonesian nation, but also batik becomes a unifying tool for the nation. Some Indonesian people have known batik, both in traditional and modern patterns. The batik industry as a Market Leader who controls the world market must be aware of the emerging competition, such as Malaysia, China, and Singapore. In order not to shift the competitiveness of national batik, we, therefore need to maintain and preserve the cultural values of batik by strengthening branding and protecting intellectual property rights. Other efforts that must be owned so that the industry is able to compete, are innovation, creativity, imagination, and technology.[4]

Hasan batik, Komar batik, Anggraeni batik, and Sekar Putri batik are four of the batik industries in West Java, precisely in the city of Bandung, the four batik industries strive to continue to develop batik as a business that has high cultural values of a nation, and Exit batik which is not only famous in the country but is well-known internationally. The four industries have different strengths and abilities, trying to increase their existence in the national batik industry. The selection of the right strategy in doing business is very important and is done by the four batik industries. Increasing innovation and utilizing advances in digital technology, the business will develop. The innovation strategy will greatly help companies in sharpening their competitive advantage and creating value to customers [5] and marketing strategies can optimize the use of information technology in increasing productivity and competitiveness for the industry. Based on the explanation above, in this study, the author aims to find out how the innovation strategy and marketing of batik products carried out by the four Batik industries in the industrial era 4.0.

II. LITERATURE REVIEW

A. Concept of Innovation Strategy

Innovation is something that is shown by ideas, creativity, or objects that are perceived as new. Every company needs to do innovation, because innovation will create value. According to (Olavarrieta and Villena, 2014; Vila et al., 2014), that innovation is the development of new products, business processes and organic changes that create wealth.[6] Innovation as a new combination of production factors made by entrepreneurs and innovation thinking is an important driving force in economic growth.[7]. Companies that succeed in managing their business optimally, show continuous improvement and innovation for the better in the future.

Innovation in a company will succeed if the strategy used is effective and efficient. The innovation strategy is as a way to make new changes or updates in order to achieve the goals of the organization or company. According to Dodgson, M., Gann, D., Salter, A. 2008, the innovation strategy is a strategy to decide the type of innovation that is in line with the company's goals.[8]. On the same occasion explained that the innovation strategy leads to decisions about how resources should be used to meet the company's goals in building competitive advantage.[8]. The right decision in

determining innovation strategies will direct the company to a favorable advantage.

B. Type Of Innovation Strategy

In some literature, it is described related to the types of innovation strategies. According to [9] that there are three types of innovation strategies, (1) Offensive innovation strategies, namely corporate strategy that is unique in making new and first products appear on the market. (2). Defensive innovation strategy is a strategy aimed at maintaining the company's current position. (3) Imitative innovation strategy, namely the strategy carried out by the company in modifying existing products.

According to [10], describe the types of innovation strategies that are different from Jakubavicius et al. (2008), namely there are three types (1) Leading, (2) Learning, and (3) Shaping Profile. Then according to Schmookler, 1966 in [9] outlines two types of innovation strategies namely (1) Product technology, related to how to improve products and (2) Production technology, related to how to produce them. According to Furthermore, Edquist, Hommen, and McKelvey (2001) in [9] outline two types of innovation strategies namely (1) Process Innovation Technology, relating to the use of new technologies and (2) Organizational Process Innovation, relating to new ways of managing work.

Other sources are described by (Oerlemans, Meeus, and Boekema 1998; Veugelers and Cassiman 1999; Goedhuys and Veugelers 2012; Cinta, Roper, and Vahter 2014), that innovation strategy are specifically grouped, first according to R & D and input innovation, innovation strategies exist three namely internal strategies, external strategy, and partnership strategy.[11] Second, according to Oslo Manual (2005) that there are four types of innovation strategies, namely (1) technology strategies, (2) product and process innovation strategies, (3) non-technology strategies, (4) organizational marketing strategies and innovations. (Jayaram, Oke, and Prajogo 2014; Karlsson and Tavassoli 2015; Oh, Cho, and Kim 2015; Tavassoli and Karlsson 2015) in [11].

The author concludes that building the right innovation strategy is important so that the company's growth remains stable when the environment changes, is difficult to predict, the amount of competition, and in difficult times.

C. Marketing strategy

Marketing strategy is an activity carried out by the company in achieving its objectives. Marketing is identifying and understanding of human and social needs. Marketing identifies and understands human and social needs. as stated by (Kotler and Keller, 2012) that marketing is meeting needs in a way that is profitable in [7]. The success of marketing will be determined by the method used. In marketing, we know two methods namely traditional methods and modern methods. Marketing with traditional methods places more emphasis on direct interaction between the company and the customer. According to [3] that traditional marketing plays a role in building

awareness and interest. Traditional marketing, usually using tools such as advertising, brochures, PR, trade shows/events, direct sales, and personal selling. They use these tools to attract and reach consumers, make advertisements on television and radio stations regularly, hold events both individual events and sponsorships, make direct sales, and increase personal selling.

Marketing activities in this industrial era 4.0 require a marketing strategy that combines traditional methods with digital marketing. Digital technology has changed the way humans communicate, act, and make decisions. Marketing activities cannot be separated from the influence of digital technology. The term digital based marketing (digital marketing) has evolved from the initial activities of marketing goods and services using digital channels to a broader understanding of the process of acquiring consumers, building consumer preferences, promoting brands, nurturing consumers, and increasing sales.

Digital marketing uses Internet-based technology, including cellphones, advertising displays, and other digital media. In today's digital era, various planning, whether marketing or shopping activities to fulfill daily life, most people already use digital devices rather than visiting physical stores directly, so many companies or personal businesses switch functions from traditional marketing techniques to digital marketing because they are more efficient and right on target.

Digital marketing according to (Smith, 2017) in [12], is the use of information technology to create measurable communication, get customers, retain customers, and build relationships with them. While [13] defines digital marketing as the use of technology to assist marketing activities aimed at increasing consumer knowledge by adjusting to their needs. From the definition above concluded that digital marketing is a marketing activity that uses internet media.

D. Competitive Advantage

The competitive advantage of a company shows the achievement of goals optimally, which is based on overall management strategies. Competitive advantage as a result of the efforts made by the company more than any other company. According to [14] that competitive advantage is achieving something greater than our competitors, including customer value and costs incurred to provide products. Competitive advantage is the superiority of competitors that is obtained by offering lower value or by giving members greater benefits because of higher prices. [15]

To achieve a competitive advantage, companies must have the strength and ability to manage existing resources to be maximally developed. Achieve competitive advantage, companies must have a strength, manage strength, and become strength as something to be proud of and developed. The excellent standard of a company is judged by the superiority of its resources and superior position. as explained by Day G.S (1994) that there are two measurements of excellence, the first being the superiority of resources consisting of superior expertise and raw materials, the second the superiority of position consists of the advantages of low cost and value for customers.[16]

The main key to maintaining the position of competitive advantage is resources and business. According to Karami et al. (2004) in [2] there are four principles that connect resources with business strategies among others (1) The company must ensure that it has capable and committed employees, (2) Companies must commit to the strategic interests of human resources for business success, (3) Activities Human resources must be managed by specialists, and (4) Human resource management is integrated into business strategies.

Internal resources must be developed by the company in order to achieve sustainable excellence. According to Wright and McMahan (1992) identified four criteria for internal resources, namely: (1) Resources add value to the company, (2) Unique, rare, and potential resources, (3) Resources are difficult to replicate, and (4) Resources power cannot be replaced with another in [2]. Almost the same as Competitive advantages are measured by several indicators as follows Droge & Vickery in [17] :

- Product uniqueness. The uniqueness of the product is the uniqueness possessed by the products produced by the company so that it distinguishes it from competing for products or general products on the market.
- Product quality. Product quality is the quality of the product that was successfully created by the company.
- Competitive prices. Competitive prices are the company's ability to produce products at prices that are competitive in the market.

According to Drucker (1999) in [7], companies that succeed in creating competitive advantages are companies that are able to create innovation and effective and planned creativity. Companies experience a competitive advantage when their actions in an industry create economic value with companies that compete and engage in similar actions (Barney, 2010: 9) in [18]

E. Industry Concept 4.0

Industrial era 4.0 the fourth phase of the history of the industrial revolution that began in the 18th century. Prof. Schawab (2017) explains that industrial revolution 4.0 has fundamentally changed human life and work in [1]. The development of new technologies that combine the physical, digital and biological worlds has influenced all scientific, economic, industrial and government disciplines. Areas experiencing breakthrough thanks to new technological advances include (1) artificial intelligence robots (artificial robotic intelligence), (2) nanotechnology, (3) biotechnology, and (4) quantum computer technology, (5) blockchain (like bitcoin), (6) internet-based technology, and (7) 3D printers.

The industrial revolution is experiencing its peak now with the birth of digital technology which has a massive impact on human life throughout the world. The latest industrial revolution or fourth generation pushes automation systems in all activity processes. The increasingly massive internet technology not only connects millions of people around the world but also has become the basis for online trade and transportation transactions. Industrial era 4.0 opens wide opportunities for anyone to advance. Information technology that is



increasingly accessible to all corners causes everyone to be able to connect within a social network.

F. Framework

[5] in her research entitled The role of innovation in creating the company competitive advantage illustrates the role of innovation in creating a company's competitive advantage. The result of innovation activities is achieving products with improved quality characteristics, superior quality services, new production, more efficient, and cleaner (ecologically).[19], in her research, described the importance of innovation strategies in increasing competitive advantage as the dependent variable. The results of the study explain the positive effect of innovation strategies on competitive advantage.

A good marketing strategy is a tool to make the company stay superior to its competitors. [20] in his research entitled Strategy for Implementing E-Commerce in Increasing Competitive Advantages, explained that the application of marketing strategies namely e-commerce would increase competitive advantage.

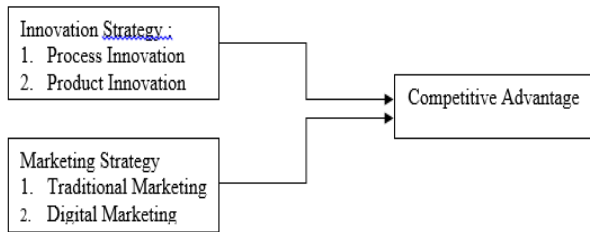


Figure 1. Thinking Framework

III. METHODOLOGY

The method used in this research is a descriptive method with a qualitative approach. According to [21] qualitative research is pragmatic, interpretive, and based on people's life experiences. Qualitative methods focus on understanding from the respondent's perspective. They are subjective, exploration oriented, and provide a holistic view. A qualitative method is preferred, because there is no measurement, but explains the reasons behind the fact. [22] Explains that the benefits of qualitative research are generating more understanding at the level of high involvement with clients; easy to set up, flexible, provide greater confidentiality and improve quality of research.

Data collection methods used to provide answers to research questions. Two steps are taken to collect the data needed. The first is collecting secondary data through literature reviews and the second stage collecting primary data through in-depth mini-interviews. Primary data is data that comes from researchers with specific objectives to deal with problems [23]. In this study, the authors conducted interviews on four batik industries located in Bandung, including Hasan Batik, Komar Batik, Sekar Putri Batik, and Anggraeni Batik, located in the Bandung area.

IV. RESULT AND DISCUSSION

A. RESULT

Based on the results of interviews conducted by researchers in the Batik Hasan industry, Batik Komar, Batik Anggraeni and Batik Sekar Putri through several of their staff who worked, as well as searching through several documents that support this research, the authors can describe the results below. 4.1. Characteristics of Respondents, to get a clear picture of the object under study, the following is a general description of the four batik companies

Table 1 Company Identity

Company	Since	Business entity	Labor	Business fields
Hasan Batik	1978	CV	8 people	Batik
Komar Batik	1998	CV	60 people	Batik
Anggraeni Batik	2009	CV	10 people	Batik
Sekar Putri Batik	2011	CV	19 people	Batik

Source: interview

Table 1 describes the company's identity in general, Hasan batik is a batik industry founded in 1978 by Mr. Hasanudin, currently managed by his three daughters, Hasan batik as the pioneer of the batik industry in Bandung, while the basic design of Hasan batik is Pekalongan batik motifs later developed so as to produce a typical Bandung motif. Second Komar batik was founded in 1998 by Dr. Komarudin Kudiya, M.Ds and his wife, Hj. Nuryanti Widya (Yeyen), the basic motif developed by Komar batik is Cirebon, then developed so as to produce a distinctive motif and not yet exist. Two other batik industries, Anggraeni batik, were founded in 2009 by Mrs. Dewi Anggraeni who has a slogan that "in order there is order, in diversity there is harmony", and Sekar Putri batik was founded in 2011 by mother Rienny Yuniarti, they are batik industry from Cimahi, both of them developed the basic motifs of Cimahi batik. The four batik industries are legal entities.

Table 2 Company Activities

Company	Product item	Distinctive motif
Hasan Batik	Batik fabric (handmade batik, stamps batik and combination), batik clothing, batik sarong, scraf, and stole.	Kawung Lereng, Ceplok, dots, lines., and boxes
Komar Batik	Batik fabric (handmade batik, stamps batik and combination), batik clothing, batik sarong, scraf, and stole, kemeja, carfts., batik stamp, shibotik.	Jembatan Pasupati, Bunga Patrakomala, and angklung motif.
Anggraeni Batik	Batik fabric (handmade batik, stamps batik, batik clothing, and scraf.	Ciawitali bamboo motif, singkong cirendeu motif, and pusdik cimahi motif.
Sekar Putri Batik	Batik fabric (handmade batik, stamps batik, batik clothing, scraf, and crafts.	Sekar Awi Ligar Motif, Sekar Arum Cimahi motif, Sekar Baros motif, and Sekar Hanjuang motif

Source: Interview

Results In table 2 provides an overview of the types of products, and batik motifs produced by the four batik industries, each industry has its own characteristics and



advantages. Hasan batik in addition to batik cloth and stamped batik, other products are also produced such as craft, pillowcases, and stoles. Like Hasan batik, Komar batik also produces batik, scraf, stole, stamp stamps. Likewise, with Anggraeni batik and Sekar Putri batik in addition to the batik cloth produced, crafts and veil are also produced. Product development is carried out as an effort to innovate existing products and get greater opportunities in developing business.

Tabel 3 Number Of Batik Motifs

Company	Total
Hasan Batik	30000 Motifs (Handmad Batik And Stamp)
Komar Batik	20000 Motifs (Handmad Batik And Stamp)
Anggraeni Batik	115 Motifs (Handmad Batik And Stamp)
Sekar Putri Batik	44 Motifs (Handmad Batik And Stamp)

Source: Interview

Table 3 illustrates the number of batik motifs produced by each industry. The number of batik motifs that are produced illustrates high creativity. Making batik motifs requires skill, thoroughness, imagination, and innovation.

Tabel 4 Product Prices

Company	Prices Product	
	Handmad Batik	Stamp Batik
Hasan Batik	100k - 3000 k	100 k - 3000k
Komar Batik	750k - 12000k	300 k - 3000k
Anggraeni Batik	750k - 2000k	115 k - 350 k
Sekar Putri Batik	100k - 500k	100 k - 300 k

Source: Interview

In table 4 illustrates the price of batik cloth. The pricing of batik varies based on the quality of the fabric, batik motifs, and the type of batik. The higher the price of batik, the higher the value of the batik. The value of a product will create excellence.

Tabel 5 Production Capacity

Company	Production Capacity	
	Handmade Batik	Stamp Batik
Hasan Batik	3 pcs/month	500 pcs/month
Komar Batik	10 pcs/month	1500 pcs/month
Anggraeni Batik	5 pcs/month	300 pcs/month
Sekar Putri Batik	5 pcs/month	150 pcs/month

Source: Interview

Table 5 illustrates the production capacity, namely the ability of the industry to produce batik cloth based on time. Industry's ability to produce goods is determined by the amount of labor and production technology. The more labor used, the higher the amount of production. Making batik requires a longer time than printed batik. Making stamp batik is easier than batik.

Tabel 6 Marketing Area

Company	Marketing Area		
	Local	National	Internasional
Hasan Batik	√	√	√
Komar Batik	√	√	√
Anggraeni Batik	√	√	
Sekar Putri Batik	√	√	

Source: interview

In table 6 describes the marketing area, namely the product area will be marketed and sold. This area can be from areas such as villages, cities, districts, provinces to countries. The marketing area will determine the level of product sales. The wider the marketing area, the higher the chance the product will be sold. A good region will have high purchasing power from its customers. Hasan batik and Komar batik are currently marketing areas abroad, while Anggraeni batik and Sekar Putri batik in the marketing area only covers local and national areas. Batik Hasan marketing area covers Bandung, Jakarta, Makassar, and Batam, while for international marketing areas includes Malaysia and the Philippines. Komar Batik has marketing areas such as Bandung, Jakarta, Cirebon, and others. For international marketing, Komar batik has not been optimal, but has collaborated with the Japanese state in the creation of kimonos, and cooperated with America in making motives. Anggraeni Batik and Sekar Putri Batik have marketing areas such as Bandung, Cimahi, Jakarta, Yogyakarta, Indramayu, and Surabaya.

Tabel 7 Promotion Media

Company	Promotion Media								
	Internet Media						Print Media		
	Website	FB	WA	IG	Twitter	MP	Brosur	Poster	Book
Hasan Batik	√	√	√	√	√	√			
Komar Batik	√	√	√	√	√	√	√	√	√
Anggraeni Batik	√	√	√	√			√		
Sekar Putri Batik	√	√	√	√			√		√

Source: interview

Table 7 describes promotional media, namely the tools used in marketing the product. Currently to market new products, the industry uses online media with internet technology. Market products through social media such as Facebook, Whatsapp, Instagram, Twitter, Line, and several other online media such as websites, blogs, and market places, more effectively and efficiently. Besides online media, marketing products can be done through print media, such as brochures, posters, billboards, magazines, and newspapers. The use of online media in promotional activities is an effort to increase sales.

Tabel 8 Marketing Methode

Company	Marketing Methode					
	Personal Selling	Exhibition	Reseller	Consignment	Showroom	Batik Training
Hasan Batik		√	√		√	√
Komar Batik	√	√	√	√	√	√
Anggraeni Batik		√	√	√	√	√
Sekar Putri Batik		√	√	√	√	√

Source: interview

Table 8 describes the marketing method is a strategy used by producers in marketing goods, until the good are sold. Marketing Strategy serves to determine the economic value of the company, both the price of goods and services. Traditional marketing methods are still used by some industries, including Komar batik, Hasan batik, Anggraeni batik, and Sekar Putri batik. Some traditional marketing methods used are, exhibitions, door to door, agents, consignment, shop sales, and batik training.



Tabel 9 Production Methode

Company	Production tools						
	Canting Wrote	Small Griddle	Candle	Stove	Canting Stamp	Photonic Batik	Stamp Table
Hasan Batik	√	√	√	√	√		√
Komar Batik	√	√	√	√	√	√	√
Anggraeni Batik	√	√	√	√	√		√
Sekar Putri Batik	√	√	√	√	√		√

Source : interview

Table 9 describes the production methods used in each batik production activity. The tools used in producing batik are simple, such as writing canting, stamp canting, candles, stoves, stamp tables, small pans, buckets, dyes, and others. Using modern tools in batiks such as printing and photonic machines has not been evenly distributed, this is due to the ability of different companies. Batik creation traditionally maintains the value and meaning contained in a motive.

B. DISCUSSION

1. Batik Product Innovation Strategy in the Industrial Age 4.0.

Innovation strategy is a decision about how to manage the resources owned by the company in making innovation so that it can produce value and build a profitable advantage. In this study, the authors identified general findings, namely the importance of innovation strategies for a company. Implementing innovation strategies effectively and efficiently will make it easier for companies to grow and compete. The innovation strategy describes two things, first how to improve the product and the second how to produce it. To improve the product, the company can improve material quality, improve product functions, increase product types, improve models or product design, so that it has a different value than the previous one. Nowadays, the batik industry generally expands its products. Various types of products they make, such as batik clothing, batik scarves, batik crafts, batik sarongs, batik hoods, and others. In table 2, illustrated various types of products produced by each batik industry. Batik Komar is one of the batik industries which has a greater diversity of products than others.

Batik is a patterned fabric specifically made by writing night candles and canting. To produce quality products and according to demand, in the process of making it necessary to use the right technology, so that it can increase the value of these products. Related to the process of making batik, basically, a technology used is traditional, namely using hot wax and canting. The technological developments that occur in making batik today are the use of a kind of stamp, in addition to making batik by printing. Batik activities are traditional activities and their artistic value must be maintained. The process of making batik from the past until now has not undergone much change, as well as batik equipment. Some of the equipment used in batik activities are canting writing, canting stamp, candle, small griddle, small stove, stamp table, and photonics. Table 9 describes the equipment used in batik. Every batik industry, using the same equipment, except photonic. Photonic is equipment that is used when batik will be dried, no sunlight, but uses ultraviolet light. This equipment is still rarely used by the batik industry in general, and only batik Komar uses this tool. Having a large number of workers is the capital of the company. the quality workforce will increase the company's

capacity in the production process. Each industry has different capabilities, this is illustrated in table 2 about company activities, table 3 illustrates batik motifs, and table 5 describes production capacity.

Industries that always innovate are very likely to be able to compete with other industries. Innovations carried out by industry effectively and efficiently will create competitive advantages [7]. Product innovation is an effort to increase product value and meet consumer needs. Product innovation is a component of the success of a business that can bring the company to have a competitive advantage and become a market leader [24]. Drucker in [25] states that product innovation is a potential thing to create thoughts and imagination of people who ultimately create customers (Performance, Within, Reach & Compete for 2014). According to [26], product innovation is an important way for companies to remain able to adapt to markets, technology, and competition. Hasan Batik, Komar Batik, Anggraeni Batik, and Sekar Putri Batik, four batik industries that have different advantages. In table 10, explained the advantages possessed based on aspects of diversity of motives, types of products, number of employees, production capacity, methods of production, and sales.

Tabel 10 Industrial Excellence

Industry	Aspects of excellence					
	Product Innovation	Design Innovation	Labor	Technology innovation	Product capacities	Annual Sales
Hasan Batik	7 item	30k Motive	8 people	Traditional	500 pcs/Month	200 Million
Komar Batik	10 item	20k Motive	60 people	Combination	1500pcs/Month	1 Billion
Anggraeni Batik	4 item	115 Motive	10 people	Traditional	300 pcs /Month	167 Million
Sekar Putri Batik	5 item	44 Motive	19 people	Traditional	150 pcs/ Month	360 Million

Sumber: interview

From the data presented, Komar batik is superior to other industries. The advantages achieved by industry show an effort in achieving the desired goals. Having excellence is the capital for every industry to survive in the business it runs.

2. Marketing Strategy for Batik Products in the Industrial Age 4.0.

A marketing strategy is a decision about how to market a product. The use of appropriate strategies makes it easier for companies to increase sales. The marketing strategy describes how to determine the target market, how to satisfy consumers, how to market products, how to distribute products, and how to set product prices (Marketing Mix)[26]. From the findings, the marketing strategy used by the four batik industries, generally uses traditional marketing strategies, but with the development of digital technology, it greatly affects the marketing of products. Some marketing strategies used are personal selling, door to door, exhibitions, consignment, shop sales, and batik education. In addition to traditional marketing strategies, marketing can be done online by using several social media such as Facebook, WhatsApp, Line, Twitter, Instagram, Website and Market Place. This is explained in table 7 and table



8. According to Komar Batik, Anggraeni batik, and Sekar Putri batik, that product marketing by the door to door, showroom, and batik education can increase sales higher than online marketing. While Batik Hasan says, that product marketing through exhibitions contributes greatly to the level of sales. Traditional marketing and online marketing, both of which contribute to business development. The use of internet technology by the batik industry is generally not optimal, this is due to the lack of human resources to manage it. The use of internet technology in the business world is currently growing, and provides opportunities for industrial progress to be more widely known, not only domestically, but also known internationally. Product marketing through the internet makes it easy for consumers who have limited time to shop, without having to come to the store. The industrial revolution 4.0 provides a more dynamic atmosphere in business,

V. CONCLUSION

Based on the above exposure, related to innovation and marketing strategy of batik products in the 4.0 industry era, the author concludes the following:

The innovation strategy is a strategy for making new changes in achieving company goals. Innovation strategies are related to how companies improve products and how companies make products. Every batik industry can improve its products by creating new products. At present, not only batik cloth is made, but there are other products such as batik shirts, scarves, headbands, batik sarongs, batik crafts, and others.

Marketing is the spearhead of all product sales processes. Product marketing aims to achieve a high level of sales. The right marketing strategy will lead the company to an advantage. Competitive advantage is the ability to create more value than others. Digital systems that have mastered in all fields, including marketing activities have a positive influence. The era of industry 4.0, product marketing has been done digitally. Digital systems have mastered all fields, including marketing activities that have a positive influence. Through several social media such as Instagram, Facebook, Line, WhatsApp, and Twitter, product marketing is more effective and efficient. Digital marketing systems make it easy for manufacturers to deliver product information. Digital marketing systems make it easy for consumers to find the product information needed. The existence of a digital system in marketing activities has a positive and negative impact on business progress. The positive impact of online marketing is lower marketing costs, speed of information, broad reach, ease of access to information. The negative impact of online marketing is low product quality, incomplete product information, a lot of fraud. The right marketing strategy will affect business progress and achieve competitive advantage.

Competitive advantages describe the performance achieved by a company different from the others. The competitive advantage achieved by industry comes from the values and benefits created for consumers. The value created by a product will give birth to the attraction or interest of consumers in buying. The superior value of a product is not only seen from the quality, but the price offered is lower than the others. Product prices are a determinant for consumers in their decision to buy a product. The strength of the value of a

product is its quality, uniqueness and price level. An example is a batik, a product that has a high value of strength, a unique motif, a long manufacturing process, and an expensive price. Unlike the printed batik and print batik, the manufacturing process is short, the price offered is lower. Competitive advantage will describe the ability of the industry to manage the resources it has, and create superior value from others.

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