

# The Standardization Transformation of Industry Oriented Batik to Accelerate Competitiveness 4.0 and National Independence in Clothing Sector during New Normal

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### Abstract :

Covid-9 pandemic has occurred around the world including Indonesia. All Indonesian people fought Covid-19 with a lockdown. It was a regional quarantine policy by means of Large-Scale Social Restrictions and Enforcement of Restrictions on Community Activities. This limitation due to the Covid-19 pandemic causes the slowdown of economy of Indonesia and other countries around the world. This economic slowdown is comprehensive in all fields, including the batik business sector. At present, the Indonesian government is trying to implement a new normal policy. Thus, the economic impact caused by the pandemic does not cause a prolonged crisis. This research aimed to find a business strategy in the transformation of industry-oriented batik standardization to accelerate competitiveness 4.0 and national independence in the new-normal period of clothing sector. The method used to overcome the above problems was descriptive qualitative method. Data was collected through literature review, in-depth observation, and direct practice. Research results: business strategies that could be carried out in the transformation of batik standardization in welcoming the new normal era were: 1. Creating innovation 2. Development/recognition of existing products such as printing batik, *jumputan* batik or tie dye batik, and *ecoprint* batik 3. Creating a new economic market by implementing the Blue Ocean strategy. 4. Paying attention to opportunities during the new normal 5. Developing a strategic marketing plan 6. Maintaining good communication with customers by utilizing social media, and 6. Promotion and marketing on line. This research is expected to be useful for readers, researchers, and the batik industry in responding to the new normal conditions after 1 (one) year of being hit by the Covid-19 pandemic.

**Keywords :** Transformation, Batik Standardization, Competitiveness, Clothing, New Normal

**JEL Classification :** L150, M370, Z110.

### Introduction

This research aims to find a business strategy in the transformation of industry-oriented batik standardization to accelerate competitiveness 4.0 and national independence in clothing sector during new normal. This is motivated by the covid-19 pandemic in 2020 that has hit the world including the Indonesian territory since the beginning of March 2020. It caused a prolonged economic crisis in all fields. Sri Mulyani on the website <https://www.cnbcindonesia.com/> (Mulyani 2020) explained that since the beginning of March 2020, the pandemic has had a bad impact on the economy. In the second quarter of 2020, the economy immediately contracted to minus 5.32%. This condition has not yet known about how long it will last.

The new normal condition that is often referred to as the new normal phase creates uncertainty in all fields, especially in the business sector. Entrepreneurs are confused and worried. They are busy predicting what will happen in the future, without having a definite clue about what changes will occur in every line of life, especially in the batik industry. In the end, small and medium entrepreneurs (UKM) must consider to have a business strategy in the new normal era. This is the main problem in this research.

### 1. Literature Review

All Indonesian people were fighting against the Covid-19 pandemic by modifying a regional quarantine policy (lockdown) into large-scale social restrictions commonly known as PSBB (Muhyiddin 2020). A pandemic is an epidemic (disease covid-19) that has spread to various countries. The Covid-19 pandemic case is caused by the corona virus (<https://covid19.go.id/> Komite Penanganan covid - 19 dan pemulihan ekonomi nasional 2020). Furthermore, Indonesian government has decided on a stipulation, such as a new policy related to Covid-19 control with the term Enforcement of Restrictions on Community Activities, abbreviated as PPKM (Enforcement of restrictions on community activities). PPKM started on January 11 to January 25, 2021. The Indonesian Minister of

Home Affairs (Mendagri) Tito Karnavian explained that the government uses the term PPKM be<sup>7</sup> use the restrictions throughout the islands of Bali and Java are<sup>7</sup> not implemented massively. Furthermore, the Minister of Home Affairs explained that the use of the term PSBB (Large-Scale Social Restrictions) can create the meaning of massive restrictions in the Bali and Java regions. Meanwhile, PPKM only applied in areas that meet the criteria (Anthony 2020).

Either PSBB or PPKM, it is a limitation of human movement in communication, direct/face-to-face networking, the marketing process, and also the production process. This can lead to a decline in the Indonesian economy and even the global economy. During the pandemic, the economy of Indonesia and the world has had a slowdown. The<sup>3</sup> government predicts that the Indonesian economy would grow low in 2020, even negatively. Therefore, the Government is trying to implement a new normal policy so that the economic impact of the Covid-19 pandemic does not cause a prolonged crisis.

<sup>6</sup> Ahmad Rosidi (2020) explained that the implementation of the new normal has been regulated by the Minister of Health of the Republic of Indonesia, Number HK.01.07/MENKES/ 328/2020 concerning Guidelines for the Prevention and Control of Covid-19. This Decree regulates the procedures for working in offices and industries to support business continuity, including the production and marketing processes in a pandemic situation.

Furthermore, Ahmad Rosidi (2020) explained that in facing the new normal, the Government implements several phases. Phase 1 on June 1, 2020: industry and services might operate according to health protocols. Malls were not allowed except for mask selling shops and health facilities. Phase 2 on June 8, 2020: Markets, shops and malls might operate, but they had to carry out health protocols. Phase 3 on June 15, 2020: The mall might operate but remained in phase 2. During the evaluation period of opening spas, salons, and others but still running health protocols. Schools began to open but with a shift system. Phase 4 would be held on July 6, 2020: economic activities have begun to operate, such as the opening of restaurants, bars, cafes, and others which are opened gradually while still implementing the Covid-19 health protocol. Religious activities were allowed, but the number of worshippers was limited. Phase 5 on 20-27 July 2020: there was valuation of 4 phases and opening of large-scale socio-economic activities. Several phases were carried out with the hope that by the end of July/early August 2020, all econor<sup>20</sup> activities would have been operating normally. The implementation of the above phases, they are related to Government Regulation Number 21 of 2020 which regulates Large-Scale Social Restrictions (PSBB). It has not regulated the application of the new normal. Various attempts have been made, but the current pandemic situation hitting Indonesia/the world is unknown when to end. .

Before the Covid-19 pandemic occurred, Indonesian batik industry ehad tremendous development. Since batik was recognized by UNESCO on October 2, 2009 batik has an intangible heritage belonging to Indonesia. Then batik developed throughout the world. Batik no longer belongs to the Indonesian nation; batik belongs to the world.

The Indonesian nation, especially the batik UKM (small and medium enterprises) entrepreneurs were worried about the development of batik at that time. In 2015, the implementation of the Asian free market caused the threat of Indonesian batik production to experience obstacles/competition with foreign batik products. Thus, one of the efforts to overcome this problem is to make the standardization of Indonesian batik.

Standard comes from the basic word standard, such as from the word standardization in Indonesian to become standardization (Badan Standardisasi Nasional 2014). Imam Fahrudin (2018) explained that the word standardization is an attempt to determine the size that must be followed in producing the product. Standardization can be defined as the process of making standards.

In 2019-2020, a study entitled Batik Standardization as Batik Artisan Empowerment Model For Marketing Process (Widiana, Karsam, and Hidayati 2020) In this study, a strategy for standardizing Indonesian batik was explained in order to be able to compete with foreign-made batik with:

1. Organization/Association/ Group Formation
2. Preparation of Standard Operating Procedures (SOP)
3. Licensing or Legality (Trademark and SIUP)
4. Quality assurance
5. Identification/labeling
6. Socialization and promotion
7. Supervision of government, employers/private organizations

Meanwhile, SNI (Indonesian National Standard) for Indonesian batik as batik made in Indonesia (Batikmark) has been predetermined, such as: hand written batik, Hand Stamped batik, and combined batik (Karsam, 2019)(Karsam 2019) [9]. The following is the batik-mark label.



Figure 1. batik-mark label of Hand Written batik  
Source: (Karsam 2019)



Figure 2. Batik-mark label of Hand Stamped batik  
Source: (Karsam 2019)



Figure 3. batikmark label of Combined batik  
Source: Karsam (2019)

8 Batik standardization above was a process/effort in order to preserve and develop Indonesian batik before the Covid-19 pandemic. After the Covid-19 pandemic, the production and marketing processes of batik had a problem/decline. Therefore, a new effort is needed in developing batik in the new normal era.

In facing the new normal era, there is a need for industrial-oriented batik standardization transformation. Transformation in Indonesian Dictionary (KBBI 2021) means changes in appearance (shape, nature, function, etc.) or changes in grammatical structures to other grammatical structures by adding, subtracting, or rearranging the elements. Thus, in facing the new normal era, it is necessary to be a change in the batik sector, both in the batik business process or the batik product process, including SNI batik.

Described on the web [https://kemenperin.go.id/artikel / 750/Kemenperin-Propose-SNI-3-Category-Batik-Keputusan-Menteri-Perindustrian \(2020\)](https://kemenperin.go.id/artikel/750/Kemenperin-Propose-SNI-3-Category-Batik-Keputusan-Menteri-Perindustrian-(2020)), the Ministry of Industry (Kemenperin) proposes the existence of an Indonesian National Standard (SNI) batik in three categories. This is necessary to make batik continues to grow. Director General of Small and Medium Industry (IKM) of the Ministry of Industry, Euis Saedah explained three categories of batik that need to be standardized. There are cultural batik, creative batik and industrial batik. "I have submitted the proposal to the SNI Design Team at the Center for Handicrafts and Batik," said Euis after opening the exhibition of the National Craft Council (Dekranas), Tuesday (22/11). This was also conveyed in the Surabaya Post On line, Wednesday, November 23, 2011 Surabaya Post On line (2011). Three categories of SNI Batik Standards were made.

Cultural batik is batik that the process uses standards such as palace batik that has been passed down from generation to generation for hundreds of years. It is made using canting with wax, dyes, and basic motifs that refer to certain rules. Ministry of National Education conducts cultural batik development. Industrial batik is mass-produced batik. It requires a lot of labor. This industrial batik allows it to be made with printing techniques. The guidance is conducted by the Ministry of Industry. Meanwhile, creative batik media or materials used do not have to be cloth. It can use ceramics, wood, leather and so on. The guidance can be carried out by the Ministry of Tourism and Creative Industries. Furthermore, Euis explained that SNI for batik so far only explained that SNI for batik in general using limited indicators such as color fastness, tensile test, and safety for its users.

So far, batik entrepreneurs still do not have the same understanding. There are groups who think that if batik is made not according to the rules, then the result can't be called batik. For example, making motifs must use canting, while many also use brushes. The conclusion is "All batik that develops in Indonesia must be recognized. Hence, it needs to be three different SNI categories," he said.

Responding to the suggestion from Euis Saedah, Vita Gamawan Fauzi as Deputy Chair of the National Craft Council (Dekranas), explained that the proposal was quite good. Batik must continue to innovate because this has become a market demand. If it cannot meet market demands, then batik can be abandoned by society. "As long as it is still produced domestically, various types of batik must be recognized. Do not let foreign products take advantage of it," Vita added (<https://dekranas.id> n.d.).

## 2. Methodology

16

The research method used in this research was normative research. It is a library research by examining library materials related to the object under study. Besides, this research included two fields, namely the arts and marketing. Rohidi (2011: 2) [14] explained that visual, auditory, and kinetic are art data. Art data can be a combination of visual and audio data or all three. The data obtained are intra-aesthetic data that are explained as descriptive facts. Meanwhile, marketing data can be presented in both quantitative and qualitative forms.

This research used a qualitative descriptive method by obtaining data by direct practice, observation, literature review, and in-depth field observations. Reports were submitted in descriptive form. Researchers acted as subjects and objects of research. Researchers were marketing actors and batik craftsmen. To find out about marketing problems, it was conducted direct practice methods, both offline and online marketing, including product sales, motif development, technical development, and fabric function development.

## 3. Result and Discussion

After a year being hit by covid-19 pandemic. The time was very confusing or worrying about the pattern of human life in the universe. To carry on human life, it is not only limited to living, but also supports each other. Limitation of movement, maintaining distance from each other, communication and so on make humans keep asking about when this condition will pass. The hope of entrepreneurs is a return to times like the time before the pandemic, as well as a new era that is often referred to as the new normal.

The new normal, that is popularly called the new normal phase, creates uncertainty, doubt, and panic, especially in the business sector. entrepreneurs interpret what will happen in the future, without any definite guidance or guidance, what changes will appear in every line of life.

The unclear about when this new normal occurs requires small and medium entrepreneurs (UKM) to continue to be creative in developing business strategies.

To welcome the new normal, several things must be conducted in the transformation of industry-oriented batik standardization to accelerate competitiveness 4.0 and national independence in clothing sector, namely:

### 3.1 Creating Innovations

When new normal begins, competition is absolutely getting tougher in an unstable market condition. The purchasing power is still not back to normal. Thus, the asset value will certainly decline. Responding to these conditions, hard work is not enough. The thing that must be conducted is to innovate in an effort to get back to normal. Not innovating, it is difficult to make products that can create new markets.

To create new innovations, one way is to carry out the performance of the research and development division (research and development). Innovation can be in the form of making a quality product but low cost. Can also create a simple but effective marketing/sales strategy. Innovation is not limited to just a business strategy, but can take the form of a physical product.

In the batik industry, one of the most recent inventions is the emergence of eco-printing batik.

### 3.2 Development/recognition of The Products

The development/recognition of existing products can include several things below:

#### 3.2.1 Expansion of the SNI (Indonesian National Standard) for batik

In fact, this discussion is still related to creating innovation. It refers to the meaning of innovation more emphasizes things that are new or novelty. Meanwhile, what is meant by development/recognition of an existing product is a product that is meant to have existed, but has not yet received recognition. For example, SNI batik as batikmark is hand written batik, hand stamped batik, and combined batik. Meanwhile, besides the 3 (three) techniques, there are batik is called printing batik, ikat batik, and also ecoprint batik.

As explained above, the Ministry of Industry (Kemenperin) proposes the existence of the Indonesian National Standard (SNI) for batik in three categories. This proposal must be based on ideas, one of which is that batik continues to develop. Thus, batik should not be limited by certain rules or standards. For example,

batik must be made with canting, the batik motif must have philosophical values so that batik as a legacy of its traditional values is not lost. If this continues to be maintained and does not want to get out of the grip, then it is certain that Indonesian batik products will lose to batik products from abroad.

Karsam (2014)[15] explained in his article entitled *Pelestarian dan Ekspansi Pasar Batik Tulis Gedhog Tuban di Era Globalisasi*, that foreign-produced batik has entered the Tanah Abang market in Jakarta. The price is visually cheap, not inferior to batik made in Indonesia. To be able to keep up with competition, the thing that must be done immediately is to make innovations, especially innovation in production. The same thing was conveyed by Karsam (2015) [16] in his article entitled *Batik Tulis Gedhog Tuban: Pelestarian dan Ekspansi Pasar Untuk Menghadapi Masyarakat Ekonomi Asean*.

It has been previously explained that the Director General of Small and Medium Industries (IKM) of the Ministry of Industry, Euis Saedah explained three categories of batik that need to be standardized, such as cultural batik, creative batik and industrial batik. "I have submitted the proposal to the SNI Design Team at the Center for Handicrafts and Batik," said Euis after opening the exhibition of the National Craft Council (Dekranas), Tuesday (22/11).

With the existence of 3 (three) proposed SNI, batik craftsmen no longer hesitate in developing batik, not only SNI ikat batik, batik printing, ecoprint, but also works of art using batik media which is commonly referred to as creative. Here are some types of batik that need to be developed in the new normal era and obtain SNI (Indonesia National Standard).

### 1) Printing Batik

Sri Puji Astuti dan Rani Hastuti in her article entitled *Identifikasi Persentase Printing, Batik Tulis Dan Batik Cap Di Blok Vip International Batik Center (IBC) Pekalongan* (2019)[17], explained that the existence of printing batik at the present time is in the third place after hand-written batik and stamped batik, with a percentage of 13.75%. This shows that printed batik plays a very important role in batik industry.

Furthermore, Sri Puji Astuti and Rani Hastuti explained the results of their research, it showed that that consumers who have taste and understand about batik, as well as budget, prefer hand-written batik. Most consumers of this group are in the VIP IBC Pekalongan Block. Meanwhile, consumers who do not understand about batik, they want low prices and immediately choose printed batik.

Angela Oscario in her thesis entitled *Simulasi Citra Nasionalis Melalui Fashion: Studi Kasus Batik Printing Dalam Gaya Hidup Post Modern Masyarakat Kota* (2020)[18], explained that Jakarta people have lost their regional identity. Batik printing is actually able to provide an artificial identity. The people of Jakarta have lived in a mirage in the post-modern era. The people of Jakarta are more concerned with surface appearance and style and have melted into one massive consumption. With this condition, batik printing gave their support to appear in a post modern style. In fact, this gives support to the existence of batik printing. Based on the results of the above research and on the advice of the ministry of industry, it is fitting for batik printing to get the SNI batik printing.



Figure 4. process of printed batik  
(Sumber: batikpekalongannahdia.blogspot.com/2017/05/jenis-jenis-batik.html)



Figure 5. the example of printed batik

(Source: <https://gambar.modebaca.com/2014/03/91-jenis-gambar-batik-printing-terbaik.html>)

## 2) Batik Jumputan atau Ikat Celup

Ika Ayu Safitri, Sarwono, and Sarah Rum Handayani in their article entitled *Pengaplikasian Ikat Celup Tradisi Jawa Pada Pakaian Kerja Wanita* (2105)[19] explained that the dyed Ikat or the community calls it ikat batik, is originally made in the form of a sheet of cloth not used for clothing. The dyed tie in Central Java is in the form of kemben, sindur, and dodot cloth. The tie-dye in Sumatra and Palembang is used as a scarf by women. Now, in its development, the dyed tie is used as clothing with a variety of motifs and colors. At the present time, tie dyed batik or tie-dyed batik is in great demand by the public for clothing and it has the opportunity to be developed. However, according to Ika Ayu Safitri, Sarwono, and Sarah Rum Handayani, tie-dyed bands have not been widely developed into work clothes. These opportunities provide ideas for writers to process tie-dye by exploring interesting visuals in work clothes.



Figure 6. Example of jumput/tie dye batik

(Source: <https://masfkr.com/cara-membuat-batik-jumputan/>)



Figure 7. Example of the process of pinching/tie-dyeing

(Source: <https://br.pinterest.com/pin/429530883188493468/?d=t&mt=login>)



Figure 8. Example of the process of pinching/tie-dyeing

(Source: <https://lancangkuning.com/post/34340/proses-pembuatan-batik-jumputan.html>)

Based on the results of the research above and on the advice of the ministry of industry, it is the same as printed batik, so ikat batik deserves to obtain SNI.

## 3) Eco-print Batik

Djandjang Purwo Sedjati and Vincentia Tunjung Sari (2021)[20] in their paper entitles *Mix Teknik Ecoprint Dan Teknik Batik Berbahan Wama Tumbuhan Dalam Penciptaan Karya Seni Tekstil* explained that batik must meet the demands and tastes of today's society for new products that can meet their tastes. It is only the needs for fashion and the needs of interior accessories that continue to grow, but works for the fulfillment of inner satisfaction. Therefore, a new creation is needed to meet the needs of market consumers.

Bayu Wirawan and M. Alvin (2020) [21] stated that the technique of dyeing fabrics using natural dyes continues to develop. The new findings are ecodyeing and ecoprinting techniques. Ecoprinting and ecodyeing techniques are the process of transferring shapes and colors to fabrics through direct contact. The trick is to attach plants that have pigment or color content to cotton or natural fibrous fabrics, then steam or boil them in a pan. Types/parts of plants that can be used are leaves, twigs, flowers, seeds, bark, and so on. The work of ecoprint or what is often referred to as batik ecoprint depends on the creativity of the creator. Apart from choosing what plants contain a lot of color pigments, the composition in composing plants to become motifs must also be considered. Besides, the selection of plant forms also highly determines the results of the work.



Figure 9. the example of ecoprint batik process

(Source: <https://mediacenter.temanggungkab.go.id/berita/detail/eco-print-cukup-manfaatkan-daun-untuk-cetak-motif>)



Figure 9. the example process of ecoprint batik

(Source: <https://www.balifinecraft.com/handicraft/ecoprint/kain-ecoprint-katun-dobby-tingi-31-detail>)

### 3.2.2 The use of technology in the production process

Besides the copyright recognition of the 3 (three) works mentioned above, innovation in the batik process can be carried out by using technology that can accelerate production, for example making a cloth roller machine, as has been done by Nugroho Mardi Wibowo, Karsam, Yuyun Widiastuti, and Siswadi., (10 19) [22] in the Regional Leading Product Development Program (PPPUD year 1) written in an article entitled *Pemberdayaan Ukm Batik Melalui Pengembangan Desain Motif Berbasis Kearifan Lokal: Upaya Membangun Brand Image Batik Jombang*. Furthermore, at PPPUD year 2, Nugroho Mardi Wibowo, Karsam, Yuyun Widiastuti, and Siswadi, (2020) [23] also made a batik oven room. This oven room functions to give color during the rainy season. Therefore, even when it rains, the production process continues. The work of Nugroho and his friends is written in an article entitled *Penciptaan Keunggulan Bersaing Ukm Batik Melalui Penerapan Teknologi Pengereng Batik Dan Digital Marketing*.

In addition to creating new innovations, it is also possible to develop or bring back batik techniques that were once developed and then lost to time. An example is the *cocohan* technique batik. This *cocohan* technique in making batik was popular about 100 (one hundred) years ago in Kerek District, Tuban Regency. The *cocohan* technique tends to be applied to the Gedhog Tuban batik. This is because Gedhog batik uses handmade coarse cloth. This *cocohan* batik has not developed in Tuban for years. Then in 2017-2018 research and development of Gedhog batik with the *cocohan* technique were carried out by making a new canting, called canting *cocohan* (Bramantijo, M Junaidi Hidayat. Karsam and Mahjudin, 2017-2018) [24]. From the results of this research, the Gedhog batik technique of *Cocohan* has experienced tremendous development, even one of Mrs. Sarti's works has been exhibited in Jakarta and the works were used by Indonesia's top fashion designer, Samuel Wattimena in the Indonesian Idol event.

Besides bringing back the techniques that ever existed and then lost to the times, what can be conducted is to use local treasures to support the batik that has been produced, such as by making the packaging (packaging).



For example, with the development of the Gedhog batik, the cocohan technique, it can be supported by making Gedhog batik packages using palm leaves. Palm leaves or siwalan leaves come from the palm tree as the main ingredient for Toak drinks. Toak is a typical Tuban drink. By using palm leaves as the packaging material for Gedhog Tuban batik, Gedhog Tuban batik has its own character and it is able to develop properly.

Bramantjo, M Junaidi H<sup>14</sup>yat and Karsam. 2017 [25] have conducted research in the form of community service with his article entitled *The Image Product of The Locality and Product Branding Towards Tuban Gedhog Handmade Batik Trough Packaging*. It was explained that using palm leaves as a material for packaging/package can increase customer attractiveness to Tuban Gedhog batik products.

### 3.2.3 Development/utilization of batik fabric as a wear object

In general, this section is also included from innovation. However, in detail, it can be explained that even batik cloth is generally in the form of a long fabric or functions for clothes, pants or daily clothes. Sometimes batik fabric is used for umbrellas, sandals and others. Furthermore, during the Covid-19 pandemic, batik fabric was used for masks.

Making masks from batik fabric is an example of innovation adapted to current phenomena/conditions. Such things are expected. Thus, batik continues to develop. Bramantjo, Karsam, Totok. P. (2017) [26] has made an innovation, namely utilizing the wasted gedhog woven cloth as a tote bag material. The results of this innovation are able to utilize and increase the economic value of the gedhog woven fabric.

Apart from the above mentioned, the making of fabric from batik cloth can be developed by combining plain cloth with batik fabric Or a combination of a set of clothes ranging from shoes, pants/skirts, clothes, veils, bags, and so on using one batik motif.

### 3.3 Establishing a New Economic Market by Implementing the Blue Ocean Strategy

Salim Kartono in his book entitled 'Crisis to Win Revolution', in the Entrepreneur Journal (2020) [27] explained that: the absolute thing in business is to create an economic market. No matter how good the goods are produced, it is meaningless if they do not have a market. Therefore, it is mandatory to create a market that can provide profit. The strategy is to create innovation, see business opportunities, implement blue ocean strategies, namely creating new markets, planning business product marketing.

This Blue Ocean Strategy concept was published in the Harvard Business Review in October 2004 by W. Chan Kim and Renee Mauborgne. W. Chan Kim and Renee Mauborgne explained that instead of engaging in intense competition and trying to influence/steal consumers from competitors, entrepreneurs are better off creating new markets that cannot be compared with competitors.

Competing in a market that is already full is difficult to create a company that thrives on a long-term basis in a sustainable manner. The real opportunity is to create your own new and unique market.

In blue ocean concept, demand is created, not contested. Then, opportunities will emerge that can increase profits even in difficult situations. Therefore, this strategy focuses on everything that is innovative and cost efficient simultaneously and sustainably.

### 3.4 Taking into Account to the Opportunities at New Normal

The purchasing power during the new normal may still be shrinking. Uncertain situations make people careful in conducting things at the new normal. People are selective and picky in shopping. People will keep their funds for fear of tightening liquidity on the financial markets. This can have an impact on entrepreneurs or SMEs being able to bite their fingers because demand does not come smoothly. Therefore, entrepreneurs must be smart in responding to opportunities when the new normal arrives.

The strategy that must be conducted in seeing new opportunities at the new normal is by observing the changing needs of the community in various fields, then diverting/ arranging new strategies according to the opportunities that arise. One thing that must be considered is that opportunities can arise from various other business fields. Opportunities do not always come from the fields we are currently working on.

Current conditions force entrepreneurs to think critically, work hard, get out of their comfort zone. You have to think outside the box if during this transitional period your business wants to survive.

### 3.5 Developing a Marketing Plan Strategy

In the new normal era, in the business world, marketing strategy is a new challenge. Entrepreneurs/business actors wait for each other to do business because of their doubts in facing an uncertain economic situation.

entrepreneurs are required to move more aggressively so as not to lose momentum in looking for marketing opportunities during the transition period to the new normal (Denny Santoso, 2020) [28].

To be able to seize opportunities in marketing in the new normal, a marketing plan is needed. In arranging the right marketing there are several factors that must be considered, namely: product value, consumer research, and doing good marketing. In addition to preparing a product portfolio, trying to get distributor support, affordable prices according to market segmentation (Maskoro Lucky Nara Rosmadi, 2021) [29]. To conduct a marketing plan requires accurate calculations and support by online accounting software.

### 3.6 Maintaining good communication with customers by utilizing social media

An important thing for entrepreneurs to maintain communication is to understand what is needed by each customer. In this era, communication is getting easier, because of the support of sophisticated technology and the internet is able to communicate quickly without having to meet face to face or meet in person.

Therefore, MSME players must be able to take advantage of existing applications or software. There are so many applications today that can be used to maintain and establish communication for example a messenger application (whatsapp). This application is equipped with video call technology. By utilizing this technology, we can maintain good communication between our customers and us. This application is often referred to as social media (social media).

In today's era, social media has become an effective medium or medium to market products/services. Affordable costs for all businessmen with a very wide range. Products can be marketed on target, yet the marketed content must be interesting.

### 3.7 Online Promotion and Online Marketing

An effort that can be conducted to increase the marketing of batik cloth in the new normal era in order to be competitive is through online promotion and marketing. Promotion in marketing must be conducted in any condition, especially during the Covid-19 pandemic. During this time, effective promotion is presented using digital. Hawangga Dhiyaul Fadlydan Utama Utama (2020) [30] explained that Promotion must be conducted digitally. Online marketing, including promotion, can be done using applications such as Instagram, web, Facebook, WhatsApp, and line.

From the observations, it can be explained that at present, many modern markets and malls are experiencing losses due to the pandemic and rampant online sales. Denny Santoso, Founder and CEO of Tribelio.com in liputan6.com [28] explained that during a pandemic, business is prioritized for online/digital sales. This requires a marketing strategy in order to attract customers. Either in offline or online marketing, Segmentation, Targeting, and Positioning (STP) are must be considered. In marketing/sales offline, customers can choose and even try directly the items to be purchased. Meanwhile, in online marketing/sales it is better if an animated application is made. Thus, consumers can try on clothes or items to be purchased through the application. The application can be shaped like a game.

### Conclusion

The conclusion of this research are as follow:

From the result of the research, it can be drawn the conclusion that to welcome the new normal era, several things must be conducted in the transformation of industry-oriented batik standardization to accelerate competitiveness 4.0 and national independence in clothing aspect, as follow:

1. Creating Innovation

The innovation created can include the results of the product as well as innovations in marketing.

2. Development/recognition of the products

a. The Expansion of SNI batik

At this time, SNI batik is as Indonesian batikmark. There are only 3 types, such as: hand written batik, hand stamped batik, and combined batik. Then, SNI batik can be developed to:

1) Printing Batik

2) Jumputan or Tie Dye Batik

3) ecoprint Batik

b. The use of technology in the production process

c. Development / utilization of batik cloth as a wear object

3. Creating a new market economy by implementing the Blue Ocean Strategy

4. Paying attention to opportunities when new normal

5. Developing a marketing plan strategy
6. Maintaining good communication with customers by utilizing social media
7. Online promotion and online marketing

The Suggestion from the conclusion are as follow :

1. Batik craftsmen or entrepreneurs are expected to immediately rise up to welcome the new normal era by thinking about what steps should be taken during the new normal today..
2. In the current/ new normal era, the ability to master technology is needed. In general, batik craftsmen are Indonesians who live in rural areas. They generally are lack knowledge and skills about technology. Therefore, it is suggested that they should learn about technology or cooperate with partners who are engaged in batik and who understand technology, such as academics. Without technology, batik production process becomes sluggish, including without marketing technology, batik can be left behind and even go bankrupt.
3. Readers or researchers who read this article are welcome to continue or develop this paper. Thus, batik in Indonesia is not inferior to batik made in foreign countries.

#### Reference

# The Standardization Transformation of Industry Oriented Batik to Accelerate Competitiveness 4.0 and National Independence in Clothing Sector during New Normal

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