

# THE ROLE OF DIGITAL MARKETING IN THE *BATIK* INDUSTRY IN FACING INTERNATIONAL FASHION INDUSTRIALIZATION 5.0

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## Keywords

*Digital Marketing, International Fashion 5.0, Batik Industry*

## ABSTRACT

Digital marketing has become a hot topic in the last few decades. The purpose of this study is to find out how the function of digital marketing in the *Batik* sector is to maintain it in the face of global fashion trends. A qualitative descriptive method was used in this study to explore the role of emerging digital marketing tools in promoting traditional industries like *Batik*. Data was collected from observations, interviews, research-related documents, and literature reviews. The results showed that the use of social media and websites was particularly useful for identifying various digital marketing strategies used by both domestic and foreign companies. Digital marketing can be used to retain customers, encourage them to develop preferences, increase sales, and ultimately increase revenue. The use of digital platforms can be a tool that sellers can use to amplify their business message, and with digital marketing it can reach a wider range of customers so that business development can be faster. Future studies could explore the potential impact of newer or underutilized marketing tools (e.g., AI-powered marketing tools, augmented reality in fashion marketing) on traditional industries such as *Batik*, especially in niche markets. Future research could explore how digital marketing can effectively promote sustainable *Batik* practices, highlighting eco-friendly production methods and responsible consumerism, which may resonate with global fashion trend.

## INTRODUCTION

The Industrial Revolution continues to experience very rapid development until now it has reached the industrial era 5.0 or known as the society era. This era of society was introduced by Japan in 2019, where people began to be able to interact with new technology and integrate it into their lives. Industry 5.0 is expected to be able to create a new point through the development of advanced technology to reduce the gap between humans and economic conflicts in the future (Adel, 2023; Aslam et al., 2020; Mourtzis et al., 2022; Pereira & dos Santos, 2023; Zizic et al., 2022). Therefore, with the existence of this era of society, many aspects have developed, one of which is in the field of digital marketing which will later become the spearhead in marketing.

Business people are familiar with digital marketing. Digital marketing itself is a marketing technique that uses digital media to promote brands or services that can reach consumers with a more flexible time and place. Digital marketing is the result of evolutionary marketing (Aryani, 2021; Sánchez-Franco et al., 2014). This shift occurs when businesses shift to using digital media platforms for marketing. Of course, this will facilitate and facilitate marketing. In this fast-paced era of digital marketing, online or internet promotion has emerged as a great choice for many business owners

looking to grow and increase sales. Because information is widely available, consumers today are more informed because they can assess the possibilities and make the best decisions. Therefore, maintaining an active and accessible internet presence is essential for modern businesses. In addition, marketing methods by implementing a website-based information system are needed by partners to expand marketing reach so that the use of this website can be used in the dissemination of complete information with a wider reach (Fajarianto et al., 2021).

Technological advances have changed social patterns, which has an impact on the dynamic nature of consumer needs and aspirations. Therefore, business actors must proactively adapt and change to meet the needs of their customers. The fashion business is one of the businesses affected by digital marketing. In the context of fashion, in the past, fashion was indeed considered only as a primary need, unlike now, fashion was not only used to protect or cover the body but to beautify and follow developments. Fashion is an important component of appearance and style in daily life. Items such as clothing and accessories not only serve as decorations and a means to hide the body, but also serve as communication channels for the expression of individual identities. Clothes and fashion sense serve as the basis for one's first evaluation. In addition, fashion is a means of personal expression.

The fashion industry's digital marketing culture has made changing consumer preferences increasingly difficult and crucial (Rathnayaka, 2018). The increase in innovation in fashion in this era of society has certainly received sustainable progress, one of which is *Batik*. *Batik* is a cultural product of the Indonesia nation that has its own special features in its creation (Suliyati et al., 2019). The United Nations Educational, Scientific and Cultural Organization (UNESCO) added *Batik* to its cultural heritage list in 2009. Indonesia's culture now includes the art of *Batik* that has existed for hundreds of years. Indonesia's *Batik* is very diverse, with a variety of regional *Batik* motifs. Every motif found somewhere has a unique philosophy and meaning behind it (Senoprabowo et al., 2023). The richness of Indonesia's cultural arts has led to the creation of *Batik* diversity. The diversity of cultural arts can even result in the creation of several *Batik* theme groups in one space. Because *Batik* culture was originally a custom that was passed down from generation to generation, a *Batik* motif can usually be recognized from its place of origin, both regional and familial. Certain *Batik* motifs can be an indicator of a person's status or rank; In fact, some traditional *Batik* motifs are still reserved for the royal family, such as the royal families of Surakarta and Yogyakarta. Traditional *Batik* comes in a variety of shapes and designs, with themes and variants that reflect the local philosophy and culture. Indonesia's incredible cultural diversity has led to the development of several distinctive traditional *Batik* themes and forms. The skyrocketing trend of *Batik* fashion in Indonesia certainly encourages people's love for locally made goods and the increasing spread of small businesses that make *Batik* goods, both of which will improve people's living standards (Basyir, 2019).

*Batik* is experiencing a very rapid development dynamic, so that the variants of *Batik* products are increasing rapidly. *Batik* cloth in the form of a long cloth into a sarong is then developed into a clothing material to become a *Batik* product used for interior products. Currently, *Batik* fabric is becoming increasingly popular in the fashion world and is widely used, of course, by craftsmen such as designers and fashion brands in their collections.

Based on this and considering the use of the latest technological advances, the formulation of the research problem is: (1) the role of digital marketing, especially in the *Batik* industry, (2) how the *Batik* industry can follow international fashion trends. Considering that *Batik* is a culture that is inherited from generation to generation, this research needs to be carried out. Therefore, the purpose of this study is to find out how the function of digital marketing in the *Batik* sector is to maintain it in the face of global fashion trends. 5.0. The findings of this study can support the growth and sustainability of the *Batik* sector.

## METHODS

A qualitative descriptive method was used in this study to explore how the *Batik* industry is currently navigating the industrialization of global fashion 5.0 through digital marketing. Data was collected from observations, interviews, research-related documents, and literature reviews. The collected data was then sorted and selected based on the study's objectives, focusing on categories that best describe the core issues.

The primary data collection method involved direct observation by the authors, complemented by information gathered from websites and social media. Interviews with key figures in the industry

were also conducted. Social media and websites were particularly useful for identifying various digital marketing strategies used by both domestic and foreign companies.

This study employed the AISAS model theory, a communication and marketing framework that stands for Attention, Search, Action, and Sharing. This model was initially developed by the Japan advertising agency Dentsu in 2005 (Hiregar, 2020).

## RESULTS

This research was carried out at the salma *Batik* sales center in Cirebon which is located at Jl. Trusmi Kulon No.187, Trusmi Kulon, Plered, Cirebon, West Java 45154. The results of this interview will be concluded about the digital marketing that has been carried out by *Batik* salma. *Batik* Salma's digital marketing team, Kak Fadli said "digital marketing is currently important for every company because it has many advantages and its reach is wide". In addition, Kak Fadli revealed that "in addition to the products that have followed the current fashion trends, they also provide offers to customers to be able to request starting from *Batik* motifs, colors and how many they will make. Salma *Batik* has also used local influencers to promote its products."

In addition to *Batik* Salma, there is a global brand whose marketing reach reaches abroad, namely Halobali. Halobali is one of the *Batik* brands spread internationally, one of which is located in Korea. The brand was founded by an Indonesian woman who now lives in South Korea. We call it Cathlea, because of her love for *Batik* and her desire to spread the typical art of her birthplace, namely *Batik*, so Cathlea started this business venture. Initially, HaloBali offered *Batik* fabrics from Indonesia with pre-existing motifs. Starting from Catlea as the owner of Halobali selling *Batik* cloth with existing motifs from Indonesia, then the fabric was more bought by these tailors to create new products. However, Cathlea modified her business plan to reach a younger audience and be more up-to-date with existing trends. In the end, Cathlea changed the *Batik* motif that she created herself because she thought it would be more attractive to young Koreans. This helps him attract attention from this demographic as well as from other countries, because it turns out that these *Batik* buyers are interested in the *Batik*.

As the owner of Halobali, Cathlea added that his customers, most of whom like distinctive themes, really like the *Batik* motifs he creates. In addition, Cathlea creates *Batik* designs that look unique. From designs of flowers, whales and turtles, the sun, the moon, and other natural phenomena, to interesting yet beautiful abstract patterns. Catlea explained that although they do not use traditional *Batik* motifs, they do not eliminate traditional manufacturing techniques, namely the stamp technique, the reason is because Halobali aims to collaborate with various cultures using technology and unique *Batik* fabrics from Indonesia. Cathleaa also said that "*Batik* is an art that must be preserved, so the method of making it must also be cultivated". Halobali itself is not only in Korea, but Halobali has also begun to be widely known and in demand in other countries, one of which is America, the marketing carried out by Cathlea can be said to be quite successful in following existing fashion trends because Halobali always combines modern motifs but does not eliminate its main purpose, namely using *Batik* stamps and other things that also make the younger generation interested is because the majority of Halobali customers have interest in the philosophy and story behind each *Batik* motif that looks unique.

- 1) Attention: *Batik* Salma also uses several social media to attract buyers' attention such as Instagram, YouTube, and TikTok. Likewise with the Halobali brand, they also use similar social media, even Halobali uses social media that is widely used in Korea, namely Kakaotalk. Both brands do this to introduce products to potential buyers.
- 2) Interesting: At this stage Salma *Batik* uses the method that the *Batik* produced is only available in a few pieces (limited edition), while from Halobali they use the method that the *Batik* motifs produced have followed the trend and also the *Batik* produced is not only for making clothes but also for other items such as bags, accessories, dolls, and so on.
- 3) Search: As done by Halobali and *Batik* Salma in the form of providing explanations on their social media so that potential buyers understand the product they are looking for, this helps convince potential buyers to buy the product.
- 4) Action: *Batik* Salma and Halobali have interacted directly with their customers in their own way, such as *Batik* Salma which has an offline store and often holds workshops where customers can directly come to see and ask about the *Batik* they want, it can also be used by *Batik* Salma to build relationships with customers so that customers feel happy and satisfied. While Halobali itself in addition to having an offline store they also make a *Batik* class where customers can take part in the *Batik* class, it can make customers more interested in *Batik* and

their curiosity will be greater in this way Halobali also uses it to find out what things they can implement on the design or model of their *Batik*.

- 5) Share: As stated on the *Batik Salma* and Halobali websites where they provide a place for customers to give reviews of the products they buy.

The results of the data collection that the researcher has found that the existence of the *Batik* industry in the 5.0 era really needs a marketing through Digital marketing so that the sales or marketing continue to exist and are increasingly known by the foreign community, as explained by Kak Fadli who said that this Digital marketing influencer is very helpful in his efforts in competing with international fashion that is trending. The use of social media gives customers the opportunity to interact with brands perhaps deeper and broader than ever before. Sellers need to use every effort to encourage customers to participate in a constructive way.

*Batik Salma* uses various digital marketing strategies to promote its products. In addition to social media platforms such as YouTube, Instagram, and TikTok, they also take advantage of existing websites and e-commerce sites such as Shopee and Tokopedia. Meanwhile, in Halobali, researchers conducted research on the Halobali website and social media. On this website, the results obtained by the researcher are that the digital marketing strategy carried out is enough to follow digitalization 5.0. In addition, the fashion produced by Halobali has followed the existing fashion trends. In addition to the website, halo bali also conducts digital marketing through social media in the form of Instagram.

### Discussion

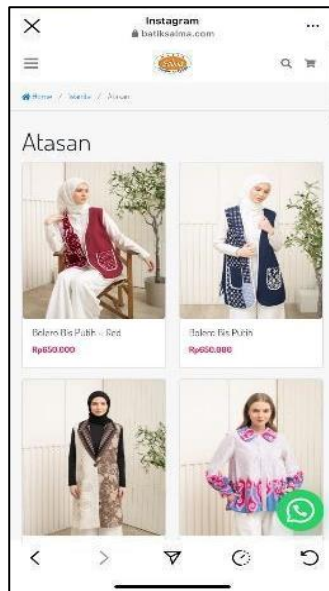
The ease of users in providing information has increased with the introduction of the internet. Businessmen have extraordinary potential to make this a marketing media choice. By sharing information online through different media, this can be utilized. Websites, marketplaces, and social media have been used by *Batik Salma* and Halobali, two brands in the field of *Batik*, as marketing tools at the national and world levels. Sellers can use social media to strengthen their brand message. Sellers can provide information and updates to consumers through blogs and other posts and support the online community (Kotler & Keller, 2016; Pramadyanto, 2022).

This is in accordance with the findings of an interview conducted by the researcher on February 9, 2024 with Fadli who works in the *Batik Salma* digital marketing team. In contrast to traditional marketing concepts, businesses can choose to implement digital marketing that has a wide and useful audience because it can reduce the time, location, and reach of users or consumers. *Batik Salma* has chosen digital marketing as a component of its marketing communication strategy.



Figure 1. Website *Batik Salma*

It can be seen from the image above that *Batik Salma* has implemented its digital marketing, which is found on Youtube, Tiktok, Shopee, Tokopedia and also the Website where the Website displays the fashion products they sell, information about products and so on.



**Figure 2.** Salma *Batik* Shirt Model Catalog



**Figure 3.** Salma *Batik* Fabric Catalog

According to Fadli as the Digital Marketing team, the existence of this website can help with digital marketing because consumers can see photos of existing products. Because we cannot deny that nowadays the more developing the times, there are more and more Digital platforms that are widely used by entrepreneurs and entrepreneurs to market their products so that they are more known. In addition, on the Website, consumers and potential consumers can directly make purchases online without time and distance restrictions and can go through various payment methods. This website is also one of the marketing media carried out by *Batik* Salma because with this website it can help marketing to continue to grow.

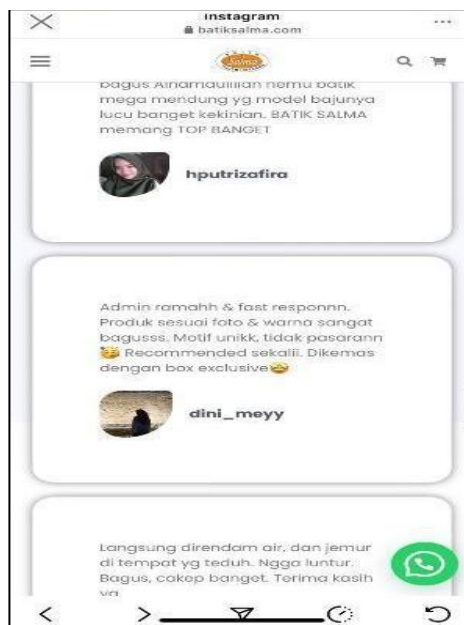


Figure 4. Buyer Reviews on the Website

In addition, the Salma *Batik* Website also displays buyer reviews that do give a good impression of the sales or quality provided by Salma *Batik* and can help convince potential buyers to make transactions. Buyer reviews contained on this website can also be used as a reference for *Batik* Salma in developing its business, where the uniqueness of *Batik* Salma they receive requests from each consumer to make their own design or model of clothes so that consumers can have *Fashion* that remains trendy but does not eliminate the traditional concept.



Figure 5. Social Media Instagram *Batik* Salma

In addition to the website, *Batik* Salma markets its products on social media, namely Instagram. For customers and potential customers, Instagram *Batik* Salma serves as a catalog and promotion platform. The availability of WhatsApp customer service numbers to help provide information about brands or goods to support this. Then, on the *Batik* Salma Instagram page, there is also the address of the store. The public can continue to know the activities and promotions of *Batik* Salma products through her Instagram account which also has the potential to encourage sales. Social media is a tool that sellers can use to amplify their business message. The use of social media gives customers the opportunity to engage with brands, perhaps deeper and broader than ever before. By continuing to follow the existing sales trends, *Batik* Salma continues to grow rapidly in the current era, of course, not only selling through online platforms to develop its business, *Batik* Salma also conducts research on this growing market by continuing to upgrade models and motifs that become *fashion* trends every year, so that the *Batik* models and motifs sold by *Batik* Salma continue to follow *fashion* trends.

As for the Halobali brand, which is already in the international scope, it has also carried out a fairly wide application of digital marketing, such as on social media, Instagram, which is quite active, and Tiktok social media. On the contrary, Halobali only adopts fashion which is currently quite popular

both in Indonesia and in other countries., Halobali also uses Tiktok as their marketing medium, where they promote through various interesting videos about the brands they sell, but not only promote their brand Halobali also uploads videos of education about *Batik*, Philosophy on *Batik* motifs, *Batik* collections are different in each season and many more so that many potential consumers feel even more interested when they see this promotional video carried out by Halobali.



Figure 6. Social Media Instagram Halobali

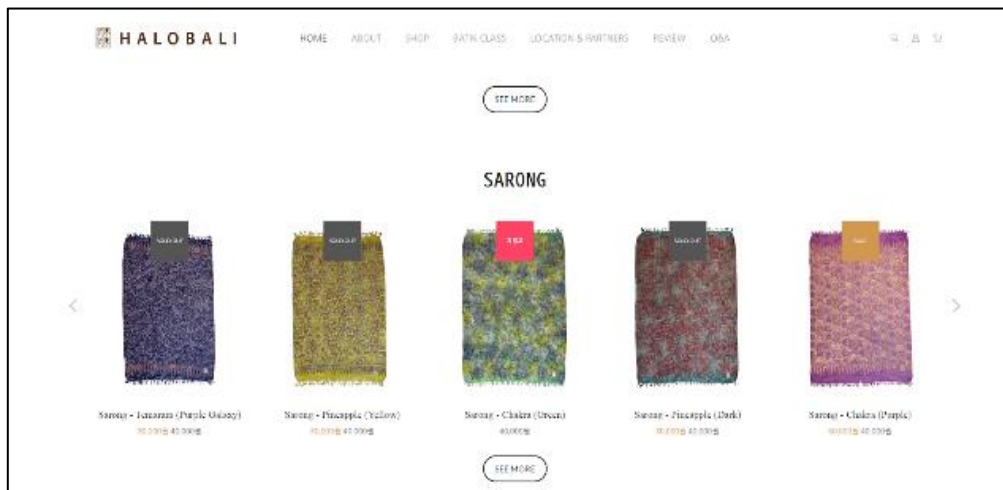


Figure 7. Product Catalog on the Halobali Website

The Halobali brand also conducts digital marketing through social media and Website. Because the target market of Halobali is people in various foreign countries, therefore Cathlea is very developed its Website, because through this Website it is very easy for anyone from any country to access it to make transactions online, On this Website Halobali uploads many products not only fashion but they also sell interesting accessories such as tote bags, *Balinese* sarongs, pants, tops, socks to *interior decorations* such as *table cloth* and pillowcases. The existence of this website makes it easier for buyers from various foreign countries to access and make purchases without having to come directly to the took, besides that in each product sold by Halobali they explain the philosophy contained in each motif depicted on the *Batik*. This website also displays reviews from buyers who give good ratings about their products. From the results of this review, it also helps cathlea as an *owner* to continue to develop her business.

No.	Product	Subject	Writer	Date	Rating
342	DB94 Gold Ethnic	헬스케어의 기원에 보면로 주는 철호로 잇다했어...	대이어 구매관	2024.04.02	★★★★★
341	DB389 Black on D	인원 옷...	대이어 구매관	2024.04.02	★★★★★
340	DB225 Black and	☺ 희희희 ㅎㅎ 인원 옷 인종대 왔어요,	대이어 구매관	2024.04.02	★★★★★
339	Aluna Ecobag	덕헝기서 쓰려고 구매했는데 너무 마음에 들어요... (1)	대이어 구매관	2024.04.01	★★★★★
338	Aluna Ecobag	☺ 너무 좋습디다~~~ 나복날 가서 질 습 수 있음...	대이어 구매관	2024.03.28	★★★★★
337	Bloom (Black) Ecobag	생리복다 인 않아서 너무 좋아요	대이어 구매관	2024.03.27	★★★★★
336	Black Heather Mini	신중하려고 했는데 너무 예뻐요 제가 가지고있습...	대이어 구매관	2024.03.27	★★★★★

Figure 8. Buyer Reviews on the Website

The marketing carried out by Halobali does not stop there, Halobali also holds a *Batik* Painting Class activity where this activity can be followed by everyone, In this class will learn the basic techniques of how to paint *Batik* using the "Canting" tool. If you usually paint on canvas using watercolor or acrylic, this time you will draw on the canvas using wax and fabric dyes.

**Batik Painting Class**

한국어



Batik is an Indonesian technique of wax resist dyeing applied to the whole cloth. batik is made either by drawing dots and lines of wax with a spouted tool called "Canting" or by printing the wax with a copper stamp called "Cap". The waxed areas resist the dye when the cloth is immersed in a bath of vibrant colors, creating intricate patterns and designs. The process of creating batik involves a meticulous and time-consuming craftsmanship, as artisans skillfully navigate the delicate balance between wax application and dyeing to achieve the desired visual effects.

In this class you will experience basic step of how to do batik painting using "Canting" tool. If you usually paint on a canvas using watercolor or acrylic, this time you will draw on a fabric canvas using wax and fabric dye. It is a whole lot different experience than just painting on a canvas and you can also get addicted to!

Figure 9. Halobali Batik Class Activities

**CONCLUSION**

Digital technology has significantly impacted marketing, enabling businesses to retain customers, increase sales, and revenue. Batik Salma and Halobali use various digital marketing strategies, including websites, social networking platforms, and e-commerce sites. Instagram serves as a marketing tool for promotions, advertising, and product launches. Both brands follow national and international fashion trends, ensuring their Batik designs remain relevant and appealing to the younger generation. Future research could explore the role of emerging digital marketing tools, customer behavior analysis in niche markets, sustainability in digital fashion marketing, the impact of global fashion trends on traditional industries, and cross-cultural comparative studies of fashion marketing.

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