

IMPROVING BATIK SELLING POWER IN THE GLOBALIZATION ERA: PRODUCT INNOVATION AND SOCIAL DIGITAL MARKETING

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Abstract

In the current era of globalization, the impact of culture that enters Indonesia is increasing. As one of the traditional arts and able to compete in the global market, the batik industry needs to innovate, both in the process and in its products. Since ancient times the existence of batik is influenced by the blend of cultures between regions, social situations and outside influences. Some organizations that do not carry out innovation and integrated digital marketing will be far behind by their competitors, so that batik products themselves are difficult to penetrate the market. This study aims to examine the factors that can affect the selling power of batik, especially Papuan batik, where this research is expected to be a strategic choice in order to remain competitive in the global market. This study uses an explanatory method approach, where the position of each variable explains the causal relationship. The sample in this study was selected as many as 110 SMEs. The results of the descriptive analysis showed that the responses to each variable and question were in the good category. Based on the results of the coefficient of determination adjusted R square test results obtained a value of 80.5%. This shows that the two independent variables, namely product innovation and social digital marketing, have a strong influence in influencing the selling power of a product. Therefore, this study has proven that these two variables can be used as one of the strategies used in entering the global market in order to obtain a competitive advantage. The limitation of this research is that the respondents are only limited to certain industries, namely the Papuan batik industry. It is hoped that further research can be carried out with a different scope and with a larger sample and also use other variables that may affect the selling power of a product.

Keywords: Product innovation; Social digital marketing ; Selling power of SMEs

Introduction

Increasing world globalization which is marked by the existence of such rapid inter-country trade has raised awareness of the importance of competitiveness for companies [1]. Along with the awareness that competitiveness is an important factor, every business is also required to innovate about its products by seeking new knowledge or recombining existing knowledge in new ways [2]. In the current era of globalization, every company or organization in various countries must be able to have competitiveness. [3] stated that the innovation factor is crucial in facing global

challenges. The creative industry is believed to have a contribution in improving the country's economy and competitiveness, this is as stated in the research of [4] that the creative industry is able to answer the challenges of the global economy. But regardless of its ability to innovate, a company or organization has limitations regarding the market it will enter [5]. Given that many organizations are well established with product innovation, it is difficult for them to bring these products into new markets, especially in the context of SMEs [6, 7]. Various parties argue that creativity is the main source in building innovation. In this context, digital social networks have become virtual instruments to facilitate the delivery of innovation, knowledge and trust products with content that can be enriched with multimedia elements[8]. Social media trends have grown so rapidly due to the large number of users from various circles, so that it becomes an opportunity for organizations to develop their marketing strategies [9].

In the last decade or so, the way consumer goods are marketed and sold has changed greatly with various technological factors primarily driving change. Retailers are constantly looking for new and innovative ways to reach customers. An increasingly popular approach involves using social media to communicate with customers [10, 11]. Social networking sites are experiencing explosive growth. In 2019, a total of 3.03 billion active social media users are estimated globally [8], then in 2020 99% of those aged 16-25 years are indicated to use a lot of social media sites, so that the amount of daily content shared on social media is too high. increasing, especially in Indonesia.

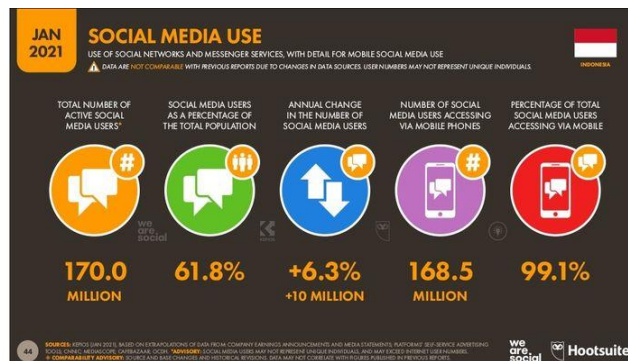


Figure 1. Increasing the number of social media users in Indonesia

Given that the increase in individuals and activity on social media has led to businesses using sites like Facebook, Twitter, Instagram etc. to become popular in order to make a profit [4] Research shows that 79% of companies surveyed have a presence on social media (Juska, 2017), and 38% of companies plan to spend more than 20% of their total advertising budget on social media channels by 2020[12]. This implies that in the digital age, social media platforms are playing an increasingly important role and are likely to change the way organizations market goods and communicate with customers. Batik is one of the sub-sectors that is an industrial icon in Indonesia that has been around for a long time [13]. However, in its activities, it is still found that the integration of sellers in social media has not been comprehensive, especially in the batik pattern in Papua. This has resulted in the batik pattern not being widely known and left behind by its competitors. Batik as a fashion product is one of the sub-sectors of the creative industry which is seen as important to support prosperity in the economy [14, 15]. In order to be able to compete in the global market, batik products need to innovate. To make a batik motif, it can be done by hand writing with a canting, or with a stamp, where the cloth is decorated with a motif or pattern using canting stamp media, as well as by combining the two. Figure 1 shows three kinds of batik-making processes.



Figure 2. Types of batik

The existence of batik certainly cannot be separated from the existence of the role of a batik maker or batik craftsman. To produce batik products that have global competitiveness requires people who have high creativity in their development so as to produce an innovation for the product itself. In addition to batik products, innovation must also be carried out in the manufacturing process. Figure 3 shows that batik



making should be integrated into tools that can increase productivity.

Figure 3. Traditional to Modern

[3, 16] states that innovation is not only in terms of products, but also in the process of how the product is created. For example in the tools used, or the products produced. Figure 2 presents the innovation process in batik products and the tools used in the batik-making process.

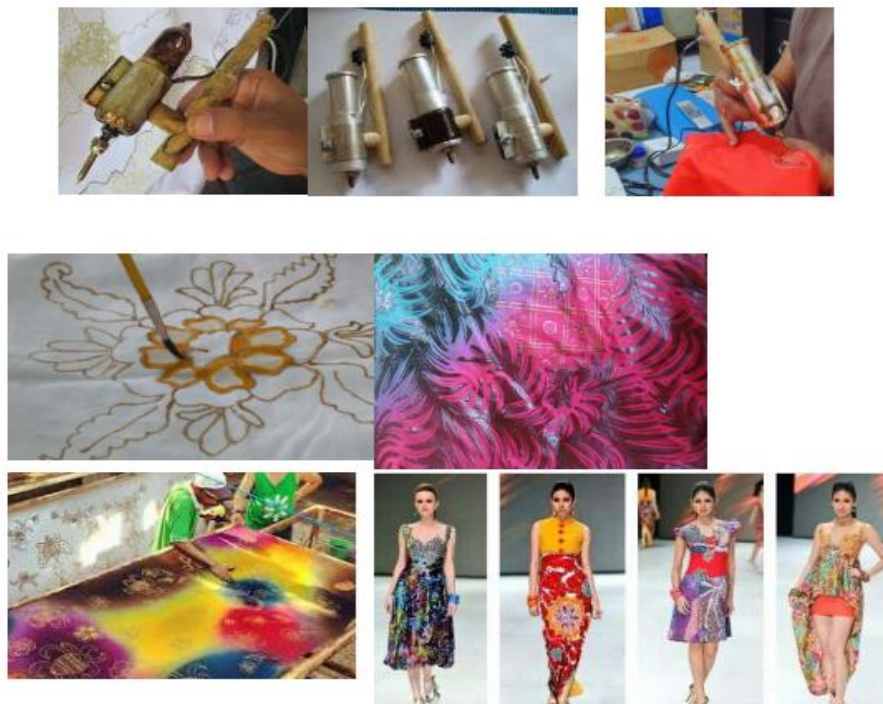


Figure 4. Innovations in color and batik-making tools

Given that competitiveness in the batik industry itself is increasing, this study aims to develop factors that can affect the company's selling power, especially in the scope of the Papuan batik industry SMEs. As for the formulation of the problem in this study, (1) how much influence product innovation has on the selling power of Papuan batik? (2) how much influence does social media marketing have on the selling power of Papuan batik? (3) how big is the influence of product innovation and social media marketing on the selling power of Papuan batik?

This research is divided into five parts, where in the first part is presented about the background of the problem, the second part is presented about the relevant theory and the development of hypotheses, the third part is presented about the methodology, types of research and research samples, the fourth part is presented about the results and discussion, then the last section is presented regarding conclusions and suggestions for future research.

Theory Study and Hypothesis Development

Product Innovation for Sme's

[6] defines product innovation as the introduction of new goods or services in order to meet external market needs or user needs. According to [17] product innovation in general has a positive short-term and long-term impact on organizational performance. What's more, the impact persists over time. Product innovation is classified as the introduction of a product that is new to the company or the introduction of a new product to the market [18]. This innovation is considered a source of heterogeneity among companies to seek competitive advantage in an industry [19]. Innovation represents a dynamic component of the firm [20]. Previous research has suggested that products are often proprietary because they are developed within the company. Product innovation helps protect the company from market threats and competitors [21]. [22] found that product innovation has a positive and significant effect on company performance. [23] and Purwanti et al., (2020) conducted a similar study in their respective contexts and had similar findings using enterprise-level data of the Japanese National Innovation Survey and the CDM model. [24] examines the relationship between new product innovation and company sales of both new and existing products. They found that companies, with new product innovations that realized large sales of new products, tended to increase their marketability. Based on their research of companies in Brazil, found that product innovation also translates into superior sales growth rates [1] Especially when combined with process innovation. Alternative measures, such as productivity, productivity growth, or profitability, can capture the beneficial effects of innovation. According to [1] (2018) there are several dimensions in explaining product innovation, namely new product lines, additions to existing product lines, and improvements to existing products

Social Digital Marketing in Digital Era

The retail landscape has undergone a major transformation in the last decade due to the substantial growth in Internet sales and other technological innovations such as digital marketing, artificial intelligence or virtual reality shopping platforms [13]. changes have profoundly changed the way consumer goods are traded [25] and how retailers communicate with customers to increase business profits. New forms of retail such as online reil have been found, especially in Indonesia, which has changed the customer's shopping experience. Customers can now access purchases and search for goods through mobile applications, which is becoming increasingly popular [26]. This approach to selling and buying goods online has become a trend nowadays. [19] states that Social media marketing is the use of social media platforms to connect with customers in establishing relationships as an effort to increase sales. Commonly

used social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat [27].

If most customers engage with social media, companies should engage with social media too. Currently direct marketing, telemarketing, information websites, television, radio and other mechanisms for disseminating information related to the company or its products. Digital marketing is used to present marketing messages through page views and advertisements to reach many people in a short time [25]. It serves as an advertising tool that shapes behavior and can facilitate interaction between buyers and sellers. Regardless of their usefulness, this type of marketing strategy can effectively target both linkers and sellers. If the company is trying to build mutually satisfying long-term relationships with customers, it needs a platform or a web as an intermediary [28]. In particular, companies should seek to develop digital relationships using promotional strategies that emphasize content creation. To this end, word of mouth can be of great help. Online communication tools allow customers to respond to the company. This pressures companies to adopt more digital marketing [29]. In response, several companies have adopted Web-based technologies, thus representing a social revolution in the way these technologies are used. Of great importance for companies wishing to communicate with their customers is the emergence of participatory information sharing via the Internet and platforms [20]. This phenomenon, coupled with global improvements in communication technology and lower costs for Internet access. Previous research suggests that the use of social media in marketing practices can have an influence on competitiveness so that companies can increase their sales. [25]. mention five dimensions in explaining social media marketing, namely entertainment, interaction, trendiness, customization, and wom.

Concept Selling power of SMEs

Marketability is a factor to assess the success of an organization in selling and promoting its products or services. [30] states that selling power is the achievement of success in sales which is expressed quantitatively (volume) of a product. Product selling power is the total amount generated from selling goods, often interpreted as sales achievement or sales volume [31]. Selling power can also be used as a parameter to measure the rise and fall of sales expressed in units [32] (Gevorgyan, 2018). According to [2], selling power is sales that have been achieved or desired by the company within a certain period of time. This requires a strategy either in terms of promotion or the uniqueness of the product itself. [26] explains that a sale can be measured from the volume generated not from profit. It can be concluded that sales power is the amount of sales measured using units so as to improve sales performance. [21, 33] explains several factors that can affect sales power, namely the condition of the organization itself, the promotions carried out, the products offered and the media in promoting. Sales problems in an organization are generally handled by the sales department which is managed by salespeople [34]. Large organizations have a sizeable sales force, but this is different from small companies or SMEs. In small companies, sales problems are handled by people who carry out other functions because their workforce is relatively small [3, 8]. Sales volume is the final result achieved by the company from the sales. [33, 34] stated that there are several factors that can increase the selling power of a company, namely providing products that are unique and different from competitors, placing products in accordance with consumer trends and needs, and targeting products in the targeted segment. Previous research conducted by [35] stated that the selling power of a company can be influenced by the products offered and the media used in promotion and sales.

RESEARCH METHODS AND SAMPLE

In this study, the object of research to be investigated is the factors that can affect the selling power of batik in Papua. The variables studied were Product Innovation and Social Digital Marketing as independent variables and marketability as the dependent variable. This type of research is quantitative research using the explanatory method. Explanatory research is used because it is to find out and explain the position of the independent variables that have a causal relationship between one variable and another. The questionnaire is carried out online by sharing a network link that will direct respondents to a page and can display several questionnaire questions. Furthermore, the researchers selected respondents with a population of 152 people and then selected incidentally who had met the criteria by using the Slovin formula so that a sample of 110 respondents was obtained from Papuan Batik SMEs. The data collection method used in this research is by distributing questionnaires using a Likert scale of 1 to 5. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something to be measured. Each variable in this study was measured by 5 questions for product innovation, 5 questions for social digital marketing and 4 questions for the selling power variable. Data analysis was performed using multiple linear regression analysis with the equation $Y = a + b_1X_1 + b_2X_2 + e$ using SPSS 25 software.

Research Results and Discussion

Table 1

Profil respondent

	Respondent Profile	percentage
Gender	Male	42%
	Female	58%
Age	<23 year old	17%
	23-33 year old	19%
	34-44 year old	29%
	> 45 year old	35%
Education level	Senior High School	21%
	Associate Degree	28%
	Bachelor’s Degree	33%
	Master’s Degree	11%
	Doctoral degree	7%

The results obtained from the distribution of questionnaires showed that the characteristics of the respondents were 58% female and 42% male. This shows that in general, there are more women in Papuan batik SMEs than men. This shows that fashion batik is generally often used by women. Then among the profiles of respondents on age criteria, it was found that 45 years with a percentage of 35%. Batik SMEs in this age range are generally used in formal events. Furthermore, the researchers obtained results from the frequency of respondents' income, that the category of 5 to 10 million dominates when compared to other income frequencies. Thus, the authors obtain information that in this frequency range can be used as one of the factors that can be used as price fixing by the company.

In the descriptive analysis conducted by the researcher, the average score obtained from the respondents in responding to the questionnaire on the questions was obtained at 4.3, this score indicates a high response to the variables tested in this study. Table 2 shows the results that respondents' responses to each variable indicate that the results of the descriptive analysis fall into the good category. *Table 2*

Descriptive Analysis Results

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1	Product innovation	4.5	0.1111	Good
2	Social digital Marketing	4.4	0.1489	Good
3	Selling power Batik	4.1	0.4878	Good

Normality and Multicollinearity Test

Normality test aims to determine the value of the distribution of data in a group of variables whether the data is normally distributed or not. In this study, the value of the Kolmogorov-Smirnov normality test was obtained with Sig. Test Statistic of $0.200 > 0.05$ ($\alpha = 5\%$). So it can be concluded that the data is normally distributed.

Table 3

Kolmogorov-Smirnov, Normality Test

Unstandardized Residual		
N		110
Normal Parameter, a,b	mean	.0000000
	Std. Deviation	2.71084933
Most extreme Differences	Absolute	0.70
	Positive	0.47
	Negative	-.070
Test Statistics		
Asymp. Sig. (2- tailed)		

While the Multicollinearity Test is carried out with the aim of ascertaining whether in a model there is intercorrelation or collinearity between independent variables. In this test, the tolerance value of the Product Innovation and Social Digital Marketing variables is 0.607 ; 0.607 where the value of each variable > 0.1 . Meanwhile, the VIF value of each variable is 1.647 ; 1.647, because the value of each variable < 10 , it can be concluded that there is no strong correlation between the independent variables in this study.

Table 4

Uji Multikolinearitas

Collinearity Statistics		
Model	Tolerance	VIF
Constant		
Innovation	.607	1.647
Digital	.607	1.647

Multiple Linear Regression Test

The following are the results of the linear regression equation in table 3. Selling Power of Batik = 7,882 + 0.195 Product Innovation + 0.431 Social Digital Marketing

Table 5

Multiple Linear Regression Test Results

Collinearity Statistics			
Variable	Regression coefficient	TCount	Sig.
Constant	7.882		
Product Innovation	0.195	3.833	0.001
Social Digital Marketing	0.431	4.264	0.000

Coefficient of Determination Test (Adjusted R Square)

Based on table 4, the Adjusted R Square value is 0.802. This figure means that the selling power of Batik can be influenced by the Product Innovation and Social Digital Marketing variables by 80.2% while the remaining 19.8% is influenced by other variables outside the study. R Square value of 80.5% shows a strong relationship between the independent variable and the dependent variable.

Table 6

Coefficient of determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error Of the Estimate
1	.897	0.805	.802	2.736

Partial Hypothesis Test

From the test results, the t-count value for the Product Innovation variable is 3.833 with a significance value of 0.001 < 0.05. Therefore the Product Innovation variable is said to have a significant effect on the Selling Power of Batik. Furthermore, for the Social Digital Marketing variable, the t-count value is 4.264 with a significance value of 0.000 < 0.05. So that it can be seen that Social Digital Marketing partially has a significant influence on increasing the Selling Power of Batik.

Simultaneous Hypothesis Test

Based on the ANOVA test, the calculated value was 25.804 with a significant value of 0.000. Then it can be seen the value of the table at the level of = 0.05, df1 = k - 1 = 3 - 1 = 2, and df2 = n - k = 110 - 3 = 107 then obtained a table of 3.08. With results like this, namely Fcount > Ftable, it can be seen that the Product Innovation and Social Digital Marketing variables together can significantly affect the Selling Power of Batik.

Table 7

Simultaneous Hypothesis Test Results

Model 1	Sum of Square	df	Mean Square	F	Sig
Regression	386,346	2	193,173	25,804	.000
Residual	801,009	107	7,486		
Total	1187,355	109			

Research Discussion

The Effect of Product Innovation on the Selling Power of Papuan Batik.

Product Innovation is carried out to find out how much adaptation and consumer considerations are made to products resulting from innovation which will then affect the Selling Power of Batik itself. Good, innovative and substitutive products will increase sales power. In this study, the response to the question items for the Product Innovation variable has a high average value. Respondents agreed that the Product Innovation factor could affect the Selling Power of Batik. Based on the results of partial hypothesis testing or test-test, it can be concluded that the product innovation variable shows H0 is rejected and H1 is accepted, meaning that the selling power of Batik is strongly influenced by the Product Innovation factor. These results are in accordance with research conducted by [14, 18, 23, 36, 37] that companies or organizations that increase their innovation in a product can increase their selling power. This shows that it is important for organizations to always improve their creativity and innovation in order to compete in the global market.

The Influence of Social Digital Marketing on the Selling Power of Papuan Batik.

The selection of marketing techniques today is very important to do in an effort to increase sales power. Traditional techniques may still be used but will be less effective in reaching consumers or a wider market, therefore digital is the best choice for market expansion. A good Social Digital Marketing ability will have a very positive impact on increasing the Selling Power of Batik. From the research that has been done, it is known that Social Digital Marketing has a high average value. These results state that most of the respondents agree that Social Digital Marketing has an effect on the Selling Power of Batik. Based on the results of the partial hypothesis testing that has been done, it can be concluded that Social Digital Marketing can significantly influence the Selling Power of Batik, so in this case H0 is rejected and H1 is accepted. This result is also in accordance with research conducted by [2, 25, 28, 32] Bhor, (2018) and Dolega et al., (2021) that in a world that is constantly changing, companies must be able to adapt to respond to environmental changes that occur, especially in social media trends. Given that technology and information as well as social media have become a necessity for consumers in seeking information related to what they need.

The Influence of Product Innovation and Social Digital Marketing on the Selling

Power of Papuan Batik.

Good collaboration between Product Innovation and Social Digital Marketing will certainly increase Batik's Selling Power. The innovation of a product will not be known by consumers without marketing, especially digital marketing. Effective digital marketing by bringing innovative products to attract consumers. This explanation is supported by the results of the ANOVA test, namely the arithmetic value is greater than F table and the significance value is less than 0.05 so that it can be concluded that together the Product Innovation and Social Digital Marketing variables can significantly affect the Selling Power of Batik. The results of this test are also supported by research by [6, 8, 24, 29, 38]

Conclusions And Research Suggestions

The results of this study reveal that Product Innovation and Social Digital Marketing variables can significantly affect Batik's Selling Power. Product Innovation must

continue to be improved as an effort to maintain consumers and continuous updates so that consumers become interested and increase the Selling Power of Batik. Digital marketing will be very helpful in marketing new products resulting from innovation, because the ability to touch the market becomes easier and faster. This research is only limited to Product Innovation and Social Digital Marketing variables in determining the level of Batik Selling Power, it is possible that there are other variables that can affect the Selling Power of Papuan Batik, such as Product Quality and Brand Image. The limitations of this study are the relatively small number of samples due to the limitations of the researcher. For further research, it is hoped that the number of samples can be increased by conducting research with a different and wider geographical location.

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