

The Extension Of Batik Ardhina Market Through E-Integrated Marketing Communication Models In Industrial Revolution Era 4.0

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Abstract: *The purpose of this study was to identify and describe how the E-Integrated Marketing Communication Umkm Strategy of Ardhina Batik Medan Motif in the face of revolution 4.0 era. This study used a qualitative approach with descriptive methods. This research informant is the owner of Medan Motif Batik Business which then provides information related to the research. The results of the study conclude that the strategy that can be done by the Batik Motif Medan to deal with the Era of Revolution 4.0 is online advertising, online sales promotion, Digital Public Relations, and Digital Direct Marketing.*

Keywords: *E-integrated marketing; Ardhina Batik Medan; motif, industrialrevolution 4.0.*

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I. Introduction

The Indonesian Chamber of Commerce and Industry (KADIN) through Micro, Small and Medium Enterprises (MSMEs) has a very important and strategic role in economic development and growth not only in developing countries such as Indonesia but also in Advanced Countries. With this position this means that MSMEs have a strategic role in reducing poverty and unemployment. Based on KADIN Indonesia's records, the contribution of the Micro, Small and Medium Enterprises sector to gross domestic product increased from 57.84% to 60.34% in the last five years. Meanwhile in 2014, referring to the data of the Ministry of Cooperatives and SMEs, the number of MSME players in Indonesia reached around 57.9 million. The government targets the contribution of Creative Economy GDP to 7% to 7.5% and an increase in the country's foreign exchange to reach 6.5% to 8% until 2019 (KADIN, 2016). This can be helped by the existence of MSMEs in Indonesia. Micro, Small and Medium Enterprises (MSMEs) are businesses that have a large share in maintaining economic conditions in Indonesia. the problem at this time is when the development of science and technology is growing rapidly. MSME entrepreneurs have not been able to optimally apply technology in their business. According to the survey results of the Indonesian Internet Services Providers Association (APJII), internet user data in Indonesia in 2016, that of 256.2 million people in Indonesia who use the internet more than half that is 132.7 million people. Of the 57.9 million MSMEs in Indonesia, only 9% use the internet seriously to sell their products, 37% use the basic internet and 36% have not touched the internet at all.

This is an important point that must be analyzed, at least, can utilize internet technology and smart phones to do business. In Indonesia, internet users in business activities are still minimal, even though they have started online, go-food, and ordering goods online. Readiness to face the 4.0 industrial revolution in Indonesia can be started from these steps. The existence of this fourth generation revolution is a dilemma for Indonesian people in particular. The economic strength of Indonesia, where some of its people are in small and medium-sized businesses, has made this business capable of addressing the presence of the industrial revolution 4.0. Based on data from the Central Statistics Agency (2018), there are around 57.2 million small and medium enterprises. The entire business contributes in GDP around 57.9% and the contribution of employment absorption is 97.2%. Whereas in the ASEAN region, more than 96% of companies in ASEAN are MSMEs and the contribution to GDP is 30-50%. With this reality, MSMEs in Indonesia need to get special attention in addressing the industrial revolution 4.0. One of the UMKM that must get more attention one of them is UMKM in Medan City, namely *Ardhina* Batik Medan Motif. The problems faced by *Ardhina* Batik UMKM Medan Motif are the marketing problems of *Ardhina* Batik Medan Motif which are less attractive to the wider community and there are still many people who do not know the existence of *Ardhina* Batik Motif Medan in other words *Ardhina* Batik Medan Motif is still not well developed. Whereas *Ardhina* Batik Motif Medan has the characteristics of regions in North Sumatra such as *Ulos* Toba batik, *Mandailing*, *BatakKaro*, *Simalungun*, Malay, Barat and other regional motifs. Therefore the marketing area is still limited to local and exhibition only.

In order to overcome this problem, a strategy in the field of digitally integrated marketing communication needs to be designed. To expand market access, *Ardhina* Batik Motif Medan SMEs need to use online integrated marketing communications such as: online advertising, online sales promotion, online public relations, and online direct marketing. Based on the results of the initial observations and interviews with UMKM players *Ardhina* Batik Motif Medan has not known and understood E-Integrated Marketing Communication (E-IMC) even though in the industrial revolution 4.0, all businesses, especially MSMEs in the city of Medan, should be able to utilize the moment so that the MSMEs can survive and be able to face competition. Research on E-integrated marketing communication has been carried out by *Khattab, Rumman, and Zaidan (2015)* which states that there is a statistically significant relationship between E-integrated marketing communication (E-IMC) and customer attitudes toward electronic products where E- Its IMC sub-dimensions are online advertising (OD), online public relations (OPR) and online sales promotion (OSP). Then the research conducted by *Pickton and Broderick (2005)* states that another benefit of the IMC approach is greater consistency between various communication messages and communication functions, cost savings, easier working relationships and better utilization of media and promotional mix elements. Based on the above problems, the problem in this research is how the strategy to survive *Ardhina* Batik Motif Medan in facing the Industrial Revolution Era 4.0.

II. Literature Review

Integrated Marketing Communication according to the American Association of Advertising Agencies is a marketing communication planning concept that recognizes the added value of a comprehensive plan. This plan evaluates the strategic role of sharing areas of communication such as public advertising, direct response, sales promotion and public relations, and incorporates other fields to provide maximum clarity, consistency and influence through seamlessly integrating different messages. (*Kotler, 2005*) According to *Terence A. Shimp (2003)*, IMC is a process of developing and implementing various forms of persuasive communication programs to customers and prospective customers on an ongoing basis. The IMC process starts with customers or potential customers, then turns to companies or industries to determine and define the forms and methods that need to be developed for persuasive communication programs.

Integrated Marketing Communication is a process that involves the management and organization of all company divisions in analyzing, planning, implementing and controlling all elements of marketing communications, media, messages and promotional tools that focus on selected target consumers to gain increased sales and marketing communications in achieving communication goals product marketing that has been determined by the company. In the simplest sense, Integrated Marketing Communication can be defined as the process of managing integration of all marketing communication activities to the intended customers to achieve increased brand equity (*Pickton and Broderick, 2005*). The characteristics of Integrated Marketing Communication include:

- a. Influence Behavior. The goal of Integrated Marketing Communication is to influence the behavior of the target audience. This means that marketing communication must do more than influence brand awareness or "improve" consumer behavior towards the brand. Instead the success of Integrated Marketing Communications requires communication efforts that are directed at increasing some forms of response from consumer behavior.
- b. Starting from customers and prospective customers. The process concept begins with the customer or prospective customer, then turns to the brand communicator to determine the most appropriate and effective method in developing persuasion communication programs.
- c. Using all forms of contact, meaning Integrated Marketing Communication uses all forms of communication and all "contacts" that connect the brand or company with their customers, as a potential message delivery channel.
- d. Creating synergy. In the definition of Integrated Marketing Communication contained the need for synergy (balance). All elements of communication (advertising, place of purchase, sales promotion, event, etc.) must speak with one voice, coordination is very important to produce a strong and complete brand image, and can make consumers take action.

III. Methods Of The Research

This research was conducted at *Ardhina* Batik Motif Medan which was addressed in *Jalan Bersama No. 301* Medan. This research uses descriptive research method with qualitative analysis approach. Data sources in this study are primary data sources, and observation, interview, and documentation data collection techniques.

IV. Discussion

In this revolutionary era 4.0 Digital technology has radically reduced distance and time in human relations. Information transactions globally are very high, both in terms of quantity and quality. Consequently, the movement of business activities is getting faster, consumers are becoming very powerful because of the ease in accessing communication and information, ultimately not only the business environment becomes very competitive but also in the individual order (people). This is the structural change of society, from industrial society to information society. The UMKM Batik Motif actors are inseparable from the influence of revolution 4.0. to be able to survive in the market, batik UMKM players must be able to follow the changes in this revolution, especially in the field of expanding market access. This 4.0 revolution needs to be managed properly by the company and IMC is the solution. So, IMC is an integrated corporate communication management strategy by adjusting the capabilities of human resources and capital owned. So that the UMKM players can take the opportunity in the middle of revolution 4.0. IMC supports the creation of sustainable business in the knowledge based society. North Sumatra batik which is still unknown to the local and regional community can implement E-Integrated Marketing Communication to expand its market network, so that the *Ardhina* Batik Motif Medan UMKM Players can compete at the local and regional levels. The E-Integrated Marketing Communication strategy that can be carried out by UMKM Batik Motifs is as follows:

1. Advertising

Advertising which is a promotional mix tool that aims to introduce and remind consumers about the existence of products. Through the 4.0 revolution there is a rapid advertisement change, where in this era the advertisements offered are done online, such as advertisements via the internet and everyone can access these online advertisements. Online advertising in several forms, including Video Advertising, sponsorship, Direct Advertising, Self Service Advertising, and Contextual Advertising. The introduction of North Sumatra batik through this online advertisement can help *Medas* in UMKM Batik Entrepreneurs expand their market access. So that with this online advertising North Sumatra batik can be known and compete at the local and regional levels. The introduction of North Sumatra batik products through online advertising is believed to be able to reach people from any region with distance and time that is no longer an obstacle and advertisements made by UMKM actors Medan Motif Batik is believed to reduce promotional costs and be faster in accessing the market. One of the online media in delivering advertisements carried out like *Medans Motif Batik; Instagram, Facebook*. Therefore, in order to be able to compete in the revolutionary era 4.0 UMKM actors Motif Batik can develop online advertising through blogs with the following characteristics of blogs: *Blogdetik, Kompasiana, Blogspot, wordpress*, Multiply and several other sites. with the existence of this blog, the Motif Meditation Batik UMKM Actors can make keywords (keywords) that are familiar on google so that people do not have trouble accessing this online ad. In this blog, the UMKM Motif Medals can create blogs that contain imagery, batik prices, batik photos that have been produced, chat rooms. So that at the time of the 4.0 revolution, the social network was powerful enough to introduce North Sumatra batik to the wider community.

2. Sales Promotion

Sales promotions offer incentives for consumers, sales promotions that can be done by UMKM perpetrators *Ardhina* Batik Medan motif. By conducting an online sales promotion, UMMM Batik Motif Actors can create a sales promotion strategy through the planning of an efficient and effective sales promotion tool, the implementation and final stages of evaluation are discount offers through the application download cooperation with the cellular, so consumers can easily see discounts in the application and exchange of points from every shopping, cash back, using email to disseminate sales promotion information. Sales promotion activities through online website media that can be done UMKM actors Batik Motifs include using product discount promotion tools, referral promo discounts, social media follow discounts, point collection, merchandise, pre launch, free shipping, vouchers, flash sales, discounts in the form of voucher codes or special discounts for first-time customers buying products, giving discounts with a minimum total purchase will encourage customers to shop even more in order to get a special offer from partner, exclusive offers on social networks, batik exhibition activities, discounts for customers loyal, discount for those who often like content in the blog.

3. Public Relation Digital

Competition in the era of revolution 4.1 makes SMEs Perpetual Motif Batik must compete in the interest of consumers. Public Relation Digital is a promotional tool that builds mutually beneficial relationships with consumers online. The motives of the UMKM Batik Medan motif must be able to make an online public relation that is able to create a positive image of batik Medan motif. During this time, the SMEs of Motif *Medansama* Batik have not done Digital Relation in a public or conventional manner. Therefore, the Motifs of Medan Micro, Small and Medium Enterprises (UMKM) must have human resources who are able to create a website containing positive imaging content of batik and MSME actors. Medan Motif UMKM perpetrators must

have the skills to process the content of Public Relations. The UMKM Batik Motif players in building Public Relation must make, process and build relationships with *netizens* alias citizens. In other words, innovation and creativity are very important in creating a positive image of North Sumatra Batik. Creative and innovative Public Relation will bring the name Batik Motif Medan has a positive image in the public eye amid the dynamic acceleration of social media and Digital media, because batik is characterized by each region such as *ulostoba*. Where Public Relations activities carried out by UMKM perpetrators of Batik Motif Medan through the website contain information on public activities that can be accessed easily by consumers. Social media with the characteristics of blogs include: Trending topics on Google, online news, Trending topics on *Youtube*, Trending topics on *Facebook*. The task of a *Medas* UMKM Batik Actor in making Public Relations is to package information and key messages that the company wants to convey as interesting as possible. This is because every media can receive hundreds of press releases every day. With this online Public Relation, UMKM actors in Medan Motif Medan can build mutually beneficial relationships with consumers so that the image of Batik *Medandan* Motivation of small business image is positive in the eyes of consumers and expectations after doing this online Public Relations Medan Motif Medan has many visitors on the website, blog or other social media.

4. Direct Marketing Digital

Direct Marketing is marketing that directly sells products to consumers without intermediaries. In the era of revolution 4.0, the SMEs of Motif Batik can use information technology to sell their products directly to consumers in a more efficient and targeted manner, so that consumers find it easier to get Medan Motif Batik through social media, blogs, and websites. The key to success in direct mail is building a mailing list, or a list of certain people who are the company's target market. Direct Marketing that can be done by UMKM Actors Medan Motif Batik, among others;

- a. **Telemarketing**, which is direct telephone marketing. The UMKM perpetrators of Medan Motif Batik can offer every new product by direct telephone to consumers who have already bought North Sumatra batik or new consumers, so that these Medan Motif UMKM Players can find out directly through telemarketing as to what the consumer response is.
- b. **Direct Mail**, direct mail marketing *marketingis* one of the marketers that is done through email to targeted customers. The UMKM Batik Motif *Medas* are expected to be able to send a variance of new *Sumut* batik products to the consumer email data base.
- c. **Catalog Marketing**, as well as direct mail, is an online marketing technique that is done with the features of catalogs on a website. UMKM Perpetrators Med Motif Batik can offer products in catalogs through websites, to make the website more attractive, the UMKM Perpetrators of Batik Motif can make photographs of batik variances, available gallery rooms such as chat, price lists, payment methods.
- d. **Email link**. UMKM Motif Batik Medals can offer products directly through the customer's email data base which automatically offers new products to the consumer email.
- e. **Electronic teleshopping**. UMKM actors *Ardhina* Batik Motif Medan can sell North Sumatra batik online through online shopping applications such as: *lazada, shopee, Olx, Bli-Bli*, and others

V. Conclusion

Business competition that occurs in the field of information technology makes the perpetrators of the *Ardhina*Batik UMKM Medan Motive indirectly have to follow Digital-based market trending. Where in the era of the industrial revolution 4.0 *megharusan*UMKM perpetrators *Ardhina*Batik Medan Motif in particular can compete to conquer the consumer market by implementing E-Integrated Marketing Communication. E-Integrated Marketing Batik Medan Motif is the integration of marketing communications including online advertising, digital sales promotion, public relations digital, and direct marketing. To implement the implementation of E-Integrated Marketing in this 4.0 era, UMKM Batik Motif players can use various social media in the form of website and blog. With this application, it is expected that *Ardhina* Batik UMKM actors in Medan Motive can survive business competition by expanding their market access digitally.

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