

BRANDING STRATEGY BENGKULU BESUREK BATIK THROUGH BATIK NATIONAL CARNIVAL

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Abstract: *This study aims to see the latest conditions related interests, competitiveness, and marketing of batik cloth Besurek Bengkulu after the holding of the National Batik Carnival activities by the Government of Bengkulu province on November 18, 2016. Where previously in 2014 Bengkulu city government has to gain success in holding event Batik Day celebrations Besurek. National Batik Carnival is an annual event organized by the city of Bengkulu. In addition this study is also to identify branding opportunities for Bengkulu Besurek batik cloth batik archipelago amid market competition which began to stretch, and to enhance the competitiveness of Batik fabric Besurek Bengkulu through branding strategy. As other regions in Indonesia, Bengkulu also has a batik fabric products that have patterns and motifs that are very typical. Batik cloth batik design Besurek an ancestor of Bengkulu patterned calligraphy by writing letters like the verses of the Qur'an is decorated with various symbols such as the Bengkulu area and rafflesia flower. As we know rafflesia flower that is a rare flower Bengkulu community pride. This research is exploratory and descriptive qualitative, which aims to describe a situation objectively. Data were obtained through interviews to the informant as well as examine the books and articles related to the theme of the research, which is about the branding strategy. The informants were determined by purposive sampling technique, which is the organizer of Bengkulu Batik Carnival is the Government of Bengkulu and customer branding. Data collected in the form of opinions, perceptions and expectations of society as a customer branding, marketing principals, as well as government officials of the city of Bengkulu. The results of this study is the impact resulting from activities Batik National Carnival Bengkulu on brand Besurek Bengkulu*

Keywords: *branding strategy, batik Besurek, National Batik Carnival*

Preliminary

Batik Indonesia is very diverse, recognized by UNESCO as Masterpiece of Lisan and Tak Benda Kebaris Man in 2009. Made using dyeing techniques using traditional color wax-resist such as dark brown, white, and indigo. Batik is a craft that has high artistic value and has been a part of Indonesian culture (especially Java) since a long time. Various regions in Indonesia have their own unique batik such as patterns or floral motifs, nature, folklore, or animals taken from everyday life. such as patterns or floral motifs, nature, folklore, or animals taken from everyday life.

Recognized by the government of Indonesia as one of the cultural heritage, and also enrich the cultural treasures in Indonesia, Bengkulu culture has several different characteristics because influenced by different tribes, namely South Bengkulu culture, Serawai tribe, Rejang culture and Coastal culture. In Bengkulu, batik cloth known as "Besurek" (Painted). If batik motifs in other areas are often inspired by flora and fauna in Indonesia, unlike the motif besurek whose motifs are made with Arabic calligraphy and Kaganga (Bengkulu).

Besurek batik characteristic that has a brighter color and variety. Besurek batik cloth is batik Bengkulu ancestral designs with calligraphic motifs with letters like the verses of the Qur'an are decorated with various symbols of Bengkulu region such as raflesia and tabot flowers. As we know flower raflesia which is a rare puspa pride of society Bengkulu.

Gambar 1.1 Batik Besurek Bengkulu



Source: Dinas Pariwisata Kota Bengkulu (2016)

To maintain the existence of Batik Besurek, Bengkulu Provincial Government appealed that Besurek batik is used as a uniform for Civil Servants (PNS) and school students. However, the interest in the use of Batik Besurek has not been satisfactory. Bengkulu people have not seen the cloth that dibatik as a work that has its own uniqueness. This caused the development of Besurek Batik less encouraging; even the many craftsmen who leave batik activities, due to low sales of batik Besurek. (<http://budaya.ijomuda.com/pesona-kain-batik-motif-besurek-terinspirasi-ayat-al-quran/>).

Inspired by Solo Batik Carnival and Jember Fashion Carnival, the city government of Bengkulu in 2014 began to hold Carnival Batik Besurek. Solo Batik Carnival and Jember Fashion Carnival is an annual event titled by the city government of Solo and Jember which is considered to have successfully brought and popularized batik not only in national but even international territory.

Carnaval Batik Besurek was originally held as a series of ceremonies of Hari Batik Besurek by the city government of Bengkulu in 2014. Carnival wearing batik besurek managed to record a new history for Bengkulu. The reason, the carnival is held as a series of activities The day of Batik Besurek, in 2015 (2nd year of implementation) managed to break the record of the Indonesian Record Museum (MURI) with the most participants reached 80,000 participants. This is an effort to Bengkulu typical batik can be more global in the future.

In the year 2016 Carnival Batik Besurek back in the title but changed its name to Carnival Batik Nusantara. And again, this carnival again seizes the public's attention. The enthusiasm of society is increasing.

Given the fact at the beginning where batik besurek less favored by the community even by the people of Bengkulu itself. It is necessary to make efforts and strategies. One of which is done by branding over batik besurek Bengkulu. Brand has the power to help sales. Through branding, manufacturers can make market penetration and reinforce product or service (Soemanagara, 2008). Brand plays a role in distinguishing batik besurek Bengkulu with batik production of other regions in Indonesia,

Good branding is capable of distinguishing a product with other similar products. When the attention is consumed, it will menimbulkan consumer interest to try, and if satisfied by the product in turn will make consumers become loyal. Brand is basically also a belief. With the trust gained through the branding process or brand, consumers are willing to pay premium prices and provide references and can be more forgiving when making mistakes (Sulaksana, 2003) This study aims to see the current condition related to the interest, competitiveness, and marketing of batik cloth Besurek Bengkulu after the holding of the National Batik Carnival activity by the Bengkulu Province Government on 18 November 2016

Theoretical Framework

Brand Concept

Brand can be defined as a name that represents the product as a whole. Both the product itself, the services provided by the product, the company that produces, and other related matters. All of that is a unity represented by a symbol named brand.

The brand labeled a product and as a representative of something marketed to be a marker for a product as well as a differentiator with other products. Brand itself serves as a value indicator that describes how sturdy value or value offered to customers. So the brand describes the value offered and has an important role for the consumer in applying his choice. Therefore, the current brand competitors are so dominant. Brand is considered the most valuable corporate assets.

Brands have a very important contribution to the way an industry, regardless of its form. Brands have a variety of roles, among which are: 1) a successful brand can be a barrier to the emergence of new brands representing products of a competitor, 2) being a differentiator with other products, 3) as a tool for the company to achieve economic value.

Building Brand Concepts

Marketing communications have a key role in shaping brand image and in increasing brand sales. The tight situation of business competition, technological developments, and changes in consumer behavior make marketers must implement integrated marketing communications. Brand placement strategy is one of the strategies in integrated marketing communications. This strategy is considered more effective than advertising communication strategy through television media. The concept of brand placement strategy has existed for a long time and continues to grow along with the development of human civilization. By studying, understanding and implementing the strategy, the company can maximize its resources to achieve marketing communication objectives effectively and efficiently.

Brand-concept management is an effort to increase sustainable consumer equity and loyalty. Where the management of this brand concept can be defined as the process of planning, implementation, and control of a brand concept throughout the lifetime of the brand. Prepare a specific concept or brand meaning can be achieved through the fulfillment of one of the three categories of consumer needs, namely functional needs, symbolic needs, or experiential. Consumers have a need, while brands have the attributes and traits that can satisfy those needs. Therefore, the benefits of the brand is its ability to satisfy the needs of consumers. Brand concept management aimed at meeting functional needs strives to provide solutions to consumption problems or potential problems that consumers can encounter.

Concept of Brand Equity

Brand equity is a set of brand assets and liabilities associated with a brand, its name and its symbol, which add or subtract the value provided by a good or service to the company and its customers. (David A. Aaker, 1997)

According to Farquhar (David A. Aaker, 1997), the perspective of brand equity values can be seen from three perspectives: a) firm's perspective, b) a trade perspective, c) an individual consumer's perspective. There are three ways to get brand equity, with built in, borrow it, and buy it.

Brand knowledge owned by customers requires different marketing responses different to build a brand. Brand knowledge according to Keller (David A. Aaker, 1997) is divided into two, namely:

Brand awareness

The ability of consumers to identify brands under different conditions consisting of brand recognition and brand recall

Brand image

The consumer's perception of a reflected brand of an association of a brand in the consumer's mind

Brand equity can be grouped into four categories that include:

Brand awareness (brand awareness)

Brand awareness indicates a buyer's ability to recognize or recall that a brand is part of a particular product category.

Brand association (brand association)

Brand association implies the imaging of a brand to a particular impression in relation to customs, lifestyles, benefits, product attributes, geographic, price, celebrity (person) and others,

Perception of quality (Perceived quality)

Reflects the customer's perception of the overall quality / superiority of a product or service regarding the intended purpose

Brand loyalty (brand loyalty)

Reflects the level of consumer interest with a product brand. (Durianto, et al, 2001: 4).

The four elements of brand equity beyond other known brand assets with key elements of brand equity, a brand equity element the fifth will be directly affected by the quality of the four main elements.

These brand equity assets can assist customers in interpreting, processing and storing information related to the product and brand. Brand equity can affect consumer confidence in purchasing decisions based on past experience in use or proximity, association with different brand characteristics. Impression of quality and brand association can strengthen consumers with experience using it.

Furthermore, brand equity is also able to provide value to the company, because:

Strong brand equity can enhance the success of the program in attracting new customers or re-embracing old customers. The promotion will also be more effective if the brand is already known, brand equity can also also eliminate consumer's doubt about brand quality

Four dimensions of brand equity: brand awareness, quality impression, brand association, and other brand assets can influence the reason for consumer purchases and affect customer satisfaction in other words can strengthen brand loyalty. Even if the above four dimensions are not important in the brand selection process, brand loyalty can still reduce the incentive to try other brands. Brand owned loyalty is also an important thing in responding to innovations made by competitors.

Strong brand equity enables companies to gain higher margins by setting a premium price, and reducing dependence on promotions that require such huge costs, so that high profits can be earned

Strong brand equity can be used as a basis for growth and brand extension to other products or create new business-related fields that will cost much more to enter without a brand that has brand equity.

Strong brand equity can increase sales because it creates loyalty to distribution channels, supermarkets / stores, and other retailers do not hesitate to even look for products that have high equity to sell to consumers, thus increasing the sales volume of the product

Brand equity assets can also lure competitive advantage to a company by exploiting gaps that competitors do not have, which present a real hurdle to competitors. (Aaker, 1997: 26)

Increase Brand Equity

Brand equity depends on the brand-building effort being made. And this equity value will fluctuate up or down depending on the effort made. Efforts to improve brand equity are important. Because high brand equity does not happen by itself. Rather it can be improved in certain ways. How to improve brand equity can be done by choosing a good brand name or logo. It can also be through marketing and marketing communication programs. Effective and consistent marketing communications efforts are needed in building and maintaining brand equity. Brand products that have high equity are products that have high quality and represent a good value. The higher the brand equity, the higher the value will be given the brand to consumers. If brand equity increases, it will grow consumer loyalty to the product or brand.

Research Methods

This research is included in explorative and descriptive qualitative research type. This study aims to describe a situation objectively, which describes how impact that happened to batik Besurek after the event of Batik Carnival Bengkulu. The data in this study is obtained through interviews to informants of research and study of books and articles related to the theme of research, which is about branding strategy. Informants were determined by purposive sampling technique. Informants in this study are Bengkulu Batik Carnival organizers namely the Government of Bengkulu, craftsmen and batik cloth tradersbesurek Bengkulu and the community. The data collected in the form of opinions, perceptions and expectations of the community as customers, artisans and marketing batik besurekBengkul, as well as officials of Bengkulu city government in this hl is DinasPAriwisata Kota Bengkulu.

Results and Discussion

The research findings are described based on the results of interviews with three groups of informants namely the city government in this case is the Department of Tourism Bengkulu City as the organizer of Batik Carnival Bengkulu, craftsmen and marketing batik Besurek Bengkulu, and the community as batik consumers Besurek Bengkulu.

Brand Concepts.

Batik is often identified with Javanese culture, so it talks about batik as if talking about Javanese culture. Indeed, in many areas in Indonesia there are cloths that are painted in accordance with the pattern of natural environment and local culture. To highlight the typical batik Bengkulu, then popularized characteristic of batik style Bengkulu which is not found in the pattern of other areas, the calligraphy style, so that the name of Batik Besurek appointed as a brand that became the identity of batik origin Bengkulu area. In general, this batik characteristic of calligraphy with a blend of rafflesia flowers as a motif that is a typical symbol Bengkulu.


The origin is called Besurek batik because this batik uses motifs with Arabic calligraphy. Besurek is a Malay dialect of Bengkulu which means written or written. Besurek's cloth comes from two words, namely Cain and Besurek. Besurek comes from two words as well, namely be (r) which means having or having, and surek which means letter or writing. Thus, KainBesurek means Cain which has writing or letters.

Batik Bengkulu own color more dominated by bright colors like blue, red, and yellow. But now this batik color Bengkulu have started to experience variations depending on customer demand. However, for the aspect of motifs and patterns must still carry the characteristic of batik Bengkulu. Colors that dominate the Besurek Bengkulu fabric are generally black or blue, red, red heart, brown, yellow or yellowish. Besurek cloth with black or blue color is usually used to close the corpse and cover the keranda. Meanwhile, Besurek cloth with red, red heart, brown, yellow and yellow usually used for ceremonial purposes such as for bride (wedding)

There are several motifs of cloth besurek Bengkulu. Batik motif besurek Bengkulu dominated with Arabic calligraphy motif and rafflesia flowers. There is one of batik motif besurek Bengkulu only Arabic characters. This batik motif can only be used for certain things and should not be used carelessly, such as traditional ceremonies. But for modern batik usually calligraphy has no meaning / meaning.

Some motifs commonly used in Batik Besurek, namely:

Motif Name	Deskription	Picture
<p>Calligraphy and Kaganga Motif</p>	<p>taken from the letters of Arabic calligraphy and kaganga letter which is the original letter bengkulu. there are some Arabic motifs that can be read and have meaning, but most of it is just a decoration similar to Arabic letters that do not have a clear meaning. This motif exists only in the form of Arabic calligraphy motif and kaganga, some are varied with raflesia flowers. Taken</p>	
<p>Kuau Bird Motif</p>	<p>also often exist in Batik Besurek. Although the picture of the kuau but still form consists of a series of calligraphy</p>	
<p>Raflesia Motif</p>	<p>this motif is usually pictured a typical giant padma Bengkulu which is often the main motif of cloth besurek after calligraphy</p>	

Bamboo Plants Motif	shaped like a nail bamboo plants	
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Source: Dinas Pariwisata Kota Bengkulu

Increase Brand Equity

Efforts to increase brand equity are also done by requiring Batik Besurek as a mandatory uniform for elementary school students up to senior high school. Similarly, the civil servants in the province of Bengkulu since 1990. Must use Batik Besurek as one of the daily work clothes. The regulation is one of the efforts of local government in Bengkulu Province in the development and preservation of Batik Besurek

Carnival Batik Nusantara

Figure 4.1 Carnival Batik Nusantara Bengkulu 2016



Source: Bengkulu City Tourism Office (2016)

Carnival is a parade around the city from one point to another which is followed by many people by wearing a costume tailored to the theme of the activities determined by the organizing committee. Carnival Batik Nusantara organized by the city of Bengkulu, participants must wear costumes from Besurek batik Bengkulu.

Why choose carnival as a means of introducing brand "batik Bengkulu"? According to DedySusanto, SE, as the head of development of Bengkulu tourism destination, this is because

the event is one of big events that can absorb and seize the attention of many circles and media, both local and national and even international. Thus they will automatically know much about what is batik besurek Bengkulu.

Carnaval Batik Nusantara is an annual event held by the city government of Bengkulu. Carnaval Batik Nusantara at the beginning of its implementation in 2014 is one of a series of activities held in order to commemorate the Day of Batik Besurek, which falls on November 18th. The event was originally held on the initiative of the RBTB, one of the local television stations in Bengkulu in order to enliven the birthday of RBTB on November 18th. At the Carnaval Batik Nusantara event held by the city government of Bengkulu, participants must wear costumes from Besurek batik Bengkulu.

Carnival wearing batik besurek managed to record a new history for Bengkulu. Because the carnival which was held as a series of activities this BesurekKain Batik Day, 2015 (2nd year of implementation) managed to break the record of the Indonesian Record Museum (MURI) with the most participants, reaching 80,000 participants. A very proud achievement for Bengkulu and beyond expectations.

In 2016, Besurek Batik Carnival was re-organized by the city government of Bengkulu and changed its name to Festival Batik Nusantara. In this carnival not only participants from Bengkulu, but also invite participants from other regions in Indonesia to be able to enliven the event and introduce batik cloth from their respective regions. So not only batik besurek just carried, but also batik from other regions in Indonesia which is bkekayaan batik archipelago and cultural richness of Indonesia. In the future, in 2017, this event will be held again and plan to invite representatives from ASEAN countries.

Carnival Batik Nusantara Bengkulu, has made the brand or the name of batik Besurek Bengkulu became known by the public, not only the people of Bengkulu but also society nationally and internationally. Hearing "Besurek" then the memory of people directly fixed on batik Bengkulu. Carnaval Batik Nusantara has succeeded in making batik besurek Bengkulu become worldwide. Carnaval Batik Nusantara Bengkulu, is one of the brand-concept management conducted by the city government of Bengkulu in an effort to increase the equity and customer loyalty to batik besurek Bengkulu on an ongoing basis. There is a process of planning, implementation and control of batik products besurek Bengkulu in it. There are three categories of needs to be fulfilled through Carnaval Batik Nusantara Bengkulu, namely functional needs, symbolic needs, and experiential needs.

With the success of Carnaval Batik Nausantara won MURI record in 2015, automatically brand equity has been formed. This can affect consumer confidence in buying and wearing batik besurek. Carnaval Batik Nusantara has made batik besurek Bengkulu has a positive brand evaluation in the minds of people, especially the people of Bengkulu. The community has been able to recognize the superiority of batik besurek Bengkulu from batik products from other regions.

An accessible brand attitude and a consistant brand batik besurek image began to form from the Carnaval of Batik Nusantara. Batik besurek has started to be known again and demanded by the

community. Besurek batik has been able to compete with batik products from other regions such as from Java. Nowadays batik besurek is already present in every opportunity, not just as a compulsory uniform of school children and civil servants. Remember batik, remember besurek. There is pride for the community when wearing batik besurek.

Carnival Batik Nusantara able to build brand awareness in the minds of people against batik besurek Bengkulu. Bengkulu also has batik products that are not less good than batik products in other areas. Batik besurek Bengkulu, typical batik Bengkulu which is one of the cultural heritage of Bengkulu.

Besurek fabrics can be purchased everywhere. In the city of Bengkulu, batik cloth besurek very easy to find and bought in the central craft Bengkulu in Anggut region. The price of cloth besurek also varied and very affordable. starting from the price of Rp. 25.000 per meter to the price of millions of rupiah. Besides batik cloth besurek also been sold in the form of apparel, made in the form of clothes koko, shirt, cloth, hijab. Even batik cloth besurek also made dipadupadankan for other goods, such as bags, hats, accessories and so forth. The price is also very affordable with good quality materials.

A number of batik shops besurek in Bengkulu has increased its turnover. Consumer demand for batik besurek increased drastically. Batik stretching besurek began to be felt in Bengkulu. Batik artisans themselves began to be flooded with orders because of the increased interest and demand from Bengkulu and from outside Bengkulu. Tailor also began to be flooded with orders to supply the needs of batik clothes in batik galleries in Bengkulu, or for office or personal purposes.

"After the event of Carnival Besurek Batik our turnover reaches Rp 5 million per day. Whereas normally Rp 1 million per day," said Kailan, owner of Rampak 1 on Jalan Soekarno Hatta

Figure 4.2 Design creation and motif of Batik Besurek



Source: research result

Batik Nusantara Festival held by the city government of Bengkulu has managed to seize the attention of people from all circles and groups, ranging from children to adults. This can be seen from the increasing number of Bengkulu people themselves who wear batik Besurek in all occasions, be it in school, office, or other formal and non formal events.

Conclusion

Carnival Batik Nusantara, is one of the brand-concept management conducted by the city government of Bengkulu in an effort to increase customer's equity and loyalty to batik besurek

Bengkulu on an ongoing basis. There is a process of planning, implementation and control of batik products besurek Bengkulu in it.

Carnival Batik Nusantara is one of branding strategy in increasing brand equity batik besurek Bengkulu. Brand awareness, people began to recognize batik besurek. Brand association, there is pride when wearing batik besurek. Impression of quality and association besurek can strengthen community loyalty to batik besurek.

Carnival Batik Nusantara has brought a positive impact for the economy of Bengkulu, especially for artisans and marketing batik besurek Bengkulu.

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