Development of Media Branding on Batik Products for MSME Actors in Kulon Progo Regency

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Abstract— **Batik product marketing techniques are essential to the sustainability of an MSME in Kulon Progo. Various media can be used as a means of marketing. Based on previous research in 2021, the branding media used in the category is quite good, so there is a need to improve and develop the branding media used. This research aims to: (1) design the development of Sembung Batik branding media through an account on Shopee; and (2) Test the feasibility of developing Sembung Batik branding media through an account on Shopee. The research was carried out at Batik Sembung Kulon Progo. This type of research is development research using a 4D model and a quantitative descriptive approach. 4D Design comprises the definition, design, development, and dissemination stages. Three expert lecturers carried out the feasibility test. This research is to: (1). design the development of Sembung Batik branding media through an account on Shopee, which consists of four stages: the definition stage, the design stage, the development stage, and the disseminated stage, which is carried out 3 Shopee live times; and (2). the feasibility level of developing Sembung Batik branding media through an account on Shopee is very suitable for use based on the opinions of 3 experts. Based on this research, the development of branding media using live streaming can be implemented for other branding media so that it can have an impact on MSME branding.**

Keywords— **Branding media development; batik products; MSMEs.**

I. INTRODUCTION

The term branding, which differentiates a form of production from one producer to another, has been around for centuries. The word brand itself comes from the Old Norse term (an ancient language used by the people of North Germany), "brandr," which means "to burn." At that time, brands were used by livestock owners to mark their livestock by providing a mark made of hot iron that was attached to the livestock's skin to identify their livestock. According to the American Marketing Association, a brand is a name, term, sign, symbol, design, or combination intended to identify the goods and services of one seller or group of sellers to differentiate them from competitors from others." [1].

Branding media has been built for various fashion products, one of which is through social media. Until now, there are lots of social media available that can be used to run an online business, including Facebook, Twitter, Instagram, and Snapchat. Each social media has its characteristics. In order to get customers who match their targets, entrepreneurs also need to apply different treatments on each social media. Besides carrying out buying and selling transactions and building interaction relationships, social media can also be used for branding. The many features provided make entrepreneurs or companies create exciting content. Of course, all this is so that the company branding becomes more vital in the eyes of consumers. However, some business people also often need to pay more attention to branding. Even though branding is essential in a business. One fashion business that uses social media to purchase and sell transactions is Sembung Batik.

Businesses ought to alter their division procedure to lock in with their target group of onlookers by being mindful of how gender plays a directing part in livestream commerce. In outline, companies who contribute the time to comprehend and consider gender issues while creating their livestream commerce methodologies are likely to realize superior results and fashion closer bonds with their clients. As the pool of potential clients observing live broadcasts proceeds to grow,

it is fundamental to explore the directing impact of gender as a client characteristic to supply an important hypothetical viewpoint for showcasing [2]. The Covid pandemic has caused a decline in business income in the MSME sector, including Sembung Batik in Kulon Progo. During the pandemic, only a few employees used uniforms from Sembung Batik, which impacted the turnover even though they had to pay many employees. Employees come from the surrounding area of MSMEs because the aim of MSMEs is also to help the surrounding community's economy. The problems Sembung Batik SMEs face are decreasing sales turnover and the inability to adapt quickly to using technology [3]. Marketing in MSMEs has used Sembung Batik's online and offline stores, but this has not been maximized. Based on the results of observations at the Batik Sembung MSMEs on 19 January 2022, the urgent priority for these MSMEs is solving marketing problems. It is in line with research that we previously carried out in 2021; the branding media used in the category is quite good, so there is a need to increase and develop the branding media used for marketing through online stores is still not optimal, so there is a need to develop the existing branding media, namely media branding on Shopee.

Etymologically, media is the plural form of Latin, namely medius, which means "middle." [4] Media is defined as an intermediary between the source of the message and the recipient of the message. [5] According to the National Education Association (NEA), media is described as forms of print or audiovisual communication and their equipment. Media should be able to be manipulated and fulfill three requirements; namely, it can be heard, listened to, and read. [6] Media can be concluded as a tool or means that can be used to channel and present information.

Branding is the provision of names, terms, signs, symbols, designs, or a combination to identify goods/services/seller groups and differentiate themselves from competitors' goods/services [7] Branding is interpreted as an effort to create awareness and increase customer loyalty. [8] Branding is related to the visible aspects of a brand, including the trade name, logo, characteristics, visuals, image, credibility, character, impression, perception, and assumptions that exist in the minds of the company's consumers. [9] Branding aims to build trust, shape perception, and build a love for the brand. Furthermore, it explains that branding represents who (identity), what is done (products offered), and why a brand is worth choosing (specialties). [10]

Branding and brand are two different terms but are related to one another. Branding is an activity to build a brand. [11] Branding is interpreted as an effort to give a particular impression to the public regarding the brand based on branding objectives. [9] A brand is a name, term, sign, symbol, design, or combination intended to identify the product or service of a seller or group of sellers and differentiate the product/service from competing sellers. [7] A brand is a label designed by a company, built and evaluated to create value. [12] Brands are created in the minds of consumers and have a specific identity. [13] The concept of rebranding is a marketing communication effort carried out to give a new personality to the brand or an effort to give a new personality to the product through the inside and outside appearance of the product. [14] Rebranding is the process of designing, planning, and re-communicating the name or identity of a product/service to manage reputation in society. [15] Thus, it can be concluded that a brand is the name, symbol, design, or combination of all of a product/group of products. Meanwhile, branding is an effort or process to insert identity into the product in terms of appearance and product quality.

A strong brand is formed through brand identity and an institution/company's positive image, so it becomes the main attraction in advertising and promotions. [16] Brand identity is a tool to build awareness, increase recognition, communicate uniqueness and quality, and express differences from competition. [17] The stages of the branding approach to building a solid brand are brand recognition, preference, persistence, and satisfaction (Brand Satisfy). [18]
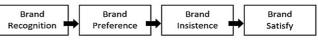

Fig. 1 Branding stages

Strong brand branding is closely related to how the product is introduced to the public. Brands need media as intermediaries to introduce their products to consumers. The Internet and related technologies have changed the imbalance of brand information that has historically favored companies over consumers. [19] Currently, consumers have been facilitated to have better interactions with other consumers, and consumers more easily determine what, when, where, and how they consume products. Consumers have become part of the brand-building process consumers. Thus, branding media can be interpreted as the media a brand uses to brand its products to be known to the public and show differentiating elements from other competitors' products. Various branding media for promotional suggestions include social media, websites, e-commerce, and print media.

Smartphones are not a new technology but an extension of electronic goods commerce. Over the past two decades, the way people reach out to each other and people's behavior toward online shopping or mobile shopping has changed. [20] Mobile shopping, as a growing consumption phenomenon, has increased dramatically in the last few years since COVID-19. Application user involvement is significantly influenced by several factors, including gender, where the relationship between the stimulus component, hedonic motivation, trust, and social influence, and the perceived value of the response component. [21]. In online shopping, one of the factors of consumer shopping is low prices for a limited period of time increasing consumer motivation to buy and making it easier for consumers to build trust and dependence on anchors [22].

Livestream shopping presents a modern level of impulsive buying behaviour by combining aspects of web shopping with in-person engagement. In this setting, the platform's intelligently highlights and the influential control of in-person tributes or exhibits may increment the probability of rash buys [23]. Livestream obtaining might compound imprudent buy slants since it as often as possible includes moment item appearing, in-the-moment interaction with has or influencers, and time-limited bargains. Moreover, the combination of characteristic and state impulsivity might have a huge impact on client behaviour when it comes to livestream shopping. In

any case of the setting, state impulsiveness—which is started by the live and energetic character of the event—may result in impulsive buying behaviour, and individuals with a tall lack of caution characteristic may be particularly powerless to such boosts [2].

Virtual buyer markets act as virtual situations for impulsive buying, permitting shoppers to spend any time and anywhere [24]. Imprudent buying conduct can be a valuable source of pay since it empowers enterprises to benefit from the audience's transitory delight and excitement [25]. When observing a live stream, watchers might involvement a sense of direness or fervor that prompts them to purchase the item right absent instead of taking the time to weigh their choices or do more investigation on it. Since watchers can connect with vendors in real-time wonder to inquire questions and to get a more in-depth understanding of the item than they might from an inactive picture or depiction, livestream commerce is particularly well-suited to rash buys. Furthermore, livestream commerce regularly incorporates one-time bargains or restricted time offers, which can incite a sense of criticalness and shortage that underpins imprudent obtaining. Subsequently, impulsive buying can be a significant source of income when it comes to livestream commerce [2].
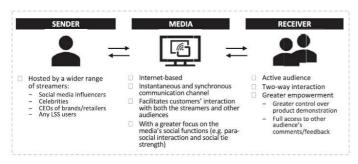

Fig. 2 An Integrative Framework of Live Streaming [26]

The way viewers see the streamer, connect with the substance and eventually choose to create a buy may all be directed by their sexual orientation in livestream commerce. For occurrence, consider having uncovered that male and female buyer may have particular inclinations for the kind of merchandise being sold, the dialect, and the introduction fashion [27]. Extant literature has highlighted platform-related variables and individual variables with an awareness of extra variables that impact consumer motivation to buy on live-streaming shopping platform [28]. Concerning seeing habits of research respondents, an outstanding extent of respondents (47.1%) detailed observing e-commerce live gushing 2–3 times a day, whereas 46.4% showed a frequency of less than once a day. In terms of platform preference, Shopee emerged as the foremost as often as possible gotten to the e-commerce live gushing stage, with 65.5% of respondents favoring it, followed by Tokopedia as the moment most prevalent stage, chosen by 22.6% of respondents [29]. One example of electronic commerce (E-Commerce) for marketing used at Sembung Batik is Shopee.

Fig. 3 Sembung batik shopee page [30]

The various branding media above can be used to offer various kinds of products. For example, written and stamped batik products are made by one of the MSMEs in Kulon Progo Regency, namely Batik Sembung. MSME is the abbreviation for Micro, Small, and Medium Enterprises. Microbusinesses are productive businesses owned by individuals that meet the criteria for micro-businesses as regulated in the law. [31] Small businesses are productive economic businesses that stand alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned and controlled and are part directly or indirectly of medium or large businesses that meet the criteria for small businesses as stated in the law.

Writing a literature study regarding the Development of Branding and Social Media Concepts for Korlena's Cake Business. [32] A visual branding concept based on the business image and an effective promotional strategy on social media is needed. The method used in writing this literature study is a literature review to discover essential branding principles to help develop visual concepts. The visual concept chosen is to display home-made cakes that can remind you of the warmth of family through the value of the product offered and reflected through the choice of color, typography, and design style. Applying branding and marketing through social media can make the business more widely known and attract consumer buying interest. The recommendation in this research is to survey the target market to obtain feedback that can be used in the branding development process.

The research entitled "Factors of Acceptance of Social Media for Government Agencies in Indonesia.". [33] This research shows that five of the six variables are proven to influence public participation in participating with government social media. The five variables are the ease of media use factor, information needs factor, perception of use, trust factor, and repost content. This research has the quantitative research method in common with other research. The difference between this research and this research lies in the application of media in government agencies with the application of media as a means of branding.

Batik products made by MSMEs currently have many competitors, including cloth with batik motifs, which are cheaper. However, written and stamped batik still has a more luxurious and elegant impression in society than batik-patterned cloth. The branding media developed in this research are e-commerce, namely Shopee. Branding media from Sembung Batik has been accepted by 69% of followers in previous research, so it is necessary to develop branding

media through Shopee Live [30]. [22]The development of 5G networks, artificial intelligence, cloud computing, and other digital technologies are also developing. One is the e-commerce live broadcast industry, which provides a breakthrough in online shopping. [22] Based on the description above, this research aims to: (1) design the development of Sembung Batik branding media through an account on Shopee, and (2) test the feasibility level of developing Sembung Batik branding media through an account on Shopee. It is hoped that the results of this research can be used as a theoretical basis for further research and implementation in the field to become an alternative solution for creating branding media.

II. MATERIAL AND METHOD

Based on the research results in the first year of 2021, the branding media used is still at a stage where the results are pretty good, so there is a need to develop the branding media. Therefore, this type of research is development research referring to the 4D model (four-D model) proposed by Thiagarajan (1974), which consists of four stages: the definition, the design, the development, and the disseminated stage with a quantitative descriptive approach.

The branding media development stage that will be carried out at the definition stage is to conduct an initial study on how to develop existing branding media on Shopee: is it complete, has the advertising been maximized, has the shop features been maximized on Shopee. After that, to develop branding media, a study was carried out regarding the products advertised on Shopee and whether they met good quality standards for written batik. In the design stage, after determining how to develop it using shop features on Shopee and the products used for advertising, a design is carried out for product marketing through branding media on Shopee. At this stage, an FGD was carried out with Sembung Batik, and steps were taken to develop marketing on Shopee.

TABLE 1
FGD GRID

No.	Question
1	What kind of branding does Sembung Batik want?
2	Why choose such a brand?
3	What are the characteristics that the public or customers are interested in from Sembung Batik?
4	How can you create a brand that suits Sembung Batik?
5	What branding media does Sembung Batik use?
6	What if you develop branding media through an account on Shopee?

Based on Table 1, the solution to marketing problems is to develop an online shop, for example, by creating a product catalog that makes it easier for buyers to find out the desired price, creating a Shopee feed, and creating live streaming on Shopee. At the planning stage, the I-draft was produced for developing branding media on branding media at Shopee.

Development stage, I-draft development of branding media on branding media at Shopee by three media experts. If the experts say it is feasible, an II draft will be obtained to develop branding media on Shopee. However, if it is not feasible, it will be revised and validated by experts again. After being declared feasible by experts, an II draft of the development of

branding media on branding media at Shopee will be tested for feasibility by ten students. Suppose it is declared unclear and cannot be understood well. In that case, revisions will be made until the II draft of branding media development on branding media on Shopee is declared worthy. Once the II draft is feasible, branding media will be developed based on the draft.

In the dissemination stage, after the branding media has been developed, it will be distributed to the public via the upload or upload menu on the platform so that marketing will be more organized by II-draft, which is feasible. In general, the stages of branding media development are presented in the following chart:
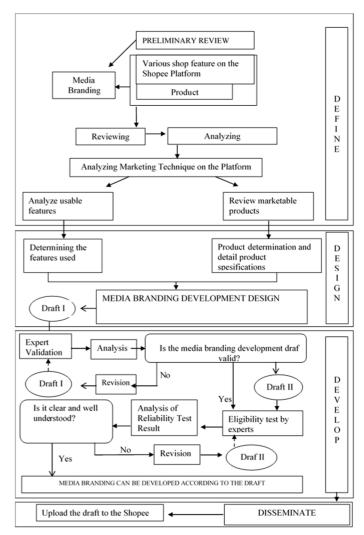

Fig. 4 Outline of the stages of media branding development

Technique data analysis was carried out using quantitative and qualitative data. The feasibility test for this research data is a quantitative descriptive analysis of the validator's assessment in numbers 1 to 4. Number 1 means the instrument cannot be used for research. Number 2 means that the instrument cannot be used for research. Number 3 means that the instrument can be used for research. Number 4 means that the instrument can be used for research.

TABLE II
BRANDING MEDIA QUALITY DUE TEST GRID

No	Indicators assessed
A	**FUNCTIONS AND BENEFITS**
1	Strengthening Sembung Batik's branding as a production house for potential consumers
2	Disseminate information about Sembung batik as a production house to potential consumers
B	**BRAND RECOGNITION ASPECTS**
3	The media branding draft provides complete information about brand recognition
4	The branding media draft is appropriate to present the information desired by the Sembung Batik brand owner as a production house
C	**BRAND PREFERENCE ASPECTS**
5	The branding media draft has strong potential to attract consumers to choose the Sembung Batik brand
6	The media branding draft has the potential to attract followers as potential consumers of Sembung Batik
D	**ASPECTS OF BRAND INTELLIGENCE**
7	Draft media branding has the potential to increase the number of viewers for store visits.
8	Draft media branding has the potential to increase the number of online buyers on Shopee.
9	The media branding draft has the potential to attract a number of new followers to the Sembung Batik account on Shopee.
E	**LANGUAGE ASPECTS**
10	The correct use of language in the branding media draft is easy to understand
11	The use of language in the media branding draft is explained coherently
12	The use of language in the branding media draft is easy to implement.
F	**VIDEO DURATION**
13	The time duration for branding media drafts is according to the viewer's maximum focus capacity

Formulas for data processing whole:

$$P = \frac{\sum_{i=1}^{n} x_i}{\sum_{i=1}^{n} y_i} \times 100$$

(1)

Information:

P = overall assessment percentage
x_i = number of assessment answers from validators for the ith aspect
y_i = maximum number of values for the ith aspect
n = many aspects are assessed
i = 1,2,3,…, n

Furthermore, the assessment percentage data obtained was converted into descriptive quantitative data using the validity criteria in the following table:

TABLE III
MEDIA BRANDING QUALITY CRITERIA

No	Mark	Qualification	Decision
1.	$80 \leq P < 100$	Very Valid	The device is ready to be used in the actual field for research with a few revisions
2.	$60 \leq P < 80$	Valid	The device can be continued by adding

No	Mark	Qualification	Decision
			something that is missing, making certain considerations, the additions made are not too big, and are not basic
3.	$40 \leq P < 60$	Less Valid	Revise by examining again carefully and looking for weaknesses in the instrument to improve
4.	$0 \leq P < 40$	Invalid	Revise extensively and fundamentally the contents of the instrument

III. RESULTS AND DISCUSSION

Branding media development refers to the 4D (four-D) model, which consists of four stages: the definition stage, design stage, development stage, and dissemination stage. In the design stage, after determining how to develop it using shop features on Shopee and the products used for advertising, a design is carried out for product marketing through branding media on Shopee. The solution to marketing problems is to develop an online shop, namely, making live streaming on Shopee. At this stage, an I-draft was produced to develop branding media on branding media at Shopee.

In the development stage, I-draft the development of branding media on branding media at Shopee with three media experts. Based on the data from 3 experts, the following conclusions can be obtained.

TABLE IV
RESEARCH INSTRUMENT FEASIBILITY SCORE

No	Expert	Score	Appropriateness
1.	1	64	98.5%
2.	2	61	93.8%
3.	3	56	86.2%

TABLE V
FREQUENCY DISTRIBUTION OF INSTRUMENT ELIGIBILITY

No	Intervals	Instrument Eligibility Category	Frequency Distribution (N)	Percentage (%)
1.	$80 \leq P < 100$	Strongly Valid	3	100
2.	$60 \leq P < 80$	Valid	0	0
3.	$40 \leq P < 60$	Less Valid	0	0
4.	$0 \leq P < 40$	Invalid	0	0
			3	100

The data above shows that all experts state that the branding media development instrument is suitable for conducting research. Based on expert advice, researchers obtained an II draft of the development of branding media on Shopee, and it has been revised. Revisions were made to the II draft of the development of branding media on branding media at Shopee on the suggestions given. Revisions lie in writing, sequence of activities, and adding the topic of the superiority of Batik Sembung. Once the II draft is feasible, branding media will be developed based on the draft. In the

dissemination stage, after the branding media has been developed, it will be distributed to the public via the upload or upload menu on the platform so that marketing will be more organized by II-draft, which is feasible.

The final product of this research is Shopee Live, which was carried out three times at the MSME of Sembung Batik Kulon Progo location.

Fig. 2 Shopee live implementation documentation

Based on the dissemination carried out three times on Shopee Live, it was implemented three times and received different responses, especially on the third live. The number of viewers from morning to afternoon on the first and second Shopee Live was 56 and 52 viewers, respectively. Then, on the third Live, the number of viewers decreased to 40. Based on this, an important note is that the Shopee Live time is adjusted to community activities, not during work or after-hours lunch.

IV. CONCLUSION

Based on the research results discussed in Chapter IV, conclusions can be drawn, namely: The development of Batik Sembung branding media was carried out using 4D stages, namely define, design, develop, and disseminate; The feasibility level of developing Sembung Batik branding media through an account on Shopee is very suitable for use. Implementing Shopee Live considers the time of community activities, namely when they are not working.

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