

ETIKET BASED ON LOCAL CONTENT SUPERIOR PRODUCT “HERITAGE LAWEYAN BATIK” MAHKOTA LAWÉYAN

Pranti Sayekti¹, Rudi Irawanto²

^{1,2}Seni dan Desain, Fakultas Sastra, Universitas Negeri Malang
Jl. Semarang No. 5, Malang, Jawa Timur, 65145
e-mail: pranti.sayekti.fs@um.ac.id¹, rudi.irawanto.fs@um.ac.id²
ORCID ID: <https://orcid.org/0000-0002-4183-7785>

Abstract

Mahkota Laweyan is one of the IKM in Kampoeng Batik Laweyan which produces eco-friendly batik. Mahkota Laweyan has 17 employees who generally handle the production and marketing of batik. Now Mahkota Laweyan has 12 types of batik products that have been patented and have fulfilled SNI. However, this patented batik product still does not have a label to display the brand name on each type of product. On the other hand, IKM Kampoeng Batik Laweyan, including the Laweyan Crown, is tasked with preserving Laweyan cultural products, one of which is etiquette which is now becoming extinct. Laweyan batik etiquette is heavily loaded with local content and its productivity follows the glory of Laweyan batik. Therefore, for the sake of export and preservation of cultural products, it is necessary to design labels based on local content. The purpose of this community service activity is to increase the expertise of IKM members in designing etiquette as a visual communication medium and to revitalize cultural products. The problem faced by IKM Mahkota Laweyan is that there is no special staff to handle visual communication. Therefore, etiquette design training is very important for members of these IKMs. Local content-based batik etiquette design training is carried out with assistance to provide basic knowledge regarding design strategies and design skills using graphic design software. This Community Service activity was initiated by field research using a qualitative approach and a descriptive presentation method. This study adapted Wallsclaeger's research model, namely the Problem Seeking & Solving model. Data collection techniques were carried out by in-depth interviews, document studies and direct observation. The results of the Community Service activities are an increase in knowledge, expertise, understanding of beauty, accuracy and speed of designing using graphic design software, creativity, and visual communication.

Keywords: Etiket design, local content, superior products, ready for export

I. INTRODUCTION

Mahkota Laweyan is one of the *IKM (Industri Kecil Menengah)* that are members of the Kampoeng Batik Laweyan Surakarta community. IKM Mahkota Laweyan seeks to improve product quality, namely by meeting the Indonesian National Standard. Commodity batik products that have met the Indonesian National Standard (SNI) have the right to use the collective mark held by FPKBL namely “Batik Heritage Laweyan”. Due to the efforts made by Mahkota Laweyan, he has now successfully patented 12 brands of his batik products and are ready to be exported abroad. However, these batik commodity products still do not have an etiket. Etiket is one of Laweyan's cultural products and its productivity has triumphed along with the development of batik. Batik Etiket as a companion to Laweyan batik products is very loaded with local content and is now in danger of extinction. The design of etikets based on local content is intended not only to support marketing but also to revitalize cultural products that include batik brands so that they can be introduced to the wider community both within and in the global market. The need for batik Etiket for each product is very necessary considering that Laweyan Surakarta batik products have always been accustomed to having one brand for each type of product.

IKM (Industri Kecil Menengah) Mahkota Laweyan is one of the *IKM* in Laweyan which has the superior batik product "Batik Heritage Laweyan" and is ready for export and has fulfilled the SNI requiring etikets that contain the batik brand and are able to represent the product entity as well as represent

Laweyan's local culture. However, Mahkota Laweyan does not yet have members who are able to handle and have skills in the field of visual communication, especially Etiket for marketing purposes both online and offline as well as efforts to preserve local culture. Considering that currently developing information technology has succeeded in creating the global concept of e-commerce and online retail as a new way of doing transactions. This method is also used by Mahkota Laweyan in trade transactions because it is felt to be very effective and efficient and much more flexible. This kind of trading trend is predicted to continue to increase significantly and there are no signs of a downward trend yet [1]. Statistical data shows that in 2021 there is a tendency for sales through retail e-commerce worldwide to reach a value of 1.86 trillion US dollars and this trend is predicted to continue to increase to 4.48 trillion US dollars. Statistical data also shows that most online activities carried out by people around the world are online shopping activities [2]. Online trading activities are also inseparable from considerations of trade in batik products in the international market [3]. The introduction of these batik products requires a brand that can be displayed on the batik Etiket. Batik Etiket is not designed just like that but must go through careful consideration to be able to gain profit from the production of the Etiket.

To meet readiness as a batik exporter, Mahkota Laweyan also carried out branding activities, one of which was creating several unique products which were a cultural mix between Javanese culture and Arabic culture, namely the creation of Mushaf Al Quran (giant Al Quran) and other products, namely wayang beber batik. Mahkota Laweyan's efforts in creating two types of products that are very different from the products of other companies are efforts taken to achieve product differentiation.



Figure 1. Huge-sized Mushaf of the Koran and wayang batik produced by Mahkota Laweyan batik (Foto: Sayekti, 2018).

Mahkota Laweyan in its marketing activities does not meet the needs of visual communication support tools. As many as 17 people employed are still focused on production activities while the aspect of visual communication has not received much attention, even though these superior batik products are ready for export. As a quality product, of course, it requires visual communication media, one of which is etikets that can represent brands and product entities.

Based on the results of discussions with the IKM Mahkota Laweyan, various problems can be identified, including a) lack of knowledge and understanding of the importance of Etiket for superior batik products; b) there is no staff with special skills to handle visual communication media for marketing purposes. The number of employees is 17; c) Mahkota Laweyan has not made a clear division of work specialization so that it is still considered odd; d) Mahkota Laweyan does not yet have batik Etiket to support marketing activities in introducing products as well as for the preservation of cultural products owned by Laweyan; e) IKM Mahkota Laweyan does not yet understand the importance of Laweyan batik Etiket for product introduction and for product cultural revitalization.

2. Method

The implementation of this Community Service activity begins with field research to obtain data as needed. The research was conducted using a descriptive qualitative approach by adapting Wallsclaeger's research model, namely the Problem Seeking & Solving model [4]. This model is implemented through

several stages including: 1) Identification of problems with the owner of IKM Mahkota Laweyan and formulation of solutions; 2) Knowledge and understanding of batik etiket based on local content and how to apply it; 3) Conduct local content-based batik etiket design exercises using graphic computer technology; 4) Apply local content-based batik etiket in various media for marketing purposes, both online retail and offline retail. Partners will conduct their own training guided and accompanied by a team of experts from the proposer; 5) Evaluation of program implementation and sustainability after the completion of technology implementation activities at IKM Mahkota Laweyan is carried out through several indicators. First, there is activity in the production of batik etiket based on local content by IKM Mahkota Laweyan. Second, the application of etiket on batik products by partners. Third, the ability of IKM Mahkota Laweyan to design batik etikets based on local content for product marketing needs. The following is the method of implementing devotion:

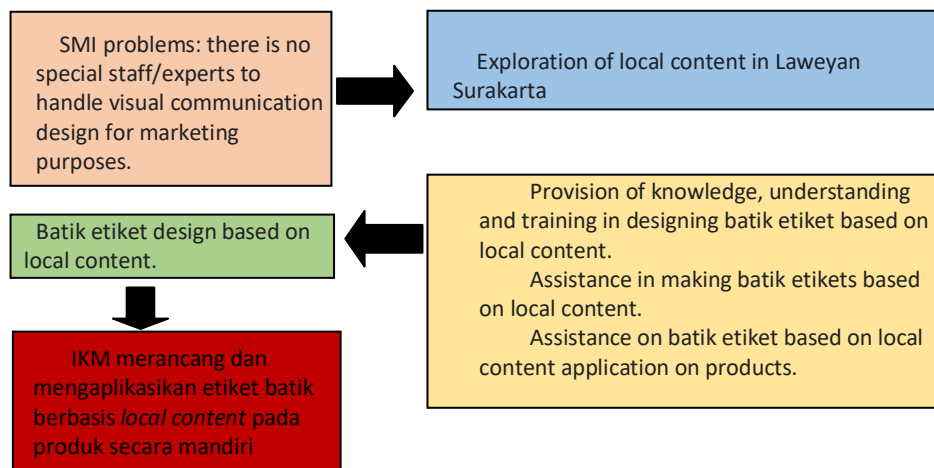


Chart 1. The method of implementing community service

The research was conducted at the Laweyan batik industry center in Surakarta. Sources of research data are the owners of IKM Mahkota Laweyan and their employees. Data collection techniques were carried out by in-depth interviews, document studies and direct observation. In-depth interviews were conducted to obtain accurate data from data sources. Documentation study to study the documents owned by IKM Mahkota Laweyan. Direct observation was carried out to directly observe the implementation of batik etiket design activities starting from pre-production, production, and post-production. Data validity was carried out using data source triangulation. Triangulation of data sources was taken from IKM owners, graphic designers, and marketing. The data analysis technique used is descriptive, that is describing or summarising the existing data using existing business intelligence tools to better understand what is going on or what has happened.

3. Results and Discussion

3.1. Implementation of Etiket Design Training

Based on the problems described above, the Mahkota Laweyan IKM needs to be well prepared to become an environmentally friendly batik exporter. Marketing in the global market requires media as product introduction and for this need personnel who can create brands and promotional media such as etikets are needed. Mahkota Laweyan absolutely needs readiness in the field of marketing which is supported by visual communication needs. Mahkota Laweyan needs special personnel in the field of visual communication and branding. In company management it is necessary to carry out a clear job specialization. As an IKM that has produced quality batik and has quality products ready for export, the design of etikets that contain the brand and various design elements must be carried out. To overcome problems related to the productivity of batik Etiket for these superior batik products, it is necessary to conduct design training for IKM members by helping through education and training related to Etiket design based on local content to support branding and marketing activities.

In accordance with the chosen community service scheme, local content-based batik Etiket design training for export-ready superior batik products "Batik Heritage Laweyan" produced by IKM Mahkota Laweyan Surakarta is expected to make a significant contribution to the development of IKM towards export. The expected target of this community service activity is that IKM has knowledge, understanding and skills related to designing Etiket to support marketing activities for superior batik products.

Batik etiket design training was held at Mahkota Laweyan, Surakarta. The creation of a new visual branding format for Laweyan Surakarta batik etiket based on culture was initiated by TIM UM (State University of Malang) from the Department of Art and Design of the Visual Communication Design Study Program in implementing the PKM (Community Service) activity program. This Community Service activity is a form of collaboration between IKM Mahkota Laweyan Surakarta and educational institutions from UM. The training was attended by various batik IKMs in Laweyan Surakarta, such as Mahkota Laweyan IKM, Toeli Laweyan Batik, Merin Laweyan Batik, Eka Praju Batik, Kampoeng Batik Laweyan IT Division, and others. It is hoped that this collaboration will continue to be established by batik IKM owners in Laweyan Surakarta with UM as an effort to preserve cultural products, bearing in mind that society in general has started to forget their cultural products. This activity is a follow-up to research activities carried out previously by the author regarding the visual branding of Surakarta Laweyan batik etiket. The training was held for 2 hours in each meeting. The training is limited to 8 meetings considering the limited funds and time.

The implementation of etiket design training generated enthusiasm from Laweyan batik makers so that they had the desire to revive the visual branding of batik etiket as a cultural product. This enthusiasm was manifested in the form of a desire to create a new format of etiket in accordance with the prevailing era. Visual branding of the new version of batik etiket is an effort to remember the very large role of batik etiket, which is not only economically oriented but also as a means of indigenous struggle against the domination of the Chinese trade for tens of years [5]. The design of batik etiket with a new format was very well received by the batik-making community in Laweyan. The following is an overview of the implementation of the discussion and the process of designing batik etiket based on local content at IKM Mahkota Laweyan Surakarta.



Figure 2. Discussion of the new format of culture-based batik etiket

Batik etiket was originally designed as a visual communication medium that includes a brand and is affixed to the cloth. At present, etiket has changed in form and function to become a hangtag. To overcome the problems faced by IKM Mahkota Laweyan, this etiket design training activity focuses on designing a new era of batik etiket based on local content. This batik etiket is specifically designed for heritage Laweyan batik products. The following is an example of the process of designing batik etiket with a new format.

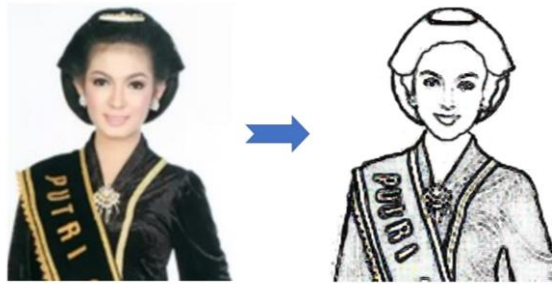


Figure 3. Creating vectors for etiket illustrations



Figure 8. The design of a mix of etikets with hang tags

Batik etiket elements consist of logos, brands, illustrations, product information, descriptions of production sites, graphic elements, etiket combinations and hangtags. The design process was carried out through several stages, namely: 1) looking for local Laweyan content data; 2) identifying and selecting local Laweyan content as the basic idea for designing a etiket; 3) prepare product data: brand name, logo, product type, price, care instructions, location information and others; 4) prepare etiquette models and hangtags; 5) make a sketch; 6) make design plans; 7) finishing [5].

The design above is an example of choosing local content (women in kebaya as a characteristic of Javanese women) as the main illustration in etiket. The new era etiket was designed by combining two different shapes namely circle and rectangle. The circle shape displays the main illustration (contains local content elements) and the rectangular shape contains logos, brands, product information, production location information, addresses, and graphic elements.

3.2. Results of Batik Etiket Design Training Evaluation

No.	PROGRAMS/ACTIVITY	INDICATORS/ BENCHMARKS	TARGET
1.	Training Process a. Liveliness b. Skills c. Speed d. Precision	a. Attendance is seen from the attendance of each session and activity seen from the involvement of questions and answers, discussions, and independent/group work. b. Able to operate graphic computer software deftly. c. Speed in creating/designing visual language. d. Accuracy in choosing a model/making a draft that fits the needs of the teaching and learning process.	75% 75% 75% 75%
2.	Evaluate the results of creating visual language. a. Creativity b. Beauty c. Communicative	a. Creative, innovative and varied forms/display of images. b. Plane composition, shape, and color c. Image display is easy to understand and can represent verbal communication	75% 75% 75%

4. Conclusion

Based on the realization of problem solving in the implementation of this community service, the problems encountered during implementation have been resolved. As experienced by employees at IKM batik Laweyan Surakarta. Previously they had never gained knowledge about how to design batik etiket, but in this training, namely the science and technology program organized by the implementation team from UM for employees of IKM batik Laweyan Surakarta, they gained practical knowledge and experience on how to design batik etiquette, operate computer software, preparing material, layout, and drawing. This activity has a positive impact on IKM employees because they have practical skills that can be utilized for the benefit of the learning process for their employees. Products that have been produced by employees during this training can be revised to be further developed to achieve maximum results. The training participants seemed to be gaining knowledge and experience about designing batik etiquette for the first time, this was evident during the training. This training is expected to increase employee knowledge and experience. Employees can also make maximum use of computers to design batik etiket, further handling is needed.

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