

# Drainage Design of Promotional Media “Widji Kendal Batik”

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**Abstract**— *Batik Widji's production house is a Micro, Small and Medium Enterprise (UMKM) which was founded in 2011. Widji Astutik as the owner of Batik Widji currently produces many kinds of batik motifs and stamps. Batik owned by Mrs. Widji Astutik has a production house located on Jalan Sunan Abinawa, Lanji Village, Patebon District, Kendal Regency. Many people do not know about this Kendal original batik, because the media used to promote batik is not optimal and effective. To apply Widji's Batik Promotional Media Design, the design method used is to observe the research location by interviewing directly the owner of the Widji Batik production house. Data collection techniques include interviews, observation, and documentation. The analytical method used is using SWOT analysis and USP (Unique Selling Proposition). The promotional media used include the main media, namely Posters, Brochures, and Packaging. While the supporting media are X-Banners, Business Cards, and Mugs. The creative design concept is made with colorful and contemporary themes according to the target audience of young people and teenagers. This design is expected to be able to produce unique and interesting promotional media so that information about the product can be conveyed and accepted by the target audience..*

**Keywords:** *Promotional media, batik, Kendal*

## I. INTRODUCTION

Batik is one of the Indonesian ancestral heritage that has been recognized by UNESCO [1]. In Central Java, both cities and regencies have produced many authentic regional batik with various kinds of batik motifs and patterns, written batik and stamped batik. In Kendal City itself there is one Batik artisan, one of whom is a Micro, Small and Medium Enterprises (MSMEs) named Widji Astutik with the name of his batik business Griya Batik Widji Kendal. Widji Astutik as the owner of Widji Batik is currently producing a lot of various kinds of written and printed batik motifs. Every motif created has a philosophy and meaning related to the history and potential of Kendal Regency.

Batik owned by Mrs. Widji Astutik has a production house located on Jalan Sunan Abinawa, Lanji Village, Patebon District, Kendal Regency. Her batik production house has been established since 2011. Starting from participating in job training activities organized by the Kendal Regency Industry and Labor Service, Ms. Widji Astutik was able to establish her UMKM batik production house. Now it has patented 14 typical batik motifs of Kendal Regency. The 14 motives he has include Kendal's identity motive; in the form of silhouettes of Kendal, setaman flowers, leaves, machetes, lightning, kendil, golden carriages, bahurekso, weak teles, keris, sewu waterfall, tobacco flowers, spilled rice and Kendal kawung. In addition to creating motifs and patterns that are unique to the city of Kendal, Mrs. Widji also uses natural dyes for batik production, such as dyes from sappan trees, mahogany, teak, and other trees. Another characteristic of Widji Batik is the use of paddy mud dye.

There have been many batik products produced by the Widji Kendal Batik production house, but they have not used the media to promote their batik products. Therefore, Widji's Batik has not been exposed and widely known, only known by residents of Kendal Regency and the environment around where they live, so that with the existence of a lot of batik production, sales of batik products have not increased. When participating in various exhibitions and workshops, the

obstacle that occurred was that there was no promotional media used to promote Widji Kendal Batik products. So it is necessary to take steps to increase product sales, one of which is designing a concept and promotional media by loading product content that aims to reach the target audience, namely young people and teenagers.

The problem experienced by the Widji Batik product house is a lack of knowledge in promoting Batik using innovative promotional media, where previously it only relied on word of mouth or simply through MSME exhibition activities in various cities. In addition, obstacles also arise with local batik competition in Kendal Regency which makes brands and creates patterns and motifs typical of Kendal City. Another factor is the lack of capital to develop the Widji Batik production house business. So that the level of making Batik products is only through orders.

Limitation of problems in the Design of Batik Widji Promotional Media requires a scope, where the limit on the number of promotional media that will be designed. Every existing product will be immortalized through documentation, so the media used in this design is a poster as the main media to promote the Batik Widji production house. While other supporting media are Brochures, X-Banners, Packaging, and Mugs. It is hoped that the results of this promotional media design can introduce the original motifs and patterns of Kendal City to the wider community in all corners of Indonesia, especially Semarang and Central Java.

## II. RESEARCH METHODS

The method used in this study uses qualitative methods, with accurate data sources and direct observation at the location.

### A. Data source

#### 1. Primary data

The primary data referred to here is in the form of oral and action. Data collection was carried out by conducting interviews with informants, namely Mrs. Widji Astutik, the owner of the UMKM Batik Widji Kendal. The interview was

conducted directly at the Widji Kendal Batik production house located on Jl. Sunan Abinawa, Karangturi, Lanji, Kec. Patebon, Kendal Regency, Central Java. Then the results of the interviews were recorded in detail in the author's notebook.

## 2. Secondary data

To strengthen information and data sources orally, it is also obtained through secondary data, namely data sources taken through books and the internet. Through a book entitled *Designing Unique and Interesting Promotional Media* by Yudha Ardhi in 2013 and online news at [www.kendalkab.go.id](http://www.kendalkab.go.id) and [radarsemarang.jawapos.com](http://radarsemarang.jawapos.com)

## B. Data collection technique

### 1. Interview

The interview that was conducted for this research was by interviewing a resource person who owns the UMKM Widji Kendal Batik Production House, namely Mrs. Widji Astutik. The author prepares several questions for Mrs. Widji regarding issues which include the background to the establishment of the Widji Kendal Batik UMKM, business profile, business vision and mission, batik motifs or patterns, tips and targets to be achieved in the future Widji Batik business in Kendal City. The next interview was in the form of questions regarding the production process at the Widji Batik production house, then the most important question as the background to this research problem, namely the steps and promotional activities that have or have not been carried out by the Widji Kendal Batik UMKM production house.

### 2. Observation

Observation is a systematic observation and recording of the elements that appear in a symptom on the research object [2]; [3]. In this observation, the author came directly to the location of the Batik Widji production house which is located on Jl. Sunan Abinawa, Karangturi, Lanji, Kec. Patebon, Kendal Regency, Central Java. Observations were made by looking directly at the various motifs of Widji's Batik, the 14 motifs he already has include the Kendal identity motif; in the form of silhouettes of Kendal, setaman flowers, leaves, machetes, lightning, kendil, golden carriages, bahurekso, weak teles, keris, sewu waterfall, tobacco flowers, spilled rice and Kendal kawung. The colors used in motifs and patterns, the promotional media used in marketing Batik Widji products, and also the potential for the development of Batik Widji SMEs in the city of Kendal.

### 3. Documentation

Documentation was carried out as supporting data for this design, in which the author collected various photos of evidence of the Widji Kendal Batik UMKM production house. The photos include a photo of the Widji Batik motif, a photo with the owner, Mrs. Widji Astutik, while at her production house.

## C. Data analysis

In order to reveal the data, the authors perform data analysis steps. The analysis used is SWOT analysis and USP (Unique Selling Proposition).

### 1. SWOT

SWOT analysis is defined as: "analysis based on logic that can maximize strengths, opportunities, but simultaneously minimize weaknesses and threats [4]. Analysis it focuses on the data obtained by maximizing the strengths, opportunities, weaknesses, and threats that arise from various aspects affecting Widji Batik sales. The following is an explanation of the SWOT analysis based on internal and external factors owned by Widji Kendal Batik MSMEs:

#### Strenght (Strength):

- It has patterns and motifs that are typical of the city of Kendal.
- Use natural colors

#### Weaknesses:

- Widji's Batik products do not produce batik cloth in large quantities.
- Promotion is done conventionally, namely word of mouth.

#### Opportunity:

- It is a local Batik brand that will continue to be preserved.
- Patterns and motifs are original works.

#### Threath (Threat):

- A local brand competitor that produces typical Kendal batik.
- Prices for batik and motifs in the city of Kendal are of various shapes and prices are relatively cheap.

### 2. USP (Unique Selling Proposition)

USP is a way of marketing or promoting a product by highlighting the characteristics or unique things of a product [5]. UMKM Batik Widji Kendal has a unique characteristic which lies in the motifs on the batik cloth designed by the originator, Mrs. Widji. This characteristic is not owned by batik cloth typical of other Kendal cities. In addition, the colors used in the Batik Widji cloth use natural dyes, namely the colors from rice field mud. To increase sales and visual image to consumers, it is necessary to have a unique and attractive visual appearance. So that the promotion will reach the right target. Thus, the author creates and designs unique and attractive designs and content to promote batik products from UMKM Batik Widji Kendal.

### III. RESULTS AND DISCUSSION

#### A. Company data

1. Company Name: Batik Widji Kendal
2. Company Owner: Widji Astutik
3. Products marketed: Batik Tulis and Stamp with 14 motifs that it already has, including the Kendal identity motif; in the form of silhouettes of Kendal, setaman flowers, leaves, machetes, lightning, kendil, golden carriages, baturekso, weak teles, keris, sewu waterfall, tobacco flowers, spilled rice and Kendal kawung.
4. Company Potential: Strategic location and easy to reach by google maps. It is a typical Kendal batik by carrying the arts and culture of the city of Kendal. The process of producing batik cloth with traditional techniques.
5. Company Goals:
  - a. Vision:
    - 1) Preserving the culture and local wisdom of the city of Kendal and competing in the creative economy.
  - b. Mission:
    - 1) Improving the quality of batik culture typical of the city of Kendal
    - 2) Introducing the cultural characteristics of the city of Kendal
    - 3) Increasing the potential of the region with the presence of Batik SMEs in Kendal City.
6. Company Location: Located on Jl. Sunan Abinawa, Karangturi, Lanji, Kec. Patebon, Kendal Regency, Central Java.



Figure 1 Widji Kendal Batik Location Map

Source: Personal Documents (2022)

#### B. Product Data

1. Product Type: Written Batik, Stamped Batik, Jumputan, Pleretan
2. Product Brand Name: Widji Kendal Batik
3. Product Specifications: Hand-drawn batik and Widji Kendal stamp made of cotton fabric with a plain white base color. Then coloring uses textile colors and natural colors, namely from paddy mud. Colors use bright and dark colors, not too contrasting. The size of the batik cloth is 125 x 200 cm.

4. Product Price: Prices sold by Batik Widji Kendal start from IDR 150,000 – IDR 2,000,000. It depends on the motif and quality of the base cloth.
5. Product Potential: This batik cloth product is expected to be able to compete among batik typical of regional cities in Central Java, especially around the city of Kendal.
6. Product Photos:



Figure 2 Widji Kendal Batik Motifs

Source: Personal Documents (2022)

#### C. Target Audience

1. Demographic Aspect
  - a. Gender: Male and female
  - b. Age: 24-40 years old
  - c. Education: All levels of education
  - d. Occupation: Public and private employees
  - e. Income : IDR 800,000 – IDR 6,000,000
2. Psychographic Aspect

From the psychographic aspect, the target audience of Batik Widji Kendal is people who need batik cloth that is typical of the city of Kendal for uniform purposes in the office as well as formal and non-formal events. The target audience tends to like patterns or motifs with distinctive features that carry traditional elements and local culture.

#### 3. Geographical Aspect

The target audience comes from the city of Kendal in particular and all parts of Indonesia in general.

#### D. Creative Strategy

1. Theme: The design of this promotional media applies the theme "Colorfull, Simple and Contemporary" with the intention that even though Widji Kendal Batik is made in a traditional way, it is able to present natural and natural colors and motifs. So that the visual appearance that is designed does not seem old-fashioned and rigid. This can be seen in the characteristics of the city of Kendal, a city that has a local cultural heritage combined with an

industrial city. Batik motifs and patterns are made with the original work of a Kendal native.

2. Verbal Message: The verbal message in this design is information that is displayed and has a meaning. This information completes the visual message of the design work. In accordance with the theme "Colorfull, Simple and Contemporary", the design work uses a text that reads "The Enchantment of Widji Kendal Batik" which is the hallmark of the original Kendal batik.

3. Visual Message: Design Posters, brochures, and packaging are designed according to natural, natural, and attractive themes, namely highlighting simple text and graphic elements, and giving a contemporary impression by using graphic elements that are currently trending.

4. Design Style: In this design, the author uses a very simple flat design, vector design style so that it is easier to convey messages to the target audience of young people and teenagers according to the theme, namely colorful, simple and contemporary. The use of bright colors adapts to the current trend of youth clothing, namely colorfull. The colors used in Widji Batik products also use bright colors and a variety of colors.

5. Typography: The typography used in this design is using the Poppins font which is determined based on the concept and from a simple theme, namely a font with a san serif type indicating firm and simple letters. While the supporting font is using the Rockwell Condensed font where this type of font has a firm impression but is also not stiff. Both of these fonts are very easy to read and represent youth.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**012345678910**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**012345678910**

Figure 3 The font used for Batik Widji Kendal Promotional Media Design

Source: Personal Documents (2022)

## 6. Color

The design of the Widji Kendal Batik promotional media uses bright and colorful colors. Shows trends currently used by young people and teenagers. The colors used in the graphic elements of design work are purple, blue, yellow, white. The use of bright colors makes the design work on this promotional media have a novelty meaning, which is in line with current trends. The bright colors also evoke the spirit of youth and youth in working according to their respective

fields of expertise, especially young people in the city of Kendal.

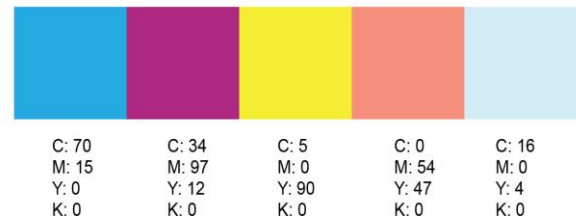


Figure 4 The colors used in the Design of Batik Widji Kendal Promotional Media

Source: Personal Documents (2022)

## E. Visual Design

The initial stage in designing this promotional media is to determine the theme and create a concept [6]; [7]; [8]. Determine the design style that will be used and take into account the layout, typography, colors used in media design. The design style used is to use flat designs and simple vectors by taking into account media strategies to the target audience or consumers, by setting creative goals and strategies so that they are able to reach out in marketing products.

The content of the message conveyed is about information that has been made based on facts. In addition, the content of the message provides information about Batik products produced by Widji Kendal Batik SMEs. The content of the message is adjusted to the media created. Thus, the author will convey information and messages regarding the explanation of the motifs or patterns created by the owner of Widji Kendal Batik.

In an effort to convey information about this product, media are needed that can convey messages effectively and efficiently [9]; [10]. Promotional activities carried out by Batik Widji Kendal are always participating in MSME exhibitions and local brand exhibitions in the city of Kendal, Semarang and around Central Java. So that the location and form of the media will be more appropriate to the main media in the form of Posters, Brochures, and Packaging. The design of this promotional media also determines creative programs to achieve communication or messages with the audience. In addition to the main media, there are supporting media, the goal is to support the achievement of information on Batik Widji Kendal products to the target audience. The supporting media included X-Banners, Business Cards, and Mugs which were distributed during the process of the batik exhibition.





Figure 5 Batik Widji Kendal Promotional Media Design Poster

Source: Personal Documents (2022)



Figure 6 Widji Kendal Batik Promotional Media Design Brochure

Source: Personal Documents (2022)



Figure 7 Widji Kendal Batik Promotional Media Design Packaging

Source: Personal Documents (2022)



Figure 8 Widji Kendal Batik Promotional Media Design X-Banner

Source: Personal Documents (2022)



Figure 9 Widji Kendal Batik Promotion Media Design Mug

Source: Personal Documents (2022)

## V. CONCLUSION

### A. Conclusion

The design of promotional media for Widji Kendal Batik in Kendal City is based on the results of data collection, it can be concluded that the purpose of designing promotional media is to introduce Kendal City's original Batik with characteristic motifs and patterns owned by Widji Kendal Batik to the public in Kendal City, Semarang, and around Central Java. With the promotional media used, it is hoped that they can have their own uniqueness in promoting batik

products typical of the city of Kendal, and can attract the target audience to buy these products.

The process of designing Widji Kendal Batik Promotional Media through the following stages. 1) Collecting information data about batik products and promotions that have been done before. 2) Analyze information using SWOT analysis. 3) Designing themes and concepts in accordance with the design that will be realized into a design work in the form of Widji Kendal Batik Promotion Media. 4) The design process is carried out using a digital process through the Adobe Illustrator software. 5) After the final design, then enter the production process by printing. The final results of the promotional media design are Posters, Brochures, X-banners, Packaging, Mugs.

The results of this Widji Kendal Batik Promotion Media Design are expected to be able to get feedback and attract attention for the target audience to be able to buy and use Batik products from Widji Kendal Batik, and can introduce authentic batik made by Kendal natives.

## **B. Suggestion**

With the Design of Promotional Media for Widji Kendal Batik, it is hoped that the people of Kendal City in particular and the wider community in Indonesia can recognize the Typical Batik of Kendal City, where Kendal City is famous for its industrial city. Batik Widji is able to present and carry the local wisdom of art and culture in the City of Kendal by creating patterns or motifs of works of art from the City of Kendal. Suggestions for Widji Kendal Batik to introduce the Kendal City Typical Batik to all corners of Indonesia through promotional media that have been made. Through this promotional media, exhibitions and training or workshop activities will continue to be developed to introduce the unique written batik and stamps of the City of Kendal.

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