

E-Commerce-Based Creative Economy Development of BT Batik Trusmi Cirebon in Islamic Perspective

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ABSTRACT

This research aims to find out how BT Batik Trusmi develops its batik products as a creative economic commodity without eliminating the essence of Trusmi batik itself. As well as the marketing strategy carried out by BT Batik Trusmi with Marketing Mix analysis and digital business through e-commerce. The method used in this research is a descriptive qualitative approach, this research is field research and the data used in this research are primary and secondary data, with data collection techniques through observation and interviews. The results showed that BI Batik Trusmi is a company that produces batik by modifying the design according to trends without losing its essence. Based on the analysis of the marketing mix, namely the First product, BT Batik Trusmi has a very innovative product with modern design commodification. Second the price offered must be in accordance with the quality of the product. Third: strategic distribution places and very easy accessibility Fourth: promotion is carried out by holding exhibition events such as fashion shows which aim to make batik better known and utilizing e-commerce in promoting their products such as social media and official websites that contain images or educational content about batik.

INTRODUCTION

Indonesia is a country that has a fairly stable economic growth. Despite its stable economic growth, Indonesia is still categorized as a developing country. This is caused by several factors, including the lack of productivity, the low quality of human resources, the small number of jobs and the large number of unemployment.

In addition, Indonesia is also a country consisting of thousands of islands, which makes Indonesia have a variety of cultures contained therein. However, the differences in cultural diversity in Indonesia do not make each region feel superior to one another. In fact, with these differences, Indonesia will look more unique and innovative. Cultural values characterize the Indonesian nation. These cultural values do not require us to be closed to foreign cultures, but the values and philosophical meanings of Indonesian culture must be used as a source of inspiration and creativity (M. Husin, et al. 2016) Seeing the wide variety of cultures owned, Indonesia has the potential to Increase economic growth through the development of the creative economy.

The creative economy is a business field that can be cultivated by people from any background so as to reduce unemployment and improve the economy. Because the creative economy business field has the potential to create new business opportunities through creative and innovative ideas. The creative economy is also defined as an economic concept based on human abilities and skills (Toffler, A., 1970). The creative economy addresses a very broad spectrum, namely all aspects aimed at increasing competitiveness by using the

creativity of each individual seen from an economic perspective Creative industries are part of the creative economy and focus on their respective industries (Puspa, 2010:20).

The era of the industrial revolution 4.0 is closely related to the use of the internet, so it can help optimize digital businesses in developing the services provided. Such as several e-commerce that acts as a carrier of change in making transactions easier Simply by accessing the internet through a smartphone, consumers can shop without having to come directly to the store.

E-commerce as a forum or promotional media that is cheaper and more effective and takes part in developing the economy in the digital era so that it can be felt by all business people, including creative economy entrepreneurs. Batik is a creative economy business in the fashion and handicraft sector that utilizes e-commerce as a medium to develop and improve its existence in this modern era. Batik is terminologically defined as an image produced using canting or similar tools with wax material as a barrier to color entry (Indreswari, 2016). In the treasures of Indonesian culture, Batik is one of the ancient art forms of high quality. The word Batik comes from the Javanese language, namely "amba" which means write and "nitik" which means point. The meaning of the combination of the two words is to write with wax (Trixie, 2020) Batik in Indonesia is very well known and almost every region in Indonesia has batik products with their own distinctive patterns according to the region. Cirebon as one of the regions in Indonesia is famous for its batik products, namely Batik Trusmi.

Batik, which is an ancestral heritage of the city of Cirebon, has become a creative economic commodity for craftsmen as well as batik business actors in Cirebon. The development of Batik Trusmi began with many batik craftsmen who produced printed and written batik until finally some craftsmen began to have their own shops and showrooms such as the very famous batik shop, BT Batik Trusmi

BT Batik Trusmi is one of the largest batik shops in Southeast Asia, founded by Mrs. Selly and Mr. Ibnu since 2006 BT Batik Trusmi produces batik by commodifying designs that follow trends without losing its distinctive characteristics Such as dresses, outers, gamis and so on. This is a very creative and interesting innovation so that it can meld people's views on batik that seems old-fashioned into batik that is more contemporary and looks fashionable.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Creative Economy

Along with the times, technological advances have increased so that recently all human activities have been influenced by digital information flows via the internet. In facing these conditions, it is necessary to understand and map markets that have not been well served by the use of technology (Asmah, 2019) To provide good service to the sector, one of them is by making the creative economy a strategic concept to be able to win global market competition and produce products and services with high creativity to increase economic added value.

Creative economy is a new economic concept that combines information with creativity that relies on ideas, knowledge and ideas from human resources as a production factor (Gusti, 2016: 227). The creative economy can also be defined as an economic concept based on human abilities and skills (Toffler, A 1970). The creative economy is a field of businers that can be cultivated by middle to upper and lower middle class people in expanding employment. The creative economy can also reduce unemployment so as to improve the

economy. Because the creative economy business field is very potential in creating new business opportunities through creative and innovative ideas.

In a book entitled "Creative Economy, How People Make Money from Ideas" in 2001, John Howkins first introduced the creative economy According to him, the creative economy is making economic activities in the fields of creativity, ideas, the environment and cultural heritage as the foundation of the future. Thus it can be imagined that only with the capital of ideas, a creative person can earn a relatively high income (Howkins, 2001).

Another opinion explains that the creative economy is a creation of added value (economic, social, cultural and environmental) based on ideas born from the creativity of human resources and based on the utilization of science, including cultural heritage and technology. Creativity is not limited to works based on art and culture, but can also be based on science and technology and telecommunications (Fuadilah Habib, 2001). To promote a creative economy, it is necessary to explore and hone the potential for creativity, innovation and invention in society.

It can be concluded from some of the definitions above, the creative economy is a concept of activity which aims to realize sustainable community economic development based on creativity. The agency that regulates and develops the creative economy in Indonesia is the Creative Economy Agency or Bekraf for short. In Presidential Regulation Number 72 of 2015, it is said that Bekraf is tasked with managing 16 subsectors in Indonesia (Bekraf, 2018). The 16 subsectors are product design, fashion, architecture, interior design, visual communication design, television and radio, fine arts, game application and development, advertising, publishing, music, animation and video film, craft, performing arts, photography, and the last is culinary.

E-Commerce

The era of the fourth generation industrial revolution is closely related to the use of the internet Internet users in Indonesia continue to grow from year to year. Chairman of the Indonesian Internet Service Providers Association (APJII), Muhammad Arif, said that today approximately 77% of Indonesia's population already uses the internet Before the COVID-19 pandemic, the number of internet users only reached 175 million people. While APJII's latest data, in 2022 internet users in Indonesia will increase to reach around 210 million people. This means that there are an additional 35 million internet users in Indonesia (CNBC Indonesia, 2022).

E-commerce is social media which is one type of internet trading service in optimizing digital business. The use and utilization of e-commerce has a wide network even worldwide so that it can be easily accessed at any time without physical contact between consumers and producers or business actors (Asmah, 2019). E-commerce, which is not limited in time and place, makes business actors must really be able to compete in convincing consumers to be interested and buy the products or services offered. In addition, e-commerce can also be easier in choosing product marketing targets and minimizing costs because there is no need to rent a place in the promotion and marketing process.

The application of e-commerce in digital business continues to increase from the previous year According to Meta and Bain & Company, Indonesia's online marketplace (e-commerce) still has positive prospects. This is as seen from the gross merchandise value (GMV) of Indonesian e-commerce which is estimated to reach US\$56 billion or around

Rp842.3 trillion in 2022. This value has increased 14% compared to last year. In the Meta and Bain & Company report, Indonesia's e commerce prospects are estimated to still grow 17% in the next five years (Monavia Ayu Rizaty, 2022). E-commerce as a forum or promotional media that is cheaper and more effective and takes part in developing the economy in the digital era so that it can be felt by all business people, including creative econo economy entrepreneurs.

Marketing Strategy

Marketing strategy is one way to win a sustainable competitive advantage for both companies that produce goods and services (Wibowo, 2015). Meanwhile, according to Chandra, a marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in certain target markets (Chandra, 2002 93) Marketing strategy can be seen as one of the bases used in compiling overall company planning (Dimas et al, 2015). Seeing the development of technology makes people more creative in developing their business. Thus the need for an effective and efficient marketing strategy.

Marketing management is grouped into four aspects which are often known as the marketing mix. The marketing mix consists of 4 variables called 4p, namely (Kotler and Armstrong, 2004: 78):

a. Products

Product means a combination of goods and services that the company offers to the target market According to Kotler, a product is something that can be offered to the market for attention, ownership, use and consumption so that it can satisfy wants and needs. Included in this are physical objects, services, people, places, organizations and ideas (Kotler in Tonny, 2017) Meanwhile, Ummar says that a product is something that can be offered (Ummar in Tonny, 2017).

b. Price

Price is the amount of money a customer must pay to acquire a product. Price is the element of the marketing mix that is the easiest to adjust and takes relatively little time, while product characteristics, distribution channels, and even promotion require more time.

c. Place

Marketing places or channels include company activities that make products available to target customers. Distribution channels can be defined as the set of companies and individuals that take over the rights or assist in the transfer of rights to certain goods or services as they move from producers to consumers (Kotles, 2005).

d. Promotion

Promotion is a variety of activities carried out by producers to communicate the benefits of their products, persuade and remind consumers to buy these products (Kotler, 2005) In detail, the objectives of promotion are as follows (Tjiptono, 2008. 221 222).

1) Inform

2) Persuade target customers

3) Reminder

Islamic Perspective

Nowadays, people are getting closer to the digital world. So lately all human activities have been influenced by the flow of information that is digitally connected via the internet. In the development of Islamic thought, a number of contemporary scholars mention, *maqasid al-syari'ah* or the purpose of sharia law, is a concept that concentrates on creating protection for religion, soul, mind, offspring, and human property (Mutakin, A. 2017).

Digital-based creative economy has the potential to realize the protection of the five points mentioned in *maqashid al-syariah* Islam also has a global nature towards all types of social change (Azharni, F. 2016) Including the development of science and technology can also be well accepted in Islam. Thus, Islam applies a technological system in *bermuamalah*, including in transactions or doing business. Therefore, the creative industry based on digital media is not included in the forbidden category.

METHODS

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RESULTS

Creative Economy Development of BT Batik Trusmi

Batik is a creative economy business in the fashion and handicraft sector that utilizes e-commerce as a medium to develop and improve its existence in this modern era. Batik in terminology is defined as an image produced using canting tools or the like with wax material as a barrier to color entry (Indreswari, 2016). Batik in Indonesia is very well known and almost every region in Indonesia has batik products with their own distinctive patterns according to the region. Cirebon as one of the regions in Indonesia is famous for its batik products, namely Batik Trusmi.

Batik, which is an ancestral heritage of the city of Cirebon, has become a creative economic commodity for craftsmen as well as batik businesses in Cirebon. The center of batik development in Cirebon is in the Trusmi area. The Trusmi area is known as an area where the majority of the population are batik craftsmen. The beginning of the history of batik in the Trusmi area was started by Ki Buyut Trusmi who first introduced batik to the surrounding population. Batik Trusmi Cirebon has many varieties and patterns. One of the patterns that characterizes Cirebon Batik is the *megamendung* pattern (Handayani 2018, Emalia 2017, Wahyuningsih: 2016, Nuris 2015).

Megamendung pattern was created by Sunan Gunung Jati who was a close relative of Ki Buyut Trusmi (Hafni, et al 2021) *Megamendung* pattern has a philosophy and meaning contained in it, such as the existence of seven gradations that symbolize Islamic values, then in terms of cloudy colors which means reconciling the atmosphere (BT Batik Trusmi, 2015) The development of Batik Trusmi began with many batik craftsmen who produced printed and written batik until finally some craftsmen began to have their own shops and showrooms such as the very famous batik shop, BT Batik Trusmi.

BT Batik Trusmi is one of the largest batik shops in Southeast Asia, founded by Mrs. Selly and Mr. Ibnu since 2006. The founders of BT Batik Trusmi began to pioneer their business by opening a small shop and developing until they entered the official stage which was marked by the construction of the BT Batik Trusmi Official Store with the title "The Most Complete and Largest Batik Shop" The development of BT Batik Trusmi as a batik company that collaborates with various other parties, such as working with distributors and local craftsmen and also collaborating with batik from outside Cirebon such as Batik Pekalongan, Batik Kuningan and so on. This is done to introduce typical Cirebon batik and expand the market expansion of BT Batik Trusmi.

technology, BT Batik Trusmi not only sells offline at its Official Store, but also sells online through e-commerce. BT Batik Trusmi has prepared several specialized staff in e commerce to serve these online transactions. Some of the e-commerce owned by BT Batik Trusmi can be seen from its Instagram, namely "btbatiktrusmi" or can visit its official website, namely www.btbatiktrusmi.com.

BT Batik Trusmi has several superior products that are highly demanded by consumers such as Batik Premium and Basundari Collection. Product excellence leads to the creation of superior value for customers (Slater and Narver, 2000). Premium Batik and Basundari Collection have good quality fabrics and models as well as very beautiful patterns so that they can still look fashionable in this day and age. This is an indicator of the superiority of Batik Trusmi from other batiks. Because product excellence is where the product has a higher quality than competing products (Ledwith and O'Dwyer, 2008) Innovation leads to a process of change in the organization and market offerings of the company. Innovation is a way that companies use to win markets and customers, through the development of sustainable competitive advantage (Kanagal, 2015).

BT Batik Trusmi also has a social program that aims to empower the community with the CSR (Corporate Social Responsibility) program, the Waste Bank Program, and the Trusmi Care Employees (KTP) program This social program targets the community in the Trusmi environment. This is done as a form of concern for BT Batik Trusmi and an effort to form strong bonds with the surrounding community (Hafni, et al 2021).

Marketing Strategy Analysis of BT Batik Trusmi

BT Batik Trusmi has several strategies in developing and improving its product image as an icon of local wisdom as well as a creative economic commodity for the people of Cirebon.

1) Product/Products

With the development of increasingly modern times, BT Batik Trusmi is required to continue to Innovate and increase its creativity in order to meet market demand. Commodification of batik design is one way to continue to exist in the present BT Batik Trusmi has several categories of superior products with contemporary models, including:

- a) Premium Batik, consisting of women's premium batik and men's premium batik
- b) Batik Basundari Collection, consisting of Djenar Set, Aptisa Set and so on.
- c) Men's Batik, consisting of long-sleeved batik, short-sleeved batik, and kiris t-shirts.
- d) Women's Batik, consisting of negligee, outer, gamis, dresses and tops.

2) Price

BT Batik Trusmi has batik products with varied and relatively affordable prices. The price of batik offered certainly depends on the quality of the materials used, as follows:

- a) Premium Batik, ranging from Rp. 200,000 to Rp. 500,000
- b) Batik Basundari Collection, ranging from Rp. 1,000,000 to Rp 6,000,000
- c) Men's Batik, ranging from Rp. 39,000 to Rp. 578,000
- d) Women's Batik, ranging from Rp. 30,000 to Rp. 609,000

BT Batik Trusmi also organizes promos and discounts on certain occasions or on major anniversaries such as Independence Day and others.

3) Place

The next strategy is from a very strategic location. BT Batik Trusmi is located in the Trusmi Area Batik Center which is located at Jl. Trusmi, Plered Cirebon. It can be said to be strategic because it is located in the Plered shopping tourism area which is a center for souvenirs, culinary and batik centers. Accessibility to get to the location of BT Batik Trusmi is also very easy and the beautiful store decoration can make visitors feel comfortable in shopping.

an effort to introduce Cirebon batik, BT Batik Trusmi has opened various marketing channels by opening several branch stores outside the city of Cirebon such as in Jakarta, Medan and Bali. BT Batik Trusmi has also provided promotional media through its Instagram account @btbatiktrusmi. BT Batik Trusmi also utilizes e-commerce such as shopee and tokopedia as a forum for online promotions and transactions to meet market demand at this time seeing that many consumers prefer to shop online compared to offline shopping.

4) *Promotion/Promosi*

BT Batik Trusmi's strategy in promoting its products is by holding exhibition events such as fashion shows and so on to make Cirebon batik motifs known to the Indonesian people. In addition, BT Batik Trusmi also utilizes several e-commerce as a promotional medium, such as through social media and websites that contain images or educational content about batik and batik making tutorials.

CONCLUSION

Batik is a creative economy commodity in the fashion and handicraft sector. The development of the times makes people more familiar with foreign cultures so that it becomes a big challenge for batik craftsmen to be able to maintain their existence. Batik Trusmi is a batik inherited from the ancestors of the city of Cirebon with the Megamendung pattern as its hallmark. Batik Trusmi has become a creative economic commodity for batik craftsmen and business actors in Cirebon.

BT Batik Trusmi is a company that produces batik by modifying the design according to the trend without losing its essence. Such as combining megamendung batik patterns with Japanese kimono style clothes, outers, blazers, dresses and so on. This is done in order to develop batik products as an effort to optimize local culture-based creative economy businesses and be better known by the wider community.

Based on the analysis of the marketing mix, namely the first: product, BT Batik Trusmi has a very innovative product with modern design commodification. Second: the price offered on each product is in accordance with the quality of the product so as not to disappoint consumers. Third: the strategic distribution place and the accessibility to BT Batik Trusmi is

very easy. In addition, the products are also distributed online. Fourth: promotion is carried out by holding exhibition events such as fashion shows that aim to make batik better known and utilizing e-commerce in promoting their products such as social media and official websites that contain pictures or educational content about batik and tutorials for making batik.

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