

## COMMUNICATION STRATEGY OF BATIK CIMAH I BRAND

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**Abstract** : During the 8th anniversary of the city of Cimahi in June 2009, Batik Cimahi was started to be publicly introduced. Unlike batik and batik city which has been a part of tradition, the presence of batik Cimahi is based on the following backgrounds: as an identity of the city and as an effort of the Municipal Government to improve economic sector considering the limitation of the city's natural resources. Based on the abovementioned issues, some efforts on brand communication strategy has been implemented based on brand assesment, brand promise, brand blueprint and brand communication strategy. The method applied on this research was qualitative method through consumers' research using purposive sampling and combination between IFAS (Internal Factor Analysis Strategy) analysis and EFAS (External Factor Analysis Strategy) analysis to identify opportunities and threats of batik Cimahi, as well as using SWOT (Strengths Weakness Opportunities Threats) matrix analysis to find out about strategy planning used and QSP (Quantitative Strategic Planning) to decide on strategy options and brand identity design based on comparative value. The results of the research that has been implemented are brand identity design and recommendation on communication strategy. These include message design, communication line and promotion mixture that are based on communication goals using hierarcy effect approach, which covers awareness building, knowledge provision, like, preference, assurance, and buying.

Keywords: *communication, brand, batik, Cimahi*

Batik Cimahi as a new product in the market of national batik, demanding concrete Instant confirmation Efforts to introduce it to the community and to improve the knowledge, preferences and trust for its loyal customers. The effort is a blend between branding strategy to Determine the internal and external problems Cimahi batik as a brand communication strategy and implementation. Batik branding strategy Cimahi formed through the three stages of the appraisal brand brand (brand assessment), the promise of the brand (brand promise), communications brand (brand blueprint), while the brand communication strategy sets goals, messages and media used in the process of brand communication to the Batik Cimahi the general public or customers.

In phases of the brand (brand assessment) found some knowledge about the consumer Cimahi batik dominated by women (71.92%), aged 31-45 years (52.38%), highly educated (76.19%), working as a Civil Servants (66.66%), income in the range of Rp. 1000000-5000000 (50%) and loved the holiday (28.57%) and entertainment (19.05%). The data found in consumer research has become a starting point and then during the stage interpretation and analysis of internal-external factors as determining brand promise of the brand (brand promise).

Consumer research into brand promise stages produce some knowledge which is divided into three aspects, cognitive, affective and psychomotor. In the cognitive aspects of the data found that consumers know (66.67%) and the familiar motif Cimahi (57,14%), but tend to doubt the knowledge to innovation motif Cimahi (38.10%). In the affective aspect found positive data associated with feelings of pleasure during the visit (47.62%) and services (57.14%), the quality is satisfactory (57.14%) and lead to pride in wearing it (61.90%). In the aspect of data related to psychomotor found the urge to meet the needs of batik with batik Cimahi (47.62%), but there are doubts in wearing it at various events (52.38%). Based on the description of the above findings, we can conclude that while there is a problem in the lack of dissemination of information about innovation motif Cimahi and indirect impact on decision-making in the form of action that doubt to wear batik Cimahi various occasions although it has found a sense of pride when wearing it on stage affection.

The analysis of internal factors reviewing two things namely strength (strength) and weakness (weakness). In the analysis of internal power factors batik Cimahi found three (3) it is based on observation, observation and interviews were conducted which batik products Cimahi have orientation on a national scale is based on creation of superior motives determined by experts batik, cultivation of industrial quality home (home industry) that became one of the leading sectors of small and medium industries in the town of Cimahi and cooperation relations both between artisans and entrepreneurs batik Cimahi with National Craft Council (Dekranasda) which resulted in the formation batik workshop and gallery named Canting Art Overtime Batik Cimahi. At the stage of internal weakness factor analysis batik Cimahi found four (4) case that the distribution of the traditional pattern of relying on the market which have been formed due to the system of civil servants in the Government of Cimahi, lower production, less optimal capital support and the lack of promotion of the impact on the positioning.

The analysis of external factors reviewing two things namely the chance (opportunity) and threats (threats). In the factor analysis batik opportunities Cimahi found four (4) case Cimahi Government Ordinance regarding the empowerment of small industries that can impact on the improvement of the economic sector due to the limitations of Natural Resources (SDA) has, international recognition and exploration batik motif characterized by regional locality. In the analysis of the threat factors batik Cimahi found one fundamental thing that is a competitor who has been there first. Evaluation of the overall external and internal factors batik Cimahi then calculated by EFE (External Factors Evaluation) and EFI (Internal Factors Evaluation) shows that the brand batik Cimahi is in the region to maintain and nurture, which is a commonly used strategy of market penetration and product development.

In the analysis of the development strategy through SWOT method discovered the efforts related to the branding strategy and WO SO strategies that do branding strategy that prioritizes proximity to the consumer products and modify existing promotions. Through the analysis found several analytical strategies that can be done and can be pursued by

priority through QSP approach (Quantitative Strategic Planning). Based on the analysis QSP then the best strategy to do split six (6) action that is doing the branding strategy, strategy promotion modify existing ones, maintaining quality and make a variety of products, enhance customer loyalty and increase Human Resources (HR).

At the stage of brand communication (brand blueprint) is focused on three main components of the identity of batik Cimahi ie logos, colors and slogans. Logo design are divided into two types namely the initial letter logo logo BC to Batik Cimahi and allusive logo takes the form cleaver as an association of Batik Cimahi. The colors used were different between the green for the initial letter logo BC which memetaforakan bamboo leaves to impress novelty (contemporary) and brown for allusive logo cleaver to impress courtesy and local wisdom. Similarly, with the tagline designed that there is a fundamental difference "Creation of Contemporary Culture" and "Creative Nature Graceful Charming". Selection of the sentences have in common the word "creation" as the embodiment of a new presence in the national market and characterize contemporary batik or contemporary. The word "culture" and "Contemporary" as a unity that emphasized the difference or differentiation Batik Cimahi, as well as the direction of the future development of Batik Cimahi. The word "Nature" related to the source of inspiration for the creation of Cimahi Batik motif. The word "Graceful Charming" is the nature and the promise offered when eating or wearing.

Designing two different logos is a start-up capital in determining the identity of batik Cimahi. The different identities as if divided into two very different things that traditional and contemporary. It is based on factors and the potential that exists in Cimahi batik, which is traditionally associated with one of the featured motif Cleaver, while contemporary motif associated with two other leading Cirendeu the motive and the motive Ciawitali and the products it produces.

Brand communication strategy is the implementation of the branding strategy that has been done before. Cimahi batik brand classified in the category specific brands which are based on specific products that fabric or clothing that motivated three Cimahi batik motifs featured, contemporary style and is different from other batik. Cimahi batik design marketing strategy is built on three things namely positioning, differentiation and reading of the market. Cimahi batik is positioning as a contemporary batik based on age, style and function temporenya. Cimahi batik differentiation strategy can be done through the personal superiority of its three flagship motif (Ciawitali, Cirendeu and Cleaver). While the determination of market strategy batik batik Cimahi in the national market are using that as a market follower strategy pengadaptasi (adapter).

Based on the positioning, differentiation and market strategies Cimahi batik mentioned above, can be carried out a batik design Cimahi brand communication strategy that is the recommendation. Cimahi batik brand communication strategy has five stages namely identifying the audience, determining communication objectives, designing messages, choosing communication channels and make decisions on the promotion mix. Based on

the results of consumer research that has been done, the audience or customers can be identified Cimahi batik dominated by women aged 30-45 years with high levels of education, worked as a civil servant, sufficient income, and like holidays and entertainment. Therefore, the intended audience for batik Cimahi divided into two categories, customers and prospective customers batik Cimahi. Prospective buyers will be addressed is the general public fan of batik both for formal and non-formal to casual.

The purpose of communication in brand communication strategy batik Cimahi performed using a hierarchical model approach responses (Hierarchy effect) that is to build awareness, knowledge, love, references, beliefs and buying. The purpose of communication through a hierarchical approach that response is a reference for the subsequent process of designing a message, select a channel and determines promotion mix in which there are elections and scheduling media use.

In the process of designing the message to consider the purpose of communication through the approach of six (6) levels of response, so that each level has a different response to the design of the message (content, structure and format). Determination of the promotional mix more focused on advertising, too, the selection of media advertising communication in addition to considering the advantages of the media, is also aligned with the target audience point of contact. Similarly scheduling media use within a period of one year, ie from 6 (six) phases distributed or paired with twelve (12) months so that each stage is equal to two (2) months. From every level response scheduled, resulting in the use of diverse, meaning that the possibility arises that the same media used at different stages of media such as the internet and newspapers are used fully to the six (6) levels of response.

Based on the description in the process of designing the brand communication strategy batik Cimahi above, it can be deduced as cover the brand communication strategy that is applied using the approach in response to the three aspects of cognitive, affective and psychomotor (behavioral). On cognitive aspects commensurate with the process of immersing awareness and provide knowledge on the level of response. That is, the destination of the audience or target the audience is thought that the attraction used in designing the message is rational appeal. In the affective aspects commensurate with the likes, preferences and beliefs in the levels of response. That is, the destination of the audience or target audience is feeling so appeal used in designing the message is emotional appeal. In the psychomotor aspect worth buying process as an act which became the highlight of the destination and brand communication strategy batik Cimahi. Efforts to introduce batik batik Cimahi have differences that have existed long before the batik Cimahi born of a tradition and the palace became the birthplace of the culture of batik in the main area of the archipelago batik batik region of Central Java. Efforts have been made in research conducted focused on the formation of identity and brand strategy in Batik Cimahi communicate to the two sides of the target audience that is loyal customers and prospective customers. The effort is an effort that is different from the traditional effort for a batik can be known, consumed and embedded in the minds of customers. It is also considering the purpose and function of inherent use of a type of

batik; between traditional and contemporary, different and can not be equated with each other.

Efforts in research conducted centered on scientific design focuses on a process of visual communication product thereby increasing the sale value of the products offered. The theory used as an approach in designing the communication strategy refers to the branding strategy that was introduced Knapp (2002) and the brand communication strategy put forward Kotler (1998). Based on the theory of reference, resulting logo design and brand communication strategies. Given the time constraints and problems were found as well as considering the complex and breadth of a theory to be applied as an approach to research, there are many shortcomings that can not be fulfilled. So for researchers who want to carry on similar studies, can equip it in various ways, among others, on the approach AIDCA (Attention Interest Desire Action Confiction) to stage a response hierarchy, selecting sampling more and more complex, testing of selected media and promotional mix not only focused on advertising but on other promotional tools such as sales promotion, public relations and publicity.

For parties associated with batik Cimahi, in this case the employers and the government of Cimahi city, Cimahi batik brand position is in the area to keep and maintain, so that strategies can be done is to market penetration and product development. Market penetration efforts made can refer to the communication strategy has been designed in the study with the continuous pattern of scheduling media use brand marketing communications based on the period and synergized with the level of response to be achieved. However, as a cautionary note, the market penetration efforts will be a significant obstacle when product development is static, without innovation.

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