

# Jember Fashion Carnaval Event Contributes In Improving Business Performance In The District Of Jember

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**Abstract:** Jember develop Batik is used as one of the area's identity. Although less famous Jember batik with batik-batik in Java batik is actually in this area has existed since the time of the Dutch East Indies. The purpose of this study is: To know and explore the riches of jember batik, batik jember To see the potential, to analyze the fundamental problems faced by batik entrepreneurs jember, To analyze the fundamental problems faced by batik entrepreneurs jember, to determine the contribution of Jember Fashion Carnaval in increasing turnover batik Jember. This research is a qualitative descriptive study that describes the phenomenon in depth. This study uses primary data is the result of interviews with key people associated with the object of research. The results showed Batik Jember excavated from local wisdom that is inspired by the town of Jember commodities featured in the tobacco and cocoa industries Batik Jember able to increase revenues, especially those working in the batik industry. JFC proven to be a branding for the town of Jember. People know Jember not only as a producer of tobacco and cocoa, but as a city of world-class carnival

**Key Words:** JFC, Contributes, Batik, Performance, Jember

## 1 INTRODUCTION

Jember city located in the province of East Java near Surabaya. The town is bordered by the town of Probolinggo and Bondowoso town in the north is city of Banyuwangi in the southern is Indian Ocean and in the western city of Lumajang. Jember city is a regional center in the eastern region of male horseshoe. Batik Jember city also developed to be used as one of the area's identity. Although less famous Jember batik with batik-batik in Java batik is actually in this area has existed since the time of the Dutch East Indies. The existence of entrepreneurs or craftsmen in the town of Jember able to increase incomes. It is in karnakan where batik industry in Jember able to absorb quite a lot of manpower, especially for the batik process in addition to the manpower needed for the design or coloring. Batik Jember consumed by many people in general, government and private institutions that use batik as a uniform. Beginning Group Reyog Ponorogo who crowded highway in the city protocol cavalcade Jember city Birthday culture and the independence celebrations that always attracts the attention of citizens each year. Thus create the idea of thinking of a parade walking with mengenakan interesting costumes, festive, bright colors and frilly audience reyog artist but has its own distinctive identity Jember city. At the time of 2001 to the beginning of Jember Festival Carnaval, where the idea not much different from the parade before, and therefore form the costumes of JFC always resemble Reyog where at that time there were similar events, such as festivals costumes in countries American continent. Even today tens Reyog group in the town of Jember still participate and support the JFC activities each year, so were always there for costume design on the JFC that carries about art reyog. JFC annual event to attract tourists to the city of Jember both domestic and foreign travelers. This brings a huge impact for all SMEs in the town of Jember including batik industry.

However, batik industry in Jember not optimal there are still many fundamental problems faced by batik entrepreneurs jember such as issues of finance, production, human resources need to batik product marketing One study of batik is done by Fonna Heldiana Lily (2013) The purpose of this study was to determine the extent of integrated marketing communication strategies Dwi Hadi Batik Surakarta. This research method using descriptive qualitative method. Measures analysis of data that the data collection, data reduction, data presentation, and conclusion / verification. The study found that in the plan Dwi Hadi Batik identifying the target audience, determine the communication objectives, designing messages, choosing communication channels, set the total budget for the communication, and measure the results of communication.

## RESEARCH PURPOSES

1. To know and explore wealth batik jember
2. To see the potential of batik jember
3. To analyze the fundamental problems faced by batik entrepreneurs jember
4. To determine the contribution of JFC in increasing turnover batik Jember

## 2 Literature Review

### 2.1 History of Batik Jember

Rolla producing batik Batik Jember types of batik and batik pure. Batik motifs are manufactured to meet the needs of the upper middle class market, while batik to meet the needs of the lower middle class market as needed. To 2 batik is produced in order to expand the reach of the market so that consumers can choose a variety of motifs and batik in accordance with its purchasing power according to ability. How to Produce Batik Jember begins with a design motif on a piece of white tracing paper. The motif is then drawn by the drafter of the fabric that will paint using a pencil drawing. White Cloth mori has been drawn subsequently submitted to the batik motif for the first time paint (klowongan) with canting equipment and malam follow a pencil drawing. klowongan batik cloth (batten-rengan) followed by specific staining. two kinds of coloring techniques are staining dyes and coloring

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hair coletan. How coletan technique is coloring techniques with a brush only on specific areas to obtain innovative colors are more varied. coloring dye is staining techniques to dye the whole fabric that has dibatik using dyes in the set. This staining technique can be performed simultaneously on a single fabric with the combination. Then blocked by shade cloth or walled name. Mechanical ngeblok or nembok is closing certain fabrics field with a malam to retain the original color. How ngeblok and coloring can be done repeatedly to get a good color batik. The last way is pelorodan where the fabric has been blocked and color rinsed with hot water to release the malam attached to the cloth. Motif Batik Jember use tobacco leaf motif which is a symbol of a typical Jember. batik motifs from other areas were full of shades of Batik Jember also filled with shades of natural tobacco leaf. This batik motif is not a standard which is batik creations and never passed down through the batik craftsmen but since time immemorial tobacco motif is the motif characteristic of Jember city. Because of the prestige still lost by Batik Pekalongan Batik Yogyakarta or Batik Madura batik is rarely recognized by their community

## 2.2.JFC (Jember Fashion Carnaval)

Jember Fashion Carnaval become a new alternative for the wheels of the economy in this city. Jember Fashion Carnaval (JFC) itself is a festival or carnival an annual event that has been held for 12 years. Starting from a desire to introduce the fashion week in accordance with the trend of fashion world with the theme Cowboy in 2001 and around the town square Jember. JFC is currently a fashion catwalk form the longest in the world, with a length of 3,6km starting from square of the town of Jember pestle until the Gymnasium. This year Jember Fashion Carnaval 12 will be held on 23 to 25 August 2013, with the theme of the Main "Artechsion (Art meet Technology and Illusion)" with 10 theme procession namely Tibet, Betawi, Bamboo, Artdeco, Octopus, Canvas, Tribe, Spider and Venice , Defile with 10 main theme was performed on August 25, 2013 as the Grand Carnival or big carnival. Actually, there are carnival-other carnival in the series of JFC is Kids Carnival on August 23, 2013 and Artware Carnival on August 24, 2013

## 2.3 Importance of Marketing

By definition, the definition of marketing management is the analysis, planning, implementation and monitoring of programs aimed raises exchanges with target markets with a view to achieve the objectives of the company (Kotler, 1980)



The success of companies achieve corporate goals and objectives is influenced by the company's ability to market its products. The company's goal to be able to ensure its survival, grow and compete, is only possible if the company can sell its products at favorable prices at the level of the expected

quantity and be able to overcome the challenges of competitors in marketing. This is required for dynamic people who have the creativity, initiative and resilient to lead the marketing activities for the company to succeed. Marketing is one of the functions in addition to other functions (ie production and finance). (Marketing Management: 47) Marketing (marketing) is the process of creation and delivery of the desired goods and services to customers and included the desire relating to win and retain loyal customers. "Secret" to marketing success is the ability to understand what the needs, demands, wishes and providing customer service, comfort and value so that they would come back again. Unfortunately there appears to be a gap between prinsif good marketing practices carried out by the actual marketing-by small companies. In a small company marketing function attached to the whole enterprise, affecting every aspect of activities, from finance and manufacturing to recruitment and purchases and also in the company's success. In line with the global business environment increasingly turbulent and intense competition, pemilik small companies must understand the importance of developing a relevant marketing strategies, success and their survival depends on this.

## Branding

Branding is a set of communication activities of the company in the context of the process of building and raising brand. Branding is not just about winning the hearts of your target market in order to choose your brand, but more importantly so that customers can see you as the only one that is best able to provide solutions to them. Destination Branding: Ability to convey the message clearly, To ensure credibility, Capable of connecting your target market or consumer emotionally, able to move or motivate consumers, ensure the creation of customer loyalty

## Branding Process: From awareness to loyalty

In the process of brand communication, there are some things that need attention. The first, already at the stage where the branding? Whether the brand is already at the stage known (aware), stage of understanding of the meaning of the brand, like the stage, or the stage of love or loyalty. Good branding is to choose the type of brand activities tailored to the situation attainment brand itself. Brand is not yet known, should focus on building awareness. Brand that is well known but less understanding, meaning it needs to work hard to explain what it can give the brand to the consumer. Brand that is known and understood, we should find activities that will increase the interest to try or buy. This activity is often referred to as Brand Activation. Brand that is known, understood, and purchased must be considered to make consumers buy again, and again, and again. This is the stage called brand loyalty formation process. At this stage, the brand could be categorized as a strong brand. Branding process should be contextual, adapted to the situation and stage accomplishments brand.

## 3. Research methods

This research is a qualitative descriptive study that describes the phenomenon in depth. This study uses primary data is the result of interviews with key people associated with the object of research

## 4. Results and Discussion

### 4.1 Exploration Batik Jember

Batik Jember can be identified by a characteristic that is patterned leaf tobacco. The leaves are nicknamed the gold leaf painted on a piece of cloth to show you its own peculiarities. Motives beautiful, variegated color and beauty of the combination provides its own value. Until much demand from the community and from outside Jember Jember. Kecamatan Sumberjambe known as a regional typical batik Jember. The area is located on the east side of the city of Jember there are many studios batik. Citizens there is known to have some flexibility in making motif pretty. District of fame batik Sumberjambe today increasingly moncer not simply reflected in higher sales turnover, more than that batik products such Sumberpakem village was much in demand by foreign tourists. Certainly in every month there is any group of foreign tourists come to the village to see up close the process of making batik community pride Jember. They were totally amazed by the beauty of batik motif Sumberjambe. Not just tobacco, but there are also other motives such as cigars, dragon fruit, bamboo, coffee and cocoa. Travelers also can try practicing how to paint batik motif. In the town of Jember, Jember unique batik Batik Studio can be found in Rolla situated Jl. Rose. Hundreds of motifs and colors of batik cloth Jember can be found there at varying prices. The price according to the type of fabric and complexity of motives, as well as material.



The above picture shows the beauty of batik work Jember. Motif above is a motif that was inspired by the tobacco leaves in which tobacco is a major commodity in Jember and other images showing floral motif combination of tobacco and tobacco leaf. In addition to these motives are other motive Jember is the cocoa fruit is also an excellent commodity Jember.

### 4.2 The role of Batik Jember in improving the community's economy jember

Nowadays many emerging batik craftsmen in Jember. One businessman batik is batik Rolla whose place is centrally located next to the SMP 10 Jember in Jember. Employers and other craftsmen who are batik Sumberjambe it is located in the village of the District Sumberjambe Sukowono. Other entrepreneurs are Batik Ambulu it is located in the village of the District Ambulu Ambulu. A third of employers have been able to absorb quite a lot of manpower, both power and labor batik coloring. The existence of entrepreneurs or craftsmen in the town of Jember able to increase incomes. Batik industry in Jember able to absorb quite a lot of manpower, especially for the batik process in addition to the manpower needed for the

design or coloring. Batik Jember Jember consumed by many people in general, government and private institutions that use batik as a uniform.

### 4.3 The role of JFC as branding the town of Jember

Jember Fashion Carnaval become a new alternative for the wheels of the economy in this city. Jember Fashion Carnaval (JFC) itself is a festival or carnival an annual event that has been held for 12 years. This event is able to bring in tourists very much both domestic and international.



According to the owner's mother Irine Rumah Batik Rolla ... "The increase three fold compared to normal days because many guests from outside the area who want to buy batik Jember," said the owner of Batik House Rolla Jember, Iriane Chairini Megawati in Jember on Saturday. On a normal day at Rumah Batik batik sales Rolla ranges from 150-200 pieces per day with prices ranging from Rp110.000 up to 1.5 million according to consumer demand. JFC proven to raise the name and reputation of the town of Jember in other words is a brand town of Jember. Jember formerly only known by the State Tobacco now been transformed into a world-class city of Carnaval. Why is said to be world class for this carnival occupy rateing to third world



Sales Turnover increased with the JFC Associated with the development of the batik industry in Jember city JFC event is an important event that gives great hope for the batik because at the time of the event in August every year is always an event JFC is equipped with a work including batik SMEs Jember Jember. Event title during JFC products proven to increase sales batik Jember.

## CONCLUSION

- [1] Batik Jember motif is from the local wisdom that is inspired by the town of Jember commodities featured in the tobacco, coffee and cocoa are favored by the public and tourists Jember.
- [2] Batik Jember industry was able to increase revenue, especially those working in the batik industry.
- [3] JFC proven to be a branding for the town of Jember. People know Jember not only as a producer of tobacco and cocoa, but as a city of world-class carnival.
- [4] Event JFC every August featuring the title of SME products as complementary products including batik, so as to increase sales turnover batik .