

# Hashtag Utilization: Can We Make Batik Of West Java, Indonesia, Viral?

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**ABSTRACT:**In the era of digital marketing, business people are required to be able to adapt to the existence of digital marketing. Many cases increase sales and the popularity of a product that is assisted by marketing through the use of social media. But on the other hand, products that were in demand could lose their popularity due to business people who ignore the importance of marketing through internet media. One product that is trying to gain popularity and consumer attention is West Java batik. It must be admitted that the popularity of West Javanese batik in the minds of the people of Indonesia and even abroad is not as strong as batik originating from Central Java or Yogyakarta. Therefore, West Java batik business people have attempted to do digital marketing, one of which is by utilizing hashtag facilities on social media, Instagram. The purpose of this study was to determine the number of uses of hashtags in promoting West Javanese batik, with quantitative descriptive analysis methods based on the number of hashtags on Instagram. However, the results of the study, which used an analysis based on the data of the number of hashtags of West Java batik and the like, showed that the promotion effort had not been optimal when viewed from several factors from supporting business promotion through social media.

**Keywords:** digital marketing; social media; instagram; hashtag; batik

## 1. Introduction

Nowadays, the era of information technology makes almost all areas of human life touched by digital elements. From interpersonal correspondence up to between countries, from announcements made by the government to recipes for cooking vegetable soup, or from offering apartments up to buying a used bicycle, everything is available and can be done simply by accessing the internet. The field of marketing is the field of human life that gets a lot of influence and experiences a significant acceleration of change. The emergence of digital marketing requires every manufacturer to be able to adapt to his presence and learn the benefits. For producers of goods and services, it will be difficult to compete when unable to keep up with the development of marketing through the internet. Many applications that can be used and used to attract attention, and encourage consumers to buy, can even be used to tie consumer loyalty to become loyal customers. There are many studies that have examined the power of digital marketing that has successfully boosted a product, both in terms of popularity and level of sales. Many researchers have also suggested using the power of digital marketing to restore a brand's image or anticipate a business from bankruptcy. In essence, from the various marketing researches that are available, it produces a proposition regarding the importance of good digital management so that the benefits can be taken optimally. One industry that is being developed in Indonesia today is the small and medium business industry that seeks to promote and market regional batik. Batik is defined as a piece of cloth decorated with a particular image, using wax and coloring, which was designated as the Indonesian Unique World Heritage by UNESCO in 2009, therefore, Batik contains elements of artifacts, cultural values [1].

which has been passed down from generation to generation. Related to this, since the declaration of Batik as one of the Indonesian Cultural Heritage by UNESCO, the Indonesian government is increasingly aware and considers batik as a great asset to achieve national interests [2], especially economics and culture. Therefore, through several central and regional government regulations, every city and regency in Indonesia are encouraged to have their own regional batik as an effort to demonstrate cultural identity and encourage regional economic movements. One type of Batik that has been known nationally and internationally is typical batik originating from Yogyakarta and Solo. Batik from Yogyakarta Province and City of Solo, Central Java has its own distinctiveness that is easily recognizable and has been one of the economic driving sectors for a long time. Therefore, every local government in various provinces hopes that the typical batik of the region can follow in the footsteps of the popularity and economic strength possessed by Yogyakarta and Solo Batik, including the West Java provincial government. Unfortunately, until now the popularity of typical batik in West Java has not been able to follow in the footsteps of Yogyakarta and Solo Batik. In addition to the cultural factors of Batik in West Java which are not as thick as those in Yogyakarta and Central Java, the marketing carried out by the West Java Batik industry has not been as extensive as that of the Yogyakarta and Solo batik industry. This can be seen from the marketing activities carried out by the West Java Batik industry players through online media. Digital media is widely used by consumers to find information about products, buy and share their experiences with others about the products they are looking for [3]. Therefore, digital media is a temporary answer to fulfill the promotion and marketing of small and medium industries that have relatively limited funds in the promotion and marketing financing, which is not cheap. One of the facilities offered by online media that can be used by small and medium industries for promotion and marketing is Instagram. Instagram is an application that provides services to upload short images and videos along with captions that make it easy to find using hashtags [4]. Therefore, through the use of hashtags with certain topics of interest, companies can boost customer interest [5], and attract

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potential customers. Based on data taken on July 19, 2018, there is #batikyogyakarta which reaches more than 101 thousand, even for #batikjokja which is a short name from Yogyakarta reaching 2.3 million posts. This figure is a pretty spectacular number compared to #batikjawa Barat which only reached 42.7 thousand posts at the same time. This means, until that date, West Java Batik, has not been able to lure the owner of an Instagram account to popularize the icon of West Java Batik through social media, especially in the form of hashtags on Instagram, including West Java Batik business people who create Instagram accounts for their business interests. In fact, when viewed from the number of regions that produce batik, and the number of motives produced, West Java has a value of competitiveness that must be taken into account. This is because West Java also has a Sundanese ethnic group which is the majority of its population and has a strong cultural root with batik processing. Based on this phenomenon, a purposeful study was conducted to investigate the digital marketing of West Java Batik through hashtags on Instagram and Facebook.

## 2. Literature Review

### *Digital Marketing*

Various researches have conducted many studies on digital marketing with various goods and services products as the object of study. The study produced several evidences and propositions, among others: Digital marketing refers to the marketing or promotion of products, services or brands that use digital media [6], other studies also mention that online media is a technology that facilitates the search and delivery of information widely and efficiently, and has speed and boundary-spanning every day [7]. Furthermore, there are also studies that the main sample relies on data from online media to gather information about products that make them interested in buying [8]. As for a research which specifically addresses social media as an important part of digital marketing which concludes that social media plays a key role in promoting a product, marketing through social media requires an active presence on various social media platforms, both on Twitter, Facebook, Google+, and YouTube [9], including Instagram and marketplace. In principle, the consumer's emotional bond to the product is formed through his experience when consuming the product and other aspects related to the process that occurs before and after the product is consumed [10], including the experience of consumers when interacting with product marketers through online media, especially Instagram social media.

### **Hashtag**

The use of hashtags was first found in posts on Twitter. Along with the development, hashtags are also used on other social media, including social media such as Instagram, Facebook, and marketplace. The goal is to facilitate Instagram users in searching for content. In addition, in general, the use of hashtags, in certain cases can attract the attention of readers [11], hashtags can be posted by certain users to produce a certain amount on a

particular microblog [12]. The first word that is most widely used in composing words in hashtags is a noun [13]. An example of a hashtag examined in this research is #batik which refers to an object in the form of a piece of fabric that has traditional cultural values and is the name of a product that is promoted and marketed. Referring to the spread of hashtagging practices, it seems that the hashtag cannot be said to be a digital language that is understood collectively by digital media users [14].

### **Batik**

Definitively, batik is a form of visual art in textile materials produced using traditional tools and materials originating from Indonesia [15]. In general, the tool used to draw on a piece of cloth that will be made into batik is canting, while for stamp batik it uses a stamp. The material uses melted wax and has been given a certain color. The design drawn on the cloth is mentioned as a motif. West Java batik has a variety of motifs, each region has a unique motif which is then used as a typical motif that shows the origin of the region. Even so, batik motifs from various regions often found similarities. Like culture, batik as a product that is thick with cultural values besides developing but also influences each other. The cultural influences that influence the creation of batik designs not only come from the indigenous cultures of local communities, but also from cultures that come from outside their culture, for example, Lasem Batik which is also influenced by Chinese culture [16]. Besides having philosophical and sociological values, batik also has enormous economic value in supporting the local economy, especially micro, small and medium enterprises. [17]. Batik can be used for clothing, tablecloths, bed linen, and other fabric-based products. In addition to tangible factors that can be used as clothing material, batik also expresses philosophy and interpretation, so that it can be enjoyed from the artistic aspect [18]. This aspect of art often attracts the attention of domestic and foreign tourists. Thus, besides having industrial economic value, batik also has a tourist attraction. However, to be able to make batik as an economic and tourism driver, it requires intelligent marketing performance of a Small and Medium Enterprise engaged in the batik industry, which can be a barometer of the success of a company engaged in this industry [19].

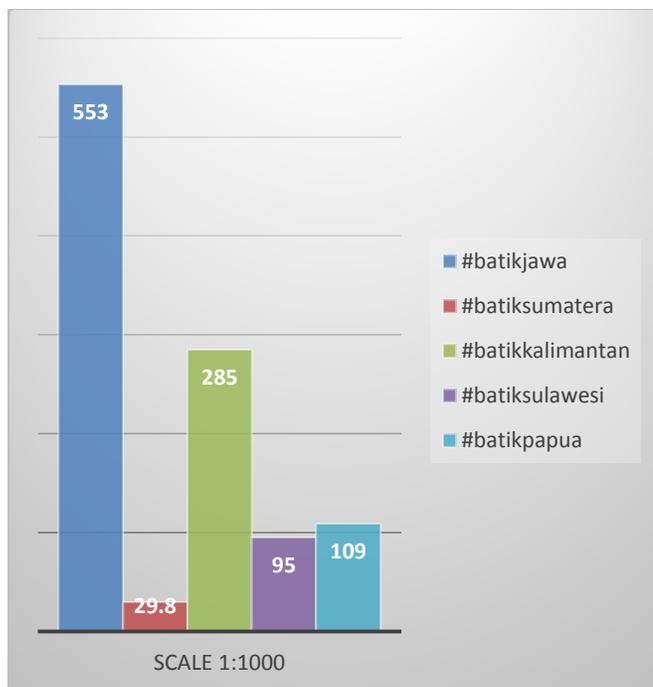
## 3. Research Method

There are several studies which examine the strategies of promotion and marketing of batik using quantitative methods, where with this method of questionnaire distribution to respondents who are selected by stratified sampling [18], qualitative descriptive methods [17], and mixed method [20]. In addition there is also research that examines batik as a commodity that can be introduced to children from an early age [21], batik marketing in Yogyakarta [19], as well as batik marketing through UMKM institutions [22]. As for in this study, the method used is the descriptive method, which describes the promotion and marketing activities of West Java batik through quantitative data, namely the data on the number of hashtags of West Java batik and batik hashtag containing the names of cities in West Java via

Instagram. Data was collected from various sources on the Instagram account that was searched at the same time and analyzed the comparison of the numbers to be taken into consideration in making conclusions, which were also supported by the various literature. In addition to quantitative secondary data, this study also collects a number of qualitative data generated from interviews with business people, as well as observations of social media management, especially Instagram owned by batik business people in West Java.

#### 4. Result and Discussion

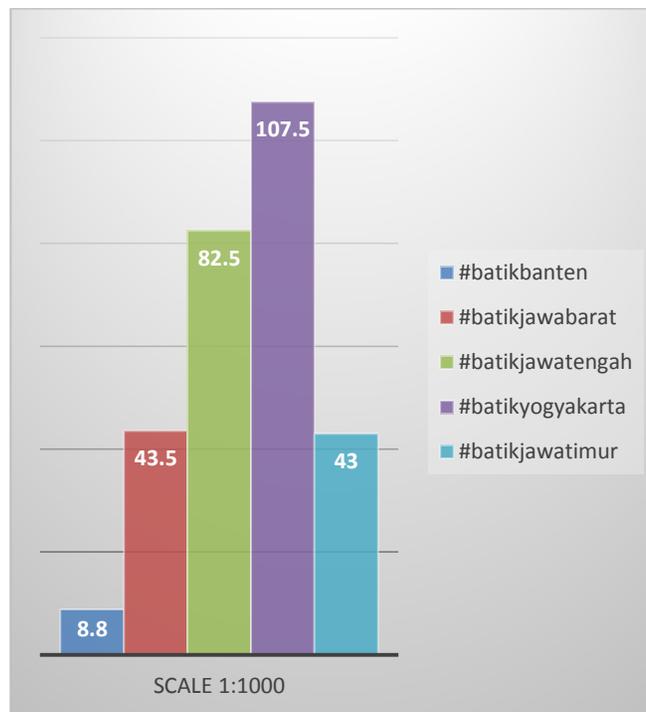
Batik that is in the territory of Indonesia, in principle has its own peculiarities. For example, batik originating from the island of Java will have distinctive differences with batik originating from Sumatra, Kalimantan, Sulawesi and Papua. Based on observations made on a number of data through Instagram, there are a number of hashtags that indicate the desire to introduce and popularize batik based on the origin of the island. The data taken refers to the five names of the biggest islands in Indonesia, as illustrated below.



**Figure 1.** The Comparison of #batik+island in Indonesia

Source: SEO Instagram which was retrieved on August 6, 2018 Based on these data, it is not surprising that the number of #batikjava is more than the batik hashtag followed by the name of another big island in Indonesia. In addition to the history of the development of Javanese batik which has been relatively better known in foreign countries, batik from Java also has more consumers because the population on the island of Java reaches one-third of the total population of Indonesia. This is also what makes the batik industry from Java more enticing business people to produce, promote and market batik from Java so that the number of #batikjava reaches twice that of #batikkalimantan which is second. Furthermore, the promotion and marketing activities of West Java batik

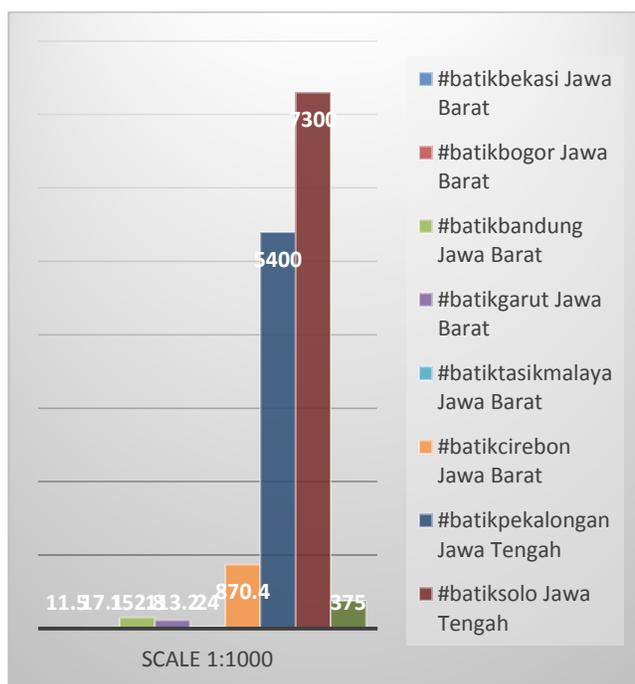
through hashtag are compared with the number of batik hashtags followed by the names of provinces in Java. The comparison of the number of hashtags can be seen in Figure 2 below:



**Figure 2.** Comparison of the number of #batik+province in Java

Source: SEO Instagram which was retrieved on August 6, 2018 Based on the results of observations, then obtained a number of conical data on the factors that show, not yet optimal management of social media by batik business people in West Java, as a medium for promotion and marketing of products and brands. These factors include review of: (1) Number of followers, (2) Search Engine Optimize, (3) Private Settings, (4) Number of posts, (5) Routines and continuity of posts, (5) Number of comments and response to comments, (6) Use of captions, (7) Hashtags, and (8) Influencers/Endorsers, and (9) the quality and artistic value of photographs. Java Island consists of five provinces. Each province has its own distinctive batik, starting from the westernmost province of Banten, to the easternmost province of East Java. Based on the data depicted in Figure 2, it is known that #batikyogyakarta and #batikjawatengah have the highest number of posts on Instagram. This is due to the perception of most batik consumers who say that when speaking of Javanese batik, what is meant is batik from Central Java, Yogyakarta or East Java. This is related to ethnic names originating from the three provinces which are indeed called ethnic or Javanese tribes. Unlike the case of West Java, this is mostly inhabited by residents who are Sundanese ethnic. In addition to ethnic naming factors, there are also consumer understandings and tastes that have influenced the popularity of batik from Central Java, Yogyakarta, and East Java, as expressed by Rafiqah, one of the Malaysian buyers who shop at Pasar Baru, Bandung, West Java. She stated: "I am here

planning to shop for batik, but for my own use, I also buy it for souvenirs. This batik (Yogyakarta Batik) I like, because of this batik in accordance with the picture of batik in my mind, if this batik (West Java Batik), I'm lacking like it, because it is not like batik, the colors and pictures are not like Indonesian batik that I know" Based on statements from the foreign consumers, it is known that the description of batik originating from Indonesia, refers more to batik with typical pictures and colors such as batik characterized by Yogyakarta, Central Java, and East Java. In addition to the problem of consumer perceptions of batik, there are promotional efforts that have not been so vigorously carried out by business people typical of West Java, which consists of 31 cities and districts. There are quite striking comparisons that can be observed through Figure 3, while the first six data are the number of hashtags from six cities in West Java, which are compared with the three other cities in the regions of Central and East Java, as follows:



**Figure 3.** Comparison of the number of #batik+city\_province in Java

Source: SEO Instagram which was retrieved on August 6, 2018 Referring to the number of batik hashtags followed by the names of cities in West Java it is known that out of six cities, the highest number of hashtags is reached by #batikcirebon which is one of the cities in West Java that already has its own batik center, namely Batik Trusmi Cirebon. In addition, Cirebon City consists of regencies and municipalities so that the number of #batikcirebon can promote batik typical of both regions. However, Cirebon is not the only city that consists of regencies and municipalities with the same name, because both Bekasi, Bogor, Bandung, Tasikmalaya, even Sukabumi which are not included in the 6 large number of hashtags also consist of regencies and municipalities, but the number of batik hashtags followed by city names from these cities have not been able to compete with the number of

#batikcirebon. Based on these data it can be said that the promotion and marketing of batik business people in cities in West Java have not been optimal in using hashtags through the Instagram platform. This was acknowledged by one of the batik industries, namely the Sekar Putri batik industry operating in Cimahi City, as told by Taufik, marketing manager of Sekar Putri, who stated the following: "So far, we have not been optimally promoting and marketing through digital media, both social media and websites, we still lack human resources and are still focused on marketing through word of mouth and offering batik uniforms to government agencies, who have been doing lots of orders in relatively large number". Indeed, the use of hashtags on Instagram as a promotion and marketing media that targets certain consumer segments can be conditioned, because, through its existence in various social media platforms, users can carry out hashtag campaigns to achieve a certain virality [9]. The three information related to hashtags include factors (1) the popularity of the hashtag; (2) hashtag textual information; and (3) the time factor for the hashtag posting [23]. So it's a shame if ignored. In addition to the number of hashtags typical of West Java that still have a limited number and far from virality, there are also some weaknesses of Instagram accounts owned by batik business people in West Java which show that their social media management is not yet optimal.

## 5. Conclusion

Promotions carried out by the industry in popularizing West Javanese batik, through the use of Instagram, are still inferior to the promotions carried out by business people who produce other batik, such as batik from Central Java and Yogyakarta. This problem is caused by several factors. These factors include review of: Number of followers, Search Engine Optimize, Private Settings, Number of posts, Routines and continuity of posts, Number of comments and response to comments, Use of captions, Hashtags, and Influencers / Endorsers, and the quality and artistic value of photographs. Preferably, this facility can be utilized optimally to popularize West Java Batik through Instagram.

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