

THESIS

**ANALYSIS OF THE MARKETING STRATEGY
FOR WARISAN BATIK JOGJA IN FACING
THE MARKETING 5.0 ERA**



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**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND MANAGEMENT
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**ANALYSIS OF MARKETING STRATEGY
FOR WARISAN BATIK JOGJA IN FACING
THE MARKETING 5.0 ERA**

UNDERGRADUATED THESIS

Submitted in fulfillment of the requirement for the degree of Bachelor
of Management

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ABSTRAK

Analisis Strategi Pemasaran Warisan Batik Jogja Dalam Menghadapi Era Marketing 5.0

Riska Nur Azizah

42.2021.428054

Perkembangan teknologi digital dalam era pemasaran mendorong industri batik untuk mengadopsi strategi pemasaran yang lebih inovatif dan berbasis teknologi. Penelitian ini bertujuan untuk menganalisis strategi pemasaran Warisan Batik Jogja dalam menghadapi era pemasaran 5.0 dengan memadukan strategi pemasaran tradisional dan digital. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan teknik pengumpulan data melalui observasi, dan wawancara. Hasil penelitian menunjukkan bahwa Warisan Batik Jogja telah mengimplementasikan strategi pemasaran digital melalui media sosial, tempat jual beli online dan bercerita untuk meningkatkan keterlibatan pelanggan serta memperluas jangkauan pasar. Meskipun demikian, terdapat beberapa tantangan yang dihadapi, seperti keterbatasan dalam promosi keluar daerah Yogyakarta dan kurangnya inovasi dalam strategi digital. Rekomendasi penelitian ini mencakup penguatan promosi digital melalui platform media sosial yang lebih luas, diversifikasi produk berbasis inovasi, serta peningkatan strategi pemasaran berbasis data guna meningkatkan daya saing Warisan Batik Jogja di era digital. Dalam menghadapi era pemasaran 5.0 Warisan Batik Jogja tidak hanya berfokus pada aspek pemasaran digital, tetapi juga mempertahankan nilai budaya tradisional yang melekat pada batik. Digitalisasi pemasaran memungkinkan Warisan Batik Jogja menjangkau pasar yang lebih luas melalui penggunaan media sosial, tempat jual beli online, dan situs web resmi. Namun, tantangan utama yang dihadapi adalah kurangnya optimalisasi strategi digital serta kurangnya penetrasi pasar di wilayah Yogyakarta. Selain itu, adaptasi terhadap perubahan perilaku konsumen yang semakin mengandalkan teknologi dalam proses pembelian juga menjadi faktor yang perlu diperhatikan. Penelitian ini juga menyoroti pentingnya strategi promosi berbasis pengalaman, seperti cerita mengenai proses pembuatan batik dan kolaborasi dengan influencer serta komunitas pecinta batik. Selain itu, pengembangan produk yang inovatif, termasuk penggunaan bahan ramah lingkungan dan desain yang menyesuaikan tren modern, menjadi kunci dalam meningkatkan daya saing Warisan Batik Jogja.

Kata kunci: Strategi Pemasaran, Marketing 5.0, Warisan Batik Jogja

ABSTRACT

Analysis Of Marketing Strategies For Warisan Batik Jogja In Facing The Marketing 5.0

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In the marketing 5.0 era, digital technology has compelled the batik industry to adopt more innovative and technology-based marketing strategies. This study aims to analyze the marketing strategies of Warisan Batik Jogja in facing the marketing era by integrating traditional and digital marketing approaches. The research method used is a qualitative approach with data collection techniques including observation and interviews. The findings indicate that Warisan Batik Jogja has implemented digital marketing strategies through social media, e-commerce and storytelling to enhance customer engagement and expand market reach. However, several challenges remain, such as limited promotion beyond the Yogyakarta region and a lack innovation in digital strategies. This study recommends strengthening digital promotions through broader social media platforms, diversifying innovation-based products, and enhancing data-driven marketing strategies to improve Warisan Batik Jogja in the digital era. In facing the Marketing 5.0 era, Warisan Batik Jogja focused not only on digital marketing aspects but also on preserving the traditional cultural values inherent in batik. Warisan Batik Jogja can reach a wider market by using social media and marketplace through digitalization. However, the main challenges faced include the lack of optimalization in digital strategies and limited market penetration beyond the Yogyakarta region. Additionally, adapting to changes in consumer behavior, which increasingly relies on technology in purchasing decisions, is another crucial factor to consider. This study also highlights the importance of experience-based promotional strategies, such as storytelling about batik-making process and collaboration with influencers and batik enthusiast communities. Warisan Batik Jogja's competitiveness can be improved by incorporating product innovation, such as using eco-friendly materials and designs that follow modern trends.

Keywords: *Marketing Strategy, Marketing 5.0, Warisan Batik Jogja*

DECLARATION

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I hereby declare that this undergraduate thesis is the result of my investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

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APPROVAL OF SUPERVISOR

To Honorable,
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Bismillahirrahmanirrahim,
Assalamu 'alaikum Wr, Wb

I certify that I have supervised and read this thesis, written by:

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In my opinion, it conforms to acceptable standards of scholarly presentation
and is fully adequate, in scope and quality, as an undergraduate thesis for degree of
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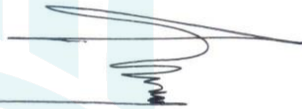
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MOTTO

وَابْتَغِ فِيمَا آتَاكَ اللَّهُ الدَّارَ الْآخِرَةَ وَلَا تَنْسَ نَصِيبَكَ مِنَ الدُّنْيَا وَأَحْسِنَ كَمَا أَحْسَنَ اللَّهُ إِلَيْكَ وَلَا تَبْغِ الْفُسَادَ
فِي الْأَرْضِ إِنَّ اللَّهَ لَا يُحِبُّ الْمُفْسِدِينَ

(Al-Qasas: 77)

"And seek what Allah has bestowed upon you (happiness) in the land of the hereafter, and do not forget your share of the (pleasures of) this world; and do good (to others) as Allah has done good to you, and do not cause mischief on the face of the earth. Indeed, Allah does not like those who do damage."

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DEDICATION

Bismillahirrahmanirrahim

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This humble work is dedicated to those who have been a source of strenght and inspiration, especially in moments when motivation began to wane

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May this thesis be beneficial to the readers and contribute meaningfully to the development of knowledge in the future.

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