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Utilization of UI / UX Design as a Concrete Step in Products Marketing to Break the Middlemen / Wholesaler System at Klampar Batik SMEs (Case Study of CV Bintang Abadi Batik SMEs in Klampar Village)

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Abstract. Batik SMEs Centre of Klampar is a region that produces written batik in Pamekasan Regency which has been passed down from generation to generation. The Pamekasan Regency Government supports the development of Pamekasan Batik through programs initiated by the Pamekasan Regency Government. However, Batik SMEs in Klampar cannot go independently, although being fully supported by the government. This is caused by several factors, one of which is the existence of a middleman or called an intermediary. Therefore, this research needs to designed an applicative and modern marketing system to break the middleman chain of distribution that already have influence in several Klampar Batik SMEs. To break the flow, the UI / UX design system that is integrated with supporting media is being chosen. This research method uses a qualitative approach with interview and observation techniques in the field. The approach in designing the UI / UX designs of Klampar Batik SMEs will take a sampling at CV Bintang Abadi as a case study of making synergycal designs. The location of this research is in Klampar Village, Proppo District, Pamekasan Regency (Madura Island).

Keywords: *UI / UX design, marketing, Klampar Village, CV Bintang Abadi, Klampar Batik*

INTRODUCTION

Klampar Village is an area in the Proppo District, Pamekasan Regency, Madura Island. Klampar village itself is one of the batik-producing villages which has advantages in the field of *batik tulis* (written batik) and *batik cap* (stamped batik), besides that Klampar Village still maintains and preserves the motifs of batik tulis which are the unique characteristic of batik makers motifs in Klampar Village.

Klampar Village Batik products are well known by the public when shown in exhibitions in several big cities such as in Jakarta, Malang, or Surabaya. In these big cities, the products of Klampar Batik get a good appreciation by the audience. Some of the well-known motifs that get the attention of buyers or collectors of batik are Sekar Jagat, Sesse, kembang testes, mo-ramo, tanahan and beras kutah (Wibisono et.all, 2016). These batik motifs can be found with different styles at each Batik SMEs in Pamekasan.

Figure 1. the various developments of the sekar jagat motif, from the most expensive to the more affordable ones (from left to right: Sekar jagat pulau, Sekar Jagat Lautan, Sekar Jagat, Sekar Jagat Sogan)

Klampar Batik has many Batik SMEs in Pamekasan so that the government of Pamekasan Regency is using it as the branding of Pamekasan city. Such branding is done by implementing the Klampar Batik ornament on the city walls, bridges, or official cars owned by the Government of Pamekasan Regency. Besides that, Klampar was also designated as a Batik Tourism Village in 2015 by the Pamekasan Regency Government. Such role of the government is considered to be succeed in opening the understanding about how important is the image of an area for its featured products, such as the local Batik on Madura Island. Therefore the Pamekasan Regency government is trying to open up to the widest possible chance to build communication with various stakeholders.

Figure 2. Batik Ornament Batik on the official car of Pamekasan Regency Government and on a bridge

Meanwhile in Klampar Village, according to the reviews and observations made by previous research, it has a number of problems that have not been touched by the government and are urged to be resolved by various parties related to Klampar Batik. The problem is the lack of effective and integrated marketing for Batik SMEs

in the Klampar Village area (Zunaidi, 2015:20). As a result this is utilized by other parties and becomes easily exploited by individuals who have an interest. According to research data in the previous Klampar Village, Klampar Batik actually has a wide market share, because in its making the Klampar Batik still maintains traditional methods and processes (Wibisono, Yani, & Muhlisyah, 2016). The parties who took benefit of the situation in Klampar Village are called Batik middlemen, or the people call them Intermediaries. Middlemen / wholesaler or intermediaries means those who buy Batik products at large quantity but buy them at a low price from Klampar Batik SMEs.

Batik middlemen / wholesaler in Klampar Village is considered normal by the villagers because they have been interacting with local SMEs all these time. But actually this method will make the Klampar Batik SMEs products difficult to develop because their products depend on middlemen / wholesaler. As a result of the above problems, government programs in the coming years related to the Batik SMEs are obstructed, because the Batik SMEs become less productive to independently leave the area. To escape of this situation, Klampar Batik SMEs needs a marketing system that is interrelated and able to be used in a sustainable manner to be free from the middlemen / wholesaler system.

The method in this study finds that to market the Batik SMEs in the Klampar Village systematically, there must be a touch and use of technology (Kotler & Amstrong, 2015:514). The example is through the use of a UI / UX integrated system design. UI / UX stands for User Interface / User Experience. UI / UX has a collaborative factor on its users. For example, UI / UX users are able to take advantage of purchasing the desired product, making price comparison and estimating product delivery range (Roth, 2017). From the review of the paragraph above the urgency of this research is how to make UI / UX design models that is appropriate for marketing of Klampar Batik SMEs, and capable to reach Batik Pamekasan audiences outside the region to break free of Batik middlemen / wholesaler. This is supported by Novanti et.all in his research, if marketing must be carried out and synergize with various parties, of course, the only way of doing so would be by creating a system that is present in the midst of SMEs and can be used easily (Novanti, Puto & Hermawan, 2015 : 207).

As a system this is certainly the marketing model at SMEs that must have clearly interrelated and clearly integrated design attributes.The above factors will certainly be influenced by audience behavior in online sales and purchase, the SME's visual identity and product distribution models (Joo, 2017 : 9931-9935).
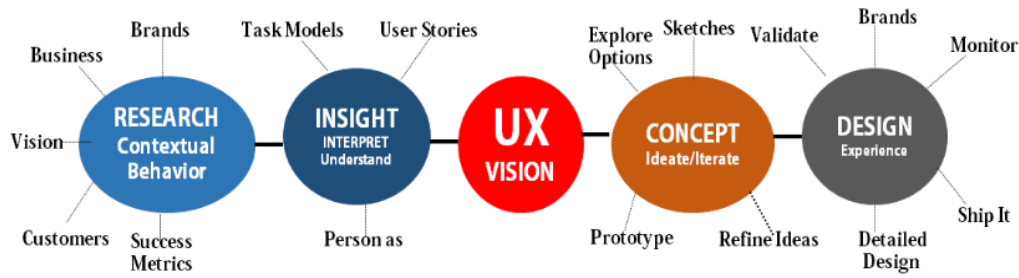
Figure 3. UI / UX Design Thinking Interface (Joo H Models, 2017)

The research with the theme of UI / UX design takes a case study of CV Bintang Abadi SME, located in Klampar Village, Proppo District, Pamekasan Regency. This case study in CV Bintang Abadi is taken to provide an example of marketing picture for the other SMEs. Another factor for the selecting the case studies in CV Bintang Abadi is because partners have a license and legality of a business entity (CV level). CV Bintang Abadi also has human resources as a supporting element of the *batik tulis* business so that it is sustainable. These factors are very important in design research, because they are considered to meet criteria of credibility in the minds of the audience. Online marketing becomes the reference in this study because online media (such as social media, websites, youtube) are more often used to interact than conventional media in the current era (Bowman, Nikou & De Reuver, 2019:7). On the account of these factors this research will be based on UI / UX design output for implementation to the Klampar Batik SMEs of CV Bintang Abadi.

METHODOLOGY

This research methodology uses qualitative-based data collection through interviews, observations, and transformation methods to support the UI / UX design that will be implemented. Meanwhile, to find the right visual results for the planning in UI / UX design, a structured visual stages are created. These stages are *define brief, research background, ideate solutions, prototype resolution, select rationale, implement delivery and learn feedback* (Ambrosse & Harris, 2010). The stages in designing are.

Table 1 Design Methodology

1	DEFINE BRIEF	
	Making Hypothesis	At this stage, the researcher will gather information and conducting communication within the area of Klampar Village. The agenda to be initiated at this phase are : 1. Field observation of Klampar Village 2. Gathering visual data such as photos and batik artisan's activities documentation 3. Conduct the existing study for the visual that will be used in the user interface and the other design media.
2	RESEARCH BACKGROUND	
	Identifying Problems	(Kriyantono,2012): 1. Depth interview with the owner of CV Bintang Abadi Batik, Mr. Abd. Rahman, conducted to find out if the existing model of distribution and marketing has been compatible and effective. 2. Interview with the Klampar Village Chief, Mr. Badrus Sholeh, SE., to find out the work pattern of the middlemen / wholesaler and the existing batik marketing model implemented by the Klampar Village people.
3	IDEATE SOLUTIONS	
	Formulating Design Concepts	At this stage the data collected in previous stage will be analyzed to obtain the main ideas and concepts. Furthermore this stage will also looking for the *Unique Selling Point* (USP) of the product and then develop it at the visual and design technology implementation stage
	PROTOTYPE RESOLVE	
4	Establishing Design Criteria	UI/UX design will involve CV Bintang Abadi as the partner, and the Village Chief as village policy maker. The designs will be produced in several alternative before being decided on the final decision through Focus Group Discussion
5	SELECT RATIONALE	
	Design Alternatives	This stage will explore the visual of design alternatives to choose the most suitable design for the final result that will be compatible to the online marketing model
6	IMPLEMENT DELIVERY	
	Design Implementation	At the last phase the design model will be implemented to the online media such as android apps, online ads, social media, brochures and shopping bags
7	LEARN FEEDBACK	
	Review of Design Result	At this phase the finalized design results will be reviewed to study the perfection together with the UI / UX design project related parties.

RESULT AND DISCUSSION
a. Observation and Interview Results

Analysis from field data collection for SME is different from large corporations, of which large corporations usually have a lot of human resources, and this has an impact on the operational system which often involves experts to run it. The

analysis refers to findings for design, the *first* of it is that in CV Bintang Abadi, the main owner or director often contributes to production, sales, and marketing. *Secondly*, the human resources in Klampar Village and CV Bintang Abadi are still doubtful about or cannot use technology. The community in Klampar Village is in doubt about the operational and use of technology in the media that is going to be used.

Doubts and worries about this technology are quite reasonable, because the lack of human resources that are owned by the average Batik SMEs in Klampar Village. *Thirdly*, in the SMEs of Klampar Batik (CV Bintang Abadi) the relationship between the owner and the employee is a relative, so the communication model and conflict resolution applied are different from those of large companies. *Fourthly*, the batik design and development of CV Bintang Abadi and other SMEs centered on the owner, and this is essential to the design of the menu and dialogue on UI / UX CV. Bintang Abadi to be centered on the owners of the Batik SMEs (Shneiderman & Plaisant, 2010:127-243). *Fifthly*, average SMEs in Klampar Village do not have a logo and visual identity that is credible with the marketing model.

In the above analysis, the UI / UX design distribution flow of the CV Bintang Abadi case study is as follows,
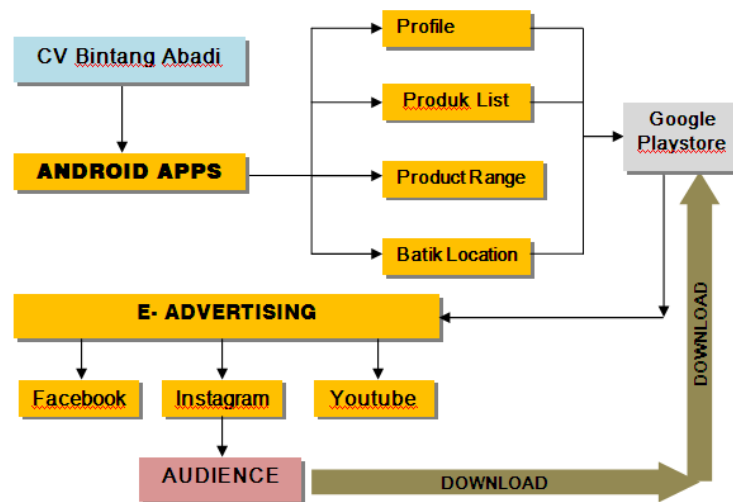

Figure 4 Flow of Online Marketing Integration

The UI / UX design created to break the wholesaler system certainly cannot stand alone, but must be supported by social media and online advertising to reach the audience. The UI / UX design will create an Android Application design that directly integrated with the other supporting media such as social media, banner ads on social media and YouTube videos. The purpose is clearly to create synergy in awareness-building when the audience buys.

b. UI / UX Output and Design Implementation

UI / UX design in the field implementation is based on visual keywords obtained from data analysis in the field. The keyword is "Classic and Modern Visual of Klampar Batik". Connotative meaning of this keyword has three articulations defined as follows,

a. Classic Visuals, the visuals in the produced media must have a classical and locally based style to show the characteristics and authenticity of the region.
b. Modern, modern patterns on the visual will affect the market share. So that the visual presence will be easily accepted in marketing at Klampar Batik.
c. Klampar Batik, Klampar Batik is a complementary information in the visual, so the design selection must refer to the Klampar Village as a batik producer.

c. Main Media

The main media in this study aims to make the audience understand about batik cloth products in CV Bintang Abadi. In addition, questions and answers for products that are sold will be promptly redirected to the owner of batik, through the Android Application that can be downloaded on Google Playstore.

Android Application Design

The design of this Android apps will have a system like a marketplace apps, but in its application the Android apps model is customized according to the system and the needs of Human Resources (HR) at CV Bintang Abadi. Therefore, in the Android Application design system, the audience or buyer of batik cloth is promptly redirected to the owner's WhatsApp (WA). This is to avoid the lack of Human Resources owned by SMEs at CV Bintang Abadi. Android Application operating system is made like the table below,

Table 2. Systematics and Functions in Android Applications of
CV Bintang Abadi Batik

Menu	Profile	Event	Products	Purchase
Opening Logo Presenting the interface (Profile, Product, Event, purchasing)	Introducing CV Bintang Abadi as a company that makes and sells batik tulis cloth.	List of previous exhibition attended by CV Bintang Abadi to market their batik cloth	Products offered classified into the categories : Platinum, Sarimbit and Premium, each related to the price of the products that they sell	To purchase the products the customer will be linked directly to the owner's WhatsApp (WA) contact. The purchasing method will be synergized with the expedition service that can be chosen in the apps.

The structure and navigation of the application is designed to be as simple as possible to reduce misunderstanding in terms of its operations by Human Resources / Employees at CV Bintang Abadi.
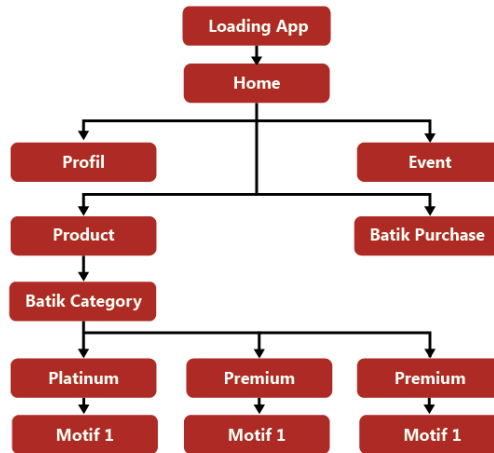

Figure 5 Navigation Structure of CV Bintang Abadi Batik Application

d. Supporting Media

Supporting media function is to support the main media, and its purpose is to advertise the main media. But the supporting media can also function to create active communication between the Batik SMEs and the audience through social media.

E-Ads Design (Instagram and Face Book)

Designs for online advertisements implemented on Instagram and Facebook have Batik depictions as appropriate attire to wear either for formal or casual events. The concept of online advertising is based on digital imaging, which is recorded through photographic techniques. Photography techniques become the main method in online and printed advertising content, because the pictures are capable to convey a strong message to the audience (Clive, 1999). Online advertising in this study was made with two applications, namely GIF-based media that can move with video media (dynamic) and static JPEG-based media.

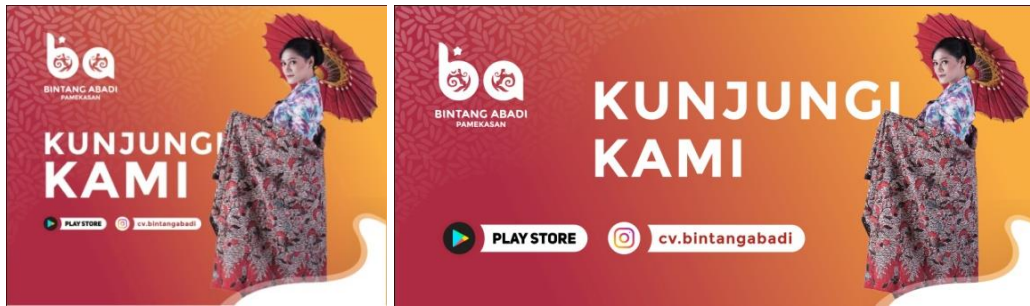Figure 6. Photoshoot int the studio for Batik Ads

Figure 7. Editing and Digital Imaging results for Online Ads

In this study, the photography method for online advertising above is using indoor photography techniques. The goal is to create image characteristics that can be processed using digital imaging methods. Image processing will be combined with graphics software, such as in the picture. The flow of this online advertisement is to direct the audience to install the application and follow Instagram and Facebook CV Bintang Abadi.

Brochure Design

The design of this brochure aims to market the product and introduce CV Bintang Abadi in an exhibition inside the city of Pamekasan, or outside the city. The information conveyed through the Brochure is related to CV Bintang Abadi's featured products which are divided into three categories, namely Platinum (exclusive and expensive, Sarimbit (for couples), and Premium (affordable).

Figure 8. CV Bintang Abadi UMKM Brochure

Social Media Design (Facebook & Instagram)

This social media design aims to form an active communication attitude between the audience and the Batik SME. Both of these social media are chosen based on audience's frequent use of both social media (Instagram and Facebook) (Alhabash & Ma, 2017:1-13). The design on social media must be adjusted to the visual of the main & supporting media.

Figure 9. CV Bintang Abadi Social Media

Documentary Video Design

The documentary video media applied in this study is useful for integrated marketing support media, through exhibitions in cities that become Pamekasan Regency government programs, or central government programs. The purpose of this media is mounted on the exhibition stand, so that the previous customers can communicate the products and SME image to the minds of the potential audience. This documentary video has a duration of 14 minutes, filled with testimonials, opinions and product explanations from the owner of CV Bintang Abadi.

Figure 10. CV Bintang Abadi Documentary Video
(https://www.youtube.com/channel/UCWE9Ynv_FmzGIvDiDHPfNAA)

The documentary video also shows an android application that can be accessed by the customers when they are going to buy the product. This documentary video will be uploaded to Youtube, by directing it to social media to be watched by the audience.

CONCLUSION

In research for discussion in SMEs Marketing, researchers must create designs and media that are optimally integrated and can be easily used by SMEs. In addition, the UI / UX design for Batik SMEs cannot stand alone in its marketing system, but must be supported by relevant media. Supporting media should be designed appropriately, integrated and inexpensive when implemented, in order to provide educational factor of the importance of a design to the Batik audience. Because all this time, according to the growing assumptions, designs on marketing media are considered to be expensive and not easy to implement.

Marketing that synergizes with each other at the SME level will indeed be difficult if done independently by Batik SMEs. Referring to the Helix Quadruple theory in the creative industries such as the Batik industry, various parties should support such as the campus (Academic), batik artisans (Business), local or regional communities (Community), and Government (Hudani & Dhewanto, 2015 : 397). So in supporting this role, academics must become the spearhead in this scheme to contribute ideas of Batik's local potential and solve marketing problems.

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BIODATA

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