Business and System Analysis in Batik Online Platform for Plus Size

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ABSTRACT

Batik industry has mostly been producing apparels only for standard size and none of the online platform that sells batik has been supported body positivity campaign. Another problem is found in the online stores, which do not support multi stores. Most of the existed marketplaces do not provide multi store for the users. There exists platform with multi store capability. However, the users have to pay a substantial amount of fee for the activation [magento]. Therefore, the purpose of this research is to analyze the business process of creating an online platform to sell batik specifically to people with oversize condition with multi stores capability. The multi store capability (done by other research fellows) is part of a project, which includes this research. We have conducted preliminary online research and interview and surveys after the prototype has been launched to get feedback from users. Users believe the idea of the platform and the development is a good start and it has contributed to positive.

Keywords: *Business Analysis, Batik Online Platform, Body Positivity*

1. Introduction

Batik is well-known as one of a product from Indonesian culture. On 2nd of October 2009, batik has been declared by UNESCO as Indonesia Representative List of the Intangible Cultural Heritage of Humanity. This date has been remark as national batik day of Indonesia. Batik heritage is known as a technique that symbolizes and represents the process. Body positivity movement is happening because of body shaming that has been one of an issue in society. Body shaming is a paradigm that has been built in our society about giving a standard of sizes. As one of an industry that playing field in creating sizes for clothes, a contribution can be made through creates a new paradigm of self-acceptance. By related with problems that happening today the idea is to have more than just an online marketplace but a powerful community that support one another

The fashion industry has grown digital however the industry is more focused on only making clothes for the standard size and provide limited options for the plus size. It leads people who are plus size insecure in making a purchase in an online platform for buying clothes because of the matter of size. Therefore, the plan of this research is to develop an online platform that focus on selling batik products that specifically caters the need of people who are aware of body positivity. The purpose of this research is to validate the idea of startup business in developing an online platform that caters batik products.

2. Research methods

2.1. Smart Business Map

In the big landscape that are three categories for the questions such as playing field, market landscape and operational profitability. The questions in smart business map are. (Isman, 2017)

• What are the problems?

• What is your product?

• Who are your customers?

• What is the Solution?

• How big is the market?

• What is your unique selling proposition?

• Who are your competitors?

2.2. Business Model Canvas

Business canvas is defined as a tool that used to help in visualizing a big picture of a business model. In business canvas there are nine segments that are need to be analyzed. The method of business model canvas is to fill up segment by segment in discussion. Segments are classified in blocks, each block contain questions for the business plan. The blocks are customer segment, value proposition, revenue streams, channels, customer relationship, key activities, key resources, key partners and cost structure. (Erlyana & Hartono, 2017)

2.3. Job to be Done Market Validation Approach

JTBD is a framework that used to extract the most VoC (Voice of Customers). There are three parts in the interviewing process, first is to define customers' needs and goals. Second is to measure which customers' needs or wants that will not and will accomplish. Last but not least is to run the Job To Be Done (JTBD) interview to collect the voice of the customers. (Latif, Islam, & Mdnoor, 2014)

2.4. PSESAI Model

In building a brand awareness the framework that used is PSESAI model. PSESAI has six elements in building brand awareness, it is an abbreviation of positioning the brand, sponsorship, event marketing, sports marketing, advertising, integrated marketing communications. (Klement, 2016)

2.5. Design Management for Apparel Products Development Process

The definition of organizational strategies, that permeate all stages of the product development process. This process begins with the preparation of guidelines of the collection and its alignment with the company's strategies. We highlight that these strategies must be imbued with the sense of understanding design as a value by the company. Asserts that designers need information about the projects, such as market data, specifics of production, prices, plans and deadlines to be respected for better alignment with the initial briefing.(Libânio & Amaral, 2017)

2.6. Slovin's Formula in determining the sample size for a survey

Statistics is a way of looking at a population's behavior by taking a sample. It's usually impossible to survey every member of a population because of money or time. Slovin's formula helps in taking a sample of the population is sample size. By deciding the margin of error. The formula is written as below,

$$n = N / (1 + N * e^2)$$

N determined the entire sample population, e determined as the error tolerance. To calculate the error tolerance researcher able to decide with the percentage of confidence and the formula is written as below (Stephanie),

$$e = 1-x$$

3. Result and discussion

3.1. The *Smart Business Map*

3.1.1. Problems to solve

There are numerous problems, first platform will take part in body positivity campaign as a movement in the contribution to the society. There are a lot of people out there that faces body-shaming, it leads the clothing industry produces higher number of productions in standard size. The thoughts that has settled for centuries about standard appearance create the beliefs in society to gain the ideal body. In fact, people who are considered to be overweight are attend to put more efforts in getting their clothes. Not only because of the size matters but also the fact that the model of clothes are putting them in insecurities.

3.1.2. What is the product

The products are batik wears for men and women. For body positivity campaign, the planned platform will provide batik wear that beyond the standard size. Batik wear means it can be anything in batik such as shirt, blazer, trousers, etc. Also, the platform will be responsible in selling only authentic batik therefore products will have to pass through quality control that will approve the authenticity of the batik.

3.1.3. Who are your customers?

In general, market segment of the product are people who interested in batik. In more targeted market, the market segment is smaller. Through the first campaign, about body positivity the customers are targeted to people who are interested in batik but they are not able to find their

size through online marketplace.

3.1.4. How big is the market?

The market size in batik is consider to be promising. With over 260 millions people Indonesia has a giant market in promoting anything, one of the product is batik. In Indonesia, improvement in batik industry make the make the market become a promising market. Business in batik has increased since 2011 to 2015. The number of growths is 14,7% or has increased to over 41.000 units of batik. Also, the export of batik units has made 50,44 billion rupiah on 2015. (Kurniasih, 2018) Market in batik has become larger and larger innovation is begin to become more unique. However, that are not many businesses selling extra size batik wears compared to standard sizes. Kemkes shows that 13.5% adults who are over 18 in Indonesia are overweight. According to (Nurainun, 2020) number of batik consumer estimated to be around 72 million on 2010. Number of targeted market estimated to be 72000000 x 13.5% = 9720000. To calculate the market size number of targeted market times with penetration rate. Penetration rate is percentage of the relevant population that has purchased a given brand or category at least once in the time period under study. In this case, to estimate the penetration rate total number of batik consumer on 2010 is divided by total population on 2010 times 100%. So, penetration rate is round up to be 30%. Market volume estimated to be 9720000 x 30% = 2.916.000 consumers.

3.1.5. What is your solution

In order to have multiple solutions for many problems in batik industry, the platform provides multi-store fronts architecture. With a large number of estimate plus size batik consumers, consumer might expect various preferences on buying a batik apparel. Therefore, multi store management is more effective and practice for current startup business. The planned platform multi- store architecture will be shown as in figure 1. In addition, multi-store platform has more advantages comparing with single store and in features comparison with the competitors multi-stores that specializes in batik is a unique feature.
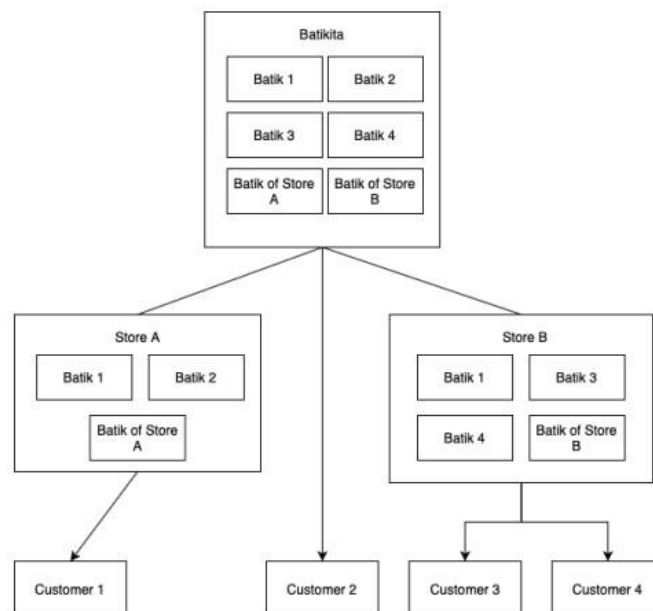
Figure 1. Multistore illustration

3.1.6. What is your unique selling proposition?

Table 1 shows the unique selling proposition, the other platforms are more focused on the marketplace. These platforms purposely built for make the most profits with various ideas. On the other hand, batikkita.id offered more social contributions rather than the marketplace. Selling social value to the users are the first purpose of the platform. The platform believes in taking

part of making a world a better place through many ways.

Table 1. Business Competitor

Factor	Unique Selling Proposition	Market Focused	Revenue Streams
Planned platform	Concentrating on giving social contribution and makes a product concerning body positivity.	Affordable and authentic batik wears. Social campaigns and social contribution in productions	Quality and Uniqueness of the products & awareness of the consumers.
Rianty Batik	Selling batik with collaboration with some influencers	The productions of making fancy batik wears.	Quality and Uniqueness of the products
Mysizest ore	Selling plus sizes wear.	The standard size of big wears.	Quality and Size of the products
Btbatikt rusmi	Selling batik and showing the cultural side also promoting multiple batik events	The cultural value of the batik and the product itself.	Quality and production progress the products
Bhatara	Selling batik with modern style	The model of the batik wears.	Quality and Uniqueness of the products

3.1.7. Who are your competitors?

In comparison with the business competitors, the planned platform is combining the unique selling point of the competitors into one idea. The platform is planned to be a very niche market to make the planned platform stand out compared with the competitors. A niche market may not serve broader customers however, specializing a product for the targeted market helps the planned platform to be more precise in manage and measure the business. Niche market helps in engaging relationships with customers it accommodates a special request from the customer. It is possible for a niche market to offer custom services, and approach customers on an individual level.

3.2. Business Model Canvas

Figure 2 is the overview of business model canvas using e-commerce approach that used to analyze the business process of the product, which consists of the following aspects:

Value propositions: The value that the planned platform offers to the customers are unique batik wears made by collaboration with influencers and also contribution in body positivity campaign through seminar or workshop.

Customer relationships: The brand will build relationship with customers by building trust that the brand is committed for social purpose. This brand will join events concerning body positivity and can be sponsorship for the events. The planned platform also will maximize distribution channels through building cooperation with influencers to gain brand image in social media.

Channels: The brand will have a platform based on android as the main channel for any product updates. The brand will promote and build brand image through social media and also endorsement through influencers' social media.

Customer segments: In general market segment the brand consider all batik lovers to be the customers, however the campaign is targeted to a niche market for the plus size people who are interested in batik.

Key partners: The brand will have partnership with influencers or body positivity communities in form of endorsement or collaboration items.

Key activities: Managing the customer relationship by maximize the distribution channels, gathering partnership with influencers and communities to give benefits in term of marketing, managing the manufacturing process from raw materials to batik wears, maintaining the platform to be use by the customers.

Key resources: The most important resources for the brand are raw material of batik product, partnership with the key partners such as the plus size communities and influencers, and the platform to be reliable for the customers.

Cost structure: The brand will have expenses and spend cost on marketing, production and development.

Revenue stream: The brand will get revenue from every purchased of the product and brand also can get some profit from an event by selling the products in the event.
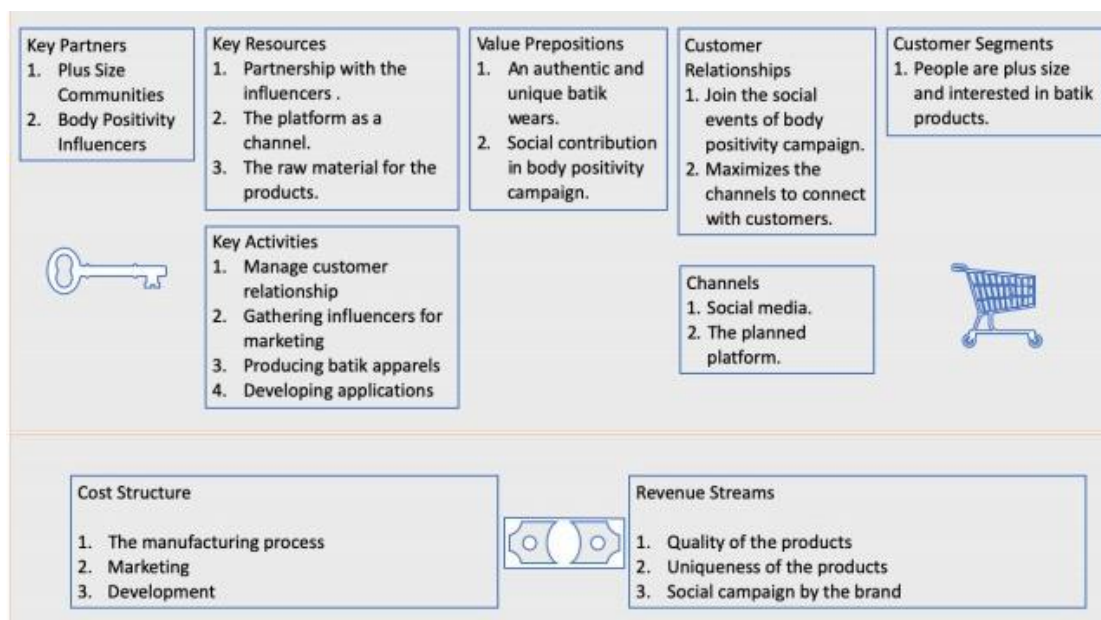
Figure 2. Business Model Canvas

3.3. Market Validation

To validate the market this research gathered an interview with some interviewees. As the targeted market of consumers are plus size targeted interviewees are plus size. Taken by thirteen people, seven are students and six people from different backgrounds including body positivity influencers.

In summaries of participants' answers from the interview. Participants understand that batik is Indonesian heritage. Most participants are also familiar with batik and all participants have worn a batik. Some of participants are more aware of batik and often to wear batik for events or work. Participants are willing to pay around below Rp 500.000 and around Rp 500.000- Rp 2.000.000 for a batik wear. Most of participants buy a batik because of the aesthetic value of batik. Most of them buy their batik commercially from a shop or custom their batik wear. Participants are also interested in buying their batik online however most of the participants rather buy it traditionally because they are not sure with size of the batik to buy it online.

Furthermore, participants are answering questions concerning body positivity and most of the participants are familiar with the terminology or at least has heard of it. In summary of the interview, participants define body positivity as confidence in their own body image. All of the participants have been criticized about their body image and most of the criticism does affected them negatively. In the interview participants are asked if there anything they would like to share to encourage others with body shaming and one participant shared an article of encouragement for body positivity movement. Participants would also be more interested in buying the product because the product is supporting body positivity movement. Lastly, participants would like to be part of the brand community to support body positivity or any other campaign because most participants believe they have to give support to each other in a community.

3.4. PSESAI Model

Positioning brand image can be done with brand development strategy. It begins with targeting the market after targeting the market a brand can start to develop its brand image. The most important thing after positioning brand image is to create brand identity. Brand identity is identical expression of the brand. Brand identity components are the brand name, color palette, logo, brand proposal, and social media content. Table 2 explains how to formulate brand identity.

Table 2. Brand Marketing Strategy

Elements	Process	Result
Brand Name	Ini means "this" refers as a unique product, batik is the product the platform trying to sell, and kita means "us" shows the platform as an open community. Summaries the idea together to "inibatikita.id". A simple name easy to remember and represents the brand as a unique online platform.	inibatikita.id
Color Pallete	Color palette is dominated by goldish orange color represents the wax color that comes out in making a batik. The logo is the combination of color palette and the name. Showing the idea of the platform and advantages to become a partner with the planned platform. During the process, it also involves aesthetic value to pitch the clients or partner by combining the the basic color palette with another color.	goldish orange.
Logo	The logo is the combination of color palette and the name that identifies the brand.	
Social Media Content	In making social media content planning concept for the content is necessary. The concept is to showing off the campaign through photos. Photos that are posted on social media have same color pallete and represents the campaign to attract customers	instagram: @inibatikita

3.5. Product result

After manufacturing process batik wears are resulted as for with the brand inibatikita.id. The process is done through design management for apparel products development process. The collection is made for plus size the size measurement is conducted using the international standard.

	Sewing: Rp 100.000 Materials: Rp 100.000 Total Production: Rp 200.000 Selling Price: Rp 250.000
	Sewing: Rp 200.000 Materials: Rp 100.000 Total Production: Rp 300.000 Selling Price: Rp 350.000
	Sewing: Rp 100.000 Materials: Rp 100.000 Total Production: Rp 200.000 Selling Price: Rp 250.000
	Sewing: Rp 100.000 Materials: Rp 100.000 Total Production: Rp 200.000 Selling Price: Rp 250.000
Collaboration with beautybeyondsize.id batik wear,	Sewing: Rp 100.000 Materials: Rp 100.000 Total Production: Rp 200.000 Selling Price: Rp 300.000

Figure 3. Product result

4. Conclusion and future works

In conclusion, an online platform based on android has been developed and named as inibatikita.id and has launched first version in play store. As result of this research platform that has been launched has gained some feedbacks from users for the future developments. So far, users have given positive feedbacks about the platform. The research also leads this platform to build a brand image and produces own products. As the result batik wears have produced and sell in the platform. In the research process of integrated marketing the brand has successfully created collaborated items with beautybeyondsize.id and has endorsed the first product of the brand through a social media platform of an influencer.

In the near future the number of users need to be increase overtime and research for the market. The market is changing overtime therefore market research is kept on collecting data as input for the platform to keep on growing. The business growth in a startup business takes time to finally stable. Due to the limited amount of time for this research analysis in for many cases is still need to be done.

For instance, the platform set goals for the targeted number of users. In a year the platform targeted hundred and fifty active users are using the platform. In a couple years, the platform targeted a thousand active users and within five years the users grow into 100.000 users.

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