



Business Plan Javana Culture Bags (JCB) Preserving the Local Wisdom of Batik Bekasi

Restia Wulandari¹, Moch Rizki², Rayi Fatimah Zahra³, Kristiana Widiawati⁴

¹²³⁴Universitas Bina Insani, Indonesia

Correspondent : kristiana@binainsani.ac.id⁴

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ABSTRACT: Indonesia is an archipelago renowned for its natural beauty and cultural diversity. One of its most significant cultural heritages is batik, recognized by UNESCO as an intangible cultural heritage and celebrated as part of national identity on National Batik Day, October 2nd each year. Each region in Indonesia has its unique batik, such as Batik Seraci from Bekasi, introduced in 2013. However, awareness and information about Batik Seraci remain limited among the general public. To address this issue, Javana Culture Bag promotes Bekasi's cultural heritage through modern fashion products made from patchwork Batik Seraci that appeal to Generation Z. This research employs a qualitative method with a phenomenological approach to understand the experiences and perspectives of individuals related to Javana Culture Bag's products. A SWOT analysis is used to evaluate the company's internal and external environment. Javana Culture Bag's target audience includes students and office workers aged 12 to 35 in Bekasi who have an interest in fashion and art. The marketing strategy includes offline and online advertising through social media platforms such as TikTok, Shopee, and Instagram, as well as participation in exhibitions and trade shows. These products are offered at competitive prices, reflecting their quality and cultural value. Overall, Javana Culture Bag strives to preserve and promote Bekasi's batik tradition by creating modern fashion products that appeal to young consumers, while actively contributing to the local economy and cultural preservation.

Keywords: Batik Bekasi, Javana Culture Bag, Cultural Heritage, Generation Z, Qualitative Method, SWOT Analysis



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INTRODUCTION

Indonesia is an archipelago country known for its beautiful nature and diverse culture. Extraordinary traditional arts and culture have been inherited by various tribes in every region of

Indonesia. The archipelago has a very diverse and unique cultural wealth as part of the Republic of Indonesia. Thus, art has the potential to become diverse in various forms, and its manifestation is influenced by the culture that surrounds it. In addition, as an expression of the culture concerned, the art form is also influenced by the culture that surrounds it. ([Amato et al., 2017](#); [Srihardi et al., 2021](#); [Weber et al., 2023](#))

One form of Indonesian culture that is still a trend today is batik. Batik is a culture that has high value with quite complex techniques and manufacturing processes. Batik is made by heating candles and pouring them by forming a certain pattern using canting. From this process, a culture is formed that can be inherited from generation to generation. This makes batik one of the important parts of Indonesian culture and artistic journey. This fact is strengthened by the recognition of batik as an intangible cultural heritage by UNESCO in 2003 which raised batik as the nation's identity brand. Therefore, the government appreciates batik with the issuance of a Presidential Decree on October 2, 2009 as the establishment of National Batik Day. ([Giuliani et al., 2021](#); [Maulana Hakim, 2018](#); [Wang, 2015](#); [Zhang et al., 2023](#))

Almost every region in Indonesia has its own regional batik. What distinguishes them is in terms of patterns, motifs, ornaments, techniques, and materials used. However, among the many types of Batik in Indonesia, many are also not recognized by the public. One of the batiks that is less known by the community is Seraci batik. Seraci batik is a typical batik from the city of Bekasi which was just introduced in 2013 by the Bekasi city government. ([Rahman & Wahab, 2020](#)) Although the age of seraci batik is still relatively young, this batik has a unique beauty value because of its motifs that interweave five elements, namely flora, fauna, color, culture, and history. This batik is also wrapped in bright colors such as orange, orange, red, and other colors. In addition, its easily recognizable motifs can be its own hallmark. ([Khalda et al., 2023](#)) However, there are various obstacles, one of which is that not too many people or citizens know about the existence of batik. The lack of public knowledge and the lack of widespread dissemination of information cause this batik to be less recognized. ([Kiddey, 2018](#); [Rahman & Wahab, 2020](#); [Sangchumnong & Kozak, 2018](#))

In response to this phenomenon, the idea of building a business to introduce the cultural heritage of the city of Bekasi emerged. The idea was realized by making fashion products that utilize textile residues, namely batik seraci patchwork. The use of patchwork as a raw material for production is the right thing because it can reduce the amount of waste by reusing, and recycling goods that have a high selling value. To take advantage of it, patchwork must be carefully sorted and selected. With willpower and creativity, patchwork can be transformed into a variety of profitable and interesting crafts. In addition, patchwork can be transformed into a wide variety of unique, beautiful, and fashionable fashion products. This patchwork waste treatment can help reduce textile waste because patchwork can be turned into more useful products and have a selling value.

In building a business, a good business planning strategy is needed. Companies must understand the right technology, processes, and market share. Business Model Canvas (BMC) is one of the best methods to create new strategies because it is used by small and medium enterprises (SMEs) to build business models and business activities. BMC can be used to successfully acquire a company's strategy and expand market segmentation by using online sales. ([Guruh Saputra et al.,](#)

[2020; Huete-Alcocer et al., 2019; Petrevska et al., 2018](#)) In addition, strategic planning using mature SWOT analysts is also very necessary. SWOT analysis is a logic-based analysis that maximizes strengths and opportunities while minimizing weaknesses and threats. With using a SWOT analysis, a company can find elements that have both positive and negative impacts, both inside and outside the organization. ([Behzadifar et al., 2023; Demir et al., 2016; Indriyani, 2022; Rocha & Caldeira-Pires, 2019](#))

Javana Culture Bags is a handicraft business that uses leftover fabrics or patchwork to create fashion products with high economic value. The products produced by JCB include bags, wallets, and various other items. The company's vision and mission is to produce quality, unique, and attractive batik patchwork fabric handicraft products, as well as provide a variety ([Indriyani, 2022; Nowreen et al., 2022](#)) of products that suit the needs and tastes of consumers. Javana carefully selects fabric materials to increase the durability and strength of each item produced.

Javana Culture Bags products can be interpreted from the richness of Javanese culture with creativity and innovation that develops in Bekasi. Javana Culture Bags combines the local wisdom of West Java with the spirit of innovation that continues to develop in Bekasi, creating a bag product that combines tradition and modernity with its beauty. Javana Culture Bags is located in Jatiranggon, Jatisampurna, Bekasi City.

METHOD

This study uses a qualitative method with a phenomenological approach. Phenomenology focuses on understanding the subjective experiences and perspectives of individuals regarding specific phenomena. ([Indrawan et al., 2024](#)) In this context, research includes an evaluation of the internal and external environment by looking at strengths and weaknesses and analyzing existing opportunities and threats. The evaluation of the phenomenon in question is from the perspective of Javana Culture Bags business people. ([Kristiana dan Wibowo, 2024](#)) This is called SWOT Analysis which is a systematic approach to find factors and strategies that show the best compatibility between them. This analysis is based on the idea that an effective strategy will maximize strengths and opportunities while minimizing weaknesses and threats. This simple assumption has a significant impact on the creation of a successful strategy. ([Eko Haryansyah et al., 2024](#))

To improve the strategic competitiveness of organizations and businesses, SWOT analysis is widely used as an effective tool. Many studies have shown the importance of using SWOT analysis as a strategic planning process. SWOT analysis, which stands for Strengths, Weaknesses, Opportunities, and Threats. ([Manajemen & Belitung, 2024](#))

Strength (Streight) is the success of a company's operations and the ability to control resources. Opportunity is a positive external environmental factor that has the potential to provide benefits; Organizations operating in the same industry typically benefit from this opportunity. Weakness is an inefficient organizational activity or lack of resources. Threats (Treat) are external environmental factors that can cause an organization to lose profits. ([Jannah et al., 2024](#))

Participants in this study consisted of: JCB owners and managers: To gain insight into the background, vision, mission, and creative process behind JCB. JCB employees: To understand their work experience and views on the use of patchwork and the production process. Cultural and creative economy experts: To provide perspectives on the importance of local products and the development of the creative economy.

RESULT AND DISCUSSION

A series of Javana Culture bags business planning is to use a SWOT analysis. By applying this method, Javana Culture Bags will be able to assess the strengths and weaknesses of the company's resources and external opportunities and challenges. SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is the process of identifying strengths, weaknesses, opportunities, and threats that affect business performance. Suppliers, government documents, customers, bankers, and other business associates are some of the external sources of information about opportunities and threats. ([Jannah et al., 2024](#))

Here is the SWOT Analysis used in JCB's business planning

Table 1. SWOT Analysis JCB

SWOT	Strength	Weakness
	<ol style="list-style-type: none"> 1. Local wisdom 2. Quality of raw materials 3. Unique design 4. Strategic Location 5. Multifunctional products 6. Patch cloth supply directly from Batik Bekasi Cooperative 	<ol style="list-style-type: none"> 1. Production limitations 2. It takes more time to design as well as Punching the color and pattern of patchwork fabric for production 3. Network limitations and businesses that have just started so that they are not yet known community
Opportunity	S-O Strategy	Strategy W-Z
<ol style="list-style-type: none"> 1. It is rare to find Batik bekasi patchwork products or totebags. 2. Introducing and fostering public interest in Batik bekasi fabrics. 	<ol style="list-style-type: none"> 1. Can be developed into a new entrepreneur 2. Expanding the network of cooperation with various craftsmen 3. Marketing products through 	<ol style="list-style-type: none"> 1. Setting a price comparable to quality 2. Aggressive in promoting products 3. Increasing human resources for production speed

<p>3. Fashion trends that are always on the rise.</p> <p>4. The openness of online marketing technology.</p> <p>5. The need for many totebags</p>	<p>various social media platforms</p>	
Treat	S-T Strategy	PE Strategy
<p>1. Market trends that change frequently.</p> <p>2. Other similar companies have emerged.</p> <p>3. Many competitors set cheaper prices and product designs.</p> <p>4. Design competition product</p>	<p>1. Minimizing costs</p> <p>2. that are issued products can compete</p> <p>3. Setting prices that are equal to quality</p> <p>4. Create more varied designs</p>	<p>1. Conducting continuous promotions so that products are known in the market</p> <p>2. Developing products to be of various types such as wallets, pencil cases, etc.</p> <p>3. Improving the quality of human resources to create products in accordance with market interests</p>

Source: Research Data, 2024

1. Consumer potential

JCB conducts observations on the environment and the surrounding community to determine potential consumers for its products. Based on the results of these observations, potential consumers are obtained including market segmentation, targeting, positioning, and potential markets ;

a. Segmentation:

Market segmentation can be defined as the process of dividing the market into certain groups or segments that match the different characteristics, needs, and attitudes of consumers so that businesses can achieve optimal results. Market segmentation is divided into;

1. Geographic segmentation is the grouping of targets based on location such as their country, region, city, and place of residence. The main focus of sales is set in the Bekasi city area such as South Bekasi, West Bekasi, East Bekasi, and Bekasi Regency. However, in the future, market segmentation will be expanded throughout Indonesia through online sales with the help of e-commerce platforms.
2. Demographic segmentation is a classification of markets based on age, income, religion, race, and social class. JCB sets this segment on vulnerable women/men aged 12-35 years with status ranging from students to office workers.
3. Psychographic segmentation groups consumers based on their interests, social class, and lifestyle. (Nugroho et al., 2023) JCB establishes market segmentation in the middle and lower middle class of society. Then based on lifestyle, the focus is segmentation on people who like fashion, and have an interest in art.

4. Behavioral segmentation distinguishes the market into groups based on consumer knowledge, attitudes, usage, or responses. JCB segments this to people who are looking for the unique value of a fashion totebag. ([Khoirul Ahmadi, 2017](#))

b. Targeting

After determining the segment, the company must set the target market to be chosen. The target market of JCB is students, students, and office workers with ages ranging from 12 to 35 years old who generally live in the Bekasi area. The characteristic of our target market is students who love fashion, so they choose to use batik tote bags instead of ordinary tote bags.

c. Positioning is the Company's strategy to create a different impression of its products when compared to its competitors. ([Yanti1 et al., 2023](#)) JCB products are present as useful bags for connoisseurs of fashion needs by combining the beauty of cultural values and current fashion trends. Made from typical Bekasi batik material combined with a unique and attractive design. 'Creation, Tradition, Elegance', the tagline is present to position our products in front of consumers. Depicting the real form of this innovation through this production, by pouring Bekasi culture into a bag that is loved by the community.

d. Market Potential

At this time, many young people like Korean culture because they are carried away by the current of k-pop and k-drama that are crowded, so that many young people and various people prefer products that smell of Korean culture ranging from lifestyle to fashion to almost forget the beauty of the original Indonesian culture, especially in their area. Therefore, Javana Culture Bags is here to raise the culture of Bekasi in the form of bags derived from batik patchwork to invite the public, especially young people, to love and preserve Indonesian culture.

2. Competitor Analysis

Table 2. Competitor Analysis

Comparative Aspects	Competitor Products	Products offered
Packaging	Generally packaged using plain plain plastic.	Packaged using plastic clips given the JCB logo.
Price	IDR 40,000 - IDR 65,000 according to the size of the bag offered	IDR 35. 000 for the price of a sling bag, Rp. 50,000 for a Totebag
Marketing	Tradisional, marketplace	Using social media owned by JCB, market places, and opening stadiums at exhibitions or cultural festivals
Distibusi	Delivery service	COD and Delivery Services

Source: Research Data, 2024

3. Product Uniqueness and Differentiation

One of the main aspects that distinguishes JCB is the use of leftover fabric or patchwork to make various products. This not only shows concern for the environment by utilizing existing materials, but also gives uniqueness to each product because each piece of fabric has a different pattern and color. JCB products are not just ordinary handicraft items, but an inspiration for collaboration between cultural elements and modern elements contained in various fashion products.



Source: Research Data, 2024

Figure 1 Javana Culture Bags Product

4. Consumer Needs and Problems

Young people today are looking for more than just bags or other fashion products, but they are looking for products that can reflect their personality. In addition, fashion products are now not only seen as an item that only serves to carry their belongings, or items that they use for their needs. But nowadays, fashion products are also considered a means to show their identity and awareness. Based on this phenomenon, Javana Culture Bags is here to fulfill it. JCB is perfect for the needs and desires of today's young people by combining modern and traditional concepts. Business growth can be hampered if the target market only covers the Bekasi area, for that it is necessary to expand marketing to reach more consumers.

5. Organizational Structure Resources

To carry out its production activities, JBC has 4 special parts in its organizational structure. Here is a job description of each part

1. Responsible Coordinator: Develop and implement the Company's long-term and short-term strategies, Manage the leadership team and ensure their performance is in line with the Company's objectives, Monitor and evaluate the company's operational and financial performance.
2. Finance is responsible: Monitoring the company's finances including expenditures and receipts, compiling financial reports on a regular basis, managing the budget and providing financial advice to the coordinator.
3. Responsible Marketing: Analyze the market and customer behavior, Create marketing materials such as advertisements and online content, Develop and execute social media strategies, Measure and report on marketing results.
4. Responsible Operations: Setting production activity schedules, Identifying and solving product problems, Responding to non-conformities to product quality procedures.

6. Production Facilities and Infrastructure

The facilities and infrastructure used to make "Javana Culture Bags" products are important to support the production process.

1. Ingredients : Plain canvas bag, Patchwork, Thread, Zipper, Decorative add-ons
2. Tools : Scissors, Needles, Sewing machines, Gauges

7. Javana Culture Bags' business partners/networks

Javana Culture Bags products collaborate with one of the convection partners of the National Batik Cooperative tailor who is also a supplier of patchwork. The material used in making this tote bag is made of plain canvas material that we have bought and partnered with online.

8. Marketing

Marketing is the process of creating integrated communication that aims to provide information about goods or services related to meeting human needs and desires. The concept of marketing is inseparable from the marketing mix which is also known as the marketing mix. Marketing mix is a consumer-oriented marketing concept that can be controlled using marketing elements to achieve the Company's goals. (Wariyanti & Nurul Imtihanah, n.d.)

These elements consist of:

1. Product Javana Cultural Bags offers a high-quality backpack and tote bag made of premium canvas fabric and a combination of Bekasi patchwork. The competitive advantage presented by this product is by prioritizing local wisdom and aesthetic value. The designs of Javana Cultural Bags are made as creative as possible so that consumers can have a choice in purchasing.
2. Place Javana Cultural Bags will conduct sales using social media and will participate in exhibitions/bazaars.
3. Promotion Offline Promotion, by introducing JCB products by word of mouth. And online promotion, carried out by introducing products through social media tiktok, shopee, and also instagram. Personal Selling, JCB sells by collaborating with tourist attractions, local cultural events, and other crowded events.
4. Price Offers a price that can compete with similar products in the market. Javana Culture Bags tote bag products are priced at IDR 78,000/pcs. The pricing is adjusted to the quality of products that use quality materials and patchwork that is still good.
5. Placement (Distribution Channel) In an effort to ensure a smooth flow of goods or services from producers to consumers. Javana Culture Bags implements a Zero Level Channel where this form is also called a direct marketing channel.

9. Business Model Canvas (BMC)

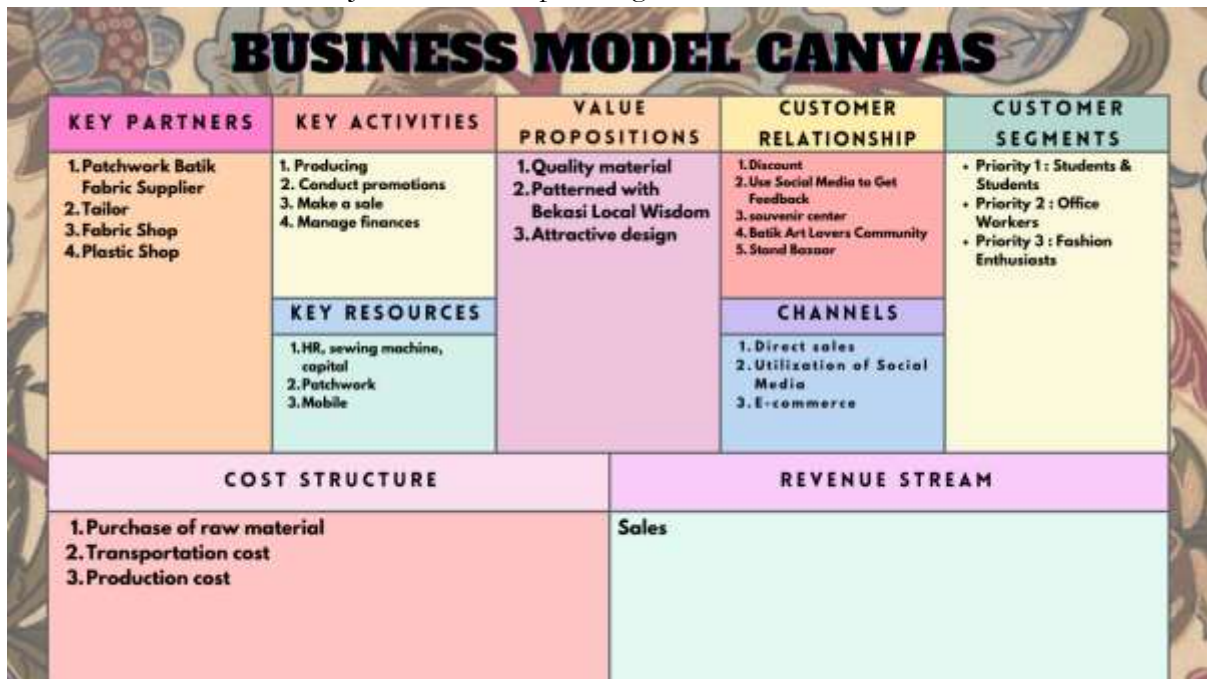
The Business Model Canvas (BMC) is a framework of thought that contains a company's strategy to run its business. BMC has nine keys or dimensions and is used to build a new business strategy that helps to determine the success of the company in achieving its targets. (Sukarno et al., n.d.) BMC uses nine blocks to map out the business.

Using the BMC concept, companies can analyze their current strategy to find out their strengths and weaknesses. In addition, they can create some new strategies and additional steps necessary to plan the long-term development of the company. (Agribisnis & Sinjai, 2024)

The purpose of the business canvas model is to explain, assess, visualize, and change the business model to maximize startup performance. This business model is suitable for startups of all types, without being limited to the business sector. This canvas model business broadly

looks at internal and external business strategies. The three dimensions of strategy: process, content, and context. (Budi & Astuti, 2023)

Here are the BMCs used in JCB's business planning ;



Source: Research Data, 2024

Figure 2 JCB Business Model Canvas

1. Customer segments are one of the important aspects of the running process of a business. JCB sets market segmentation to students, students, and office workers who love fashion.
2. Value Proposition is the value of excellence that can be offered by JCB products are products made with quality materials. In addition, JCB products have a unique and attractive design by emphasizing the value of local wisdom in each product.
3. Channels or channels used to deliver products to consumers include through direct sales, shopee and can also be done through social media such as Instagram and TikTok.
4. Customer Relationship describes how a company interacts and builds good relationships with its consumers. For this reason, JCB tries to build good relationships with consumers through discounts, utilizing social media, giving souvenir centers, joining a community of batik art lovers, and holding bazaars.
5. The revenue streams generated by JCB are through product sales.
6. The main Key Resources Assets that JCB needs to create and provide value to customers include production equipment/tools such as patchwork, sewing machines, and human resources.
7. Key Activities namely Activities that must be carried out by JCB so that its business can continue to run include production, promotion, sales, and good financial management.
8. Key Partners are parties related to supporting the existence of the environmentally friendly laundry soap business, including patchwork suppliers, tailors, fabric stores, and plastic stores.

9. Cost Structure in JCB's business includes the cost of purchasing raw materials, production costs and transportation costs.

CONCLUSION

Javana Culture Bags aims to promote and preserve the distinctive Seraci batik culture of Bekasi through modern fashion products. This design uses a qualitative method with a phenomenological approach to understand subjective experiences and individual perspectives related to Javana Culture Bag products. Using a SWOT analysis, Javana Culture Bags seeks to evaluate the strengths, weaknesses, opportunities, and threats that companies face in their endeavors.

Javana Culture Bags has succeeded in combining local wisdom with the use of batik patchwork waste and elements of modernity through its products. Marketing strategies involving social media, e-commerce, and participation in trade shows are used to expand market reach and build good relationships with consumers.

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