SUMMARY

DIAN LUTHFIANINGTYAS. Analysis of Business Development Strategy of Natural Colour Batik CV Naf Mandiri Sukses. Supervised by RITA NURMALINA and AMZUL RIFIN.

Batik is an original copyrighted works of Indonesian people and comes from the creativity of people’s hand who has an important role in creating a piece of plain fabric into a beautiful batik fabric. The Government through the Ministry of Industry intended to encourage the national batik industry to perform environmentally friendly production and fulfill the global market demand. Currently, the production of batik is still considered as the industry group that has not been environmentally friendly yet because of the utilization of artificial or synthetic dyes which still in dominant level. The use of natural dyes require fairly large capital assistance and also the participation of an artisans whom mostly still using the synthetic dyes to suppress the price and ultimately the price of batik can be afforded by the various segments of society. Ministry of Industry through the Balai Batik (Batik Center) encourage the development of environmentally friendly natural dyes to be expanded again.

CV Naf Mandiri Sukses produce eco-friendly batik in Temanggung Regency with natural colour as the main character and branded as Tirto Laras. The natural batik colour of Tirto Laras batik using plant which produce natural colour as a base material in textile dyeing. Plants producing natural colours used in the colouring process of CV Naf Mandiri batik consists of tobacco plants, indigofera, candolleana wood, jolawe wood, mahogany wood, turmeric, wood of jackfruit, mango leaves, and cochinchinensis wood. CV Naf Mandiri Sukses started the business of natural colour batik since 2011. The business development of CV Naf Mandiri Sukses run into fluctuating business dynamics. The main factor of the lack of interest in natural colour batik products are due to the high price, the quality of the resulting colours are less bright, and socialization to the public about the presence of eco-friendly batik products in the Temanggung itself is not been maximized.

The weaknesses of the CV Naf Mandiri Sukses are (1) in the group of business partners and direct sales by bringing Tirto Laras brand, sales of the company is not maximized so that maximum production is not conducted yet, (2) Sometimes consumers who do order the goods ordered a product with a very large number so the company must prepare a workers of batik village with a large number as well. The main problem is most of the workers have side jobs so that the company had to manage time as efficient as possible. This condition causes problems in producing batik because it depends on hours devoted by the labor to the company. Meanwhile, marketing of natural colour batik in Laras Tirto has not developed domestically by CV Naf Mandiri Sukses because of unoptimal promotion and limited number of products.

Based on results of the study, internal factors have identified. The strength of the company is a unique and environmentally friendly batik product, good customer service unit, ownership of patent in natural colour batik, role as single manufacturer natural colour of batik in Temanggung area and readily available
The weakness of the company is not maximized of promotions, poor corporate administrative management system, tangled production technology, limited sources of funding internal business, the high price of natural colour of batik, and lack of skilled human resources.

The results of the analysis of external factors affecting the company's business development Tirta Batik Natural Colour of Laras consists of opportunities and threats. Opportunities include the potential market is vast, government programs supporting the obligation to wear batik, coaching and training programs by the Department of Trade Industry Cooperatives and SMEs and Local Development Planning Agency of Temanggung area, better technological innovation, low level competition among peers and increasing of orders in a big number from the customers. Threats that need to be considered by CV Naf Mandiri Sukses are including the tendency of the suppliers of silk and Primisima in raising the price, competitors easily enter the market, low public enthusiasm for the natural colour of batik, fluctuating inflation rates and batik printing cheap prices.

Alternative formulation of the strategy obtained by combining the analyses of internal and external factors, then strategy produced several alternative strategies related to business development batik natural colour which can be done by CV Naf Mandiri Sukses consists of (1) increasing production capacity; (2) adding new machinery and raw materials; (3) increasing promotional activities; (4) labor quality improvement; (5) the use of cutting-edge technology; (6) addition of exclusive design motifs; (7) recruit and train the batik workers; (8) develop an exclusive design motif; (9) seek alternative suppliers of silk fabric raw materials and Primisima; and (10) divide sales into two groups i.e. regular sale and premium sale.

Keywords: AHP-SWOT, alternative strategies, business development, natural colour batik.