

Difference Strategy and Innovation in Competitive Advantage to Increasing Sales in Godho Batik Banyuwangi

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ABSTRACT

Various batik industries are emerging and display different competitive advantages, ranging from motifs, raw materials, production processes, marketing strategies and various elements that support them. Godho Batik is increasingly recognized by the wider community through its characteristics. Various achievements, product quality and new product innovations and implemented marketing resulted in an increase in sales at Godho Batik. Innovation can be one of the factors in order to survive in the market by providing value over other batik industries. Sales of an industry above the average of other competitors can be owned if through competitive advantage. This study aims to analyze the strategy of differentiation and innovation in competitive advantage to increase sales of Godho Batik products. This research uses a descriptive qualitative approach. Data were collected through observation, interview and documentation techniques. The results show that image and product are the focus of differentiation strategy in this study, while product innovation and marketing innovation are the focus of innovation in this study. Differentiation and innovation strategies in an effort to increase sales of Godho Batik can be proven from sales turnover data which continues to increase from year to year and can maintain itself in a competitive market position.

Keywords: *Competitive advantage, differentiation strategy, product innovation*

1. INTRODUCTION

Agustina [1] explains that business competition in current economic developments is getting tougher. A competitive strategy needs to be owned by business people to achieve success effectively. A very valuable key in a competition is the strategy of business people to win the competition by increasing their abilities and skills in creating competitive advantage.

Porter in [1] states that competitive advantage is a company tactic in classifying and actually implementing the generic strategy that exists in the company. Differentiation and innovation are very important strategies to consider in achieving competitive advantage.

Differentiation according to Suryana in [1] is a useful strategy to find out the extent to which a company produces *plus* or special value in a product, either in the form of goods or services. Value-added products can be in the form of product quality, uniqueness, special characteristics and other services.

Maesaroh [2] revealed that companies that take advantage of competitive advantages will find it easier to implement strategies in order to increase their sales, as well as one of the batik industries in Banyuwangi, namely Godho Batik, which is located at Perum Permata Giri Banyuwangi. Various batik industries are increasingly emerging and also display different competitive advantages, ranging from motifs, raw materials, production processes, marketing strategies and various elements that support them. Batik craftsmen in each region have their own characteristics, as well as in Banyuwangi.

Data from the Department of Industry, Trade and Mining of Banyuwangi Regency noted that in Banyuwangi there were already several batik industries, including Godho Batik, Vierdes, Sritanjung, Srikandi, Pringgo Kusumo, Tatsaka, Seblang and many other batik industries spread across Banyuwangi. Business people need to be aware of competition among batik businesses so that the level of consumer interest in the product can increase.

Godho Batik is one of the well-known batik industries and exists in the midst of increasingly fierce business competition. Godho Batik won many achievements from various events. The existence of Godho Batik is also increasingly famous. This is able to become one of the competitive advantages and become a separate image for Godho Batik to continue to enter the local or international market [3]. Sales turnover that continues to increase can be proof that Godho Batik is in great demand by the wider community. The following is Godho Batik's turnover data from 2018 to 2019 to support sales.

Table 1. Godho Batik Turnover Data 2018 – 2019

Month	2018	2019
January	75,767,500	159,854,100
February	61,140,000	154,567,500
March	63.002,000	148,870,000
April	75,257,000	160,008500
May	72,220,500	158,670,000
June	102,640 .000	180,0001,000
July	114,965,000	182,123,722
August	110,490,000	182,568,247
September	107,684,000	270,816,400
October	111,425,000	269,978,000
November	72,641,000	186,246,760
December	75,786,500	169,138,000

Source: Data Processed in the Thesis Ningrum [2]

The sales turnover data shows that sales of Godho Batik continue to grow, meaning that the demand for Godho Batik products continues to grow. Godho Batik has a high creative power to create differentiation, especially in its products. Godho Batik modifies classic Banyuwangi batik motifs and contemporary batik motifs, for example the ancient Banyuwangi Dilem Sempleh motif combined with the new "Moto Godho" motif invented by Godho Batik owner "Father Firman". The result will provide a new harmony in the presentation of images or visuals so that the motif has a characteristic.

According to Mr. Firman, the Sayu Atika batik motif is the difference between Godho Batik and other industries because it is only available at Godho Batik. The most popular motif today is the spilled rice (*beras tumpah*) motif with various levels of difficulty. The

available motifs have their own charm for consumers, this is what must be developed more deeply related to product innovation that is more varied in order to compete with other batik industries. The role of innovation is needed, especially in terms of product innovation and marketing innovation so that consumers can feel the characteristics of Godho Batik products.

One of the reasons for increasing sales is the differentiation and innovation strategy that can develop and maintain competitive advantage. Competitive advantage will encourage Godho Batik to increase sales turnover from year to year. Innovation can also be a factor to survive in the market by providing value *added* over competitors. Sales of an industry above the average of other competitors can be owned through competitive advantage. Therefore, the author wants to understand more deeply about "DIFFERENCE AND INNOVATION STRATEGIES IN COMPETITIVE ADVANTAGE TO INCREASING SALES IN GODHO BATIK".

2. METHODOLOGY

This research uses a qualitative descriptive approach. Based on the opinion expressed by [4] descriptive qualitative is a method that describes and analyzes a research result and aims to describe, describe or describe systematically, factually and accurately related to facts, nature and relationships between observed phenomena. This study describes the differentiation and innovation strategy in competitive advantage to increase sales at Godho Batik Banyuwangi. The data collection technique used in this study was through direct interviews with the owner of Godho Batik and the results of literature studies from previous studies.

3. RESULT AND DISCUSSION

3.1. Overview of Godho Batik

Godho is one of the batik brands in Banyuwangi that adopts regional motifs as superior products. Godho Batik was founded in 2011 and is located in Perum Permata Giri, Giri District, Banyuwangi Regency. Godho Batik stands for *Giri Ojo Di Anggep Heng Ono Batik*. The word comes from the Osing language which means that Giri Village should not be considered as no batik, as a word of proof that in the Giri area there are batik craftsmen who have the potential to elevate their area and become the next generation of batik culture [3].

Godho Batik is currently growing rapidly through the marketing of Godho products at the Godho Batik

production house as well as in some typical Banyuwangi souvenirs such as Osing Deles, Sun Osing and Banyuwangi Osing. Along with the development of information technology, Godho Batik also offers various products through social media such as Facebook, Instagram, WhatsApp, Lazada and Tokopedia [3].

3.2. Godho Batik Differentiation

Image and product differentiation are the focus of the differentiation strategy in this study. The achievements and events that followed made the image of Godho Batik continue to increase. Image differentiation describes the extent to which a company can carve a strong image. Image differentiation itself can be seen in terms of events, achievements, atmosphere and audio-visual media. The event's assessment points illustrate that Godho Batik's image differentiation strategy stands out so that through this image, sales of Godho Batik are increasing [2].

Based on interviews with Shiva who is one of the employees Godho Batik, he explained that there are various accomplishments ever achieved Godho including batik cloth Godho 95 percent owned by Mr. Firman with Irma draft Lumiga been used inevent *Indonesian Fashion Week* on February 4th 2017, Mr. Firman was awarded as the Chosen Batik Creator in East Java in 2020. Godho Batik also collaborates with various events such as the Banyuwangi Batik Festival, fashion shows, events at universities, Banyuwangi birthdays and other events. . His batiks are also introduced through exhibitions in the region and outside the Banyuwangi area such as Jakarta, Surabaya, Palembang and so on.

Mr. Firman said that Godho Batik uses natural raw materials which are rarely used by batik in other industries. The combination of natural raw materials that create natural colors continues to be carried out as a form of *image* that raw materials from nature are no less attractive when compared to the results produced from factory color materials. The resulting color tends to only have three types of colors, including black, gray and brown. The distinctive natural color does not always make Godho Batik have its own characteristics from the colors produced in every production process.

Modern classic written batik is God's signature batik. Modifications between classic Banyuwangi batik motifs and contemporary batik motifs are able to produce their own characteristics. For example, the ancient *Banyuwangi Dilem Sempleh* motif combined with the new motif "Moto Godho" found by Mr. Firman and many other combinations that provide new harmony in the visual presentation of clothing, so it's

no wonder Godho Batik is selling well in local, national, and overseas markets.

According to Mr. Firman, Godho Batik has a motif that makes it different from other batik industries, namely the Sayu Atika batik motif, which is only available at Godho Batik. Batik motifs that are in great demand in Godho Batik today are spilled rice motifs and of course the level of complexity of the motifs and the quality of the fabric determine the determination of the selling price offered to consumers.

Limited edition is a term for Godho Batik product motifs which is the reason for consumer interest, because Godho Batik only sells one batik motif for one piece of batik cloth, for the production of other pieces using new motifs so that the motifs are always different so that *customers are* more confident and proud of the goods *limited*. Godho Batik, apart from being a seller of batik cloth, also accepts motif consulting services that consumers want. The following is a comparison of Godho Batik and other batik industries:

Table 2. Comparison of Godho Batik with Others

No	Batik Name	Motif	Color
1.	Godho	The motif of each fabric is different, daring to be different from the market.	The colors are bold and collide so that they are different from the others.
2.	Tatsaka	Motive follows the market.	Bold color.
3.	Sekar Bakung	Motive follows the market.	Neutral colors, such as black, white, and brown.
4.	Gondho Arum	Motives follow market tastes.	Bold color.
5.	Sayu Wiwit	Does not have many motives.	Bold color.
6.	Sritanjung	Motive follows the market.	Neutral colors tend to be darker.

No	Batik Name	Motif	Color
7.	Pringgo Kusumo	One motif for many colors.	Bold colors like red, green, purple, blue, and pink.
8.	Seblang	Only ancient motifs.	Neutral colors like brown, black, and cream.
9.	Sekar Tanjung	Motif follows the market.	Monochrome batik color.

Source: Data processed.

Based on the comparison of Godho batik motifs with other, batik Godho batik is superior because in the selection of motifs they only use one motif for one piece of cloth, while other batik producers follow market tastes and the batik motifs tend to be the same and are repeated on the next cloth.

3.3. Godho Batik Innovation

Innovation Product innovation and marketing innovation are the focus of innovation in this research. Product innovation is growing through collaboration with various designers in the hope of being able to create new product innovations according to consumer desires and be able to compete with other batik businesses, especially those in Banyuwangi. Godho Batik created batik masks in line with the COVID-19 pandemic. This innovation is formed from two components, namely the implementation of innovation and creativity. The emergence of innovation because of the creative ideas of the craftsmen themselves. This creativity will be dominated by the implementation of innovation in the form of new products. So far, the innovation that Godho Batik continues to explore is creating new motifs that are difficult to imitate [3].

The marketing innovation carried out by Godho Batik is trying to find new market share through publicity with social media, print media and electronic media. Relationships with customers usually provide bonuses and discounts to customers, while relationships with the surrounding community provide assistance such as infrastructure development. The distribution distribution innovation carried out by Godho batik is in two ways, namely online and offline, if online is provided by the government, namely through the marketplace Banyuwangi mall, while offline it has two stores located in the city center and at the production house [3]

3.4 Differentiation and Innovation Strategies in Competitive Advantage to Increase Sales at Godho Batik

Godho Batik has differentiation and innovation which are the main components to distinguish it from other batik industries, so sales will increase. The creation of new ideas and expansion of marketing is something new for Godho Batik and with these innovations, Godho Batik is able to decide the appropriate market share. The differentiation and innovation strategy in Godho Batik is an important indicator for increasing sales of batik itself. This is certainly a benchmark for competitive advantage with other similar products.

Godho Batik sales will continue to increase through differentiation and innovation strategies. This is evidenced by the increasing sales turnover data of Godho Batik, so that in the future Godho Batik will continue to explore the potential of competitive sources by prioritizing focusing on improving product quality and strengthening its position from various sides.

4. CONCLUSION

The difference between Godho Batik and other industries in Banyuwangi is through a differentiation strategy in competitive advantage. Product differentiation at Godho Batik can be seen from the innovation in arranging and combining ancient motifs that have been mixed with modern motifs so as to create new and limited edition motifs that can attract consumers. The image of Godho Batik continues to increase with the introduction of its products to the wider community.

Continuous innovation will lead to competitive advantage. Innovations that are implemented from the product side prioritize the creation of new motifs as well as natural or synthetic colour experiments. Godho Batik hopes to shine even more through its collaboration with designers who can create derivative product innovations. Another innovation that must be carried out is marketing innovation, for example by expanding the marketing network with a new system, new payment instruments and new management governance.

Differentiation and innovation strategies in an effort to increase sales of Godho Batik can be proven through sales turnover that continues to increase from year to year and can maintain itself in a competitive market position. Godho Batik takes advantage of competitive advantages continuously and is able to implement various strategies in competing so that

Godho Batik is increasingly famous and in demand by the wider community.

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