

Website Development Training for Batik Entrepreneurs in Kampung Wisata Batik Pesindon

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Abstract

A business website is a vital digital marketing tool for any enterprise, especially in today's digital era where ideally every company should have its own profile website. However, most batik shops in Kampung Wisata Batik Pesindon (KWBP) still do not have a website. The objective of this community service activity was to develop websites for 17 batik shops in KWBP and then provide training on how to fill and update these websites. The community service activities were carried out in five stages: problem identification, pre-training, training, mentoring, and monitoring and evaluation. Problem identification is conducted through interviews regarding the desired website needs. Pre-training involves creating websites for the 17 batik shops and one large website for KWBP. The training stage was conducted through demonstration and hands-on practice. Mentoring was done using a WhatsApp group, and evaluation was performed using observation sheets of training results. Based on the evaluation results, it was found that this activity can improve partners' skills in website content filling by 59% and increase partners' accessibility to website technology by 100%. The challenge encountered during training was that partners have not prepared the necessary website assets such as the batik shop logo and uploaded product images. However, overall, the participants' enthusiasm was considered high.)

Keywords: batik shops, digital marketing, website development

INTRODUCTION

Kampung Wisata Batik Pesindon (KWBP) is one of the batik industry centers located in Bendan Kergon Sub-district, West Pekalongan District, Pekalongan City. This industrial center is one of the producers of typical Pekalongan batik, besides Kampung Batik Kauman. As one of the batik industry centers initiated by batik artisans in Pesindon and the Pekalongan City Government, KWBP is committed to maintaining the quality of batik products while preserving the culture of written, stamped, and combined batik.

There are at least 33 batik production places (pranggok) under KWBP. Each pranggok is part of a specific batik shop. The existence of these pranggok is often utilized as one of the tourist attractions. Thus, besides shopping for batik, KWBP visitors can also watch the batik production process directly. This certainly adds to the attraction for KWBP visitors.

In addition to the existence of batik pranggok, the layout and arrangement of KWBP spaces have also been arranged in such a way as to make it easier for visitors to explore KWBP. There is a large welcome gate beside the main road (provincial road) indicating the location of KWBP (Figure 1). Additionally, there is also a map (location plan) of KWBP at the entrance to KWBP (Figure 2). There are 4 gate units and 5 alley mouths that can be used to enter the KWBP area. Each alley is also provided with direction signs containing the names of batik artisans in that alley. This indicates that KWBP is one of the batik industry centers that is seriously managed and fully supported by the Pekalongan City Government.



Gambar 1 Welcoming Landmark Kampung Wisata Batik Pesindon (Source : kotomono.co)

Although physically the layout of KWBP is good and easy for visitors and tourists to find, digitally not many batik enthusiasts know about the existence of KWBP. This is because KWBP itself does not yet have a website. The same thing also happens to many batik business members under KWBP. Based on a simple survey, it was found that there are about 110 batik entrepreneurs located in the KWBP area. Of that number, not all of them have pranggok and showrooms. In KWBP, there are only 33 pranggok, and there are only about 20 batik entrepreneurs who have showrooms. The rest are batik entrepreneurs whose business scope does not produce fabrics, only buying batik fabrics and then hiring tailors to produce clothes or other items and then selling them to the market. Furthermore, among the 20 batik entrepreneurs who already have showrooms, many shops still do not have business profile websites.



Gambar 2 Location Map of Batik Artisans KWBP (Source: kotomono.co)

The importance of having a website for batik associations cannot be ignored in this digital era. Firstly, a website becomes an effective tool for increasing public exposure and reach (Ariyanti et al., 2020; Kristiyanti Jurusan KPN STIMART & Lisda Rahmasari, 2015; Lestari, 2014; F. Rahmat et al., 2019; Untari Ningsih et al., 2022). With a website, a batik association can easily introduce itself to the world. Information about history, cultural values, and activities can be accessed by anyone from various parts of the world. This not only helps increase understanding of batik but also opens opportunities for collaboration, exhibitions, and cultural exchanges with the global batik community.

Secondly, creating a website provides the batik association with a platform to strengthen its identity and branding (Ariyanti et al., 2020; Dwijayanti & Pramesti, 2021; Harto et al., 2019; Semarang et al., 2014). With representative design and informative content, a website can be a medium that highlights the unique characteristics of the association. Logos, colors, and distinctive batik motifs can be aesthetically integrated, creating a strong visual impression. Thus, the batik association can be more easily recognized and remembered by the wider community, even amidst the rapid flow of information in the digital world.

Additionally, the creation of a website opens up opportunities for batik associations to engage in online marketing activities. Through this platform, the association can promote its batik products, sell merchandise, or even host virtual exhibitions and sales events. This not only expands the market share but also creates additional sources of income (Darnis & Azdy, 2019; Harto et al., 2019; Haryono, 2018) that can be used to support the association's activities, including programs to preserve traditional skills and batik art education within the association.

The absence of websites among batik entrepreneurs under KWBP is the main issue that this community service activity aims to address. Today, there are many website services available that are easy to implement and do not require programming skills. One of the website service providers is WordPress. WordPress is an open-source content management system (CMS) or website platform that uses PHP programming language and MySQL database (Ravensbergen, 2015). However, WordPress services are designed in such a way that users can build websites without needing to understand programming languages. One of the advantages of WordPress services is the ease of installation, it can be used for free, is user-friendly, SEO-friendly, has many backup systems or communities, and has many plugins (Fauzan Pratama & Diana, 2021; Sims, 2018). One of the plugins commonly used for SME websites is WooCommerce.

WooCommerce is a WordPress plugin specifically used to create product catalogs on websites (Fauzan Pratama & Diana, 2021; Ravensbergen, 2015; Sims, 2018). Additionally, WooCommerce allows users to connect directly to payment applications, shipping services (couriers), and even directly to online shop accounts such as Shopee, Tokopedia, etc. With WooCommerce, the website built can be synchronized with the user's online store accounts, so it will be automatically updated. WooCommerce has also been used by many large online store owners worldwide due to its ease of use.

The solution offered by the Community Service Team is the creation of a WordPress-based website with the WooCommerce plugin for batik entrepreneurs under the KWBP umbrella. The website can serve as a landing page for any promotions carried out by batik entrepreneurs, whether through an online store or social media (Choi et al., 2010; Harwood & Harwood, 2009; Mustika et al., 2023; Turnip et al., 2020).

METHOD

The partners involved in this community service activity are batik entrepreneurs under Kampong Wisata Batik Pesindon, specifically those who already have a store (showroom). There are at least 17 batik entrepreneurs targeted by this activity. The selection of these 17 entrepreneurs was based on their ability to provide an employee who would serve as the website admin. The activity is conducted at Griya Batik Asti, Pekalongan, which is a meeting place commonly used for meetings or discussions among batik entrepreneurs in KWBP.

This community service activity is carried out using the Participation Action Research (PAR) model, which is a community empowerment model based on participation. In PAR, both the service implementers and the community partners have equal work shares. The success of activities in PAR is measured by the extent of the changes made (A. Rahmat & Mirnawati, 2020). In this context, the changes refer to two components: 1) the improvement of partner accessibility, indicated by the presence of a partner website that has been modified by the partner, and 2) the enhancement of partner skills, indicated by the extent of skill improvement in modifying the website.

The stages of this community service activity are divided into 5 steps: 1) problem identification, 2) pre-training, 3) socialization/training, 4) mentoring, and 5) evaluation. In the problem identification stage, interviews are conducted to determine the website needs desired by the partners. These interviews are carried out by the Community Service Team with the Chairman of the Kampong Wisata Batik Pesindon Association, Mr. M. Sholahudin. During the socialization stage, domain and hosting are purchased for the websites to be developed. Additionally, WordPress and the WooCommerce plugin are installed on each domain.

In the socialization/training stage, the Community Service Team provides admin accounts for the website to each batik entrepreneur. Subsequently, each admin is trained to manage the website. The training is conducted by the main speaker, Dwi Hartanto, a trainer from Wiranesia Foundation, who has experience guiding various SMEs in digital promotion through online stores and websites. The training materials include: a) changing the store name, b) adding a logo, c) adding a store banner, d) changing the website template color, e) setting store location for shipping cost calculation, f) setting up payment options, and g) adding product images and descriptions.

At the mentoring stage, progress monitoring of each partner is conducted. Mentoring is carried out through a WhatsApp group. In the group, partners are allowed to consult regarding difficulties or obstacles encountered while filling out the website. The evaluation stage involves observing the results of the partners' website development. Observations are made using the form shown in Table 1. The success criterion for this activity is if each aspect achieves a percentage score of more than 50%.

Tabel 1 Observation Form

No	Aspect	Accomplished/Not
1	Has the websites changed its name	
2	Does the website own a logo	
3	Has the website changed the menu	
4	Has the website changed the background color	
5	Has the website changed the shop location	
6	Has the website set the payment menu	
7	Has the website uploaded some product to the catalog	

RESULT AND DISCUSSION

This community service activity was held over a period of one month, from November 24 to December 23, 2023. The results of each stage of the activity are presented in the following sections.

1. Problem Identification

At this stage, interviews were conducted regarding the partners' website needs. The results from these interviews are shown in Table 2.

Tabel 2. Question List

No	Question and answer list
1	<p>Q: What type of websites are needed?</p> <p>A: Two types of websites are needed. The first is a dedicated website for the association, which can be used to share information about the association's activities. Additionally, this website can serve as a platform to showcase the profile of the Kampung Wisata Batik Pesindon association to stakeholders. The second type of website needed is for batik shops. There are 20 batik shops that are considered necessary to have a website.</p>
2	<p>Q: What tools are expected to be available on the websites?</p> <p>A: The association's website does not need many tools. It is sufficient if it can display several menus such as news, management, profile, and information about the association's activities. For the batik shop websites, it is expected that they can be used to display a product catalog, including images, descriptions, and prices. The most important thing is that the website should be easy to develop by users who are still beginners.</p>

In addition to the issues mentioned above, the technical aspects of the training to be conducted were also discussed. Several points were agreed upon at this stage: the Community Service Team will only create the domain and lease the hosting for 2 years. The responsibility

for populating the website content will be handed over to the partners after the initial training. Figure 3 shows the documentation from the interview.



Gambar 3 Interview with the head of the association

2. Pre-Training

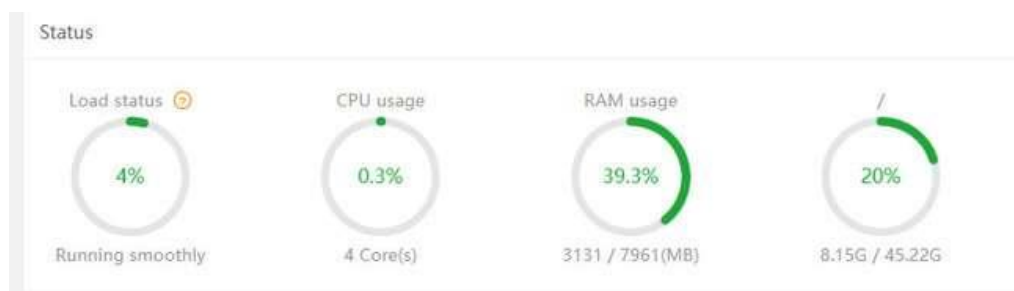
The results of the interviews were then used as the basis for determining the requirements for website creation. It was decided to purchase one domain for the association's website and to use subdomains for each batik shop. Therefore, the names of the batik shops that would be provided with a website were collected. The Community Service Team recorded the names of these batik shops and obtained data for 15 batik shops.

Next, WordPress was installed on each of these domains. Specifically, for the 15 batik shop domains, the WooCommerce plugin was also installed to serve as the foundation for creating product catalogs and fulfilling other sales features. Additionally, an admin account was created for each domain, with the role of the main administrator for each website. The list of domains created is shown in Table 2.

Tabel 3. Domain Website

Name of Batik Shop	Domain Web
Kampung Wisata Batik Pesindon	https://kampungbatikpesindon.com/
Batik Putra Feno	https://batik-putra-feno.kampungbatikpesindon.com/
Batik Larissa	https://batik-larissa.kampungbatikpesindon.com/
Dannis art	https://dannis-art.kampungbatikpesindon.com/
Kenong batik	https://kenong-batik.kampungbatikpesindon.com/
Batik OJ	https://batik-oj.kampungbatikpesindon.com/
Syahrina Batik	https://syahrina-batik.kampungbatikpesindon.com/
Ganglimo Batik	https://ganglimo-batik.kampungbatikpesindon.com/
Mayank Batik	https://mayank-batik.kampungbatikpesindon.com/
Batik suci	https://batik-suci.kampungbatikpesindon.com/
Racikelir Art	https://racikelir-art.kampungbatikpesindon.com/
Batik Pawana	https://batik-pawana.kampungbatikpesindon.com/
Batik Asti	https://batik-asti.kampungbatikpesindon.com/
Rumah Batik Amel	https://rumah-batik-amel.kampungbatikpesindon.com/
Nietz Batik	https://nietz-batik.kampungbatikpesindon.com/
Batik Feno	https://batik-feno.kampungbatikpesindon.com/
Batik BL Putra	https://batik-bl-putra.kampungbatikpesindon.com/
Ardis Batik	https://ardis-batik.kampungbatikpesindon.com/

For the web server, a VPS (Virtual Private Server) was used with Ubuntu Linux version 20 as the operating system. The server specifications include 8GB of RAM, 4 CPU cores, and 50GB of SSD storage. The server is located in Jakarta, and the Community Service Team has leased this VPS for 2 years. The server specifications are shown in Figure 4.



Gambar 4. Website Server Performa

3. Training

The training was held on Wednesday, December 13, 2023. It was attended by 20 participants from 12 batik shops. The training was conducted through demonstrations and hands-on practice. The materials covered were: a) changing the shop name, b) adding a logo, c) adding a shop banner, d) changing the web template color, e) setting the shop location for shipping cost calculations, f) setting up payment options, and g) adding product images and descriptions.

The participants showed high enthusiasm. Some even inquired about website features that were not included in the training material. Additionally, considering that many batik shop owners are not familiar with laptops, some shop owners assigned their shop admins to accompany them during the training. The situation during the training is shown in Figure 4.



Gambar 5 Trainee of Website Development Training

4. Mentoring

The mentoring stage was conducted through a WhatsApp group. In the group, participants were given the opportunity to raise any issues or challenges they encountered while filling out the website. Additionally, the group also served to collect data on the online store accounts already owned by the partners via a Google Form. This was aimed at synchronizing the products listed on online stores like Tokopedia or Shopee so they could automatically be included in the website catalog. However, the WhatsApp group was not heavily utilized by the partners. No consultations took place, possibly because the partners were too busy to work on the website outside of the schedule provided by the Community Service Team.

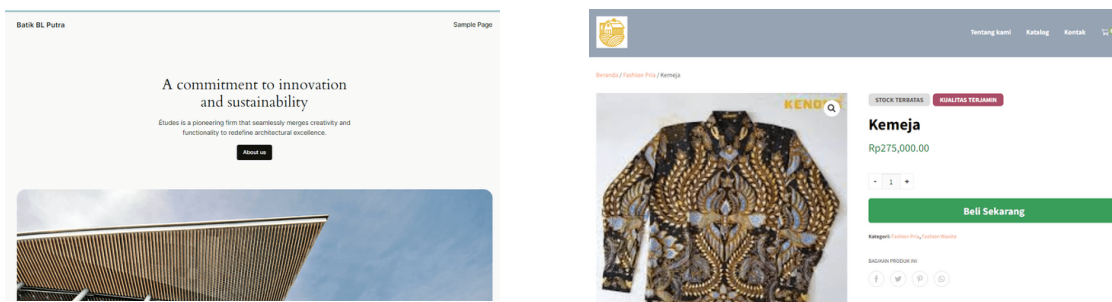
5. Monitoring and Evaluation (Monev)

The monitoring and evaluation (Monev) stage was conducted one week after the training session, on December 20, 2023. During this stage, the Community Service Team reviewed each batik shop's website and completed a checklist shown in Table 1. The summary of the checklist results is presented in Table 4.

Tabel 4. Observation Result

No	Aspect	Numbers to be created	Result	Percentage
Component : increasing of accessibility				
1	Numbers of website created	1 for the whole group	1	100%
		1 for each batik shop	17	100%
Component : increasing of skill				
2	Number of websites which has changed the website name	17	17	100%
3	Number of websites which has owned a logo	17	6	35%
4	Number of websites which have changed the menu	17	9	53%
5	Number of websites which have changed the background color	17	10	53%
6	Number of websites which have changed the shop location	17	10	59%
7	Number of websites which have set the payment menu	17	6	59%
8	Number of websites which have uploaded some product to the catalog	17	9	36%

An example of a website before and after the training is shown in Figure 5. It can be seen that in the image after the training, the website now has a logo and features such as "Order Tracking" and "Shop". From Table 4, it is known that some aspects have not yet reached the success criteria of 50%. These aspects include the logo aspect and the product image and description upload aspect. The failure to achieve success in the logo aspect is due to the partners not having a specific logo for each of their batik shops or the personnel involved in the web training not having the batik shop logo file. As for the product upload aspect, the training participants had many considerations regarding which products should be uploaded. Some of these considerations included product categories, naming, color selection, and the availability of image files. As a result, many training participants were not ready to upload product images and descriptions during the training. This will be addressed with at least three additional training sessions.



Gambar 6. Website's visualization before training (left) and after training (right)

CONCLUSION

From the description of the activities in the previous section, it can be concluded that the website development activities for batik SMEs under Kampung Wisata Batik Pesindon have been successful, resulting in the development of 17 store websites and 1 main website for the association. After the website creation, training and mentoring for website content management were conducted, successfully improving the partners' skills in website management by up to 59%.

Further activities that can be undertaken include intensive mentoring so that partners can fully utilize the product catalog tools on the website and use them as an online sales medium. After that, partners can also be provided with training on SEO (Search Engine Optimization) and how to place online advertisements to increase the number of visits and transactions on the store websites.

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