

Development in Marketing : Building Prices, Place and Promotion at Slamet Hadipriyanto Batik, Banyumas

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Abstract: The research was conducted in an effort to develop the marketing with the aim of establishing pricing, place, and promotion in the industry. The methodology applied in this study is qualitative, using a case study framework that combines exclusive interviews with owners, managers, and employees. By focusing on these aspects of the marketing mix, batik entrepreneurs A comprehensive marketing plan allows businesses to effectively reach their target audience, drive sales and build a strong brand presence. Strategies include understanding customer needs through market research, using digital channels like social media for visibility, creating compelling content and messaging, investing in paid advertising to target specific demographics, and analyzing performance to refine the overall strategy for growth and customer loyalty. Therefore, based on considerations of competitive and sustainable prices, strategic and centralized location placement, and the implementation of targeted and comprehensive promotional activities, it is expected that the quality of marketing in the batik industry can run effectively and efficiently through strengthening the development of a targeted and centralized marketing mix carried out by business actors. This approach clearly involves market segmentation, targeting, and positioning in order to adjust strategies to meet and complement needs and preferences. By focusing on these aspects of the marketing mix, batik entrepreneurs can effectively reach their target audience, increase sales, and build a strong brand presence in the market. A strategy that is able to stimulate customer buying interest is a very essential part in creating a diverse buyer community that always becomes a sustainable customer who participates in building and developing segmentation and sales targets for batik products in the region. In this study it was found developing marketing built through price, place and promotion in industry as a very important strategy in efforts to design and effective marketing campaigns to achieve business goals.

Keywords: building, marketing, place, prices, promotion

1. Introduction

With build price , place and promotion in the batik industry are expected can increase sale through awareness consumer about the batik products which will later can influence consumer in do decision purchase . (Febrian and Granit, 2025) revealed from ex-istence A sales that become first in a business unit can own named usefulness in ac-cordance context advantages and benefits also called namely price . Besides than that That in context burden through obligation also known as price , (Febrian and Granit, 2025). (Taufan Hidayat , 2020) said that accessible place as well as strategic by cus-tomers be at the center city or the right activity For business like case in point restaurant . This become choice place become very thing fundamental in build place or location (place) at a business or industry . Abdul Latief

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(2018) explains that offer in context promotion become value main in produce smoothly something marketing program efforts. Apriliana, Arikah Dwi (2021) Promotion is A activity convey something message in the form of information For invite and persuade or seduce so that his efforts can be accepted, understood, purchased, desired and / or loyal For always and willing use products and services said. In the current global era This for promotional bias Lots very available various platforms such as Facebook, WhatsApp, Instagram and others so that will very make it easier company For can build activity the promotion with more efficient and effective with very wide range wide until to abroad. Based on explanation above, promotion is part final something purposeful endeavors For give information about product or service to society and then want to use services offered so that create satisfaction for customer. To realize and determine effective and efficient pricing, understanding customer preferences, views, and perceptions of value is quite fundamental because every strategy that is attempted will basically include production cost analysis, product differentiation, and pricing implementation strategies that balance profitability and affordability as a form of market dynamics and consumer behavior. Maintaining the cultural significance of batik in Indonesia is very essential because it is a form of value that has a noble character as an effort that has a direct goal and economic relevance in the contemporary world so that this shows the ability in the pattern of preservation and development of batik that is multi-faceted such as Education, marketing, integration with modern technology. The benefits of using technology and social media and the development of various unique motifs as an effort to strengthen branding are separate roles in promoting batik because these are quite significant and crucial ways to increase income and earnings. Attract tourists from various parts and make batik a growing and sustainable global commodity. By focusing on these aspects of the marketing mix, batik entrepreneurs and strategies include understanding customer needs through market research, using digital channels like social media for visibility, creating compelling content and messaging, investing in paid advertising to target specific demographics, and analyzing performance to refine the overall strategy for growth and customer loyalty. Therefore, based on considerations of competitive and sustainable prices, strategic and centralized location placement, and the implementation of targeted and comprehensive promotional activities, it is expected that the quality of marketing in the batik industry can run effectively and efficiently through strengthening the development of a targeted and centralized marketing mix carried out by business actors. This approach clearly involves market segmentation, targeting, and positioning in order to adjust strategies to meet and complement their needs and preferences. By focusing on these aspects of the marketing mix, batik entrepreneurs can effectively reach their target audience, increase sales, and build a strong brand presence in it. A strategy that is able to stimulate customer buying interest is a very essential part in creating a diverse buyer community that always becomes a sustainable customer who participates in building and developing segmentation and sales targets for batik products in the region. In this study it was found that Slamet Hadipriyanto batik has been developing marketing that is built through price, place and promotion in the Slamet Hadipriyanto batik industry as a very important strategy in efforts to design and effective marketing campaigns to achieve business goals. With competitive capabilities, a strategic and centralized location, and targeted promotional implementation, it is hoped that the marketing quality of the batik industry can run effectively and efficiently through strengthening the development of a focused and centralized marketing

mix carried out by business actors. Clearly, this approach involves segmentation, targeting, and market positioning to be able to adapt strategies to meet and complement their needs and preferences. By focusing on these aspects of the marketing mix, batik entrepreneurs can effectively reach their target audience, increase sales, and build a strong brand presence in the market. The relationship between price, place and promotion creates a very complete combination to be able to support each other which can create chemistry between the marketing elements so that development is expected to attract customer interest to feel strong interest in a product or service provided by the industry or company, of course this method is an effort to build elements of marketing elements that are felt to be very influential on the desires and abilities of each customer. In effort development promotion There is a number of strategy being done like case in point using social media, email, and websites to promote batik products, using advertising, promotion live, and events for promote batik products. using influencers to promote batik products, holding cooperation with other companies or organization For promote product batik in development is also available a number of the advantages like can increase market reach and reduce cost promotion, can increase awareness and interest customer in a way Some of these marketing elements have a very big impact on the development of buying interest and how to always influence the views and interests of these consumers who are expected to have the encouragement or motivation not to switch to other products considering that the place has a very meaningful meaning to always be remembered by each consumer.

2. Preliminaries or Related Work or Literature Review

Development in Prices

(Febrian, 2019) explains price is A profit from existence the hope desired by a company from existence something activity operations. Kotler and Keller (2009) discuss price is A element from mix marketing in the form of income, which is capable create cost so that price can called with very easy in form market-ing like customization, features, distribution and also communication that is required A time. (Febrian and Granit, 2025) revealed from existence A sales that become first in a business unit can own named usefulness in accordance context advantages and benefits also called namely price. Besides than that That in context burden through obligation also known as price (Febrian and Granit, 2025). (Djarmiko & Pradana, 2016) also stated consumer in a way instant when do purchase so price will chosen in accordance with products consumed and selected. (Leonardo et al, 2025) said that responsiveness from price will varies depends from gathering income Good those who have income low compared to with with the relative sufficient. Because of that That all factors remain constant stable when policy price in a way significant will reduce request need from gathering income small compared to with income group very enough. (Febrian and Granit, 2025) said that price own trend For become center attention so must own uniqueness in the form of Attraction and more competitive from competitors other so that will always become the main focus for every customer. Dimension price according (Febrian and Granit, 2025) consists of from affordable, competitive and attractive.

Development in Place (Place)

(Tjiptono, 2006) explains that Place is related locations with smoothness from something access or road for decision distribution or channel to service. For every consumer potential. (Lupiyoadi, 2013) said that location concerning existence something activity or activity company in operate operation or their mutual activities relate One each other. Place or strategic location in sale something product must own convenience for can be visited or visited by consumers so that customer can take decision in buy product said. (Taufan Hidayat, 2020) said that accessible place as well as strategic by customers be at the center city or the right activity. For business like case in point restaurant. This become choice place become very thing fundamental in build place or location (place) at a business or industry.

Development in Promotion

(Sabrina Maharani and Musnaini, 2024) said that promotion is a series activities created something organization business unit use explain something product from manufacturer to customers. Promotion is effort certain as series events by the parties party certain as effort convincing a person and a company from various type form or the type that has Power pull so that people or company the Want to For buy goods or service (Osinaike, Jimi, 2025) said that practice promotion relate with handling a huge gap important For can understood to what extent own contribution to efforts practice promotion in something service. (Pardo-Fernández, Alba et al, 2024) explains in a way significant that its transversality in practice promotion consists of from a number of levels including environment, education, place work and community. Meanwhile (Zarubina, Venera et al, 2024) explains that promotional model consists of from innovation character, prospects collaboration, digitalization, reputation and knowledge. (Zhuang, Yan; Su, Ruiqian. (2025) explains through understanding One belt One road promotion will exchange culture and communication is matter main and clear use support existence cooperation international. Promotion will communism from every intertwined cultures own meaning and role important For can help attitude understanding and respect from various different cultures, harmony and consistency, commercial, interactive economics and politics in One belt One road.

3. Proposed Method

With the descriptive qualitative approach of this research, the focus of the approach is aimed at the condition of understanding based on a symptom or phenomenon explaining and describing the situation in more detail and detail as a form of introduction to the form of a qualitative approach. Stated that the qualitative methodology approach has the aim of describing social symptoms through expressions, speech, narratives, stories, images and words that show various problems being studied. This approach emphasizes understanding the context and experiences experienced by individuals or groups, as well as how these events relate to existing theories. Through study qualitative descriptive as form from method research that describes and develops following analyze draft marketing with development about price, place and promotion at a the batik industry that has reached moment This Keep going develop and exist in environment society. Methodology This chosen Because need about deep and comprehensive understanding regarding the dynamic social processes, experiences and

understandings in the Slamet batik industry Hadipriyanto Banyumas with time period April – May 2025 research. Research focus This done to a number of individual individual such as , owners , managers , employees a number of department as well as various customer the company.

Focusing on different aspects of the data's origin and use : **(1)** Primary data were obtained through in-depth interviews, observations, and discussions with at company, including the resource person, company owner, employees, and customers of Batik Slamet Hadipriyanto Banyumas. Informants were selected based on their knowledge and experience related to planning. **(2)** Secondary data were obtained through relevant documents, such as articles, magazines, newspapers, social media, and data related to the batik company.

Data collection was carried out using several methods: **(1)** Preparation: Developing a list of interview questions that align with the research objectives and preparing observation tools. **(2)** In-depth Interviews: Conducting semi-structured interviews with the owner, employees, and customers to obtain data related to prices, location, promotions, and other aspects of the batik industry. **(3)** Observation: Conducting direct observations of activities related to batik sales and other activities such as training processes, performance evaluations, and interactions between sellers and buyers. **(4)** Documentation: Collecting secondary data from relevant documents, such as articles, magazines, newspapers, social media, and data related to the batik company.

4. Results and Discussion

Result

Efforts to Build in Prices at Batik Slamet Hadipriyanto

From the results analysis observations and interviews conducted on efforts that done by Batik Slamet Hadipriyanto Banyumas There is a number of strategies being implemented in build and develop determination price among other things, doing determination very cheap price competitive with competitors , setting premium prices for batiks that have quality high , giving piece price as effort offers and some time time certain give variation price in every the offer as well as offer building prices for batik products for sale in a way package.

Challenge in implementation

Discussion forum from various aspect like existence various costs incurred like cost production For production like case in point material raw materials , energy work and operations Then There is quality product like design , motif and production process , the existence of a target market in the form of a target that will achieved including specific segments . As well as competition with competitors others who come from from various condition is it outside or domestically . In price There is a number of strategy among other strategies price competitive which emphasizes determination competitive prices with competitors other batik products , premium price determination herga focus on quality high and unique batik products besides matter the in development other see side excess in the form of improvement product sales and market share increase profit margins and image product as well as For the shortcomings the decline stay turnover profit as well as the decline sale while mark sell too much tall .

Building in Place Efforts at Batik Slamet Hadipriyanto

From the results analysis observations and interviews conducted on efforts that done by Batik Slamet Hadipriyanto Banyumas There is a number of strategies being implemented in build and develop place or place in channel distribution among others with sale direct that is sell direct various product material good batik That So and half So sell in a way direct to customer through shop shop or online market place . Sales can also be made through retailer or distributors, websites and promotion the batik product Alone .

Challenge in implementation

Discussion forum from various place aspect of corner view owner companies in the batik industry allow always endeavored on a number of matter that is importance place or strategic location in sell batik products like in the markets through experience customers . In effort development place or place there a number of strategies that must be considered in the form of sale direct through various online market places, the role of distributors, company websites as well as participation in various events or exhibition promotion batik products . In there is also development side excess that is capable increase supervision on experience customer use add profit sale as well as increase market accessibility reduce cost manager , for deficiencies can also reduce level profit when emergence high costs and weak monitoring systems .

Building in Promotion Efforts at Batik Slamet Hadipriyanto

From the results analysis observations and interviews conducted on efforts that done by Batik Slamet Hadipriyanto Banyumas There is a number of strategies being implemented in build and develop promotion including online promotions using social media , email and websites . promote batik products , using advertising , promotion live , and events for promote batik products , using influencers to promote batik products , holding cooperation with other companies or organization For promote batik products .

Challenge in implementation

Discussion forum from various place aspect of corner view owner companies in the batik industry can done with consider a number of matter in the form of settle down what is the target market you want achieved , including specific market segments , messages promotion you want delivered to customer , including value and uniqueness batik products , promotional media used , including social media , advertising and promotions direct as well as budget available promotions For do promotion . In effort development promotion There is a number of strategy ayng done like case in point using social media , email, and websites to promote batik products , using advertising , promotion live , and events for promote batik products . using influencers to promote batik products , holding cooperation with other companies or organization For promote product batik.in development is also available a number of the advantages like can increase market reach and reduce cost promotion , can increase awareness and interest customer in a way direct as well as the shortage need skill technical and more time Lots as well as need higher costs height and more time Lots .

Discussion

Development prices at Batik Slamet Hadipriyanto

Do analysis cost For determine the right price , do market analysis for understand needs and preferences customer , testing price : Do testing price For determine optimal price , adjustment Price : Adjust price in a way periodically For follow market changes and costs. To

realize and determine effective and efficient pricing, understanding customer preferences, views, and perceptions of value is quite fundamental, because every strategy that is attempted will basically include analysis of production costs, product differentiation, and pricing implementation strategies that balance profitability and affordability as a form of market dynamics and consumer behavior.

Development place at Batik Slamet Hadipriyanto

Do market analysis for understand needs and preferences customer , selection location Choose strategic location For sell batik products , development system distribution : Develop system effective distribution For send batik products to customer , development experience customers , develop experience good customer moment buy batik products. Maintaining the cultural significance of batik in Indonesia is very essential because it is a form of value that has noble character as an effort that has a direct goal and economic relevance in the contemporary world so that this shows the ability in the pattern of preservation and development of batik which is multifaceted such as education, marketing, integration with modern technology.

Development promotion at Batik Slamet Hadipriyanto

Do market analysis for understand needs and preferences customers, determining promotional targets , determining specific and measurable promotional targets , development message promotion , development message effective and attractive promotion , measurement effectiveness promotion , measuring effectiveness promotion and doing adjustment If required. The benefits of using technology and social media, as well as the development of various unique motifs to strengthen branding, play a significant and crucial role in promoting batik, as they are significant and crucial ways to increase revenue and income. They attract tourists from all over the world and make batik a growing and sustainable global commodity.

By considering competitive pricing, strategic and centralized locations, and targeted promotional implementation, it is hoped that the marketing quality of the batik industry can run effectively and efficiently through strengthening the development of a focused and centralized marketing mix carried out by business actors. Clearly, this approach involves segmentation, targeting, and market positioning to be able to adapt strategies to meet and complement their needs and preferences. By focusing on these aspects of the marketing mix, batik entrepreneurs understanding the target audience through detailed personas, leveraging targeted digital marketing and content strategies, consistently engaging on social media, and building brand consistency through unified messaging across all channels.

5. Conclusions

With thus , building aspect price from corner view owner companies in the batik industry need careful and strategic consideration For determine the right and competitive price.and build place aspect of corner view owner companies in the batik industry need careful and strategic consideration For determine location and system proper distribution For increase sales and satisfaction customer Then build aspect promotion from corner view owner companies in the batik industry need careful and strategic consideration For determine strategy appropriate and effective promotion For increase awareness and interest customer . With do identification expected target market that wants achieved and determined appropriate price with abilities and needs they with count a number of cost production , costs operational and

costs other For determine price sell the right one . choose strategic location For sell batik products , such as traditional markets , malls, or online marketplaces. For increase market reach and facilitate customer buy batik products through online marketing as well cooperation with distributors and participation exhibitions , as well as using social media For promote batik products and increase quality brand . With apply strategy With the right price , place and promotion , batik companies can increase sales and increase awareness brand .

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