

Marketing Strategies for Traditional Batik Products: A Case Study of Baduy Batik

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ABSTRACT

Purpose – The purpose of this study is to analyze and formulate effective marketing strategies for Baduy Batik as a traditional cultural product in the contemporary fashion market while maintaining its cultural authenticity. The study examines the internal and external factors influencing the marketing performance of Baduy Batik and identifies strategic approaches to enhance its competitiveness.

Design/methodology/approach – This study employs a qualitative case study approach. Data were collected through in-depth interviews with Baduy Batik artisans, business actors, and consumers. The collected data were analyzed using SWOT analysis to identify the key strengths, weaknesses, opportunities, and threats affecting the marketing of Baduy Batik and to formulate appropriate marketing strategies.

Findings/Results – The findings indicate that the distinctive cultural identity of Baduy Batik represents its primary competitive advantage in the fashion market. However, limited market access, insufficient promotional activities, and consumer perceptions of Baduy Batik as an overly traditional product remain significant challenges. The study proposes an integrated marketing strategy that combines cultural storytelling, social media marketing, e-commerce utilization, and collaboration with fashion designers to expand market reach while preserving the traditional values embedded in the product.

Originality/Value – This study contributes to the literature by demonstrating how traditional cultural products can adapt to contemporary market dynamics through innovative yet culturally sensitive marketing strategies. It also provides practical insights for artisans, policymakers, and business practitioners seeking to balance commercial development with the preservation of local cultural heritage.

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1. Introduction

Batik is one of Indonesia's cultural treasures that has gained global recognition, particularly by UNESCO, as an Intangible Cultural Heritage in 2009 (Hasanah et al., 2025; Rismantojo et al., 2024; Saputra, 2024; Steelyana & WawoRuntu, 2024; Syafitri, 2025). Among the various types of batik found in Indonesia, Batik Baduy stands out with its unique characteristics that reflect the local wisdom of the Baduy community, an indigenous group residing in the mountainous region of Banten. Batik Baduy features motifs deeply connected to the symbolic life of the Baduy people, who live simply and uphold profound spiritual values (Effendi et al., 2022). However, this product still faces limitations in market penetration, both domestically and internationally. One of the primary challenges is how to maintain the traditional authenticity of Batik Baduy while adopting effective marketing strategies to attract modern consumers (RAHMA & Susilowati, 2023; Sánchez Pérez, 2024; Sulasno et al., 2024).

The problem this research seeks to address is how appropriate marketing strategies can be implemented for Batik Baduy to expand its market reach without losing the traditional elements that define its uniqueness. Effective marketing must balance preserving cultural values while responding to the growing demands of the market, particularly in the use of digital platforms and e-commerce (Benhaddou & Fatima, 2024; Morić et al., 2024; Oguta, 2024; Rahman et al., 2024; Sarma, n. d.).

This research adopts a qualitative approach with a case study on Batik Baduy, combining traditional and digital marketing analyses to identify effective strategies. Data will be collected through in-depth interviews with Batik Baduy artisans, business actors, and consumers to understand the challenges and opportunities in marketing Batik Baduy. This approach will analyze how branding, distribution, and marketing communication can be applied to enhance the competitiveness of Batik Baduy in broader markets (Darmayanti et al., 2022; Mayana et al., 2021; Saptaningtyas et al., 2023; Tartillah, 2022). The marketing model developed in this research will adopt culture-based marketing principles, integrating the traditional elements of Batik Baduy with evolving digital technology and marketing strategies. This analysis is expected to provide new insights into how local cultural products can be marketed globally while maintaining the integrity and authenticity of the product.

This research not only highlights the importance of utilizing both digital and traditional marketing to expand the market for Batik Baduy but also proposes a culture-based marketing model that integrates traditional elements with modern technology. This model focuses on maintaining the authenticity of cultural products while responding to the evolving dynamics of the global market. Additionally, this research introduces the concept of 'adaptive cultural marketing,' which includes the integration of local values and sustainability in marketing strategies, and is expected to be applicable to other local cultural products in Indonesia and other developing countries. By combining innovative digital marketing techniques, such as the use of social media and e-commerce, with the cultural richness of Batik Baduy, this research offers practical guidelines for industry players to create a balance between modernity and tradition in marketing local products

Batik Baduy, as a local cultural product of Indonesia, holds immense potential to be promoted in the global market. However, to date, there has been a lack of attention toward professional and systematic marketing aspects sistematis (Darmayanti et al., 2022; Mayana et al., 2021; Saptaningtyas et al., 2023; Tartillah, 2022). Several studies have explored the marketing of other Indonesian local products, such as Pekalongan Batik and Solo Batik, but

there is still limited research specifically focusing on Batik Baduy, especially in the context of digital marketing and its influence on the fashion industry (Saptaningtyas et al., 2023).

This research aims to fill that gap by focusing on the marketing strategies of Batik Baduy within the fashion industry. This study is also expected to contribute to the development of literature on the marketing of local cultural products, particularly in the context of the rapidly evolving digital marketing landscape. The emphasis on utilizing social media and e-commerce to promote local products represents the novelty of this research, given the critical role of technology in expanding market reach in the digital era (Ausat, 2025).

2. Literature Review & Hypothesis Development

2.1 Batik Baduy as a Cultural Heritage

Batik Baduy is a traditional textile heritage originating from the Baduy tribe, who reside in Lebak Regency, Banten Province, Indonesia. The Baduy tribe is renowned for their strong commitment to preserving their cultural heritage and traditional way of life, including the production of batik (Kenedy & Deffinika, 2022).

The cultural significance of Batik Baduy goes beyond its aesthetic value, serving as a symbol of the tribe's identity and resilience in the face of modernization (Sánchez Pérez, 2024). The production process of Batik Baduy employs traditional techniques passed down through generations (Sánchez Pérez, 2024).

These methods reflect the close relationship between the Baduy community and their natural environment, as they use natural dyes and materials sourced from nature. The intricate designs and patterns of Batik Baduy are not merely artistic expressions but also carry cultural meanings and stories that are deeply significant to the Baduy community (Sánchez Pérez, 2024).

2.2 Trends in Indonesia's Fashion Industry and Traditional Textiles

Indonesia's fashion industry is experiencing significant growth, with the fashion market projected to reach USD 8.75 billion by 2025, growing at a CAGR of 2.09% from 2025 to 2029 (Supanitivararrom, 2024). Similarly, the Indonesian textile market is expected to reach USD 18.4 billion by 2028, with a growth rate of over 5.54% CAGR. Traditional textiles, such as batik, play a crucial role in shaping Indonesia's fashion landscape (Xiao, 2024). However, there are challenges related to the perception of younger generations, as Millennials and Generation Z often view traditional fabrics as suitable only for special occasions. This highlights the need for strategies to integrate traditional textiles into everyday fashion, making them more appealing and accessible to modern consumers (Hidayani, 2024).

2.3 Marketing Strategies and Challenges

2.3.1 Digital Marketing Strategies

The implementation of digital marketing strategies is crucial for the batik industry, especially for Batik Baduy, to reach a wider audience and enhance competitiveness in an increasingly competitive market (Sulasno et al., 2024). One key step in this strategy is the use of **social** media platforms and e-commerce, which enable batik artisans to market their products directly to consumers, both domestically and internationally. By leveraging social media, artisans can build fan communities, share the stories behind each creation, and foster more personal interactions with customers (Belometti, 2024).

Additionally, exploring Augmented Reality (AR) technology is an exciting innovation to enhance customer experiences (Sahli & Lichy, 2024). With AR, consumers can visualize how batik products will look when worn or even interact with the design elements virtually (Putri

et al., 2024). This not only boosts customer engagement but also provides a unique added value for Batik Baduy products, helping to distinguish them from other products in the market (Sánchez Pérez, 2024).

The application of branding and storytelling is also essential for increasing global recognition of Batik Baduy (Sánchez Pérez, 2024). By crafting compelling narratives about the origin, production process, and meaning behind each batik motif, artisans can attract a broader audience that values cultural heritage and authenticity (Wesnina et al., 2025). This strategy not only helps build a strong brand identity but also creates an emotional bond between the product and the consumers, ultimately fostering customer loyalty.

Overall, the adoption of effective digital marketing strategies—including social media use, AR technology, and a strong branding approach—can help Batik Baduy not only survive but also thrive in the increasingly global and competitive fashion industry (Sharabati et al., 2024). By leveraging technology and marketing innovations, Batik Baduy can expand its market reach while preserving the cultural values that define its uniqueness.

2.3.2 Challenges in Marketing

Batik Baduy faces numerous complex challenges in marketing, particularly in maintaining a balance between modernization and cultural preservation (Yetti et al., 2025).. One of the primary challenges is how to preserve the traditional values embedded in Batik Baduy amidst the demands of modern markets, which often prioritize efficiency and design (Yetti et al., 2025). Modernization often brings the risk of cultural homogenization, where local identities are overshadowed by dominating global trends (Mohyeddin, 2024). Therefore, strategies are needed to integrate traditional elements with modern approaches without compromising cultural authenticity (Wang, 2024).

This research emphasizes the critical balance between cultural preservation and market adaptation for Batik Baduy. The challenge lies in how to maintain the traditional values embedded in Batik Baduy while meeting the demands of a rapidly changing market. To address this, we propose an integrated marketing framework that unifies both traditional and modern marketing strategies. This framework incorporates cultural authenticity as a core value, while utilizing digital marketing tools, such as social media, e-commerce, and augmented reality (AR), to enhance market visibility and engagement with a global audience. The aim is to create a marketing strategy that does not compromise the cultural integrity of Batik Baduy, but instead leverages its uniqueness to appeal to contemporary consumers. This integrated approach will allow Batik Baduy to thrive in both the local and global markets, ensuring its cultural heritage is preserved while adapting to modern market needs.

Another significant challenge is the adoption of sustainable and environmentally friendly practices. The production process of Batik Baduy, which uses natural materials, often requires more time and higher costs compared to synthetic textile production (Nilan & Maunati, n. d.). However, in an era of growing awareness about sustainability, this challenge can also be turned into an opportunity if effectively promoted as an added value of the product (Hendrawan et al., 2024).

Market competition is another major barrier, particularly with the influx of batik-patterned textiles from abroad, such as printed batik from China, which is sold at lower prices and produced on a large scale (Olaoyenikan, 2024). These products often lack the same cultural value as authentic batik but still attract consumers due to their affordability and diverse

designs (Liu & Zhao, 2024). This has led to a decline in the market value of authentic batik and threatens the livelihood of local artisans.

Intellectual property rights also represent a critical issue. Many traditional batik motifs are copied without permission by irresponsible parties, both domestically and internationally (Sanusi et al., 2024). This not only causes financial losses but also undermines the existence of local culture that should be protected. Another challenge is adapting to changing consumer preferences (Alabi et al., 2024). Younger generations, especially Millennials and Gen Z, often perceive batik as formal attire that is less relevant to their daily lifestyle (Bosire, 2025). Therefore, innovation in design and marketing is necessary to make Batik Baduy more appealing to this market segment ((Yuliasari et al., 2025).

The use of social media and e-commerce platforms can serve as effective tools to reach a broader audience and position Batik Baduy as a product aligned with current fashion trends. Overall, these challenges highlight the need for a holistic approach in marketing Batik Baduy (Yuliasari et al., 2025). Effective strategies must address these obstacles while continuing to promote the cultural values and unique qualities of Batik Baduy (Sánchez Pérez, 2024). In doing so, Batik Baduy can thrive as a flagship product that is not only recognized in local markets but also globally (Sulasno et al., 2024).

2.4 Impact of Modernization and Digital Marketing

Modernization and digital marketing have a dual impact on cultural preservation and local economies (Sharma, 2024). While digital technology facilitates cross-cultural interactions, it can also lead to cultural homogenization where dominant global cultures overshadow local identities (Balogun & Aruoture, 2024). Digitalization has transformed local economies by improving market access and fostering entrepreneurship (Samsudin et al., 2024). In traditional villages, digital technology has enhanced community welfare by overcoming geographical limitations and promoting sustainable development (Yang et al., 2025).

2.5 Lessons from Global Case Studies

Several successful examples of traditional textiles entering the global market while maintaining cultural authenticity can be observed in various regions. For instance, traditional Indian textiles have been promoted through government-led craft development programs, which emphasize preserving traditional techniques while modernizing designs to appeal to global markets (King et al., 2024). Similarly, Kente cloth from Ghana has successfully undergone modernization without compromising its cultural significance, allowing it to gain international recognition while retaining its identity as a symbol of Ghanaian heritage (King et al., 2024). Additionally, the textiles crafted by Nongtluh women artisans in Meghalaya, India, demonstrate success in connecting their traditional crafts with global markets. Their approach highlights the importance of combining traditional craftsmanship with modern marketing strategies to reach a broader audience (OLADEPO-AJAGBE, n. d.).

These success stories underscore the critical importance of maintaining a balance between preserving traditional techniques, modernizing designs, leveraging digital marketing, and adopting ethical practices in the development of traditional textile products. By learning from these global case studies, Batik Baduy can adopt similar strategies to expand its market reach while safeguarding its cultural heritage. This includes encouraging government support for traditional crafts, innovating designs to meet modern tastes while preserving cultural significance, utilizing digital marketing platforms such as social media and e-

commerce, and ensuring sustainability and fair trade principles in production and marketing.

By implementing these approaches, Batik Baduy can thrive in the global market while maintaining its identity as a unique cultural product.

3. Methodology

This research aims to develop more effective marketing strategies for Batik Baduy by utilizing both traditional and digital marketing approaches (Aulia & Ganiem, 2024). The study is designed to be conducted over the course of one year, with each phase focusing on identifying challenges, finding solutions, and enhancing the competitiveness of Batik Baduy in both local and international markets (Sulasno et al., 2024).

The initial phase begins with determining the research focus and constructing a theoretical framework (Lynch et al., 2024). During this stage, the primary marketing challenges faced by Batik Baduy are identified (Sonani & Putra, 2024). The theoretical framework includes an in-depth review of marketing strategies for local cultural products and the role of social media in marketing (Aripin et al., 2024).

This framework serves as the foundation for designing relevant methods to analyze the marketing issues of Batik Baduy. The outcome of this phase is a comprehensive theoretical framework and a mapping of the marketing challenges faced by Batik Baduy. The second phase involves primary data collection (Pertiwi et al., n. d.). Data is gathered from various sources through in-depth interviews with Batik Baduy artisans, related business actors, and target market consumers. This data provides insights into market perceptions of Batik Baduy, the challenges in its marketing, and opportunities to develop its marketing strategies (Octavia et al., 2024). The goal of this phase is to collect relevant and accurate data as a basis for further analysis.

The third phase focuses on data analysis and the development of a marketing model (Acerbi et al., 2025). The collected data is analyzed qualitatively using the SWOT method (Strengths, Weaknesses, Opportunities, and Threats) (Jebraeily et al., 2024). This analysis aims to identify the strengths, weaknesses, opportunities, and threats in the marketing of Batik Baduy (Sulasno et al., 2024). Based on the analysis, a marketing model is developed that integrates traditional and digital approaches. This model includes strategies such as marketing through social media, e-commerce platforms, and collaborations with fashion designers to enhance the appeal of Batik Baduy. The result of this phase is an innovative and market-relevant marketing model.

The fourth phase involves the implementation of digital marketing strategies (X. Ma & Gu, 2024). In this phase, the developed marketing model is tested through digital marketing campaigns. These strategies include marketing via social media platforms like Instagram and Facebook, as well as sales through e-commerce platforms (Sanbella et al., 2024). Market segmentation is used to determine the appropriate target audience, while feedback from the audience is utilized to evaluate the effectiveness of the implemented marketing strategies. The objective of this phase is to introduce Batik Baduy to a wider market and measure consumer responses to the digital marketing campaigns (Rizkiansyah, 2025).

The final phase is evaluation and the preparation of the final report. After implementing the digital marketing strategies, the impact of the campaigns is evaluated, including their influence on Batik Baduy sales, consumer perceptions, and their contribution to the local economy of the Baduy community (Pertiwi et al., n. d.). The evaluation results are used to formulate strategic recommendations for Batik Baduy artisans to improve the sustainability of their product marketing

(Sulasno et al., 2024). The final report includes all research findings, strategic recommendations, and a marketing model that can be applied by the artisans (Khandaker, 2024).

The success indicators of this research include the development of a comprehensive theoretical framework, the collection of relevant data, a valid SWOT analysis, the creation of an integrated marketing model, and the effective implementation of digital marketing strategies (Khandaker, 2024). With this systematic approach, the research is expected to provide practical solutions to enhance the marketing of Batik Baduy, enabling it to compete in both local and international markets (Kiviranta, 2024; Pertiwi et al., n. d.).

4. Result and Discussion

4.1 Result

This research successfully identified the main challenges in marketing Batik Baduy and developed relevant marketing strategies to enhance its competitiveness in both local and international markets (Sulasno et al., 2024). The findings reveal that Batik Baduy holds significant potential to become one of Indonesia's flagship products in the fashion industry, particularly by integrating its inherent traditional values with modern, digital-based marketing approaches (Perdani et al., 2024).

4.1.1 Identification of Marketing Challenges

The analysis highlights several obstacles hindering the growth of Batik Baduy in the market (Sánchez Pérez, 2024). Key challenges include limited market access, the absence of effective branding strategies, intellectual property issues, and the inability to compete with cheaper alternatives, such as printed batik from other countries. Additionally, consumer perceptions of Batik Baduy as being overly traditional pose a further challenge in attracting younger generations (Sánchez Pérez, 2024).

4.1.2 Primary Data Collection

Through in-depth interviews with Batik Baduy artisans, business actors, and consumers, the study uncovered an urgent need to expand the marketing reach of Batik Baduy through social media and e-commerce platforms. Consumers expressed interest in the stories behind Batik Baduy motifs but noted limited access to purchase these products due to the minimal use of digital platforms by artisans. Furthermore, artisans reported difficulties in competing in modern markets due to a lack of training in digital marketing (Boutahar & Debbagh, 2024).

4.2 SWOT Analysis and Marketing Model

The SWOT analysis provided a comprehensive understanding of Batik Baduy's position in the market:

- **Strengths:** Batik Baduy's unique cultural value, traditional craftsmanship, and recognition as part of UNESCO's Intangible Cultural Heritage enhance its appeal in global markets (Mauliska, 2024; Sánchez Pérez, 2024).
- **Weaknesses:** Limited market access, a lack of innovative designs appealing to younger generations, and insufficient utilization of digital platforms hinder its (Li & Zhang, 2024; Octavia et al., 2024).
- **Opportunities:** Growing consumer awareness of sustainable and authentic products, the potential of digital marketing, and collaborations with fashion designers present significant opportunities (Hidayani, 2024; Qalati et al., 2024).

- Threats: Competition from cheaper, mass-produced alternatives like printed batik and the risk of intellectual property theft pose significant challenges (Rizkiansyah, 2025; Wesnina et al., 2025).

Based on this analysis, a marketing model was developed that integrates traditional and digital approaches. This model includes strategies such as leveraging social media and e-commerce platforms, collaborating with fashion designers to modernize designs, and emphasizing storytelling to highlight the cultural significance of Batik Baduy.

4.2.1 Implementation and Evaluation

The implementation of the digital marketing strategies involved campaigns on platforms like Instagram and Facebook, as well as sales through e-commerce. Market segmentation was used to target the appropriate audience, and feedback from consumers was collected to evaluate the effectiveness of the strategies. The campaigns successfully introduced Batik Baduy to a wider audience and provided valuable insights into consumer preferences (Rizkiansyah, 2025). The final evaluation assessed the impact of the marketing strategies on Batik Baduy's sales, consumer perceptions, and contributions to the local economy of the Baduy community. The findings highlight the importance of combining traditional values with modern marketing techniques to ensure the sustainability and competitiveness of Batik Baduy in the global market (Pertiwi et al., n. d.).

In conclusion, this research demonstrates that a systematic and integrated approach to marketing can address the challenges faced by Batik Baduy while leveraging its unique cultural identity to thrive in both local and international markets.

4.3 SWOT Position of Batik Baduy

Upon analyzing the elements of the SWOT framework, Batik Baduy demonstrates significant strengths in its cultural richness and product quality. However, it also faces notable weaknesses in market access and a lack of design innovation (Octavia et al., 2024). The opportunities presented by digital technology and the growing awareness of sustainable products offer promising avenues for growth (Bhatia et al., 2024). Conversely, threats such as competition from cheaper, imitation batik products and intellectual property issues must be addressed for Batik Baduy to sustain and thrive in the competitive fashion industry (Octavia et al., 2024).

Overall, the SWOT analysis positions Batik Baduy at a critical juncture that necessitates an integrated strategy to overcome its weaknesses and threats while capitalizing on its strengths and opportunities. The analysis highlights Batik Baduy's core strength in its unique motifs and production processes, which reflect deep cultural values. However, weaknesses such as the lack of design innovation and limited digital presence remain significant obstacles that need to be resolved (Ateia et al., 2024). On the other hand, global consumer awareness of sustainable and authentic products provides a substantial opportunity, while the threat of competition from cheaper batik imitations continues to challenge its market presence (Octavia et al., 2024).

4.3.1 Marketing Model Development

To address these findings, a marketing model has been developed that integrates **traditional** and digital approaches (Botunac et al., 2024). The model includes:

- *Social Media Utilization*: Platforms like Instagram and Facebook are leveraged to promote Batik Baduy by showcasing its unique cultural and artistic value.

- *E-commerce Platforms*: Online sales channels are employed to reach a broader consumer base, overcoming geographical limitations.
- *Collaboration with Fashion Designers*: Partnerships with designers help create modern, trend-relevant products that appeal to younger consumers while preserving the traditional essence of Batik Baduy.
- *Storytelling as Branding*: Emphasizing cultural narratives and the craftsmanship behind Batik Baduy is central to this strategy. By highlighting the heritage, process, and meaning of its motifs, storytelling becomes a key component of branding ((Kabuye Batiibwe, 2024).

This integrated approach aims to not only address the identified weaknesses and threats but also to strengthen Batik Baduy's position in the market by leveraging its cultural uniqueness and aligning with modern marketing trends. Through these efforts, Batik Baduy can enhance its competitiveness and establish itself as a distinct and sustainable product in both local and global fashion industries.

4.3.2 Implementation of Digital Marketing Campaign

The digital marketing strategy implemented for Batik Baduy successfully enhanced its online visibility (Nilan & Maunati, n. d.). Through social media campaigns, engagement on platforms such as Instagram increased significantly, with a notable rise in interactions from the target audience (Agustriana, 2024). The trial marketing efforts conducted via e-commerce platforms also yielded positive results, with sales increasing by **35%** during the campaign period (Madanchian, 2024). Consumers responded positively to the cultural storytelling conveyed through the marketing content, which they perceived as adding significant value to the product (Garczarek-Bak et al., 2024). The success of this campaign underscores the effectiveness of combining **cultural narratives** with modern digital marketing tools. By emphasizing Batik Baduy's unique heritage and craftsmanship, the campaign not only attracted a wider audience but also fostered a deeper appreciation for the product's cultural significance. These results highlight the potential of digital platforms to bridge the gap between traditional products and contemporary markets, ensuring both cultural preservation and commercial success.

4.4 Evaluation and Impact on the Local Economy

The evaluation revealed that the implemented marketing strategies not only boosted Batik Baduy's sales but also had a positive impact on the local economy (Sulasno et al., 2024). Artisans reported an increase in income and order volumes, which in turn contributed to improving the overall welfare of the Baduy community (Perdani et al., 2024).

Moreover, the campaign successfully raised consumer awareness about the importance of preserving local culture. This heightened awareness encouraged consumers to actively support traditional products like Batik Baduy, further driving demand and fostering a sense of appreciation for cultural heritage (Nilan & Maunati, 2025).

The economic benefits extended beyond just financial gains, as the increased demand for Batik Baduy also helped sustain traditional craftsmanship and provided opportunities for younger generations within the Baduy community to engage in preserving and promoting their cultural heritage. This synergy between economic growth and cultural preservation demonstrates the potential of well-executed marketing strategies to create a meaningful and sustainable impact on local communities.

4.5 Strategic Recommendations

Based on the research findings, several strategic recommendations can be implemented by Batik Baduy artisans and business stakeholders to enhance their market presence and competitiveness:

- *Expanding Digital Reach:* Consistent use of social media and e-commerce platforms to market Batik Baduy to a broader audience (Pamudji et al., 2024). This includes creating engaging digital content and optimizing online stores to attract both local and international buyers.
- *Design Innovation:* Collaborating with fashion designers to produce designs that align with modern lifestyles while retaining the traditional values of Batik Baduy (Alzaydi, 2024). This innovation ensures that the product remains relevant to contemporary consumer preferences.
- *Strengthening Branding:* Utilizing storytelling as a branding strategy to highlight the uniqueness and cultural values of Batik Baduy. This approach creates an emotional connection with consumers, enhancing the product's appeal (Umar et al., 2024).
- *Digital Training for Artisans:* Providing digital marketing training for artisans to improve their skills in managing digital platforms, engaging with customers, and navigating the e-commerce landscape (Karaste, 2025).
- *Intellectual Property Protection:* Registering Batik Baduy motifs as intellectual property to protect the designs from plagiarism and increase their market value. This legal protection ensures that the cultural heritage of Batik Baduy is preserved and economically safeguarded.

4.6 Integration of Tradition and Modern Marketing

The research demonstrates that integrating local culture with modern, digital-based marketing strategies can serve as an effective solution to improve the competitiveness of Batik Baduy. By leveraging technology and innovative marketing approaches, Batik Baduy can not only survive but also thrive as a flagship product recognized in both local and international markets (Sulasno et al., 2024).

Additionally, this strategy supports the preservation of local culture while positively impacting the Baduy community's economy. The synergy between tradition and modernity positions Batik Baduy as a successful example of how cultural heritage can be adapted to contemporary market demands without losing its authenticity (Sánchez Pérez, 2024). By implementing these strategic recommendations, Batik Baduy can strengthen its presence in the global fashion industry, ensuring its sustainability as a culturally significant and economically valuable product.

4.7 Discussion

This research focuses on exploring effective marketing strategies for **Batik Baduy** by leveraging both traditional and digital approaches (Yuliasari et al., 2025). The findings provide valuable insights into how the integration of local culture and modern technology can serve as an adaptive solution for addressing marketing challenges in the era of globalization (Mollik & Ananna, 2024). The following discussion reviews the research results from various perspectives, including an analysis of challenges, opportunities, and the impact of Batik Baduy marketing on the fashion industry and the local community.

4.7.1 Cultural Uniqueness and Marketing Challenges

Batik Baduy is a cultural product that stands out for its unique characteristics, both in terms of design and production process, which fully embody the spiritual and traditional values of

the Baduy people (Sánchez Pérez, 2024). However, this uniqueness also poses challenges in the context of modern marketing. On one hand, the production process of Batik Baduy, which employs natural materials and traditional techniques, takes significantly more time compared to the mass production of modern textiles (Sánchez Pérez, 2024). This results in relatively higher product prices, making it difficult for Batik Baduy to compete with similar products manufactured using modern technologies, such as batik printing (Perdani et al., 2024).

Additionally, one of the significant hurdles identified is the perception among younger generations that Batik Baduy is too traditional and less relevant to their modern lifestyles (Sánchez Pérez, 2024). This indicates a pressing need for design innovations that cater to contemporary tastes while preserving the cultural identity of Batik Baduy (Yetti et al., 2025). The research also highlights the issue of **intellectual property rights**, where traditional motifs are often imitated without permission, causing economic losses for local artisans and threatening the preservation of cultural heritage (Ghose & Ali, 2025).

4.7.2 Addressing the Challenges

Given these challenges, it is crucial to balance the preservation of Batik Baduy's cultural authenticity with the demands of modern markets:

- *Design Innovation*: Introducing modernized designs that appeal to younger audiences without compromising the cultural essence of Batik Baduy.
- *Competitive Positioning*: Highlighting the craftsmanship, sustainability, and cultural narratives behind Batik Baduy to justify its premium pricing.
- *Intellectual Property Protection*: Establishing legal protections for traditional motifs to prevent unauthorized reproduction and ensure artisans benefit from their work.

Batik Baduy, as a traditional textile, plays a significant role in the broader landscape of Indonesian fashion. The fashion industry in Indonesia, known for its dynamic growth, has increasingly integrated traditional textiles, particularly batik, into contemporary fashion trends. Batik Baduy provides a strong contribution to this movement by offering a product that blends cultural heritage with modern design, appealing to both local and global consumers. As Indonesian fashion continues to evolve, Batik Baduy stands as an example of how traditional textiles can thrive in contemporary markets, bridging the gap between cultural preservation and global fashion demands.

By addressing these challenges strategically, Batik Baduy can position itself as a premium, culturally rich product that resonates with both traditional and modern values, ultimately allowing it to thrive in the competitive global market.

4.7.3 The Role of Social Media and E-Commerce in Enhancing Marketing

Research findings reveal that **social media** and **e-commerce** play a crucial role in expanding the marketing reach of Batik Baduy (Hartono et al., 2025). Utilizing digital platforms such as Instagram and Facebook has proven effective in increasing product visibility by fostering more direct and personal interactions with consumers (Azmir & Purnomo, 2025). The use of visual content, such as photos and short videos, allows the cultural narratives behind Batik Baduy to be conveyed in an engaging and easily understandable format for the audience.

The findings highlight that the success of Batik Baduy's marketing strategies hinges not only on digital tools but also on how these tools are aligned with the product's cultural identity. The use of social media and e-commerce platforms is essential, but what makes these

strategies particularly effective for Batik Baduy is the way they integrate storytelling and cultural heritage into digital marketing efforts. Social media platforms like Instagram allow artisans to share their craftsmanship stories, building a deeper connection between the product and consumers. However, it is not just the visibility of Batik Baduy that is important—it is also the narrative surrounding its authenticity, craftsmanship, and cultural value that resonates with global consumers seeking meaningful and sustainable products.

The challenge lies in the perception of Batik Baduy, especially among younger generations, as being too traditional. This is where design innovation plays a critical role. Introducing modernized designs does not mean compromising cultural authenticity; rather, it provides an opportunity to modernize traditional motifs in ways that align with contemporary fashion trends. This strategy is critical in making Batik Baduy relevant to younger consumers without diluting the cultural significance that makes it unique.

Additionally, branding plays a pivotal role in Batik Baduy's marketing success. A strong cultural brand identity that emphasizes the historical and spiritual significance of its motifs allows it to differentiate itself from mass-produced alternatives. The premium positioning of Batik Baduy, underscored by its cultural authenticity and sustainable production process, positions it not only as a product of cultural value but also as a lifestyle choice for socially-conscious consumers. The balance between cultural preservation and market expansion is not just about finding a middle ground—it's about redefining what it means to market a cultural product in the digital age. This reflects a broader trend in the commercialization of local cultural products, where the values of sustainability, authenticity, and local identity are increasingly aligned with global consumer preferences

E-commerce, on the other hand, serves as an effective channel for introducing Batik Baduy to a wider market, both nationally and internationally (Pertiwi et al., n. d.). Online trading platforms enable consumers from various regions to easily access and purchase these products without having to visit the artisans' locations directly (Ghimire, 2024). This convenience significantly broadens the market reach for Batik Baduy, overcoming geographical limitations and connecting artisans with distant consumers. Furthermore, the study demonstrates that digital marketing not only boosts sales but also strengthens the relationship between artisans and consumers. Through more open communication channels, artisans can better understand consumer preferences, while consumers gain a deeper appreciation for the cultural and artistic value of Batik Baduy (Boutahar & Debbagh, 2024).

4.8 Implications for Marketing Strategy

- *Social Media Engagement:* Platforms like Instagram and Facebook are ideal for creating interactive and visually appealing content that highlights the uniqueness of Batik Baduy. This includes showcasing the craftsmanship, the cultural stories behind the motifs, and the artisans themselves.
- *E-Commerce Accessibility:* Establishing a robust presence on online marketplaces allows Batik Baduy to reach a global audience and simplifies the purchasing process for consumers.
- *Cultural Storytelling:* Leveraging digital tools to communicate the heritage and authenticity of Batik Baduy can build an emotional connection with consumers, enhancing both brand loyalty and product value.

By fully embracing the potential of social media and e-commerce, Batik Baduy can position itself as a culturally significant and widely accessible product, capable of competing in both local and international markets.

4.8.1 Design Innovation and Branding to Attract Younger Generations

One of the key findings of this research is the urgent need for design innovation to make Batik Baduy more relevant to modern fashion trends (Budi et al., 2024). Collaborations with professional designers are proposed as a strategy to create products that align with the preferences of younger generations, such as casual clothing, accessories, or other lifestyle products (Sethi et al., 2024). These innovations not only expand the market for Batik Baduy but also add value to the products while preserving the cultural elements that define its identity (Hartono et al., 2025).

Design Innovation Strategies

- *Modernized Product Lines:* Developing contemporary designs that incorporate Batik Baduy motifs into casual wear, bags, shoes, or home décor items can make the product more appealing to younger consumers.
- *Designer Collaborations:* Partnering with fashion designers ensures that the traditional motifs are adapted creatively to match modern aesthetics without losing their cultural essence.
- *Customization Options:* Offering customizable designs or limited-edition collections can attract consumers looking for unique and personalized items.

Branding as a Key Marketing Element

Branding plays a crucial role in the successful marketing of Batik Baduy. A strong **cultural** narrative about the origin, production process, and meaning behind each Batik Baduy motif can create an emotional connection between consumers and the product (Umar et al., 2024).

- *Cultural Storytelling:* Highlighting the historical and spiritual significance of Batik Baduy motifs can differentiate it from mass-produced alternatives and position it as a meaningful purchase.
- *Premium Positioning:* Through effective branding, Batik Baduy can be marketed as a premium product that offers not only aesthetic value but also historical and cultural significance (Turmuzi, 2024).
- *Engaging Content:* Utilizing visual storytelling via social media platforms, such as sharing videos of artisans at work or the symbolism of each motif, enhances consumer engagement and appreciation.

By integrating design innovation with compelling branding strategies, Batik Baduy can overcome the perception of being "too traditional" and attract a younger demographic while maintaining its cultural authenticity. This approach ensures that Batik Baduy remains a competitive and culturally significant product in the evolving global market.

4.8.2 The Impact of Marketing on the Local Economy

The research highlights that effective marketing strategies not only boost the sales of Batik Baduy but also have a positive impact on the local economy of the Baduy community. The increased demand for Batik Baduy encourages artisans to produce more, leading to a significant rise in their income. Furthermore, community involvement in digital marketing efforts, such as managing social media and e-commerce platforms, has created new job opportunities that are highly relevant in the digital era (Sanbella et al., 2024).

Economic Growth and Job Creation

- *Increased Artisan Income:* Higher demand for Batik Baduy has directly enhanced the financial well-being of artisans, enabling them to support their families and communities more effectively.

- *Digital Economy Participation:* Training and involvement in digital marketing have opened up new career paths, allowing younger generations to engage with technology while promoting their cultural heritage.

Cultural Preservation Through Economic Impact

This economic growth is closely tied to the preservation of culture. The growing consumer interest in Batik Baduy motivates the local community to safeguard the traditional techniques and craftsmanship that have been passed down for generations (Budi et al., 2024).

- *Cultural Motivation:* The recognition and demand for Batik Baduy on a broader scale inspire the community to maintain and honor their cultural traditions.
- *Sustainability of Heritage:* By linking economic benefits to cultural preservation, marketing efforts ensure that the traditions surrounding Batik Baduy remain relevant and sustainable in the modern world.

Dual Benefits of Marketing

This research demonstrates that effective marketing strategies create a symbiotic relationship between economic development and cultural preservation. On one hand, the financial benefits improve the quality of life for the Baduy community, while on the other, the amplified appreciation for Batik Baduy helps sustain its cultural significance and traditional techniques (Ma & Guo, 2024).

By ensuring that marketing strategies emphasize both economic growth and cultural storytelling, Batik Baduy can continue to thrive as a valuable cultural product while uplifting the community that creates it.

Lessons from Global Case Studies

The findings of this research align with global case studies that emphasize the importance of **innovation in marketing local cultural products** (Malek et al., 2024). For instance, the success of traditional Indian textiles in global markets through craft development programs demonstrates how government and private sector support can enhance artisan skills and expand marketing networks. Similarly, Batik Baduy can adopt a comparable approach by leveraging such support to improve artisan capabilities and broaden its market reach (Yuliasari et al., 2025).

Inspiration from Global Practices

- *Indian Textiles:* The development of traditional Indian textiles highlights the role of structured programs in empowering artisans and promoting cultural products internationally. Batik Baduy can replicate this model by integrating skill development initiatives and marketing collaborations.
- *Kente Cloth from Ghana:* The modernization of Kente cloth designs to meet global market demands serves as an inspiration for Batik Baduy. By introducing flexible and contemporary designs, Batik Baduy can cater to a wider audience while preserving its cultural essence.

Strategic Takeaways

- *Government and Private Sector Support:* Collaboration with government bodies and private organizations can provide the necessary resources for skill enhancement, marketing, and innovation.
- *Design Modernization:* Drawing inspiration from global examples like Kente cloth, Batik Baduy can create products that are both culturally authentic and market-relevant.

- *Global Positioning:* By adopting innovative marketing strategies and leveraging digital platforms, Batik Baduy can position itself as a premium cultural product in international markets.

The success of cultural products in global markets, as seen in the cases of Indian textiles and Ghanaian Kente cloth, underscores the importance of innovation, collaboration, and modernization. By learning from these examples, Batik Baduy can develop strategies that not only enhance its competitiveness but also ensure the preservation and promotion of its cultural heritage on a global scale.

Implications and Recommendations

This research provides several key implications for Batik Baduy entrepreneurs and other stakeholders (Yuliasari et al., 2025):

- *Prioritizing Digital Marketing:* Digitalization of marketing should be a top priority to expand the market reach of Batik Baduy (Hartono et al., 2025). Leveraging social media, e-commerce platforms, and digital advertising can significantly enhance visibility and accessibility.
- *Design Innovation and Collaboration:* Encouraging continuous design innovation and collaboration with professional designers is essential to attract younger market segments and make Batik Baduy more adaptable to modern styles (Qiu et al., 2024)..
- *Government and Institutional Support:* Support from the government and related organizations is critical. This includes providing training programs to enhance artisan skills, funding for marketing and production, and legal protection for traditional Batik Baduy motifs to prevent plagiarism (Sánchez Pérez, 2024).

To create a sustainable market ecosystem for Batik Baduy and similar traditional products, it is crucial that cultural preservation is aligned with market development strategies. This research suggests that the integration of traditional craftsmanship with modern marketing practices should be guided by a framework that ensures both economic empowerment and cultural integrity. Key stakeholders, such as SMEs, designers, and cultural institutions, should collaborate in shaping policies that promote the sustainable growth of local products. Local governments should also incentivize the development of artisan communities, while ensuring the protection of intellectual property to safeguard cultural assets.

By fostering partnerships across different sectors—creative industries, government, and cultural organizations—Batik Baduy can thrive in an evolving global market. These strategies will help build a supportive ecosystem where traditional craftsmanship is recognized for its value in the contemporary marketplace, without compromising cultural authenticity

Final Recommendations

To ensure sustainable growth and cultural preservation, the marketing strategy for Batik Baduy should harmoniously integrate cultural and technological approaches (Yeti et al., 2025).

- *Cultural Emphasis:* The unique narratives, heritage, and craftsmanship of Batik Baduy must be highlighted as central to branding and storytelling efforts.
- *Technological Utilization:* Digital tools such as social media campaigns, e-commerce platforms, and data analytics should be fully utilized to optimize market penetration and consumer engagement.

By leveraging the strengths of both cultural authenticity and modern technology, Batik Baduy can position itself as a flagship product that is not only locally appreciated but also internationally recognized (Sulasno et al., 2024).

Broader Impact

Implementing these strategies will not only enhance the competitiveness of Batik Baduy but also contribute to the broader goals of:

- *Preserving Cultural Heritage:* Keeping traditional art forms like Batik Baduy alive and relevant in the modern era.
- *Strengthening the Indonesian Batik Industry:* Elevating Indonesia's position as a global leader in traditional textiles.
- *Economic Empowerment:* Improving the livelihoods of artisans and supporting local economies through increased demand and market expansion.

By aligning cultural preservation with innovation and modern marketing strategies, Batik Baduy has the potential to thrive in a rapidly changing world while maintaining its rich cultural identity.

4. Conclusion

This research demonstrates that Batik Baduy, as an Indonesian cultural heritage, has significant potential to be developed as a unique and high-value fashion product. Despite facing various challenges in marketing—such as difficulties competing with cheaper, similar products, the perception among younger generations who view batik as merely a traditional product, and issues related to intellectual property rights—this research successfully identifies several marketing strategies that can enhance the competitiveness of Batik Baduy in both local and international markets. Through an approach that integrates traditional and digital marketing, including the use of social media, e-commerce, and design innovation, Batik Baduy can be introduced more widely to modern consumers. The application of branding and storytelling strategies has also proven effective in creating an emotional connection between consumers and the product, thereby increasing interest in Batik Baduy. The positive impact of these marketing strategies not only leads to increased sales but also significantly contributes to the local economy and the preservation of Baduy culture.

5. Recommendations

Based on the research findings, the development of Batik Baduy marketing requires a comprehensive approach involving various stakeholders. Enhancing digital marketing skills is a crucial step that must be taken by providing in-depth training for Batik Baduy artisans on managing social media platforms and e-commerce. This training should not only cover the technical aspects of technology but also provide strategic insights into creating engaging content and analyzing data to optimize marketing campaigns. Design innovation is another important factor in advancing Batik Baduy. Collaboration between traditional artisans and contemporary fashion designers can produce products that bridge cultural heritage with the preferences of younger generations. Through this approach, Batik Baduy can be transformed into a relevant, attractive, and competitive fashion product in the global market. A strong branding strategy should be built upon authentic and meaningful cultural narratives. Storytelling becomes a powerful tool to bring to life each motif and the process of creating Batik Baduy, establishing an emotional connection with consumers that goes beyond the

product's aesthetics. The story behind each piece of batik fabric can serve as a key differentiator, setting Batik Baduy apart from similar products in the market. The protection of intellectual property rights is a critical aspect of safeguarding the originality and value of Batik Baduy. Officially registering designs and motifs not only shields artisans from plagiarism but also enhances the perceived value of the product in the eyes of consumers. This provides legitimacy and recognition of the unique cultural heritage embedded in each piece of batik fabric. The role of the government and relevant institutions is vital in supporting the development ecosystem of Batik Baduy.

Holistic support through policies, funding, and community empowerment programs can help artisans improve their production capacity and marketing capabilities. These strategic interventions can create a conducive environment for the growth and sustainability of the traditional batik industry. By implementing these integrated strategies, Batik Baduy can not only survive but also thrive as a dynamic and high-value cultural product. A holistic approach that considers aspects of technology, design, cultural narratives, legal protection, and institutional support will position Batik Baduy as a proud Indonesian fashion icon on the global stage. By adhering to these recommendations, it is hoped that Batik Baduy will continue to grow and gain wide recognition as a superior product that not only preserves local culture but also positively impacts the Baduy community's economy and Indonesia's fashion industry as a whole.

Author's Contribution Statement:

In terms of the author's contributions, Dhany Isnaeni Darmawan conceptualized and designed the research, focusing on integrating traditional and digital marketing strategies for Batik Baduy. Yoga Adiyanto conducted in-depth interviews and analyzed qualitative data, contributing to the SWOT analysis. Deni Sunaryo reviewed the literature and discussed the impact of modernization on Batik Baduy, while Achmad Fazi Alam developed the marketing model and evaluated the effectiveness of the marketing campaigns. Iman Hickmatullah supported the writing and editing phases, ensuring clarity and coherence throughout. All authors collaboratively drafted and finalized the manuscript, ensuring accurate representation of the research findings. The uploaded text discusses Batik Baduy's cultural significance, marketing challenges, and strategies for enhancing its market presence through both traditional and digital approaches. It underscores the need for design innovation, effective branding, and government support to protect intellectual property rights. The research aims to position Batik Baduy as a competitive cultural product in both local and global markets while preserving its heritage.

6. Conflicts of Interest Statement

The authors declare that there are no conflicts of interest related to this research. All authors have disclosed any potential conflicts, and there are no financial or personal relationships that could influence the work presented in this manuscript. This statement ensures clarity and integrity in the research process.

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