

## **CHAPTER II**

### **BACKGROUND**

#### **2.1 History and Background of Batik in Cirebon**

Cirebon, a coastal city situated in the western region of the Indonesian island of Java, has long been recognized as a prominent center for the production and artistry of batik. The origins of batik-making in Cirebon can be traced back several centuries, firmly rooted in the region's rich cultural heritage and its strategic positioning along ancient trade routes (Kusnadi, 1981). At the heart of Cirebon's batik industry lies the village of Trusmi, which has emerged as the undisputed hub of batik production and innovation in the region.

The development of the batik industry in Cirebon was historically intertwined with the influence of the Sultanate of Cirebon, a prominent Islamic kingdom that flourished in the region during the 15th and 16th centuries. The royal court of the Sultanate played a pivotal role in patronizing and cultivating the art of batik, with court artisans developing intricate designs and techniques that would come to define the Cirebon batik aesthetic (Tirta, 1996). The village of Trusmi, located in close proximity to the Sultanate's seat of power, became a focal point for the production and dissemination of these coveted batik designs.

As the Sultanate's influence waned over time, the batik industry in Cirebon evolved, adapting to shifting socio-economic and cultural dynamics. The 19th and early 20th centuries witnessed a flourishing of batik

production in Trusmi, with the emergence of numerous batik workshops and the establishment of familial batik dynasties that would shape the industry for generations to come (Doellah, 2002). Trusmi's batik artisans honed their skills, developing innovative techniques and incorporating local motifs that would come to define the Cirebon batik style.

The unique stylistic characteristics of Cirebon batik, which often incorporate motifs inspired by the region's coastal environment, Javanese mythology, and Islamic influences, have earned it a distinct reputation within the broader Indonesian batik landscape. Trusmi's batik is recognized for its vibrant color palettes, intricate patterns, and the skillful application of traditional wax-resist dyeing techniques (Frick, 2012).

In the contemporary era, the batik industry in Cirebon, with Trusmi at its epicenter, continues to thrive. Artisans and enterprises such as Batik Salma Cirebon play a pivotal role in preserving and innovating upon the region's rich batik heritage, ensuring the enduring legacy of this art form (Salma, 2020). The resilience and adaptability of Cirebon's batik tradition, centered in the village of Trusmi, stand as a testament to its cultural significance and economic importance within the broader Indonesian context.

## **2.2 Profile and Background of Batik Salma Cirebon**

Batik Salma Cirebon, originally known as Tri's Collection, is a prominent player in the Indonesian batik industry. Founded in 1972, by a Cirebon-based batik entrepreneur, the company has a rich familial heritage in the

batik trade. This heritage was further highlighted when Mrs. Salma passed the business on to her daughter, Tri Salela. In 2002, under Tri Salela's leadership, the brand underwent rebranding and became the now-iconic Batik Salma, solidifying its deep-rooted connections within the industry.

Batik Salma Cirebon is headquartered in Cirebon, West Java, and has grown significantly since its inception. The company started by producing simple batik designs to meet the local market demand within Cirebon and its surrounding areas. As the business expanded, Batik Salma began introducing unique and characteristic Cirebon-inspired batik designs, aiming to reach a broader market both domestically and internationally.

A distinguishing feature of Batik Salma is its use of vibrant colors and motifs inspired by the natural environment of Cirebon, including flora, fauna, and local culture such as the Batik Mega Mendung. The batik production process at Batik Salma still employs traditional techniques, utilizing natural dyes and manual batik-making methods to maintain authenticity and quality.

Batik Salma Cirebon offers an extensive selection of both traditional and contemporary batik products. The company has its own team of artisans who create unique batik motifs exclusive to Batik Salma, reinforcing its distinctive identity and market position. These products range from batik fabric, women's and men's clothing, children's apparel, accessories, and crafts.

Currently, Batik Salma is recognized as an iconic Cirebon batik brand both in Indonesia and abroad. The company is actively involved in preserving the cultural heritage of Cirebon batik by conducting various training and development activities for local artisans. Batik Salma Cirebon has received certifications such as SNI (Indonesian National Standard) and IKAT (Indigo Batik Artisan Trade) and has been acknowledged as the Best Small and Medium Enterprise (SME) in West Java.

## **2.3 Vision, Mission, and Logo of Batik Salma Cirebon**

### **2.3.1 Vision of Batik Salma Cirebon**

To be the leading force in preserving the beauty and sustainability of the cultural heritage of batik, and to be the preferred choice of customers who value quality and creativity in every batik creation.

### **2.3.2 Mission of Batik Salma Cirebon**

1. **Preserve Art and Tradition:** Developing batik while maintaining the authenticity of motifs and traditional techniques and supporting local batik artists and craftsmen.
2. **Excellent Quality:** Offering high-quality batik products through careful selection of materials and strict production standards.
3. **Sustainable Innovation:** Continuously conducting research and development to create innovative batik designs that align with contemporary trends, without compromising traditional values.

4. Empowering the Local Community: Empowering batik craftsmen through training, education, and welfare improvement, to create a positive impact on social and economic environments.
5. Best Customer Service: Providing satisfying customer experiences through friendly, transparent, and responsive service in every interaction with consumers.

### 2.3.3 Logo of Batik Salma Cirebon

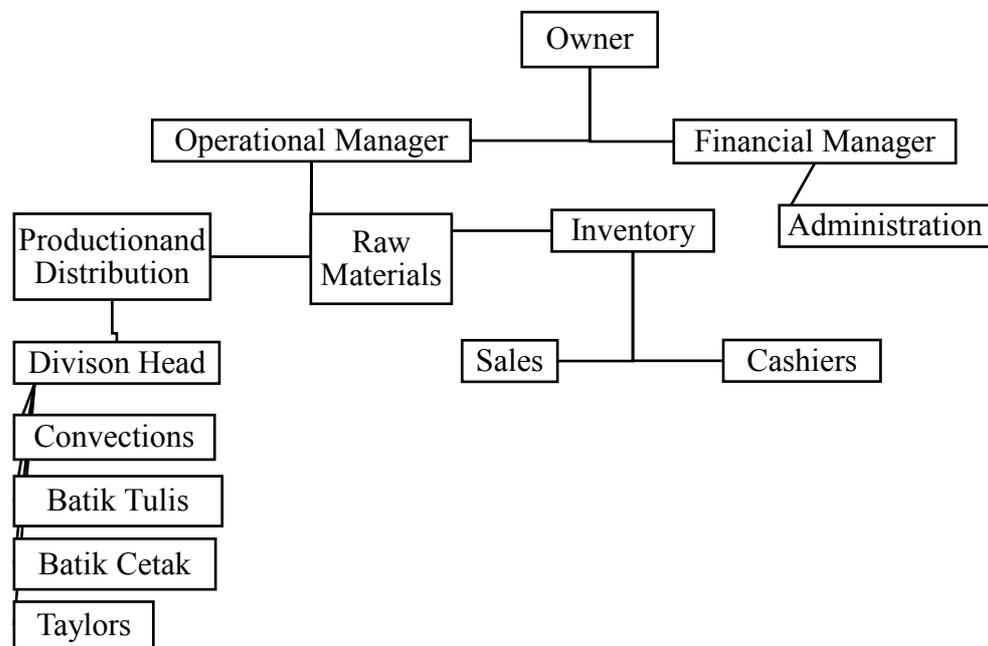
The Batik Salma Cirebon logo combines traditional and modern elements. The central text "Salma" is written in an elegant, cursive script, conveying a sense of artisanal craftsmanship. The oval shape surrounding the text evokes the significance of batik in the region. The vibrant orange color is strongly associated with Cirebon. Encircling the central design is a wave-like graphic motif, referencing the coastal location of Trusmi and symbolizing the evolving nature of the batik industry. Through this cohesive design, the logo effectively communicates Batik Salma Cirebon's deep roots in Cirebon's batik heritage while also projecting a progressive, innovative spirit.



**Figure 2. 1** Logo of Batik Salma Cirebon

*Source: [www.batiksalma.com](http://www.batiksalma.com), 2020*

## 2.4 Organizational Structure and Roles



**Figure 2. 2** Organisational Structure of Batik Salma Cirebon, 2021

*Source: Batik Salma, 2024*

At Batik Salma Cirebon, the organizational structure is characterized by a flexible approach where individuals often undertake multiple roles, reflecting their belief in their capacity to handle diverse tasks. While specific job assignments may lack clarity, each team member generally assumes responsibilities across various operational aspects. The workforce primarily comprises family members and individuals from the local Cirebon area, fostering a sense of community. Craftsmanship roles are typically filled by those with native expertise in batik. Notably, employees have remained with the company for extended periods, with tenures spanning up to 20 years.

### **2.4.1 Owner**

The owner plays a crucial role in the overall management of the company. Involved in various business processes, including designing batik patterns, controlling the quality of products, and managing inventory.

### **2.4.2 Operational Manager**

The operational manager at Batik Salma Cirebon holds a pivotal role in overseeing the daily operations of the company. Their responsibilities span various crucial aspects, including managing raw materials, inventory, production, and distribution processes. This entails ensuring the availability and quality of raw materials, maintaining optimal stock levels, and coordinating closely with the sales team and cashiers to fulfill inventory requirements efficiently. Additionally, the operational manager supervises production activities across different divisions such as *Batik Tulis*, *Batik Cetak*, tailoring, and garment manufacturing, ensuring adherence to quality standards and timely delivery of products to stores. Beyond their managerial duties, they also actively engage in public relations and sales activities, representing the company in external communications, negotiating major client orders, and fostering strong relationships with key clients and stakeholders to uphold customer satisfaction and drive business growth.

### **2.4.3 Financial Manager**

The Financial Manager at Batik Salma Cirebon oversees the financial aspects of the business, including administration and finances. Their responsibilities include handling the ordering of raw materials based on

request from production divisions, preparing, and presenting financial reports to the owner, and overseeing the company's budget and financial planning.

#### **2.4.4 Production and Distribution**

The person in charged is tasked with managing the production and distribution processes, operating under the supervision of the operational manager. Their responsibilities include ensuring that all steps in the production process are executed accurately, coordinating the distribution of finished products to different stores, and reporting progress and any issues within their respective divisions to the operational manager.

#### **2.4.5 Raw Materials**

The role of raw materials at Batik Salma Cirebon is essential for ensuring the quality and availability of materials necessary to produce batik products. Responsibilities include sourcing high-quality raw materials, such as fabrics, dyes and other materials required for the batik making process. Additionally, managing inventory levels to prevent stock shortages or excesses is crucial to maintaining efficient production operations. Raw materials personnel are also responsible for inspecting incoming materials for quality assurance and compliance with company standards. The collaborate closely with production an operational team to fulfill material requirements and ensure seamless production processes.

#### **2.4.6 Inventory**

The Inventory Division at Batik Salma Cirebon plays a pivotal role in maintaining optimal stock levels and inventory management. Responsibilities include conducting regular visits to stores to assess sales performance and inventory levels, ensuring timely restocking of products based on sales data and demand forecasts. Close collaboration with the operational manager is essential for coordinating inventory needs and addressing any issues related to stock availability or replenishment. This division acts as a bridge between sales operations and production, facilitating efficient inventory management to meet customer demands and maximize sales opportunities.

#### **2.4.7 Administration**

The Administration Staff at Batik Salma Cirebon serves a crucial role in supporting the financial manager with various administrative and financial tasks. Responsibilities include processing orders for raw materials, ensuring timely procurement to support production needs. Additionally, they are tasked with maintaining accurate financial records and documentation, contributing to the preparation of financial reports and budget management. This division plays a vital role in ensuring the smooth operation of administrative and financial processes, facilitating effective decision-making and resource allocation within the organization.

#### **2.4.8 Sales and Cashiers**

The Sales and Cashiers team at Batik Salma Cirebon operates at the forefront of customer interaction and sales transactions. Sales staff are responsible for providing personalized assistance to customers, offering product information, and facilitating purchases. Meanwhile, cashiers manage payment transactions, ensuring accuracy and efficiency in processing payments. Additionally, cashiers prepare daily sales reports: documenting transaction details and sales performance, collaborating closely with the inventory team, they communicate stock levels and inventory needs, contributing to seamless store operations and customer satisfaction.

#### **2.4.9 Divisions**

In general, Batik Salma Cirebon comprises several key divisions, each overseen by a division head responsible for managing specific aspects of the production process. These divisions typically include the Batik Tulis Division, responsible for hand-drawn batik production; the Batik Cap Division, overseeing stamped batik production; the Tailoring Division, supervising garment tailoring; and the Garment Manufacturing Division, managing mass production of batik garments. Division heads play pivotal roles in ensuring the smooth operation of their respective divisions, coordinating production activities, maintaining quality standards, and addressing any issues that may arise during the production process. Their

leadership and expertise contribute to the overall success and efficiency of Batik Salma's manufacturing operations.

**Table 2. 1** Employee and Job Descriptions at Batik Salma Cirebon

| No. | Status                                | Job Desk   |
|-----|---------------------------------------|--|
| 1.  | SPG                                   | Responsible for direct customer interaction, overseeing the buying process, and providing product knowledge and recommendations to customers.  |
| 2.  | Cashier                               | Responsible for conducting customer transactions, as well as generating daily, weekly, monthly, and annual inventory reports.  |
| 3.  | Operational Manager                   | Responsible for direct liaison with inventory personnel, overseeing production and distribution processes, monitoring raw material availability and requirements, and serving as a public relations representative for Batik Salma Cirebon.                        |
| 4.  | Financial Manager                     | Overseeing the administration responsible for all financial aspects of Batik Salma Cirebon, including raw material procurement and reporting to the owner of Batik Salma Cirebon.  |
| 5.  | Inventory and Production/Distribution | Responsible for supervising all craftsmen in each division (written batik, stamped batik and clothes). Inventor will carry out checks and deal directly with the person in charge of all craftsmen's divisions and carry out quality checks in accordance with the |

|    |           |  |
|----|-----------|--|
|    |           | standards of Batik Salma Cirebon and then be tasked with sending products to each shop as well as carrying out the inventory process.  |
| 6. | Craftsman | Responsible for overseeing all artisans across each division (hand-drawn batik, stamped batik, and garments). In this role, ensuring inventory checks, direct interaction with divisional artisan leads, conducting quality checks to Batik Salma Cirebon standards, and overseeing product delivery to all stores while managing inventory processes. |

Source: Batik Salma Cirebon, 2024

#### 2.4.10 Recruitment and Selection

The recruitment process at Batik Salma Cirebon utilizes job vacancy websites. The job vacancies are advertised through the Cirebon job vacancy website, Kita Lulus website, and Facebook. Below is an example of a job vacancy advertisement opened by Batik Salma Cirebon.



**Figure 2. 3** Cashier Job Vacancy at Batik Salma Cirebon

Source: Batik Salma Cirebon, 2024

**WE ARE** BATIK SALMA

# HIRING!

**PENCIPTA KONTEN DIGITAL**

Persyaratan :

- Wanita/Pria
- Usia 20 s/d 30 Tahun
- Pendidikan minimal SMA/K sederajat
- Terbiasa dan mampu menggunakan media sosial (diutamakan Facebook, Instagram, Tiktok)
- Dapat Mengoperasikan Ms. Office
- Mampu mengoperasikan software editing foto dan video (diutamakan mampu mengoperasikan software editing mobile)
- Mampu membuat copywriting
- Up to date dan mengetahui tren yang ada di media sosial
- Memiliki jiwa inisiatif, kreatif, dan inovatif

Apply link berikut>> <https://ayolamar.com/2006>

**Figure 2. 4** Digital Content Creator Job Vacancy at Batik Salma Cirebon

*Source: Batik Salma Cirebon, 2024*

**WE ARE** BATIK SALMA

# HIRING!

**SPG**

Persyaratan :

- Wanita
- Usia 20-28 Tahun
- Pendidikan minimal SMA/K sederajat
- Berpenampilan menarik
- Tinggi badan 160cm dengan berat badan ideal
- Muslim, diutamakan berhijab
- Bersedia menjadi model busana batik
- Memiliki pengalaman sebagai SPG di bidang retail selama 1 tahun lebih diutamakan
- Mengetahui dan memiliki pengalaman tentang dunia fashion retail (mengerti batik menjadi nilai tambah)
- Jujur, teliti dan dapat bekerja dibawah tekanan
- Berorientasi layanan
- Percaya diri dan mampu berkomunikasi dengan baik

Apply link berikut>> <https://ayolamar.com/2006>

**Figure 2. 5** Sales Promotion Girl (SPG) Job Vacancy at Batik Salma Cirebon

*Source: Batik Salma Cirebon, 2024*

In recruiting employees, Batik Salma Cirebon provides specific acceptance criteria for each position. The requirements are as follows:

1. Cashier

- Gender: Female
- Age: 20-32 years
- Education: Minimum high school diploma or equivalent
- Experience: Must have knowledge and experience in cashiering
- Skills:
- Proficient in computer operation
- Familiar with cashier software
- Good communication skills
- Attributes: Honest, meticulous, and able to work under pressure

2. Digital Content Creator

- Gender: Male/Female
- Age: 20-30 years
- Education: Minimum high school diploma or equivalent
- Experience:
- Familiar with and able to use social media (especially Facebook, Instagram, and TikTok)
- Proficient in Microsoft Office
- Able to operate photo and video editing software (preferably mobile editing software)
- Skilled in copywriting

- Up to date with social media trends
- Attributes: Initiative, creativity, and innovation

### 3. Sales Promotion Girl (SPG)

- Gender: Female
- Age: 20-28 years
- Education: Minimum high school diploma or equivalent
- Appearance: Attractive, with a minimum height of 160 cm and ideal body weight
- Religious Preference: Muslim, preferably wearing a hijab
- Additional Requirements:
- Willing to be a model for batik clothing
- Experience as an SPG in retail for over 1 year is preferred
- Knowledge and experience in the fashion retail industry (knowledge of batik is a plus)
- Service-oriented
- Confident and good communication skills

These criteria ensure that Batik Salma Cirebon recruits candidates who are well-suited for their respective roles, contributing to the company's success and maintaining high standards in service and operations.

#### **2.4.11 Human Resource Training**

The training process at Batik Salma Cirebon emphasizes teamwork among its employees. For new employees, there is a 3-month probation period during which they are directly observed by the owner and managerial staff

of Batik Salma Cirebon. Training includes familiarizing store employees with product knowledge and materials that must be memorized, as well as teaching them how to serve customers and other relevant skills.

#### **2.4.12 Human Resource Development**

Batik Salma Cirebon engages in human resource development by providing training to its employees and equipping them with necessary tools according to their respective job descriptions. Additionally, monitoring and evaluation are conducted regularly by the owner of Batik Salma Cirebon.

#### **2.4.13 Performance Management**

Batik Salma Cirebon conducts routine evaluations of its employees to identify issues and challenges, aiming to enhance the performance of each employee in fulfilling their job responsibilities. This process seeks to find solutions to operational issues and challenges at Batik Salma Cirebon, ensuring optimal quality in service and products delivered to customers without internal obstacles.

#### **2.4.14 Compensation and Benefit**

Employee welfare is a primary concern for Batik Salma Cirebon. Therefore, at both the production facility and retail outlets of Batik Salma Cirebon, facilities are provided to support employees, including bathrooms, prayer rooms (mushola), resting areas, a kitchen, and operational vehicles for product delivery and purchasing raw materials. Regarding additional compensation, such as allowances, bonuses, and overtime pay, these are also provided to Batik Salma Cirebon employees. Furthermore, retail store

employees receive allowances and bonuses based on achieving sales targets. In summary, compensation and benefits provided to employees ensure their well-being and livelihood.

#### **2.4.15 Employee and Labor**

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### **2.5 Batik Products**

#### **2.5.1 Men and Women Clothing**



**Figure 2. 6** Women Tunic Dress, Outer, Tops

*Source: Batik Salma Cirebon, 2024*

### 2.5.2 *Sarung Selendang*



**Figure 2. 7** Sarung Selendang Batik

*Source: Batik Salma Cirebon, 2024*

### 2.5.3 *Kain Batik Cap/Cetak*



**Figure 2. 8** Batik Cetak

*Source: Batik Salma Cirebon, 2024*

#### 2.5.4 *Kain Batik Tulis*



**Figure 2. 9** Batik Tulis and Packaging at Batik Salma Cirebon

*Source: Batik Salma Cirebon, 2024*

#### 2.5.5 Accessories



**Figure 2. 10** Accessories at Batik Salma Cirebon

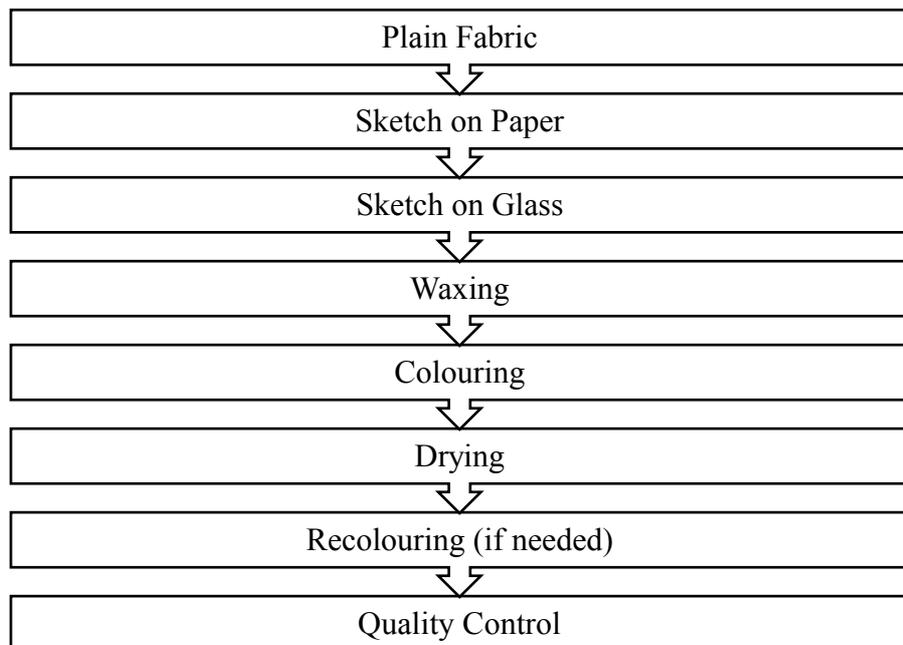
*Source: Batik Salma Cirebon, 2024*

## **2.6 Batik Crafting Process at Batik Salma Cirebon**

### **2.6.1 Batik Tulis**

1. Plain Fabric: The process begins with selecting a plain fabric, typically made from natural materials such as cotton or silk, which serves as the canvas for the batik artwork.
2. Sketch on Paper: Artisans or designers create the initial design on paper, carefully planning the intricate patterns and motifs that will adorn the fabric.
3. Sketch on Fabric: Using the paper design as a guide, skilled artisans transfer the pattern onto the fabric using a pencil or other marking tool, ensuring accuracy and precision.
4. Waxing: Hot wax is applied onto the fabric using a canting or tjanting, following the sketched lines of the design. The wax acts as a resist, preventing dye from penetrating the covered areas.
5. Coloring: The fabric is immersed into dye baths, with different colors applied to different sections of the fabric based on the desired design. The waxed areas resist the dye, creating distinct patterns and designs.
6. Drying: Once dyed, the fabric is allowed to dry naturally or using appropriate methods, ensuring the colors set properly and any excess moisture is removed.

7. Recoloring (if needed): In some cases, certain colors may require additional applications to achieve the desired vibrancy or depth. Artisans may selectively reapply dye to specific areas as needed.
8. Quality Control: The finished batik tulis fabric undergoes thorough quality control checks to ensure that the colors are vibrant, the lines are crisp, and the overall design meets the standards of Batik Salma Cirebon. Any imperfections are addressed before the fabric is deemed ready for sale or further processing.



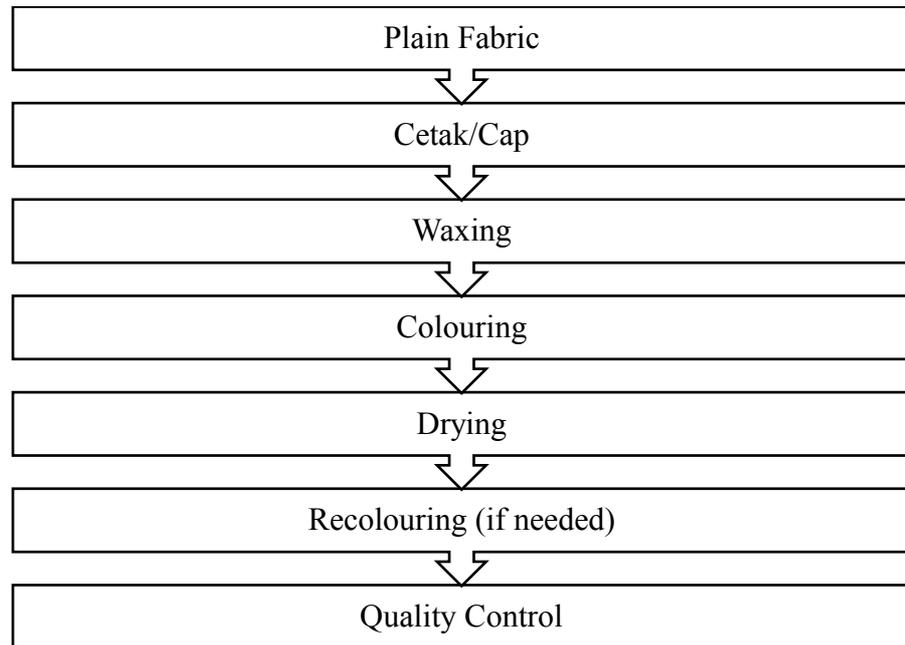
**Figure 2. 11** Process of Batik Tulis Production at Batik Salma Cirebon

*Source: Batik Salma Cirebon, 2024*

### 2.6.2 Batik Cetak

1. Plain Fabric: The process begins with selecting a plain fabric, typically made from natural materials such as cotton or silk, which serves as the canvas for the batik artwork.

2. **Cetak/Cap:** Artisans use a copper stamp, known as a cap, which is custom-made by Batik Salma Cirebon, to apply hot wax onto the fabric in predetermined patterns and motifs. The cap is pressed onto the fabric, transferring the wax in the desired design.
3. **Waxing:** Following the cap application, additional wax may be manually applied to specific areas of the fabric using a canting or tjanting, further enhancing the intricacy of the design and creating depth in the final batik piece.
4. **Coloring:** The fabric is immersed into dye baths, with different colors applied to different sections of the fabric based on the desired design. The waxed areas resist the dye, creating distinct patterns and designs.
5. **Drying:** Once dyed, the fabric is allowed to dry naturally or using appropriate methods, ensuring the colors set properly and any excess moisture is removed.
6. **Recoloring (if needed):** In some cases, certain colors may require additional applications to achieve the desired vibrancy or depth. Artisans may selectively reapply dye to specific areas as needed.
7. **Quality Control:** The finished batik cap fabric undergoes thorough quality control checks to ensure that the colors are vibrant, the lines are crisp, and the overall design meets the standards of Batik Salma Cirebon. Any imperfections are addressed before the fabric is deemed ready for sale or further processing.



**Figure 2. 12** Process of Batik Cetak/Cap Production at Batik Salma Cirebon

*Source: Batik Salma Cirebon, 2024*

## 2.7 Operational Activities at Batik Salma Cirebon

Operational Activities at Batik Salma Cirebon encompass a broad spectrum of tasks vital for the company's daily operations. This includes the procurement of raw materials, ensuring their quality and availability to sustain production. Inventory management is crucial, involving the meticulous monitoring of stock levels for both finished batik products and raw materials, ensuring optimal supply to meet customer demand. Supervising the production process is paramount, overseeing traditional hand-drawn (*Batik Tulis*) and stamped (*Batik Cetak/Cap*) techniques to maintain product consistency and quality. Quality control measures are implemented throughout production to uphold Batik Salma's standards for design, color accuracy, and craftsmanship. Distribution and sales activities

involve coordinating product distribution to retail outlets and online platforms, managing transactions, and addressing customer inquiries. Building and maintaining customer relationships are essential, requiring responsive communication and prompt resolution of feedback and concerns. Operational planning focuses on optimizing processes and resource allocation to enhance efficiency and productivity. Team coordination, training, and compliance with industry regulations and ethical standards are also integral to Batik Salma's operational framework. Additionally, continuous improvement initiatives drive innovation, ensuring alignment with evolving market trends and customer preferences.

## **2.8 Distribution and Marketing Channels of Batik Salma Cirebon**

Batik Salma Cirebon employs a diverse range of marketing channels, utilizing platforms such as Instagram, TikTok, Shopee, and Tokopedia, alongside physical stores and WhatsApp orders, to reach its customers. Each platform caters to different customer segments, with Shopee offering more affordable items for budget-conscious users, while in-store displays target medium to high-end consumers. The brand has built a strong reputation through word-of-mouth recommendations, particularly within government circles, known for its high-quality batik. Additionally, Batik Salma distinguishes itself by offering exclusive designs crafted by its owner and employing its team of designers, tailors, and craftsmen. Moreover, each Batik Salma store features a restaurant or food service, enhancing the overall customer experience and encouraging longer visits. Despite not specifically

targeting an audience, the brand attracts customers seeking quality batik, with rare instances of budget-conscious buyers. This strategy aligns with its location in a tourist area, where competitive pricing and diverse offerings appeal to a broad range of consumers.

## 2.9 Key Informants Profile

**Table 2. 2** Specifically information Batik Salma

| No | Name               | Role in Research    | Organization        | Year of Experience | Special Expertise                     |
|----|--------------------|---------------------|---------------------|--------------------|---------------------------------------|
| 1  | Tri Salela Gumelar | Owner               | Batik Salma Cirebon | 22 Years           | Business strategy and leadership      |
| 2  | Irma Laras Widya   | Operational Manager | Batik Salma Cirebon | 18 years           | Operational efficiency and innovation |
| 3  | Dewi Kartika       | Sales and Cashier   | Batik Salma Cirebon | 10 years           | Customer service and point-of-sale    |
| 4  | Lina Kusumawati    | Sales and Cashier   | Batik Salma Cirebon | 14 years           | Customer service and point-of-sale    |
| 5  | Fitri Susanti      | Sales and Cashier   | Batik Salma Cirebon | 7 years            | Customer service and point-of-sale    |

*Source: Batik Salma Cirebon, 2024*

Table 2.2 presents the key personnel involved in the research at Batik Salma Cirebon, highlighting their roles, years of experience, and areas of expertise. This table provides an overview of the team's diverse skills, ranging from business strategy and leadership to customer service and operational efficiency.

**Table 2.3** Specifically information Competitors Batik Trusmi

| No | Name            | Role in Research    | Organization | Year of Experience | Special Expertise                     |
|----|-----------------|---------------------|--------------|--------------------|---------------------------------------|
| 1  | Sally Giovani   | Owner               | Batik Trusmi | 13 Years           | Business strategy and leadership      |
| 2  | Galuh Eka Gita  | Operational Manager | Batik Trusmi | 9 years            | Operational efficiency and innovation |
| 3  | Hadia Sukmawati | Sales and Cashier   | Batik Trusmi | 5 years            | Customer service and point-of-sale    |

*Source: Batik Trusmi Cirebon, 2024*

Table 2.3 provides detailed information about the key personnel at Batik Trusmi, including their roles, years of experience, and areas of expertise. This table highlights the team's focus on business strategy, operational efficiency, and customer service, reflecting the core strengths of Batik Trusmi in the competitive landscape.

**Table 2. 4** Consumers Information

| No | Name               | Role in Research                            | Organization       |
|----|--------------------|---|--------------------|
| 1  | Kartika Barkahani  | Consumer of Batik<br>Salma Cirebon          | Local<br>Community |
| 2  | Anggi Kusumawati   | Consumer Consumer of<br>Batik Salma Cirebon | Local<br>Community |
| 3  | Alifa Nur Kamaliya | Consumer of Batik<br>Trusmi                 | Local<br>Community |
| 4  | Titin Kartini      | General Batik Consumer                      | Local<br>Community |

*Source: Processed by the Author, 2024*

Table 2.4 presents information about the consumers involved in the research, highlighting their role as local community members who are customers of Batik Salma Cirebon and Batik Trusmi. This table offers insights into the diverse consumer base and their contributions to understanding consumer preferences in the batik industry.