

Museum Smend marketing strategy in increasing tourist visits

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ABSTRACT

Article history

Received 13-01-2021

Revised 21-01-2021

Accepted 03-02-2021

Keywords

Batik

Marketing Mix

Smend Museum

Nusantara batik is a traditional work of art that has certain motifs originating from regions throughout Indonesia. Indonesian batik has unique motifs so that many foreigners love Indonesian batik. Germany is one country that really admires the work of Indonesian batik. One proof of this is the establishment of the Smend Batik Museum which is located in the center of Cologne City, to be precise in the Mainzerstra area. "E. The Batik Smend Museum has a marketing strategy to attract readers and tourists to visit the Smend Batik Museum. This study aims to see the marketing strategy used by the Museum Batik Smend in increasing foreign tourist visits. The research method used is a literature study with a qualitative approach. The results showed that the website media can increase foreign tourist visits.

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1. Introduction

Batik is a legacy of the Indonesian nation in the form of art that has been passed down from generation to generation by the ancestors of the archipelago. Batik is a cloth drawn with a canting aid and the ink comes from the melted night (Putra & Smolek, 2020). Batik has a variety of different motifs and originates from all regions in Indonesia. Batik by UNESCO has been designated as a Masterpieces of the Oral and Intangible Heritage of Humanity since October 2, 2009. Batik art in Indonesia is closely related to the Majapahit Kingdom and the spread of Islam in the archipelago. Batik was originally a cloth used as clothing and was specifically worn by the aristocracy and the royal class (palace) (Jandevi, 2019). Batik, in the history of the spread of Islam, was used as a means of economic struggle against the invaders, where batik was produced in places where the majority were students, such as Pekalongan and Yogyakarta. Batik was originally written using the canting method, but over time, batik is now using a faster and more modern stamp system. Considering that UNESCO has designated batik as a Humanitarian Heritage for Oral and Cultural Culture, it means that batik is already very well known in foreign countries. The popularity of batik has even been staged in various fashion shows on the international scene (Azhar, Tuwohingide, Kamudi, Sarimuddin, & Suciati, 2015).

The Smend batik museum is a batik museum located in the center of Cologne, to be precise in the Mainzerstra area "e. Smend batik museum or often known as Galerie Smend was founded by Rudolf G. Smend who is a German citizen who really loves Indonesian batik. Batik museum Smend or Smend Galerie began operating in 1973. Batik in Germany became famous or became a fashion trend in the 1970s to 1980s. The origin of this Smend batik museum came from Rudolf G. Smend and his wife who immigrated from Germany who passed through Asian countries such as

Afghanistan, Malaysia, and Indonesia. Accidentally, he got to know Indonesian batik cloth when he was traveling in Yogyakarta, namely in the Taman Sari area (Ulfah & Barry, 2019). Smend immediately fell in love with Indonesian batik. After that, he decided to return from Indonesia to Germany then opened a batik galerie with his wife which is located on Mainzer Strasse, Cologne, Germany and at that time they were selling batik cloth. When they first opened the Smend Gallery, the batik collection from this gallery was still small, not long after that they returned to Yogyakarta to buy some batik and batik paintings, they bought about 50 batik paintings and also visited the places where batik producers are located in Yogyakarta (Nurislamia & Asriya, 2019). At that time, batik in Germany was not so well known that many predicted that the Smend Galerie would not last long. However, in fact it has lasted more than 40 years and even now it has grown quite rapidly (Rante, Lund, & Schelhowe, 2014).

The development of the Smend Batik Museum cannot be separated from the marketing strategy carried out by the museum itself. The strategy that is carried out is quite good where the batik smend museum has a website that contains what is available at the Smend Batik Museum, starting from price, location, history, and much more.

From the description above, it can be concluded that the problem formulation is how the Marketing Strategy for the Batik Smend Museum is increasing the number of tourist visits. While the purpose of this paper is to find out how the Batik Smend Museum Marketing Strategy in increasing the number of tourist visits. This research hopes that this research can benefit the general public and can find out about the Smend Batik Museum.

2. Theoretical Framework

1) Marketing Communication

Marketing communication is a means that companies use to inform, persuade and remind consumers directly or indirectly about the products, and brands they sell. In another sense marketing communication describes the voice of the brand and is a means by which to build dialogue and build relationships with consumers (Todorova, 2015). Marketing communication is also defined as the whole communication from person to person regarding a particular product, service, or product, service or company at a time (Akhyani, 2020). The effectiveness of person-to-person communication or what can be called word of mouth (WOM), plays an important role in it, one of which is an effective promotional media. Marketing communication is the process of delivering messages using persuasion or solicitation to offer a product, either goods or services. We offer a product to other people (consumers) through marketing. Broadly speaking, marketing communication consists of two scientific fields, namely communication and marketing. Hovland said that communication is the process of changing the behavior of others communication is the process to modify the behavior of other individuals. (Eagle, Dahl, Czarnecka, & Lloyd, 2014).

2) Marketing Mix

In marketing management, four aspects are often referred to as the marketing mix. According to Kotler & Armstrong (2008) the marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the response it wants in the target market. The marketing mix has four points which are often referred to as the "4P", namely:

a) Products

Product means the combination of goods and services offered by the company to the target market. The elements included in the product mix include product range, quality, design, features, packaging, brand names and services (Paramitha, 2020).

b) Price

Price is the amount of money that a customer must pay to get the product. Price is the only element of the marketing mix that generates revenue, while the other elements generate costs. Price is the most adaptable element of the marketing mix and takes a relatively short time, while product characteristics, distribution channels, and even promotions require more time (Faradies, 2020).

c) Place

The place or channel of marketing includes the activities of the company that make products available to target customers. A distribution channel is a series of organizations that are interdependent involved in the process to make a product or service ready for use or consumption. Distribution channels can be defined as groups of companies and individuals who take over rights or assist in the transfer of rights to certain goods or services as long as these goods or services move from producers to consumers (Kotler, 2005).

3) Promotion

Promotion means activities that deliver products and persuade customers to buy them. The definition of promotion according to Kotler (2005) in various activities carried out by producers to communicate the benefits of their products, persuade, and remind target consumers to buy these products. In detail, the promotional objectives according to Jones (2003) are as follows: (a) Inform, (b) Persuade target customers, (c) Remind.

3. Method

This type of research is qualitative research. Qualitative research is a research procedure that uses descriptive data in the form of written or spoken words from the people and actors being observed. The type of qualitative research used is document study research. A document or literature study is a study that focuses on the analysis or interpretation of written material based on its context (Sugiyono, 2018). Materials can be published notes, textbooks, newspapers, magazines, letters, films, diaries, manuscripts, articles, and the like. Qualitative research was chosen to be able to better understand from an in-depth investigation of the focus of the observed problem.

This type of research is descriptive. The Descriptive method is a method used to describe or analyze a research result but it is not used to make broader conclusions (Sugiyono, 2018). The data collection technique applied in this study took into account the formulation of the problem and the object of the research, namely using a literature study using documents from the official Smend Gallery website (www.smend.de), related news articles, and related books.

The data analysis technique used in this research is the Analysis Interactive Model from Miles and Huberman (in Utari, Journal of Research and Education at UNY), which divides analysis activities into data collection, data reduction, data presentation, and drawing conclusions and verification. The research begins by collecting or recording all findings in the field either through interviews, observation or documentation. Furthermore, the researcher describes / presents the data for the benefit of further study by paying attention to the focus and objectives of the research. The next step was for the researcher to re-examine the results of interviews, observations, and documentation and to separate the data that was considered important and which were not important. Next, the researcher made a provisional analysis, namely making conclusions on each unit of the case. Finally, the researcher conducted a cross-case analysis, by comparing the findings in case I and case II.

Data validation techniques or data validity is an effort to check the validity of data basically, in addition to being used to refute the accusations of qualitative research that say it is unscientific, it is also an inseparable element of the body of qualitative research knowledge. Matias Gama, Segura, & Milani Filho, (2017) said that a triangulation in credibility testing is defined as checking data from various sources at various times. Thus there is triangulation of sources, triangulation of data collection techniques, and time (Rahardjo, 2010). Data triangulation includes different sources/nformation. A strategy is to categorize each group and then convince several people to compare from each group in the evaluation.

4. Results and Discussion

1) Batik Smend Museum Marketing Strategy

a) Product

The various product offerings at the Smend Museum add to its own interest. The reason is that there are a variety of art products including products made from batik cloth, which can reach any

segment of the market. The products offered are indeed various, none other than to get the attention of consumers, and to fulfill their wants and needs, especially in the arts.

The Smend Museum specializes in textiles and sells products by offering elements of the art it produces, including: (1) Batik, (2) Batik equipment such as fabrics, dyes, screen printing and printers, etc. (3) Silk painting, (4) Mask, (5) Pearls or jewelry, (6) Silk, (7) Silk in the form of clothes and accessories, (8) Silk in the form of scarves and shawls, (9) White or colored wool, (10) Accessories with textile work, (11) Marble.

In addition to producing goods and selling their products, the Smend Museum sends work materials with literature to textile artists, schools and training institutions around the world. Conduct courses in various forms of textiles and present new products or other specialized techniques. This of course can increase the product better.

Museum Smend's efforts in increasing product sales and marketing through its website at www.smend.de and selling through online media, and can be sent to various countries. This certainly can reach consumers who love art everywhere.

b) Price

Apart from offering a collection of batik fabrics and batik supplies, the Smend Museum also sells products with elements of batik art at a price that is converted into Euros. Such dyes range from 5.00 EUR to 59.00 EUR depending on the type and quantity. There is also a mask made by Mrs. Nyoman in Bali, Indonesia for 15.00 EUR. Meanwhile, batik materials and tools are sold at a price range of 2.30 EUR to 14.90 EUR. Accessories or jewelry are also sold by the Smend Museum from 3.20 EUR.

Buyers can buy products from the Smend Museum online through the museum's official website or access it at <https://textiletipps.wordpress.com/>. Payment for the purchase of Smend Museum products can be made through digital payments such as Paypal. The ordering and payment model using the internet is easier and more convenient so that it can be a choice for buyers, especially art lovers of Smend Museum products. The selection of prices for products is a form of marketing carried out by the Smend Museum itself with the aim that apart from enjoying the gallery, visitors can also buy and bring home souvenirs of batik-nuanced artwork.

c) Place

In the 4P marketing mix, the place is crucial because it is a distribution place where products reach consumers. The choice of place or location should be easily accessible to the public and consumers because the choice of place has an impact on the promotion and sale of Museum Smend products. The location of the museum itself is in the city of Cologne, precisely in the Mainsersstra'e area of Germany, easily accessible by public or private transportation. On the official Smend Museum page, it is explained that visitors can come from anywhere. If you come by tram, you can take tram lines 15, 16, and 17 to the Ubierring or Chlodwigplatz stops. Bus lines 46, 106, 132, 133 and 142 then get off at the Chlodwigplatz stop or if departing from Cologne station take a taxi for about 3.5 km or walk about 30 minutes along the Rhine road. Meanwhile, if you depart from Zoobrücke you can leave Zentrum and then head to Ubierring, you can also go from Heumar through Severinsbrücke, pass Ubierring to the main road Maternusstrasse. Through these routes the Smend Museum can be reached easily. Not to mention the added parking facilities if you bring a private vehicle, a parking machine, or parking at the Parkhaus Rheinauhafen.

d) Promotions

The Smend Museum is located in the City of Cologne, to be precise in the Mainzerstra'e area, Germany not only operates as a museum site but also holds certain events that promote the museum itself. The existence of a gallery called Galeri Koln, Smend utilizes the gallery to attract the public. Moreover, in addition to specializing in a textile field, Smend Museum also specializes as an exhibition of international textile artists. Promotion or sales and marketing activities to inform and encourage demand for products, services and ideas from the Smend Museum in its own way, including: (1) The Smen Museum rents or provides space for reading rooms, meetings, exhibitions etc. (2) Lending items for exhibitions at museums and training institutions on the topic of batik from Indonesia, (3) There are exhibitions from art actors and art products that invite a wide range of audiences. Such as events, European Artists Publications in Southeast Asia, and many other events,

(4) Performances and art performances are often held in Cologne galleries, the Asia Pacific Performing Arts event, and many more, (5) There are publications in every event, such as Publications - The Batik Handbook, and so on, (6) The ongoing exhibition offer by trading his work, (7) Providers of courses in various textile engineering around the world.

By holding art exhibitions from outside and from the Smend Museum itself, of course the Museum also operates during the event which can be visited by anyone to see its products and shops or just to visit the museum itself.

A series of activities at the Smend Museum are always related to elements of art. The Smend Museum itself also holds various art exhibitions that are no less interesting. The exhibition was held for the first time in 1991 once a year, but after that it held an exhibition every year. This activity also brings together art actors from anywhere in the world and art performances are being. Of course, the activities that take place at the Smend Museum are always included on the website. This is also a form of promotion carried out by the Smend Museum to increase tourist visits.

2) Tourist Smend Batik Museum

From several sources, we can get that the Smend museum is often visited by various local German tourists and outside Germany. Every event held by Smend was also visited by various parties such as the Indonesian Batik Exhibition with the theme "Batik Alte Tradition aus Indonesia" or "Old Batik Tradition from Indonesia" around 70 guests who attended and also business players in the textile industry, art lovers, friends of Indonesia, and local people who are interested in the art of Indonesian batik. From this we can see that the enthusiasm of various groups of people outside Indonesia is quite enthusiastic about Indonesian batik. Not only from every event that is often visited by various tourists, outside events or on weekdays, it can also be seen. from various Instagram accounts that have tag this Batik Smend museum.

5. Conclusion

From this research it can be concluded that the marketing strategy carried out by the Smend Batik Museum can be said to be good because it covers 4 marketing mix concepts where in carrying out its marketing strategy the Smend Batik Museum has a website that already has 4 concepts where there are promotions, prices, products, and also the location of the Smend Batik Museum itself. This is what can attract tourists to visit the Smend or Galerie Smend museum in Germany. The suggestion from this research is that the research still has many shortcomings so that next time the research can be refined again. Also, it would be better if we, as the legal owners of Indonesian batik, could love and appreciate batik more than foreigners.

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