

MARKETING STRATEGY FOR THE RESULTS OF BATIK JERUJI INDEPENDENCE DEVELOPMENT IN CLASS IIA CORRECTIONAL INSTITUTION BANYUWANGI



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ABSTRACT

Batik Jeruji is a product created by inmates through self-reliance development activities at Class IIA Banyuwangi Correctional Institution. Despite having unique motifs and good product quality, the marketing of Batik Jeruji still faces several challenges. The product is not widely known by the public, and its marketing mainly relies on the prison gallery and word-of-mouth promotion. Efforts to expand marketing through digital platforms such as Shopee have not produced optimal results due to limited promotion and a lack of human resources with digital marketing skills. The marketing strategy in this study is analyzed using the 7P marketing mix approach, which includes product, price, place, promotion, people, process, and physical evidence. The results indicate that strengthening strategies across these aspects is necessary, including improving product quality, adjusting pricing strategies, optimizing the use of social media for promotion, and providing marketing skill training for both inmates and officers. With more effective marketing strategies, Batik Jeruji has the potential to become more widely recognized by the community and to provide economic and social benefits for both the inmates and the correctional institution.

Keywords: *Batik Jeruji; Marketing; Inmate welfare*

INTRODUCTION

In the correctional system, prisoners must be treated humanely. Corrections are not only about returning prisoners to society but also about protecting society itself as a reflection of the values of Pancasila (Pohan et al., 2022). According to the Correctional Database System (SDP) throughout Indonesia, as of March 20, 2025, there were a total of 56,186 detainees and 219,174 prisoners. Of this number, there were 20,255 convicts in East Java province and 7,086 detainees. There were 313 convicts and 600 detainees at the Banyuwangi Class IIA Correctional Institution.

The independence training provided by correctional institutions to prisoners teaches them how to build independent businesses, such as crafts and small industries. The skills taught are quite diverse and tailored to the interests and talents of the prisoners. The hope is that after serving their sentences, prisoners will have the skills to be accepted into society, be active in their social environment, live as good citizens with integrity and responsibility. Social reintegration requires community participation for the process to run smoothly (Adisaputra & Subroto, 2022). The independence training provided by the Banyuwangi Correctional Institution consists of four programs: batik jeruji, laundry, car wash, and agriculture.

One of the independence activities provided to prisoners is batik making. This batik-making activity can help prisoners improve their economy and open up job opportunities. Batik is a lifestyle or fashion industry consisting of batik shirts, batik sarongs, and batik scarves that can be used for formal and informal events. The batik industry in the current era has grown in line with the times (Ratnasari et al., 2022). This sector provides unique and fresh fashion designs for young and old alike. Batik also has artistic value that not only presents diversity but must also support comfort and satisfaction so that it can support the economy. Batik must be made with competitive quality standards in terms of design, material selection, production techniques, and user comfort and satisfaction. Examples such as batik shirts, batik sarongs, and batik scarves are batik designs used to provide comfort and satisfaction to their users (Solekha & Yuamita, 2024).

Businesses in the current era utilize various technologies that enable the development of marketing, which previously relied on direct sales methods but has now transformed into more efficient online business models. The advantages of digital marketing include faster product delivery, wider product distribution, and lower promotional costs. In recent years, businesses have begun using digital marketing as a way to promote their products and services (Sundari & Lestari, 2022). This is expected to make product prices more competitive and attract buyers.

The lack of sales of jeruji batik on Shopee is due to insufficient promotion. The Lapas account on the Shopee e-commerce platform is still relatively new and not widely known among millions of other sellers. The product descriptions and photo quality are also unattractive, and the advertising and promotional features on Shopee have not been optimally utilized. This is due to the lack of knowledge possessed by the human resources managing the Lapas Banyuwangi account on the Shopee e-commerce platform.

As a result, the production of batik jeruji has not seen a significant increase because the Class IIA Banyuwangi Correctional Institution has not paid enough attention to marketing to external markets, resulting in suboptimal outcomes. Marketing of batik has been carried out in collaboration with the Lapas cooperative, which is marketed through the gallery located at the Class IIA Banyuwangi Correctional Institution.

Sales of batik jeruji made by inmates at the Banyuwangi Class IIA Correctional Institution in 2024 were recorded as unstable, with a total of 29 batik fabrics sold. The

most popular type of batik was silk batik, with 24 pieces sold at a total value of Rp. 12,000,000, while the rest were cotton batik. Until now, the production of batik jeruji has been used more for internal needs, such as employee uniforms, with a pre-order purchase system, so it has not reached the wider market. In fact, batik jeruji has unique quality and motifs that are competitive. Therefore, an effective marketing strategy is needed so that the product can be recognized and in demand by the community, while also increasing profits that are beneficial to the organization and providing a positive impact on prisoners, including in building public trust.

To improve the marketing of Batik Jeruji, the author uses the 4P marketing mix theory (Product, Price, Place, Promotion), which is then refined into 7P with the addition of People, Process, and Physical Evidence according to Booms and Bitner (1981). By analyzing Batik Jeruji's marketing strategy through the 7P aspects, it is hoped that the right solution can be found to overcome existing marketing problems. The implementation of the right strategy will help increase the competitiveness of Batik Jeruji, expand its market reach, and support the sustainability of the independence training program for prisoners at the Banyuwangi Prison.

Considering the above background, the author seeks to identify the right marketing strategy to improve the quality of Batik Jeruji products so that they are competitive in the international market. As a result, the researcher is interested in creating the research title "Marketing Strategy for Batik Jeruji Independence Development Products at the Banyuwangi Class IIA Correctional Institution."

LITERATURE REVIEW

Marketing Mix Theory

The marketing mix is a collection of controlled tactical marketing tools that are combined by the company to produce the desired response in the target market (Kotler & Armstrong, 2018). Kotler explained that the marketing mix is also referred to as the marketing mix, consisting of various elements that can be controlled and the level of elements that the influential company uses for the target market. The 4P marketing mix according to Mc. Charty (1960) has 4 elements, including:

1) Product

The combination of goods and services that the company offers to the target market (Kotler & Armstrong, 2018). Products that are of good quality and improved through innovation are regularly more likely to get customers' attention. The ability of a product to meet customer needs is a key indicator of its quality. Because they have the power to influence other marketing techniques, products have a significant position within the marketing framework. The selection of the type of product to be produced and marketed will determine the price and distribution strategy, in addition to important promotional efforts.

Banyuwangi Prison bars batik provides services by always maintaining quality because this product meets customer needs. It is hoped that this product will benefit both the Banyuwangi Prison and its users (Hikmah, 2021).

2) Place

Location includes the activities of companies that make products available to target customers (Kotler & Armstrong, 2018). It involves overseeing the distribution channels used to reach the target market and provide goods and services. Since the goal is to meet the needs and desires of customers at the right time and location, distribution is essential for a company's capacity to guarantee the availability of its

products. Ease of access for potential customers is another aspect of distribution decisions, which also includes deciding where the company should be physically located. A key element in guaranteeing customer availability is the location of the office and the infrastructure that supports it.

3) Price

Price is the amount of money that customers have to pay to acquire a product (Kotler & Armstrong, 2018). Pricing strategies have a significant impact on consumers' assessment of the value of a product, influence product image, and influence consumer decisions to make purchases. Pricing decisions also impact revenue as well as affect demand and marketing channels. Consistency between pricing decisions and overall marketing strategies is crucial.

To avoid losses for businesses and consumers, Putra Sawung Galih slaughtered chicken considers prices according to the market, affordability, and environmental changes (Hikmah, 2021).

4) Promotion

Promotion is an activity that conveys the benefits of a product and persuades customers to buy it (Kotler & Armstrong, 2018). The goal is to pique the interest of customers and let them know that the business has introduced a new and exciting new product. Through direct sales, advertising, and sales promotions, promotions serve as a tool to inform and convince the market about the goods and services offered by the business.

Promotion consists of communication. By providing information about the company's products and reminding customers to buy those products, because promoting the product affects the buyer and leads to purchases and sales. This is due to the buyer's interest in the product being promoted. Banyuwangi Prison Prison Bars Batik continues to promote its products through word of mouth and social media (Hikmah, 2021).

Booms and Bitner in 1981 added as many as 3 elements to a type of service marketing called the 7P. The three elements include:

5) People

In the service marketing mix according to Booms and Bitner, the Browse includes individuals involved, either directly or indirectly, in the process of selling products or services. Browse refers to the human resources who manage a business, ranging from the highest management level to operational staff. Human resources are a crucial element in the success of a business, so the hiring process must be carried out carefully. Mistakes in choosing employees can have a negative impact on the running of the business (Syarifuddin et al., 2022).

6) Physical evidence

Physical evidence is everything a company's customers see when interacting with a business. This includes the environment in which the company provides products or services (both physical and online), the design of these spaces, logos and branding, product packaging, social media presence, and more (Syarifuddin et al., 2022).

7) Process

Process elements in the service marketing mix include a variety of activities,

procedures, and operational standards that ensure services can be delivered to customers. Since services are the result of interactions or actions given to customers, this process involves a series of steps and stages that must be passed. Given that services consist of a variety of activities that are intercontinuous, it's important to consider the potential wait time between each stage to keep the customer experience optimal (Syarifuddin et al., 2022).

METHOD

The research method used is qualitative with a descriptive approach, which aims to describe in depth the marketing strategy of the results of fostering the independence of batik jeruji in the Class IIA Correctional Institution Banyuwangi. Primary data was obtained through observation and semi-structured interviews with five informants consisting of prison officials, coaching staff, and inmates participating in the program. Secondary data were obtained from literature, journals, articles, and related documents. Data collection techniques were carried out by interviews, observations, and literature studies. To maintain the validity of the data, source triangulation is used, while data analysis follows the Miles and Huberman model through the stages of data collection, data reduction, data presentation, as well as drawing conclusions and verification.

RESULTS AND DISCUSSION

RESULT

a) Characteristics of Informants

Table 1
Interviewing Informant

Yes	Informant	Sum	Reason
1.	Head of Work Activities Section	1 Person	Have the authority to organize work activities and inmate development
2.	Staff work activities	1 Person	Have the authority to supervise the implementation of Coaching and work activities for inmates
3.	Inmates who participate in independence coaching in prisons Class IIA Banyuwangi	3 People	The source of the informant whose information can be dug up and in accordance with the title

Based on the results of the interview with the first informant (PA) as the Head of the Work Activities Section at the Banyuwangi Class IIA Correctional Institution, it can be concluded that the batik independence development program has produced works of good quality, even some batik motifs have been officially registered as copyrights at the Ministry of Law and Human Rights. In terms of pricing, PA emphasized that batik jeruji are positioned as a quality product that can be reached by the public, with a price range of IDR 300,000 for cotton fabric to IDR 1,500,000 for semi-silk fabric with more complicated motifs. In marketing, Banyuwangi Prison does not have formal cooperation

with third parties and takes more advantage of certain moments, such as giving souvenirs to agencies, participation in batik festivals, and exhibitions. PA also acknowledged that there are marketing obstacles, especially the limitations of offline sales locations that are less strategic, so that marketing is more effective through events and exhibitions. To maintain quality and authenticity, batik jeruji use special logos on packaging and fabric, which is also a symbol of the creativity of the inmates despite the limited space of movement. Thus, PA emphasized that the existence of bars batik is not only a work of art with selling value, but also a tangible form of fostering inmate independence.

Based on the results of the interview with the second informant (F) as the Job Guidance staff at the Banyuwangi Class IIA Prison, it can be concluded that the bars batik has seven distinctive motifs that will be launched at the end of 2024, with the main feature of raising cultural elements and local icons of Banyuwangi so that they are different from other batik. To improve quality, the prison once brought in instructors from local batik artisans so that inmates acquire basic skills, especially in coloring techniques which are the most crucial aspect. In terms of price, the determination is made by taking into account the cost of materials, premiums for inmates, and PNPB, but it is still maintained to compete with other batik in the market.

In marketing, F admitted that there were obstacles because the prison batik gallery was considered more of a showroom, not a sales store, so people's buying interest was still low. In addition, the prison has never done a special advertisement, but participates in batik festivals and exhibitions as a promotional effort. Employee support through social media also helps expand the reach of product information. To maintain quality, job guidance staff play the role of supervisor as well as quality control. However, online promotion is still not optimal due to the limited display of product photos uploaded on the marketplace. Overall, F emphasized that even though it already has its own quality and uniqueness, batik jeruji still face obstacles in marketing and promotion aspects so that it needs to be improved so that it is more widely known by the public.

Based on the results of an interview with the third informant (AR), an inmate of the Class IIA Banyuwangi Prison who participated in the batik independence development program, it is known that AR plays an important role in determining the design and motif of batik. The design is usually inspired by the direction of Kalapas which raises the theme of Banyuwangi culture or tourism, such as the Blue Fire motif which is collaborated with puppets Arjuna and Srikandi. According to AR, the price of batik jeruji is in accordance with the level of difficulty and quality because it is purely written batik. He also explained the premium system given to inmates based on the division of tasks in the production process. AR emphasizes that the characteristic of batik jeruji is a limited edition design—one motif can be made similar but never the same—so that consumers feel that they have an exclusive work. In addition, AR feels proud when his work is appreciated by the public, especially famous figures, because it can be a motivation to change into a better person.

However, AR acknowledged that there are challenges in the form of emotional constraints, mood, and patience that affect productivity. The standard that is maintained is consumer satisfaction through the quality of the fabric, especially the use of grade A silk fabric which gives a shiny color effect like three dimensions. For promotion, AR personally took advantage of the moment of visiting hours by explaining the philosophy, quality, and uniqueness of batik jeruji to the visitor's family, so that consumers were more interested because of the value of the story and the specialties in each motif.

Based on the results of the interview with AA, it can be concluded that the batik independence development program at Banyuwangi Prison provides new experience

and skills for him, especially in terms of canting and the process of batikmaking. AA assessed that bars batik has its own characteristics that distinguish it from other batik, namely the presence of a handcuff symbol on each motif as the identity of the Banyuwangi Prison. In terms of pricing, AA is not directly involved because it is completely regulated by the gallery, while he only focuses on producing works of the highest quality. AA believes that in order for barred batik to be more widely known, product quality must be maintained through unique motifs and a neat production process. However, AA also faces obstacles in the form of internal factors such as feelings of boredom or emotional conditions that can affect the results of their work.

Marketing Strategy for the Results of Batik Jeruji Independence Training at the Class IIA Banyuwangi Correctional Institution

a) Product

A combination of goods and services that the company offers to the target market (Kotler & Armstrong, 2018). Products that are of good quality and improved through innovation are regularly more likely to get customers' attention. In terms of batik products, Banyuwangi Prison uses quality materials and has been triald. So that the quality of batik jeruji marketed to the wider community has been standardized. Selecting fabrics by comparing several types of fabric is the right step to produce quality batik. Through these comparisons, craftsmen can directly assess texture and thickness. That way, the raw materials chosen are really in accordance with the standard and are able to support a neat, strong batik finish (Nurul, 2023).

The bars batik produced by the Banyuwangi Prison is a tangible product, meaning that the Banyuwangi Prison produces a product that can be seen and real and can be used physically by consumers. So that consumers can make an assessment of the product. Banyuwangi Prison Bars Batik has a distinctive feature, namely handcuffs in each motif which indicates that this batik bar product is original from Banyuwangi Prison which is identical to a prison and a distinctive color combination that distinguishes batik jeruji products from competitor batik products. A typical batik motif will produce the identity of a production site. According to Rohisa (2022), batik is a characteristic or symbol of a region itself. As stated by the Head of the Work Activities Section, Mr. Priyo, that the handcuff motif that binds to each batik motif is a symbol that this batik jeruji are produced by inmates of Banyuwangi Prison.

b) Price

Price is the amount of money that customers have to pay to acquire a product (Kotler & Armstrong, 2018). Pricing strategies have a significant impact on consumers' assessment of the value of a product, influence product image, and influence consumer decisions to make purchases. Pricing decisions also impact revenue as well as affect demand and marketing channels. Consistency between pricing decisions and overall marketing strategies is crucial.

From the statement of the Job Guidance Staff, it is explained that in determining the price is seen from the difficulty in making the motif, the production cost and the detail of a motif. Meanwhile, the results of interviews from the job guidance staff stated that the price was determined by considering the purchase of materials for making batik and premiums for the inmates who participated in the independence coaching. In determining the price of a batik cloth, it is also necessary to look at the complexity, suitability of the design and the length of time used to produce a barred batik fabric.

The determination of the price of a product, especially in the handicraft industry such

as batik, must be based on careful consideration so that the price set is in accordance with the value and quality of the product. One of the main considerations is the estimated cost of production which includes the purchase of raw materials, labor costs, as well as other supporting costs such as dyes, nights, and production equipment. In addition, the level of difficulty and complexity of the motif is also an important factor that needs to be taken into account, because the more complex and detailed a batik motif is, it will require a longer processing time and higher skill, which automatically adds to the production cost.

Pricing that does not take all of these components into account can have an impact on business losses or mismatches between product quality and selling value (Alwie et al., 2024). Therefore, price calculations must be carried out comprehensively so that batik products are not only economically feasible, but also able to compete in the market while maintaining business sustainability and consumer satisfaction. Banyuwangi Prison in determining prices by weighing from production costs, material spending, and premiums from work activities for inmates who participate in the batik independence development bars.

c) Place

Location includes the activities of companies that make products available to target customers (Kotler & Armstrong, 2018). It involves overseeing the distribution channels used to reach the target market and provide goods and services. Since the goal is to meet the needs and desires of customers at the right time and location, distribution is essential for a company's capacity to guarantee the availability of its products. Ease of access for potential customers is another aspect of distribution decisions, which also includes deciding where the company should be physically located. A key element in guaranteeing customer availability is the location of the office and the infrastructure that supports it. The Banyuwangi Prison barracks batik marketing place is located in front of the Banyuwangi Prison which is named the Banyuwangi Prison Osing Gallery. The location of the Osing Gallery is very strategic and can be reached by the wider community and the families of prisoners. However, the wider community only knows that this osing gallery is a place to exhibit the works of the inmates, not as a place for marketing/buying and selling. The public thinks that the place is only an exhibition, not a place for marketing/buying and selling.

An easy-to-reach marketing location, such as on the side of the highway, has a great influence on purchasing decisions because the store or product is easier to see and find by passers-by. Strategic places also make it easier for people to come, even being able to buy spontaneously without planning. In addition, businesses that are on the side of the road are also better known without the need for a lot of promotional costs, so that people are more confident and confident in the products sold (Sariwana, 2025). However, the reality in the field is that the public only knows that the gallery is a place to exhibit products from the development of inmate independence, not as a place for marketing.

d) Promotion

Promotion is an activity that conveys the benefits of a product and persuades customers to buy it (Kotler & Armstrong, 2018). The goal is to pique the interest of customers and let them know that the business has introduced a new and exciting new product. Through direct sales, advertising, and sales promotions, promotions serve as a tool to inform and convince the market about the goods and services offered by the

business. The Banyuwangi Class IIA Correctional Institution uses social media to offer its products in the market through Instagram and Shopee. However, Banyuwangi Prison has still never installed advertisements. Bars batik has never been advertised but participates in batik events. At this batik event, the Banyuwangi Prison exhibited batik fabrics made by the inmates at the stand so that they could be seen and known by the wider community.

Batik products that are included in various events, such as exhibitions, cultural festivals, fashion shows, and workshops, have proven to be able to significantly increase the number of enthusiasts. Participation in the event provides a wide exposure space, where batik is not only displayed as a product, but also introduced as part of a cultural wealth that has high artistic value (Rabbani & Dharmawan, 2021). Through direct interaction between producers and event visitors, potential consumers can see, touch, and even try batik products directly, creating an emotional experience that encourages interest and desire to buy. In addition, events that are published through social media, television, or print media also have a great promotional effect, because they are able to reach people outside the event area. Various studies also show that the participation of batik in fashion events such as Batik Carnival, Batik Expo, or Inacraft is able to increase brand awareness and expand the market, both nationally and internationally. Thus, the participation of batik products in the event is not only a promotional event, but also an effective strategy to expand the market and increase public interest in local batik products.

e) People

In the service marketing mix according to Booms and Bitner, the people aspect includes individuals involved, either directly or indirectly, in the process of selling a product or service. People refers to the human resources that manage a business, from the highest level of management to operational staff. Human resources are a crucial element in the success of a business, so the hiring process must be carried out carefully. Mistakes in choosing employees can have a negative impact on the running of the business (Syarifuddin et al., 2022).

The inmates who participated in the batik independence training at the Banyuwangi Prison are quite trained and have skills in the batik-making process. The training provided by Banyuwangi Prison to inmates is by involving companions. The inmates who participated in the batik independence training gained their skills and abilities through the assistance provided by a batik activist called batik godo.

The role of a trainer in the batik training process for inmates plays a very crucial role and provides great benefits in the formation and development of skills. The trainer is not only in charge of delivering the material technically, but also acts as a companion, guide, and motivator during the learning process. Through intensive guidance, the trainer helps inmates understand each stage in batik, starting from making patterns, canting, coloring, to the completion stage. The approach taken by the trainer is able to create a conducive learning environment, build confidence, and motivate inmates to continue the process (Aswidiyanto & Soedjarwo, 2020). Along with the increase in their abilities, inmates not only acquire new skills, but are also able to develop these skills to be more creative and qualified. When the skills are well honed, the resulting batik works become neater, attractive, and have a high selling value. Thus, the role of trainers greatly determines the success of the batik training program because it is able to encourage inmates to achieve independence through superior batik products.

f) Proses

Process elements in the service marketing mix include a variety of activities, procedures, and operational standards that ensure services can be delivered to customers. Since services are the result of interactions or actions given to customers, this process involves a series of steps and stages that must be passed. Given that services consist of various activities that are mutually sustainable, it is important to consider the potential waiting time between each stage to ensure an optimal customer experience (Syarifuddin et al., 2022).

The process of making Batik Jeruji in Banyuwangi Prison begins with the purchase of materials such as cloth which is then cut to standard sizes. Next, design drawing, decoration, coloring, and drying in the sun were carried out. The final stage is the removal of the night from the embroidered fabric to display the batik motif in its entirety. After everything is completed, the packaging process is carried out using attractive packaging to attract consumer interest. Banyuwangi Prison bars can be purchased by coming directly to the Osing Gallery or by accessing the Shopee online shop as a transaction medium. To maintain quality, quality control is carried out by job guidance staff to ensure that goods are ready to be marketed.

Quality control plays a very important role in maintaining and ensuring that Batik Jeruji is suitable for marketing to consumers. Through the quality control process, every stage of batik production starting from the selection of materials, embellishment, dyeing, to the finishing stage can be thoroughly supervised and evaluated so that the final result meets the expected quality standards. Without good quality control, batik products are at risk of defects such as asymmetrical motifs, faded colors, or damaged fabrics, which can reduce the selling value and consumer trust. With quality control, Batik Jeruji can be ensured to have consistent and attractive quality, so that it can compete in the market, both locally and nationally. In addition, the implementation of quality control also reflects professionalism in the coaching process at Banyuwangi Prison, as well as providing important learning for inmates about production standards and responsibility for the quality of the products they produce (Pangestu et al., 2022).

g) Physical Evidence

Physical evidence is everything a company's customers see when interacting with a business. This includes the environment where the company provides products or services (both physical and online), the design of this space, logos and branding, product packaging, social media presence, and others (Syarifuddin et al., 2022).

Banyuwangi Prison in arranging a place to do marketing with a pattern that reflects that this is a place to market the work of the inmates of Banyuwangi Prison. This gallery of bars has characteristics and already reflects the place where the work of inmates is made. Not only a place to market, but Banyuwangi Prison also thinks in terms of physical evidence of the packaging used to package batik jeruji. As conveyed by the job guidance staff, the packaging used depends on the type of fabric, only differs in terms of size, namely a square black box so that it can look exclusive and premium. Unique packaging that has certain characteristics plays an important role in attracting consumer attention and distinguishing a product from competitors in the market. Packaging not only serves as a physical protector for the product, but also as a representation of brand identity that is able to give a first impression to potential buyers. Exclusive designs, such as the use of distinctive motifs, striking but harmonious colors, unusual packaging shapes, and the use of eco-friendly materials,

can create a strong visual appeal and arouse consumer curiosity. When a product is uniquely packaged and features characters that reflect the brand's cultural values, quality, or philosophy, it is easier for consumers to remember the product and feel proud to own it (Suhartini et al., 2024). Like the Batik Jeruji packaging which uses an elegant black box with the inscription "Gallery Jeruji Osing" and is equipped with a contact person, this packaging creates an exclusive and professional impression. This touch of design makes batik products not only look luxurious, but also easy to recognize and more ready to compete in a wider market. Exclusive packaging can also provide a higher perception of value for the product, so consumers are more willing to pay a premium price because they feel they are getting something special. Therefore, creating packaging that has uniqueness and characteristics is an effective strategy in increasing competitiveness and strengthening the product's position in the midst of market competition.

Barriers in Marketing the Results of Batik Jeruji Independence Training at the Class IIA Banyuwangi Correctional Institution

Barriers are conditions that limit, hinder, or prevent the achievement of objectives. Barriers can reduce the efficiency and effectiveness of activities, causing delays or unsatisfactory results (Suwandi et al., 2022).

In the product marketing process, identifying obstacles is one of the important stages to determine effective strategy improvement steps. Based on the results of research conducted through interviews, observations and documentation, it was found that the marketing of batik behind bars in Banyuwangi Prison found several significant obstacles, especially in the aspects of place and promotion. The obstacles found in the Banyuwangi Class IIA Correctional Institution in the marketing of batik jeruji as a result of fostering the independence of the inmates include:

a) Lack of Promotion

In today's all-digital era, promotional media is not carried out door to door or word of mouth directly but online or online by utilizing social media such as Instagram, Facebook, TikTok and e-commerce such as Shopee, Tokopedia. Social media and e-commerce can be used to promote or advertise a product to be better known by the general public (Pauziah et al., 2024). However, this method has not yet been used or applied by the Banyuwangi Prison.

Banyuwangi Prison in its promotion is still not optimally utilizing digital promotion. In fact, in today's era, the use of social media and online platforms is very important to expand market reach. The lack of promotional activities is caused by several factors, including the limitation of human resources in the Banyuwangi Prison environment, the lack of gadgets or devices that support online promotions and in terms of budget, the Banyuwangi Prison is also not prepared to advertise. At this time, Banyuwangi Prison still does not collaborate with a third party to promote its batik products.

b) Distribution venues or channels

This is one of the important elements in the marketing process because it is directly related to how consumers can reach and acquire products. In this case, batik jeruji are marketed through the Banyuwangi Prison osing gallery located in front of the Banyuwangi Prison. According to the Head of the Work Activities Section and Staff of the Work Guidance Gallery, the Banyuwangi Prison is strategic and easily accessible to the community, related agencies and families of inmates who are visiting. However,

findings in the field show that the general public does not know for sure that the place is the location for the marketing of batik jeruji. Based on an interview with the Head of the Work Activities Section and the Staff of the Banyuwangi Prison Job Guidance, it is known that most people consider the gallery to be just an exhibition place for the work of inmates, not as a store or a place for marketing. This is an obstacle in the marketing process because it reduces the chances of direct transactions.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the discussion and analysis, it can be concluded that the marketing strategy resulting from the development of Batik Jeruji independence in the Banyuwangi Class IIA Correctional Institution refers to the 7P marketing mix concept which includes products, prices, places, promotions, people, processes, and physical evidence. This strategy is realized through efforts to improve the quality of batik with Osing motifs, pricing tailored to the type of fabric such as silk and cotton, and marketing through the Prison gallery and the Shopee platform. However, the implementation of this strategy is still not optimal because digital promotion is not used enough, promotional activities have not been carefully planned, and the ability of human resources in the field of marketing is still limited.

The main focus of coaching so far has been more directed towards the production process and technical training of batik, while the marketing aspect has not received adequate attention, both in terms of training, distribution system development, and wider promotion. The obstacles faced in the marketing of Batik Jeruji are quite complex, including the lack of effective promotion, limited market reach, and the lack of optimal use of digital media. The Shopee account used by the prison is not professionally managed, for example in terms of photo quality, completeness of description, or the use of advertising features, so it is not able to generate sales from 2023 to 2024. Marketing also still depends on the prison gallery which is less strategic in location and lacks visual identity, making it difficult for the public to know. In addition, the limitations of cooperation with external parties such as government agencies, MSME actors, and exhibition events make products more consumed internally by employees, rather than marketed to the wider community.

The pre-order system implemented also reduces attractiveness because the products are not directly available to consumers. This condition shows that although the quality of Batik Jeruji is quite good, the marketing aspect has not been a priority in the coaching system so that the product has not been able to have a significant economic impact on the inmates and prison institutions.

Based on the results of the research, the marketing strategy of Batik Jeruji needs to be further developed not only in the production aspect, but also in the use of digital technology, strengthening branding, and diversifying products in order to be able to compete in a wider market. The Banyuwangi Class IIA Prison is expected to conduct routine evaluations and involve external stakeholders in supporting distribution and promotion. Third parties, both government, private, and community agencies, can contribute through training, promotion, mentoring, and expansion of market networks. Community support is also important by accepting and appreciating Batik Jeruji as a quality product as well as a means of empowering inmates.

In addition, the Indonesian Pengayoman Polytechnic can take a strategic role through digital-based marketing, service, research, and assistance. With the synergy of various parties, Batik Jeruji is expected to not only excel in terms of quality, but also have an integrated, sustainable marketing strategy, and be able to have a positive impact on

the social reintegration process of prisoners.

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