Feasibility study analysis of the marketing aspects for Batik Semanggi SMEs

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Abstract

Small and Medium Enterprises (SMEs) play a vital role in Indonesia's local and national economic growth, reflecting the cultural richness and creativity of its people. Amidst diverse SMEs emerging, UKM Batik Semanggi stands as a unique representation of the fusion between tradition and innovation in Sememi Village, Benowo District, Surabaya City. Located in an area renowned for its semanggi culinary specialties, this SME has transformed local identity into captivating batik art. Batik Semanggi combines traditional batik-making expertise with innovative motifs inspired by the clover leaf, a plant that has become an icon of the region. The uniqueness of this design not only makes Batik Semanggi products highly aesthetic works of art but also serves as a medium to preserve and promote local cultural heritage. Each piece of batik cloth produced tells a story of local wisdom, cultural identity, and the creative spirit of Surabaya's community. This research explores the market potential for clover-motif batik products, both in the local Surabaya market and broader markets. The analysis considers consumer trends, preferences for batik products, as well as opportunities and challenges in the fashion and traditional craft industries. The results of this business feasibility study are expected to provide a comprehensive understanding of the marketing prospects for UKM Batik Semanggi, as well as strategic recommendations to increase product visibility and sales. These findings are beneficial for the development of UKM Batik Semanggi and can also serve as a reference for similar businesses combining elements of local culture with modern marketing strategies.

Keywords:

Business feasibility study; marketing; marketing mix.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) is an acronym for businesses that operate on a small to medium scale, playing a crucial role in a country's economy. Generally, MSMEs are characterized by a smaller workforce, limited production scale, and significant contributions to job creation and economic growth. They can operate across various economic sectors, including manufacturing, services, trade, agriculture, and creative industries. Governments often prioritize MSMEs because of their substantial impact on the economy, as they can drive innovation, stimulate local economic growth, and reduce unemployment by creating new jobs.

However, many MSMEs in Indonesia still struggle with business feasibility. Many small business owners lack sufficient knowledge or experience regarding the viability of their enterprises. A business feasibility study is a comprehensive evaluation process designed to assess the potential success of a business or project. Its primary goal is to determine whether a business idea or project is viable from financial, marketing, operational, and supporting perspectives. Conducting a feasibility study helps stakeholders—such as investors, entrepreneurs, or company management—make more informed decisions before launching a new business or project. Through this thorough evaluation, they can identify potential risks, opportunities, and weaknesses, and develop strategies to manage them effectively.

This research aims to assess the feasibility of Batik Semanggi, a creative industry MSME owned by Mrs. Susilowati in the Benowo District of Surabaya City, from a marketing perspective. The business feasibility analysis is part of a
Feasibility Study course project, with the objective of determining whether Batik Semanggi can be categorized as a viable trading enterprise in terms of marketing.

LITERATURE REVIEW
Marketing

According to Mubarok (2017), marketing is defined as the process by which companies create value for customers and build strong relationships with them, aiming to capture value from customers in return. Expert definitions of marketing include:

1. Philip Kotler and Gary Armstrong, as cited in Mubarok (2017:77), define marketing as a social and managerial process through which individuals or organizations obtain what they need and want by creating and exchanging value with others.

2. Basu Swastha and Irawan, also cited in Mubarok (2017:77), describe marketing as a system of interrelated activities aimed at planning, pricing, promoting, and distributing goods and services to buyers.

Segmentation and Targeting

According to Tjiptono, as cited in Anggi (2020:212), Market Segmentation is the process of grouping the entire market for a product or service, which is heterogeneous, into several segments. Each segment tends to have similarities in terms of needs, wants, behavior, and responses to marketing programs. According to Kotler and Armstrong, as cited in Anggi (2020:213), segmentation variables for the consumer

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market consist of four types: 1). Geographic Segmentation, divides the market into different geographic units, such as countries, regions, states, areas, cities, or neighbourhoods. 2). Demographic Segmentation, divides the market into groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, and nationality. 3). Psychographic Segmentation, divides the market into different groups based on social class, lifestyle, or personality characteristics. 4). Behavioral Segmentation, divides the market into groups based on consumers' knowledge, attitudes, usage, or responses to a product.

According to Manap, as cited in Anggi (2020:213), target market refers to selecting one or more market segments to enter, optimizing a market. Tjiptono, also cited in Anggi (2020:213), defines it as evaluating the attractiveness of market segments and choosing which to serve. Thus, targeting is the process of assessing and selecting one or more segments to pursue as the target market.

Positioning

According to Tjiptono, as cited in Anggi (2020:214), positioning strategies include: 1) Attribute or Feature-Based Positioning, where the company highlights specific attributes or features based on criteria such as uniqueness, superiority, and affordability. 2) Price and Quality-Based Positioning, where the company associates high quality with higher prices or emphasizes low cost as a value indicator. 3) Usage or Application-Based Positioning, focusing on user values and applications. 4) User-Based Positioning, targeting specific consumer groups based on user type or personality. 5) Product Class-Based Positioning, positioning the product as a leader in a category. 6) Competitor-Based Positioning, highlighting the brand as superior to competitors. 7) Benefit-Based Positioning, positioning the product as the solution to a specific need or problem.

Factors Influencing Demand

a. Supporting Factors

According to Raharja, as cited in Asniwati, Nawawi, and Suminto (2013:4), demand is defined as the consumer's desire to purchase goods and services at a certain price level and within a specific time period. Factors influencing demand include the price of the product itself, the price of related goods, per capita income levels, consumer preferences, population size, future price expectations, income distribution, and efforts by producers to increase income.

To achieve marketing targets, certain aspects of the marketing mix known as the 4Ps: product, price, promotion, and place are essential. The marketing mix helps companies consistently reach their marketing goals in the target market (Dwimala and Mimunah, 2023:172-176): 1) Product, which is the key consideration for consumers. The product should meet needs and desires while maintaining high quality, as consumers may reject low-quality products, especially if they are expensive. 2) Price, representing the monetary value consumers must pay. Pricing is crucial since it directly affects sales. 3) Place, which refers to the location or distribution channels where a business operates and delivers its products. 4) Promotion, involving communication to raise awareness, influence attitudes, and encourage purchases. Even quality products may fail to sell without proper promotion through mass media, such as newspapers, TV, billboards, and posters, as well as special events or recognitions.

b. Restraining Factors

Restraining factors are obstacles that can hinder business operations, commonly including both internal and external challenges. Internally, limited human resources can burden individual employees with multiple tasks, reducing overall productivity, while inadequate facilities and infrastructure can disrupt production, especially in industries that rely on specialized equipment. Externally, competitors with similar products provide consumers with alternative choices, potentially reducing demand. Additionally, unpredictable weather and environmental conditions can disrupt production schedules for some small and medium enterprises (SMEs) that depend on favorable weather. Limited government support is also a challenge, as SMEs often rely on assistance for funding, facilities, and promotion; without such support, their operations may face significant constraints.

Estimated Potential and Real Demand

a. Potential Demand

According to Pratieko (2016), potential demand refers to consumer interest in goods and services that they have the capacity to purchase but have not yet acted on. Several factors influence potential demand:

1. Future Macro-Economic Conditions: These can be observed through trends in economic growth, which impact consumers' purchasing power. Sukirno (2000) notes that economic growth leads to increased production of goods and services, improving societal welfare.

2. Survey of Purchase Intentions: To gauge consumer interest, surveys should be conducted periodically as preferences can shift quickly.

3. Opinions of Economic, Trend, and Marketing Experts: Insights from economists, trend analysts, and marketing or social science experts provide valuable forecasts.

4. Market Testing: Product test launches assess consumer perception.

According to Rahardja & Manurung in Aulia (2016), additional factors influencing demand include:

1. Prices of Related Goods: Substitute or complementary goods can impact demand.

2. Per Capita Income: Higher income boosts purchasing power, increasing demand. Goods can be categorized as: (1) Inferior goods, with demand often decreasing as income rises; (2) Essential goods, with stable demand despite income changes; (3) Normal goods, with demand rising as income increases; and (4) Luxury goods, primarily bought by those with higher incomes.

3. Income Distribution: Distribution patterns can shape demand for various goods.

4. Consumer Preferences: Preferences play a significant role in purchase intentions.

5. Producer Efforts to Boost Sales: Marketing, including advertising, encourages consumer interest, driving demand.

b. Real Demand

Real demand is defined as the demand supported by consumers' purchasing power. This reflects actual purchase behavior rather than potential interest. Estimating the Expected Sales Volume involves quantitative methods, particularly the Least Squares

Method a forecasting technique used to identify trends in time series data. This method is commonly applied to predict future sales by analyzing past data, thus helping businesses anticipate real demand and make informed decisions about production and inventory.

RESEARCH METHOD

Data collection was conducted through observation, interviews, and documentation. Observation was carried out by visiting the Batik Semanggi production house to directly assess the condition of the business. Interviews were conducted with Mrs. Susilowati, the business owner, as well as with employees of Batik Semanggi to gain insights into their experiences and operations. Additionally, documentation was gathered to support and supplement the data collection process. Once the data was collected, it was analyzed using descriptive analysis techniques, which involved describing, reorganizing, and reviewing the data based on various aspects.

FINDINGS AND DISCUSSION

Batik Semanggi is a sole proprietorship owned and managed by Mrs. Susilowati, established in 2016 in Sememi Village, Benowo District, West Surabaya. It has become a key player in the local creative industry, with its unique name and clover leaf motifs gaining recognition. The name "Semanggi" was inspired by the clover leaves found abundantly in the village, which are also featured in the batik designs.

Originally known for clover-based food products, Sememi Village expanded into batik after local women attended training, creating a business that has contributed to improving the village's economy. In addition to the clover leaf design, Batik Semanggi offers traditional Surabaya motifs like Abiboyo, Sparkling, and Gembilih Wonokromo. The business has collaborated with both the government and private sectors, helping it gain wider recognition.

Marketing Aspect

Marketing is a series of activities, intuitions, and processes aimed at communicating offerings that provide value to customers, clients, or the broader community. In a feasibility study, the marketing aspect plays a crucial role in enabling a business to develop its product from a marketing perspective.

Product Offered

a. Product Description

UKM Batik Semanggi, owned by Ibu Susilowati, was established in 2016. In addition to its signature clover leaf pattern, the business also offers several unique Surabaya motifs, such as Abiboyo, Sparkling, Gembilih Wonokromo, and various combinations. Ibu Susilowati's batik includes two types: batik cap and batik tulis, with the majority of production using the cap technique. The batik is not only unique in its patterns but also durable, as the colors are long-lasting and do not fade easily when washed. UKM Batik Semanggi also accommodates custom motif requests from customers.

Figure 1.
Batik Semanggi MSME Product

Source: Author work

b.   Product Availability

UKM Batik Semanggi produces batik fabric based on incoming orders, often making extra to keep in stock for spontaneous customer purchases. The company also produces large quantities of fabric for events. The raw materials, including fabric, dye, and batik wax, are sourced from suppliers in Solo, which is the main supplier for UKM Batik Semanggi. For larger orders, materials are sourced from Solo, while smaller orders use local suppliers around Surabaya for the dye and wax.

c.   Positioning

Batik Semanggi is unique for its motif and name, featuring the clover leaf design, which is an icon of Surabaya. This sets it apart from batik fabrics in other regions. As a result, Batik Semanggi positions itself as a distinctive batik from Surabaya, available exclusively in the city, where there are still very few batik artisans using the clover motif.

d.   SWOT Analysis

SWOT Analysis of this business can be seen in Appendix 1.

e. Location and Business Network

Located in West Surabaya at Jl. Sememi Jaya VIII No.27, UKM Batik Semanggi collaborates with Surabaya's government and artisan associations. Support from social media and government promotions has expanded its reach, attracting customers from Surabaya and beyond, including orders from Kalimantan.

Segmentation and Targeting

a. Target Regions

The target regions for Batik Semanggi include all areas across Indonesia, from Sabang to Merauke, to increase national recognition.

b. Target Niche Market

Batik Semanggi's niche market comprises middle-income consumers seeking modern, quality batik designs suitable for tailoring into garments for various events, as well as Surabaya residents working in government or educational sectors, where local batik is often required attire.

c. Target Niche Market

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Batik Semanggi's niche market comprises middle-income consumers seeking modern, quality batik designs suitable for tailoring into garments for various events, as well as Surabaya residents working in government or educational sectors, where local batik is often required attire.

d. Niche Market Focus

Batik Semanggi focuses on the Surabaya market to deepen local pride and awareness of this Surabaya-made product. Once established locally, the brand aims to expand nationwide, striving for at least one sale in each Indonesian province to broaden recognition.

e. Segment Attractiveness Measurement

Table 1.

Segment Appeal

No	Segment Appeal	Rating	Description
1	Demand Size	3	High
2	Segment Growth	3	High
3	Competition Intensity	4	Very High
4	Segment Accessibility	3	High

Source: Author work

- Demand Size: Rated 3, as demand for Batik Semanggi products has experienced significant growth.
- Segment Growth: Rated 3, with high growth patterns observed over the past two years within the same target market.
- Competitive Intensity: Rated 4, due to the large number of batik artisans in Surabaya. Although each artisan has unique designs, this provides potential customers with alternative options.
- Segment Accessibility: Rated 4, as the target niche is relatively easy to reach based on the defined criteria.

Factors Affecting Demand

a. Supporting Factors

To analyze the supporting factors that influence demand, the 4Ps are used as indicators:

1. Product

Batik Semanggi produces handmade batik fabric, offering both stamped and hand-drawn batik. The use of the cloverleaf motif as the main icon, along with other distinctive Surabaya motifs like Abiboyo, Sparkling, and Gembilih Wonokromo, gives Batik Semanggi a unique appeal compared to other batik designs.

2. Price

The prices for Batik Semanggi products are affordable for the middle class, with stamped batik starting at IDR 150,000 for 2 meters. Prices may vary depending on the complexity of the ordered motif. The pricing is based on the cost of raw materials, production processes, and employee wages.

3. Place

Located in Surabaya, East Java, the name "Surabaya" itself is a recognizable attraction for those outside the city. Specifically situated in Benowo district, which borders Gresik, residents of Gresik can easily visit Batik Semanggi's production house to learn more about the products.

4. Promotion

Batik Semanggi promotes its products through social media platforms such as Instagram, WhatsApp, and Facebook. In addition, as Batik Semanggi is recognized by the Surabaya City Government, it often receives promotional support through various events organized by the government.

b. Restraining Factors

1. Internal Factors

- Limited human resources
  Several tasks are handled by a single individual, resulting in less-thanoptimal performance.

- Insufficient Facilities
  While Batik Semanggi's facilities are adequate, the current infrastructure is sufficient and does not affect production.

2. External Factors

- Competition with Similar Products
  There are other SMEs producing Surabaya-style batik. Although competition is limited, it can still hinder demand for Batik Semanggi's products.

- Unpredictable weather conditions
  The production process of Batik Semanggi does not rely entirely on weather conditions, but rainy seasons can delay production. For instance, fulfilling large orders during the rainy season can slow down the drying process for batik fabrics and delay raw material shipments, as some materials must be sent from Solo to Surabaya.

- Lack of government support
  In an interview with the owner of UKM Batik Semanggi, the business has consistently received support from the Surabaya City Government, so lack of assistance hasn't posed an issue.

Estimated Potential and Real Demand

Estimated Potential Demand

Potential demand refers to the desire of consumers for goods and services that they have the ability to purchase but have not yet acquired. To estimate potential demand, the following indicators were considered:

1. Surabaya's Economic Growth: Based on Subekti & Yasin (2023), the city's GRDP (Gross Regional Domestic Product) showed consistent, though fluctuating, growth from 2020 to 2022. This economic growth suggests expanding economic activities, which can increase both production and prosperity, thus raising overall purchasing power.

2. Local Policy Impact: In an interview, the owner of UKM Batik Semanggi noted that demand increased after Surabaya's government mandated the use of local batik.

Considering these factors, UKM Batik Semanggi is likely to see a rise in demand in coming years, especially given Surabaya's economic growth and the supportive policy requiring the use of local batik.

Estimated Real Demand

1. Calculating Sales per Period

Below is the sales data from UKM Batik Semanggi, spanning from its establishment in 2016 to the sales recorded as of November 2023:

Table 2.

Actual Demand Value

Year	Sales Volume (in unit)	Selling Price per Unit		Total
2016	15	Rp 135,000	Rp	2,025,000
2017	32	Rp 135,000	Rp	4,320,000
2018	90	Rp 125,000	Rp 11,250,000	Rp 22,320,000
	82	Rp 135,000	Rp 11,070,000	
2019	20	Rp 135,000	Rp	2,700,000
2020	18	Rp 135,000	Rp	2,430,000
2021	11	Rp 135,000	Rp	1,485,000
2022	450	Rp 150,000	Rp 67,500,000	Rp 77,330,000
	18	Rp 160,000	Rp 2,880,000	
	30	Rp 170,000	Rp 5,100,000	
	4	Rp 350,000	Rp 1,400,000	
	1	Rp 450,000	Rp 450,000	
2023	177	Rp 240,000	Rp 42,480,000	Rp 79,230,000
	245	Rp 150,000	Rp 36,750,000	

Source: Author work

The table above shows that sales from 2016 to November 2023 fluctuated. The most significant drop occurred from 2019 to 2021, influenced by the global pandemic, which impacted economic growth and, in turn, affected consumer purchasing power. However, sales rebounded in 2022 as the pandemic subsided in Indonesia, leading to improved economic growth and a subsequent increase in consumer demand.

a. Product Demand Forecast Analysis

For the product demand forecast analysis, we applied the Least Squares method to estimate future demand.

Table 3.

Product Demand Forecast

n	Year	Sales (y)	x	xy	x^2
1	2016	15	-7	-105	49
2	2017	32	-5	-160	25
3	2018	172	-3	-516	9
4	2019	20	-1	-20	1
5	2020	18	1	18	1
6	2021	11	3	33	9
7	2022	503	5	2515	25
8	2023	422	7	2954	49
	Σ	1193	0	4719	168

Source: Author work

The following calculations are used to forecast demand for Batik Semanggi products using the Least Squares method.

Given: $Y = a + bX$ $a = \frac{\Sigma}{}$

$$b = \frac{\Sigma}{\overline{\Sigma x^2}}$$

● $a = \frac{\Sigma y}{n} = \frac{1193}{8} = 149{,}13$ ● $b = \frac{\Sigma xy}{\Sigma\ 168} = \frac{4719}{} = 28{,}09_2$ (1)

Based on the above calculations, the demand equation can be formulated as follows:

$Y = 149{,}13 + 28{,}09x$

Therefore, the estimated demand for Batik Semanggi products over the next 5 years, from 2024 to 2028, is as follows:

Year 2024 = 149,13 + 28,09(9) = 401,93 rounded to 402

Year 2025 = 149,13 + 28,09(11) = 458,11 rounded to 458

Year 2026 = 149,13 + 28,09(13) = 514,29 rounded to 514

Year 2027 = 149,13 + 28,09(15) = 570,46 rounded to 570

Year 2028 = 149,13 + 28,09(17) = 626,64 rounded to 627

Estimated Sales Forecast

The following presents an estimated sales projection for the coming years, determined using a forecasting approach with the Least Squares method.

Where:

$$Y = a + bX \quad a = \frac{\Sigma}{}$$

$$b = \Sigma \quad (2)$$

$$\overline{\Sigma \quad x^2}$$

The sales forecast for UKM Batik Semanggi over the next 5 years is can be seen at Appendix 2. It is known that from 2024 to 2028, the total revenue from sales will amount to Rp 291,717,857, using a price of Rp 150,000 as the lowest price per piece of fabric. However, since UKM Batik Semanggi also accepts custom fabric requests, there is still a possibility that the price per piece could be higher than Rp 150,000. This is reflected in the sales data of Batik Semanggi up to November 2023, as shown at Appendix 3.

Although the total sales (in units) in 2022 were higher than in 2023, there was still a 2% increase in revenue in 2023, thanks to the sales of custom batik fabric. The price of custom batik fabric depends on the complexity of the order, so the final price is variable and not fixed.

CONCLUSIONS

The conclusion of the feasibility study for the Batik Semanggi SME business indicates that it is "Feasible." This is supported by the following conclusions: In terms of marketing, all five indicators used received a "Feasible" rating. This includes the analysis of the product being marketed through a SWOT analysis, the clarity of segmentation and targeting, the number of demandinfluencing factors outweighing the hindering factors, the forecasted increase in both potential and real demand, and the projected increase in sales over the next five years.

The SWOT analysis shows that Batik Semanggi's products have strengths and opportunities that can be leveraged in the market. Clear segmentation and targeting enable the SME to focus on the right consumer groups, enhancing the effectiveness of marketing strategies. The dominance of demand-driving factors over hindering ones suggests a favorable market environment for business growth. The increasing trends in potential and real demand reflect the growing consumer interest in Batik Semanggi's products. Positive sales projections for the next five years further confirm the business's sustainability and growth potential in the long term. Overall, each aspect of the study indicates that the business is feasible, suggesting a promising future for Batik Semanggi SME.

AUTHOR CONTRIBUTION

Author: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper, Conceptualisation, Data Collection and Analysis, Editing and Layouting. All Authors have read the final version of the paper.

Declaration of interest

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Appendix 1.

SWOT Analysis

Strength	Weakness	Opportunities	Threats
Unique, uncommon fabric motifs	Limited workforce can delay production when there are large orders	Batik Semanggi has joined batik makers communities in Surabaya, expanding its network	There are other batik makers with unique Surabaya designs
Relatively affordable for various customer groups	Social media promotion is still infrequent	It is a local strength in Sememi village, benefiting from community empowerment	Potential changes in raw materials may occur at any time
Accepts custom motif requests		Actively participates in events organized by the government and private sectors	
Explores new motifs to remain competitive in the market		Choosing customers from outside Surabaya	

Source: Author work

Appendix 2.

Estimated Sales Volume

Year	Sales Target		Price		Revenue
2024	402	pcs	Rp 150,000	Rp	60,289,286
2025	458	pcs	Rp 150,000	Rp	68,716,071
2026	514	pcs	Rp 150,000	Rp	77,142,857
2027	570	pcs	Rp 150,000	Rp	85,569,643
2028	627	pcs	Rp 150,000	Rp	93,996,429
TOTAL				Rp	291,717,857

Source: Author work

Appendix 3.

Batik Semanggi Sales Data

UKM Batik Semanggi							
Penjualan untuk Bulan yang berakhir pada 31 November 2023							
Tahun	Keterangan	Unit Terjual					Total
		Kain Batik	Kain Batik Custom				
2016	Penjualan (dlm unit)	15	-	-	-	-	
	Harga jual/unit	Rp 135,000					
	Penjualan barang jadi (Rp)	Rp 2,025,000					Rp 2,025,000
2017	Penjualan (dlm unit)	32	-	-	-	-	
	Harga jual/unit	Rp 135,000					
	Penjualan barang jadi (Rp)	Rp 4,320,000					Rp 4,320,000
							(+113% dari tahun 2016)
2018	Penjualan (dlm unit)	82	90	-	-	-	
	Harga jual/unit	Rp 135,000	Rp 125,000				
	Penjualan barang jadi (Rp)	Rp 11,070,000	Rp 11,250,000				Rp 22,320,000
							(+417% dari tahun 2017)
2019	Penjualan (dlm unit)	20	-	-	-	-	
	Harga jual/unit	Rp 135,000					
	Penjualan barang jadi (Rp)	Rp 2,700,000					Rp 2,700,000
							(-88% dari tahun 2018)
2020	Penjualan (dlm unit)	18	-	-	-	-	
	Harga jual/unit	Rp 135,000					
	Penjualan barang jadi (Rp)	Rp 2,430,000					Rp 2,430,000
							(-10% dari tahun 2019)
2021	Penjualan (dlm unit)	11	-	-	-	-	
	Harga jual/unit	Rp 135,000					
	Penjualan barang jadi (Rp)	Rp 1,485,000					Rp 1,485,000
							(-39% dari tahun 2020)
2022	Penjualan (dlm unit)	450	30	4	1	18	
	Harga jual/unit	Rp 150,000	Rp 170,000	Rp 350,000	Rp 450,000	Rp 160,000	
	Penjualan barang jadi (Rp)	Rp 67,500,000	Rp 5,100,000	Rp 1,400,000	Rp 450,000	Rp 2,880,000	Rp 77,330,000
							(+510741% dari tahun 2021
2023	Penjualan (dlm unit)	245	177	-	-	-	
	Harga jual/unit	Rp 150,000	Rp 240,000				
	Penjualan barang jadi (Rp)	Rp 36,750,000	Rp 42,480,000				Rp 79,230,000
							(+2% dari tahun 2022)

Source: Author work

Appendix 4.

Marketing Feasibility Aspect

Indicator	Feasibility	Description
Marketable Product	Feasible	Based on a SWOT analysis, Batik Semanggi is considered feasible as it offers unique features that create a distinct image in the minds of customers.
Segmentation and targeting	Feasible	The segmentation and targeting of UKM Batik Semanggi are clear, both in terms of customer groups and geographic regions. Therefore, it can be concluded that the segmentation and targeting of Batik Semanggi's products are feasible.
Factors influencing	Feasible	From the analysis conducted, it can be concluded that there are more factors supporting the demand.
Demand	Feasible	This is supported by the increased sales, which surpass the limiting factors.
Estimated Potential and Real Demand	Feasible	Forecasting shows an increase in demand, supported by Surabaya's economic growth, which boosts purchasing power. The Surabaya city government's policy requiring traditional batik further drives the growth of both potential and real demand for batik fabric this year and beyond.
Sales Forecast	Feasible	Based on sales data records, an increase in sales has been observed. Therefore, using forecasting, it can be projected that sales will continue to rise in the coming years.

Source: Author work