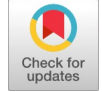# Analysis of Consumer Responses to Ready to Wear Dresses with Batik Motifs

**Lilik Masruroh Hidayah, S. Si, Jessylia, Anggun Tri Mukti Kukuh Rahayu, Dra. Sri Emy Yuli Suprihatin M. Si.**

*Abstract:  The recent development of batik-patterned fabric has been very diverse. Currently, batik motifs are often combined with various more modern designs. This research was carried out with the aim of 1) providing the latest picture of how familiar batik motifs are when combined with the latest designs 2) providing a new experience of more realistic design with video rendering and visualization in CLO3D 3) training writers to be able to create digital patterns as well as visual displays of designs with CLO3D 4) train writers to work together in teams. This research uses a qualitative survey method by utilizing Google Form as a survey tool supported by literature studies by reading online journals and articles. The results obtained were the overall design with 35 responses, satisfied with the design so that the design was declared to have achieved the target.*

*Keywords: Clo3D, Batik, Ready to Wear, Dress, Party*

## I.  INTRODUCTION

Batik, procedures, innovation, and the improvement of related themes and culture, have been perceived by the Unified Countries of Instructive, Logical, and Social Association (UNESCO) as a Magnum opus of the Oral and Immaterial Legacy of Mankind since October 2, 2009. Since the acknowledgment of Batik by UNESCO, the batik business has become an inventive industry that is developing quickly and has exceptional potential both broadly and globally (Ismail, 2015). In light of the consequences of a financial study in 2016, batik trades in 2015 added up to USD 156 million or what might be compared to IDR 2.1 trillion, an increment of 10% from 2014. In 2016, the commodity worth of batik garments and batik items arrived at USD 149.9 billion. The fundamental business sectors are Japan, USA and Europe. As indicated by Lisbijanto, 2013, there are three kinds of batik as per the assembling method, in particular: (1) written by hand batik; (2) stepped batik; and (3) painted batik. Written batik is created by applying wax to the batik pattern with a canting tool and hands. Stepped batik is made utilizing a stamp or a sort of batik-theme stamp made of copper.

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Painted batik is made by painting themes utilizing wax on white material. Composed batik is a batik method that includes the most common way of planning a specific theme plan on fabric media straightforwardly. In making hand-drawn batik, expertise and experience, accuracy, persistence, and furthermore quite a while in the process are required (Chairullah, 2018). CLO3D, as a digital virtual design platform, is widely used in the clothing and building fields of 3D human body models based on actual data on general body size, and real-time view as well as modification of clothing effects, as well as creation of 3D CAD diagrams. In addition, the 3D fitting test can also be used to analyze the fit of clothes, rendering static and dynamic effects of the clothes. According to Heri and Sofyan, 2016; Lestari and Kharnolis, 2020; and Velayati, et al., 2021 utilizing design application software on a computer can make it easier and reduce the error rate in creating digital-based designs. Batik is a type of handicraft made of white cloth with the pattern the maker wants. A few exceptional cycles imply that batik fabric has different themes and tones. As indicated by Asti and Arini (Asti 2011). given historical underpinnings and phrasing, batik is a progression of words mbat and tik. Mbat in Javanese can be deciphered as ngembat or tossing more than once, while tik comes from the word spot. In this way, batik implies tossing spots over and again on the fabric. There are likewise people who say that the word batik comes from the word amba which implies wide fabric and the word spot. This implies that batik is spots attracted on a wide material medium in such a way as to create lovely examples. The use of 3D innovation in the article of clothing design configuration is one of the most proficient ways of accelerating the planning cycle. The human body, including its shape, collar shape, sleeve shape, and various folds, can also be created using Clo3D technology to speed up design processes. This results in virtual 3D modeling that can be seen right away. (Li-qiang, DONG, 2014). In this research, the author tries to create a design by combining visual design using CLO3D and seeing the market reaction regarding the results of the design. The author tries to highlight what is often the reason why designs that combine batik motifs with other fabrics are not accepted by the market. For example, regarding the proportion of motifs, placement of motifs, and even what type of fabric to combine with batik motif fabric. How to create a neat collaboration between batik patterned fabric and today's varied party dress designs.

## II.  RESEARCH METHODS or PROBLEM-SOLVING ANALYSIS

The research carried out was survey research in the field using quantitative methods (Sugiono, 2017).

To obtain research data, the author distributed questionnaires randomly. The questionnaire materials used in the research are based on indicators for each variable according to the existing operational definition, as below:

**Table 1. Operational Definition**

| Variable | Definition | Indicator | Scale |
|---|---|---|---|
| Product Design (X1) | Something that is offered to be owned and used, and can fulfill consumer needs and desires. | -Variation<br>- Visualization<br>-Design<br>- Motif proportions<br>-Backing fabric<br>-Placement of motifs | Likert |
| Price (X2) | The value of batik product designs is measured by the amount of money. | - Price match | Likert |
| Buying decision | Decision making process in obtaining, using, assessing or ignoring batik products | - Product stability<br>-Habits of buying products<br>-Repeat purchase<br>-Provide recommendations to others | Likert |

The population of this research is the general population consisting of the UNY (Yogyakarta State University) Fashion Design academic community. So the formula used is the Lemeshow formula, the maximum estimate is10 % and the error rate is 10 %

$$n = \frac{\left(z^2_{1-\frac{a}{2}}\right)x\,P(1-P)}{d^2} = 34.57$$

The number of samples used by researchers was rounded to 35 respondents. The method used is a Likerts scale. The analytical method used is descriptive statistics, with regression analysis, correlation, and coefficient of determination. The framework is based on theory and a review of previous research, with the independent variables being product design and price, and the dependent variable being purchasing decisions. So the relationship between these variables can be described in the following framework:
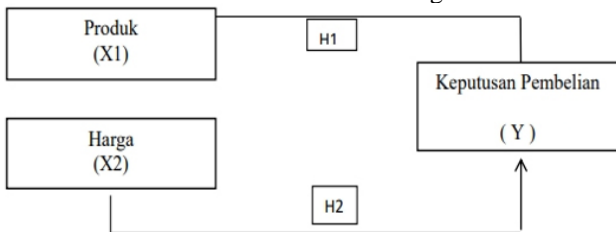


**Figure 1. Framework of Thought**

### III. RESULTS AND DISCUSSION

**A. Research Result**

To find out whether a question or statement can be said to be valid or not, a validity test is needed, namely by looking at the distribution of the rtable values and then comparing them with the calculated rvalues. If rcount > rtable is valid, if rcount < rtable it is invalid. The rtable value is obtained from the df–2 value, the df value, the sample used is 35 respondents, so the value to look at the table is r 35–2 = 33 with a significance of 5%, so the rtable value is 0.444 and the results of the validity test rcount > rtable is 0.444, then the product statement, price and purchasing decision are declared valid.

**Table 2. Validity Test Results**

| No | Rhitung X1 | Rhitung X2 | Rhitung Y | Rtabel | Keterangan |
|---|---|---|---|---|---|
| 1 | 0.650 | 0.560 | 0.915 | 0.4444 | Valid |
| 2 | 0.601 | 0.632 | 0.917 | 0.4444 | Valid |
| 3 | 0.467 | 0.801 | 0.918 | 0.4444 | Valid |
| 4 | 0.858 | 0.7116 | 0.758 | 0.4444 | Valid |
| 5 | 0.761 | 0.897 | 0.803 | 0.4444 | Valid |
| 6 | 0.640 | 0.793 | 0.914 | 0.4444 | Valid |
| 7 | 0.840 | 0.861 | 0.855 | 0.4444 | Valid |
| 8 | 0.841 | 0.790 | 0.947 | 0.4444 | Valid |
| 9 | 0.784 | 0.746 | 0.821 | 0.4444 | Valid |
| 10 | 0.790 | 0.621 | 0.933 | 0.4444 | Valid |
| 11 | 0.467 | 0.801 | 0.918 | 0.4444 | Valid |
| 12 | 0.858 | 0.7116 | 0.758 | 0.4444 | Valid |
| 13 | 0.761 | 0.897 | 0.803 | 0.4444 | Valid |
| 14 | 0.640 | 0.793 | 0.914 | 0.4444 | Valid |
| 15 | 0.840 | 0.861 | 0.855 | 0.4444 | Valid |
| 16 | 0.841 | 0.790 | 0.947 | 0.4444 | Valid |
| 17 | 0.761 | 0.897 | 0.803 | 0.4444 | Valid |
| 18 | 0.640 | 0.793 | 0.914 | 0.4444 | Valid |
| 19 | 0.840 | 0.861 | 0.855 | 0.4444 | Valid |
| 20 | 0.841 | 0.790 | 0.947 | 0.4444 | Valid |
| 21 | 0.784 | 0.746 | 0.821 | 0.4444 | Valid |
| 22 | 0.790 | 0.621 | 0.933 | 0.4444 | Valid |
| 23 | 0.467 | 0.801 | 0.918 | 0.4444 | Valid |
| 24 | 0.784 | 0.746 | 0.821 | 0.4444 | Valid |
| 25 | 0.790 | 0.621 | 0.933 | 0.4444 | Valid |
| 26 | 0.467 | 0.801 | 0.918 | 0.4444 | Valid |
| 27 | 0.858 | 0.7116 | 0.758 | 0.4444 | Valid |
| 28 | 0.761 | 0.897 | 0.803 | 0.4444 | Valid |
| 29 | 0.640 | 0.793 | 0.914 | 0.4444 | Valid |
| 30 | 0.840 | 0.861 | 0.855 | 0.4444 | Valid |
| 31 | 0.841 | 0.790 | 0.947 | 0.4444 | Valid |
| 32 | 0.761 | 0.897 | 0.803 | 0.4444 | Valid |
| 33 | 0.640 | 0.793 | 0.914 | 0.4444 | Valid |

The level of reliability is measured by comparing the Cronbach's Alpha value > 0.60 (a value determined by the formula).

**Table 3. Reliability Test Results**

| Variable | Cronbach's Alpha | Information |
|---|---|---|
| Product (X1) | 0.901 | Reliable |
| Price (X2) | 0.897 | Reliable |
| Purchase Decision (Y) | 0.9666 | Reliable |

The results of the reliability test show that the overall reliability value results are Cronbach's alpha > 0.60, which means that all of these variables are suitable for use as measuring tools. In distributing the questionnaire to 35 respondents, the following results were obtained:

**Table 4. Respondents' Answers Regarding Product Design I**

| No. | Question | Score |
|---|---|---|
| 1. | Interest in clothing design regarding the layout of batik motifs | 432 |
| 2. | Interest in clothing design regarding the proportions of batik motifs | 437 |
| 3. | Interest in clothing design regarding color combinations | 433 |
| 4. | Similarity/development of initial design with CLO3D visualization results | 432 |
| 5. | Interested in buying clothes with this design | 431 |
| 6. | Interested in recommending clothes with this design | 427 |
| 7. | Price range for clothes with this design | 421 |

There are also questions with short essay answers regarding suggestions and constructive criticism with the results:

14

**Table 5. Essay Respondents' Answers Regarding Criticism and Suggestions for Product Design I**

---

-

Bagus

Menurut saya, modifikasi ekor dibelakang bukan desain yang umum dipakai oleh wanita, jadi mungkin dapat menghambat pemasaran produk desain batik ini karena tidak semua wanita merasa percaya diri dengan desain yang tida biasa.

Lebih inovatif kembali

bagusss kokkk

GG gaming ges

Sudah bagus

sudah bagus dan menarik

---

Berdasarkan desain di atas, mohon tuliskan kritik dan saran membangun untuk desainer

≡ (35 Respon)

Bagus banget

tidak ada saran, karena susah cukup bagus

perpaduan warna lebih dinamis dan attraktif

Motif yang digunakan pada desain clo3d agak kurang sesuai dengan desain awal, akan tetapi masih bagus dipadupadankan

Bagussss ckep lopyuu

semangatt mbak

---

kereennnnnn

-

-

semangat mbk lilik

bentuknya kaya ikan cupang dan udah banyak bentuk kaya gini semangat terus mendesainnya

tidak ada, tetap semangat menjalani kuliah

kerah shanghai sepertinya akan lebih cocok dengan model dress tersebut&sleevesnya lebih baik dipendekkan

Baik

---

-

Bagus

Menurut saya, modifikasi ekor dibelakang bukan desain yang umum dipakai oleh wanita, jadi mungkin dapat menghambat pemasaran produk desain batik ini karena tidak semua wanita merasa percaya diri dengan desain yang tida biasa.

Lebih inovatif kembali

bagusss kokkk

GG gaming ges

Sudah bagus

sudah bagus dan menarik

---

Lebih semangat lagi untuk menemukan ide ide yang lainya

Ok

desain sudah bagus, untuk motif pada bagian dada mungkin di perkecil atau diganti, supaya motif yang besar hanya dibawah saja

Menurut saya, jika dilihat pada desain awal bagian samping tidak panjang akan tetapi bagian badan belakang yang panjang di visualisasinya samping sisinya terlihat lebih panjang tidak semua bagian belakang yang panjang.

Selalu bersemangat untuk kembangkan kreatif dan jangan pernah menyerah serta

Bagus. Tingkatkan kreatifitas anda

Bagus

menurut saya, Retsliting pada bagian TB, pemasangganya bisa lebih panjang hingga pertengahan tinggi panggul . supaya mudah untuk mengenakan busana pesta tersebut

nothing, karna sudah bagus

udah bagus menceriminkan dari budaya indonesia dan cocok di pamerkan di dunia

Tidak ada

Sangat bagus dari segi desain dan hasil 3D

From the results of the answers regarding the product in the questionnaire above, it is necessary to pay attention to creativity which must be further improved.

**Table 6. Respondents' Answers Regarding Product Design Ii**

| No. | Question | Score |
|---|---|---|
| 1. | Interest in clothing design regarding the layout of batik motifs | 402 |
| 2. | Interest in clothing design regarding the proportions of batik motifs | 4 26 |
| 3. | Interest in clothing design regarding color combinations | 4 28 |
| 4. | Similarity/development of initial design with CLO3D visualization results | 43 5 |
| 5. | Interested in buying clothes with this design | 4 25 |
| 6. | Interested in recommending clothes with this design | 4 16 |
| 7. | Price range for clothes with this design | 4 01 |

There are also questions with short essay answers regarding suggestions and constructive criticism with the results:

**Table 7. Essay Respondents' Answers regarding Criticism and Suggestions for Product Design II**

Berdasarkan desain di atas, mohon tuliskan kritik dan saran membangun untuk desainer
≡ (35 Respon)

Sudah bagus banget

tidak ada

batik lebih bermotif

Desain awal sudah bagus dan menarik, akan tetapi pada desain clo3d warna motif yang digunakan agak kurang terang(?)

Bagus

semangat

-

Bagus

-

Lebih inovatif lagi memilih warna

bagusss sangatt inovatif

naon eta

Bagus

untuk model dan warna nya bagi saya kurang menarik

kurang ok

Mungkin motifnya bisa memakai motif yang warnanya agak lebih cerah dan motifnya lebih ramai

iyu cuma kaya kain batik di iket kain polos be more creative

tidak ada

kain variasi coklat akan lebih baik jika press body

Bagus

Design nya udah bagus

Ok

tidak ada

Menurut saya, penerapan posisi kain pendukung kurang tepat

Corak Dan warna sangat cocok untuk acara pesta sederhana

Bagus. Tingkatkan kreatifitas anda

-

menurut saya ,peletakan otif pada bagian roknya terlihat arah serat kainnya kurang sesuai

bagus tapi bukan tipe saya

p

Tidak ada

Bagus hasil 3D sesuai dengan desain yang sudah dirancang

From the results of the answers regarding the product in the questionnaire above, it is necessary to pay attention to creativity that must be further improved.

**Table 8. Respondents' Answers Regarding Product Design III**

| No. | Question | Score |
|---|---|---|
| 1. | Interest in clothing design regarding the layout of batik motifs | 422 |
| 2. | Interest in clothing design regarding the proportions of batik motifs | 4 32 |
| 3. | Interest in clothing design regarding color combinations | 434 |
| 4. | Similarity/development of initial design with CLO3D visualization results | 43 8 |
| 5. | Interested in buying clothes with this design | 4 28 |
| 6. | Interested in recommending clothes with this design | 426 |
| 7. | Price range for clothes with this design | 418 |

There are also questions with short essay answers regarding suggestions and constructive criticism with the results:

**Table 9. Essay Respondents' Answers Regarding Criticism and Suggestions for Product Design III**

Berdasarkan desain di atas, mohon tuliskan kritik dan saran membangun untuk desainer

≡ (35 Respon)

Bagus ...ini ke arah feminim

tidak ada

motif batik lebih attraktif

Ukuran motif pada desain clo3d berbeda dengan desain awal

Sukakk

SEMANGATT SEMUAA

-

Bagus

Jos tidak ada

baguss, pinky pinky

heulaa

Bagus

desain awal sama hasil akhirnya yng bagian bawah tidak sama

keren

-

-

.

model barbie jaman kapan ini gais semangat more creative

tidak ada

kerung leher akan lebih baik jika dinaikkan alias tidak terlalu turun (membentuk O neck)

Bagus

Sangat menarik sekali perpaduan warna dan motif bunganya

Ok

semua sudah bagus

Menurut saya mungkin kerah diganti dengan model kerah lain karena kerah rebah kurang cocok untuk baju pesta

Perpaduan warna yang sang an elegan betkesan natural melambangkan Susan sejuk

Bagus. Tingkatkan kreatifitas anda

-

menurut saya, untuk bagian atas busananya bisa ditambahkanlagi untuk kelonggarannya

sudah kece

yuadahlah

Tidak ada

Bagus. Tingkatkan kreatifitas anda

-

menurut saya, untuk bagian atas busananya bisa ditambahkanlagi untuk kelonggarannya

sudah kece

yuadahlah

Tidak ada

Bagus desain sesuai dengan hasil 3D

From the results of the answers regarding the product in the questionnaire above, it is necessary to pay attention to creativity which must be further improved.

## B. Discussion of Research Results

The results of respondents' answers show that the CLO3D visualization really helps potential customers in deciding to buy, recommend or assess the price of clothes with this design. In this case, it was found that 77.1% of respondents who were interested in purchasing product design I recommended 88.6%. As well as providing prices above Rp. 300,000,- as many as 34.3% of respondents for design I.

Meanwhile, for design II, 74.3% of respondents were interested in buying, 77.1% of respondents were interested in recommending, and 45.7% of respondents were thinking of giving a price of IDR 100,000 for a product with this design.

Meanwhile, for design III, as many as 80% of respondents were interested in buying, as many as 82.9% of respondents were interested in recommending, and as many as 42.9% of respondents were thinking about giving a price of IDR 100,000 for a product with this design.

## IV. CONCLUSION

From the results obtained it can be concluded:

1. Batik combined with contemporary party dress designs designed by the author is a neat combination and can be accepted in the market based on positive responses from respondents.

2. The use of digital 2D design is very helpful for visualizing potential buyers/interested buyers.

3. The use of digital 3D design is also more helpful in visualizing potential buyers/interested buyers.

4. The advantage of 3D design using CLO3D software is that we can simultaneously create patterns that we will use to produce clothes with that design. This really helps save time and capital in making designs and sampling. We can make modifications according to the designer's wishes and market share.

## DECLARATION STATEMENT

| | |
|---|---|
| Funding | Yes, This work is funded by DOST - ERDT, a government scholarship grant. |
| Conflicts of Interest | No conflicts of interest to the best of our knowledge. |
| Ethical Approval and Consent to Participate | No, the article does not require ethical approval and consent to participate with evidence. |
| Availability of Data and Material | Not relevant. |
| Authors Contributions | All authors have equal participation in this article. |

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