

## CHAPTER VI

### CONCLUSION AND RECOMMENDATION

#### 6.1 Conclusion

Based on the process above, a conclusion can be drawn to answer the research objective. It is stated in following statements:

1. From this research it can be concluded that the company has its own strengths, weaknesses, opportunities, and threats. The SWOT analysis performed by conducting interview to the expert of the company. By identifying the result of SWOT company, it will ease the company to more understand their own internal and external factor. Other than that, it will help the company to make strategy which suitable with current company's condition.

The strengths of the company are handmade product, self-creation pattern, new design every 3 months, modern batik with unique characteristic which inspired by Islam in Nusantara and the world, latest online marketing strategy, online website and social media, and the company that located in the city of culture and tourist destination. The weaknesses of the company are longer processing time compared to printed batik, unstable production, unstable sales, procurement process still not good, and less famous compared to others branded batik. The opportunities of the company are the market area that is still wide (Asia & Oceania), many sources which can be used as inspiration of batik pattern, the rise of Islamic fashion, supporting from Indonesia government for batik promotion, and the rise of social media and internet. The threats of the company are plagiarism, the rise of batik printing, tight competition, imported batik, price competition.

2. After the SWOT factors of the company are recognized, then the suitable strategy of the company can be formulated. It can be concluded after calculation analysis that the chosen strategy is SO strategy. SO strategy consists of 5 strategies. By performing Fuzzy TOPSIS, those 5 strategies can be ranked to identify the priority based on company's condition. The first priority is focused promotion Muslim batik to predominantly Muslim area. The second priority is focused promotion for products through social media and online marketing. The third priority is to expand market area by focusing the development of Sogan characteristics. The fourth priority is to improve their batik gallery & workshop. And the fifth priority is to cooperate with Muslim fashion store.

## **6.2 Recommendation**

The suggestion that can be given from the results of this research for the company and further researches are:

1. Company can consider the result of this research to support the company in finding the suitable strategy.
2. This research in batik manufacturer can be used as reference for another company which produces fashion product as well. Hence, the other companies can apply this method. Not only about business strategy which can used this method, but this method can be also applied in another field such as location selection, supplier selection, and so on.
3. For further research, this method can be combined with other method to anticipate the vagueness instead of using fuzzy.