

## THE INFLUENCE OF SOCIAL MEDIA ON BATIK ONLINE SHOP INCOME IN PEKALONGAN

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**ABSTRAK:** Penggunaan media sosial dalam berjualan batik secara online memberikan dampak positif yang signifikan bagi pelaku usaha. Media sosial memungkinkan pelanggan dapat berbelanja dengan lebih nyaman dan aman tanpa harus keluar rumah, yang juga memperluas jangkauan produk. Modal yang relatif rendah untuk memulai bisnis online memberikan kesempatan kepada lebih banyak orang untuk mewujudkan impian bisnis mereka. Selain itu, jualan secara online memungkinkan pelaku usaha untuk menjangkau pelanggan di berbagai wilayah, bahkan secara global, yang secara langsung menguntungkan pertumbuhan bisnis secara keseluruhan.

Penelitian yaitu dengan metode kualitatif. Hasil analisis ini kemudian disusul dengan proses deskripsi, yaitu menyusun data menjadi sebuah teks naratif. Saat menyusun teks naratif ini lakukan analisis data dan kemudian dilakukan penyimpulan. Meskipun tantangan dalam mengelola media sosial untuk promosi bisnis batik online tetap ada, seperti persaingan yang ketat dan perubahan algoritma, strategi pemasaran melalui media sosial telah terbukti memberikan kontribusi besar terhadap kesuksesan bisnis. Untuk mempromosikan bisnis batik secara online dengan efektif, pelaku usaha dapat menggunakan strategi segmentasi, targeting, dan positioning. Selain itu, fitur-fitur yang ada di media sosial seperti tagar, lokasi, mengikuti, menyukai, mengomentari, menyebut, dan lainnya juga bisa dimanfaatkan.

**Kata kunci :** Media sosial, pemasaran, promosi, bisnis online, batik.

**ABSTRACT:** The use of social media in selling batik online has a significant positive impact on business actors. Social media allows customers to shop more comfortably and safely without having to leave the house, which also expands product reach. The relatively low capital required to start an online business gives more people the opportunity to realize their business dreams. In addition, selling online allows businesses to reach customers in various regions, even globally, which directly benefits overall business growth.

The research uses qualitative methods. The results of this analysis are then followed by a description process, namely compiling the data into a narrative text. When compiling this narrative text, analyze the data and then draw conclusions. Although challenges in managing social media for online batik business promotion remain, such as intense competition and algorithm changes, marketing strategies via social media have been proven to make a major contribution to business success. To promote batik business online effectively, business actors can use segmentation, targeting and positioning strategies. Apart from that, features on social media such as hashtags, location, following, liking, commenting, mentioning, and others can also be utilized.

**Keywords:** Social media, marketing, promotion, online business, batik.

### 1. INTRODUCTION

Purchasing online or what is often known as online shopping is an alternative option that can be used by entrepreneurs to offer products or services to consumers. As internet service users continue to increase due to affordable availability and easy access, the online shopping business is experiencing significant growth. Progress in the online shopping business is also supported by increased productivity in the industry which provides various products that can be marketed via internet platforms. This phenomenon has triggered the emergence of many buying and selling businesses via the internet, because this business is easy to run, does not require large capital investment, and does not require a complicated management system to manage it. Currently, just by using product photos and an internet connection, this business can be run and marketed through various buying and selling sites and social networks. (KIE, 2018)

This research is motivated by the phenomenon of changes in the use of communication tools and the Internet alone, which are not used as a means of exchanging information. One application of internet media, including the Global Village concept, is becoming an increasingly popular media among the younger generation in Pekalongan Regency, specifically in Paweden village. Online business is a term that we often hear in the current era, describing an industry that has enormous business potential. This phenomenon occurs in line with the online shopping trend which is currently popular among global society, including Indonesia. Online business is attractive because access is open to anyone who wants to get involved in it. (Prayitno, 2016)

In the company's rapid development, competition among batik manufacturers producing similar products has become increasingly fierce. Consumers today not only consider price in purchasing decisions, but also pay attention to other factors such as quality (material, design, motif, service) and sales location. In addition, external and internal environmental factors also play an important role. Therefore, to maintain business continuity, a company needs to take appropriate anticipatory steps related to the actual needs of consumers. Competition with similar companies encourages each company to try to place itself in a superior position, at least to be able to compete in the same market by establishing and implementing effective quality policies and strategies. (Tazilla, 2011)

Human capital theory states that increasing income can be achieved through increasing the level of education, because education not only increases knowledge but also skills in the world of work. Education is seen as an investment with results that will be achieved in the future through increasing work productivity (Simanjuntak, 1998). The second factor that influences income is labor, which is an important element in the production process. The number of workers appropriate to needs needs to be considered to achieve optimal results (Wanty, 2006). The third factor is that although there is no detailed theory that states that the age of a business directly increases income, businesses that have been around for a long time tend to have wider experience and networks. However, the experience gained by entrepreneurs who have been operating for a long period of time can have a positive impact on income. Therefore, this study considers the variables Capital, Education, Number of Workers, and Business Age as factors that influence the amount of income in online batik shops. (DIANDRINO, 2018)

The young generation shows a positive personality and has a good understanding of science and technology, able to compete both locally and globally. Apart from that, the existence of the younger generation is considered an important factor because they have a high fighting spirit, creative solutions and innovative views. Socioeconomic indicators also show visible improvements in the younger generation. In the context of being an online businessman, it can be seen that the younger generation is competing

to own assets that contribute to the success of their online business, and owning these assets is considered a necessity to increase social value in society. (Prayitno, 2016)

The aim of this research is to evaluate the extent to which consumers are involved in online batik shop activities via social media, involving interactions such as providing comments, giving likes, and sharing content. Apart from that, we will also carry out an investigation to identify the correlation between the level of consumer involvement and the increase in income obtained by online batik shops.

The advantages of this research include a deep understanding of the key factors that influence revenue, allowing batik online shop owners to optimize business strategies, including marketing, product management and pricing. In addition, this research supports adapting batik online shop products, services and strategies according to consumer needs, increasing competitiveness and maintaining market share. Operational efficiency is also improved by wiser management of resources, including labor and capital. Information from research supports long-term business planning, enabling entrepreneurs to make informational decisions to anticipate challenges and seize future opportunities.

Contributions to business literature are also important, enriching understanding of the dynamics of online business, especially in the batik sector. The research findings provide valuable insights for policy makers regarding e-commerce regulation and business development in the batik industry, creating a business environment that supports economic growth. Thus, through this research, it is hoped that online batik shop business players can optimize their potential, achieve sustainable growth, and make a positive contribution to the development of the local economy and industry.

## **2. METHOD**

This research adopts a qualitative method, which is a type of descriptive research that tends to emphasize process and meaning analysis, as well as the subject's perspective. (R. Prasetyo et al., 2023)

This research is a descriptive qualitative research that uses a phenomenological approach. This approach aims to understand the meaning of events and their relationship to individuals who experience certain situations. The phenomenological method emphasizes subjective experiences or experienced phenomena. Qualitative descriptive research methods provide a comprehensive picture of the social situation or relationship between the phenomena being studied. (Pancaningsih, 2022)

The subjects in this research were online batik sellers in the Pakumbulan, Buaran, Pekalongan area. The object of this research is that income from online batik shops in Pekalongan is influenced by social media. Samples in qualitative research are called informants. Informants are individuals who provide information, are sources of information, and sources of data. (Zaini et al., 2023)

Data collection methods in this research involve interviews and observation. Observation is a data collection method that involves direct observation in the field of the object under study (Syarif, 2015), namely online batik sellers in Pakumbulan.

After completing data collection, data analysis was carried out. This process begins with data selection to focus information on the research problem formulation. Then, the

data is processed into descriptive narrative text. When compiling a narrative text, data analysis and conclusions are carried out.

### **3. RESULT AND DISCUSSION**

#### **3.1 Theoretical Foundations**

##### **(1) Social media**

Social media is a type of online platform where users can easily engage, share, and create content, such as blogs, social networks, wikis, forums, and virtual environments. Blogs, social networks, and wikis are often the types of social media most frequently used by many people around the world. From another point of view, social media is also defined as a form of online media that encourages social interaction, using web-based technology to encourage dialogue and interactive communication.

Social networks as a form of social media are platforms where individuals can create personal web pages and connect with their friends to share information and communicate. Some of the largest social networks such as Facebook, Myspace, and Twitter are examples. In contrast to traditional media which uses print and broadcast, social media relies on the internet as its medium. Social media allows anyone interested to participate by making contributions, providing open feedback, providing comments, and sharing information quickly and without time limits. (CAHYONO, 2016)

##### **(2) Income**

Income is an important indicator for assessing the level of welfare of an individual or a community, so that the economic growth of a community can be reflected in individual income. According to Sukirno (2000), individual income is the total income received by all households in an economy, which comes from payments for the use of production factors owned and other sources of income. Sukirno (2006) defines income as the amount of income received by residents as a result of their performance in a certain period, be it daily, weekly, monthly or annually. In business activities, income is generally the amount of money obtained from product sales after deducting operational costs that have been incurred. (Lumintang, 2013)

What is meant by income may seem obvious at first glance, but providing a comprehensive, rigorous, and consistent definition has proven extremely difficult, if not impossible. For more than a hundred years, economists, tax experts, policymakers, and others have attempted to understand the concept of income without finding a clear solution. Instead, there are various definitions of income used for various purposes, such as the definition of income for transfer tax purposes, measurement of national production, assessment of household resources, measurement of individual well-being, health, health care subsidies, student financial aid grants and loans, and many more. Again. Even in the Code of Ethics, there are several different income measures to achieve certain goals. Each concept has its own purpose, but none is truly comprehensive, and none can cover all aspects. (Brooks, 2018)

##### **(3) Online shop**

Online shop, also known as online shopping, is a process of purchasing goods or services where consumers obtain products from sellers via the internet. In this process, there is no physical contact or direct meeting between the seller and the buyer; goods are displayed through images on a website or virtual shop. After

selecting the desired product, buyers can make payments to the seller via transfer via a connected bank account. After payment is received, the seller is responsible for sending the ordered goods to the address specified by the buyer. (Naufal et al., 2022)

The concept of an online shop is the result of human innovation that facilitates the buying and selling transaction process. By shopping online, we only need to prepare a smart device and have stable internet access. An online shop business is a way of purchasing goods or services where the interaction between the seller and the buyer does not occur directly or physically, but rather through images and product descriptions provided on a website or online platform. (Silviyani et al., 2020)

#### (4) Batik

Etymologically, the word "batik" comes from the Javanese language, namely "tik" which means making dots or dripping wax on mori cloth. According to Hanggopuro, the use of the term "batik" should actually be "bathik" with the Javanese letter "tha" not "ta", referring to the process of making motifs using dots. This process is characteristic of batik, where the motif is applied to the cloth through the use of liquid wax with a tool called a canting. (S. A. Prasetyo, 2016)

Batik, as a part of Indonesian culture that has existed for a long time, is widely known by the public. According to Hamzuri in his book "Classic Batik", the definition of batik is a technique of giving decoration to cloth by covering certain parts with a barrier. Batik is a craft that has high artistic value and is an inseparable part of Indonesian culture, especially Javanese, which has been passed down by our ancestors since ancient times. The history of batik in Indonesia is closely related to the development of the Majapahit kingdom and the kingdoms that followed. Historical records show that the development of batik occurred during the Mataram kingdom, then during the Solo and Yogyakarta kingdoms. (Taufiqoh et al., 2018)

#### **Previous Research**

Based on previous research conducted (Adinugraha et al., 2021) with the title Marketing Strategy Analysis Through Digital Marketing in Increasing Batik Sales Turnover (Case Study of Buaran Batik Center Pekalongan) The results of this research show that the majority of traders at the Buaran Center Batik Market (BBC) using marketing strategies through digital marketing, such as Facebook, Telegram, and existing e-commerce platforms. However, there are still a small number of traders who continue to use conventional marketing strategies and rely on direct visits from buyers to BBC premises. Although merchant revenue and sales turnover has decreased, especially from offline sales which depend on direct visits, the decline in digital marketing is not significant. Marketing through digital marketing has helped traders survive and supported the economy in the batik industry in Pekalongan.

According to (Laras Ati & Wijaya, 2022) entitled The efforts of the small batik industry in Gemeksekti Kebumen Village to increase income through online marketing shows that small batik business actors are switching to online marketing to increase production and sales of products, as well as introduce Kebumen batik to a wider market. wide, as well as following developments in information technology. With this online marketing method, there is an increase in income of around 50% from before. Sales profits are used to return capital, in addition to meeting primary needs and future investments. This research contributes information for small

businesses who still rely on offline marketing so they can consider online marketing which is more in line with current market developments.

Research (Pandaya, Suyatmi, Suprpta, 2021) entitled *Increasing Income Using E-Commerce and Traditional Sales Methods PT Batik Sida Mukti Produk*. The research results show that sales methods via e-commerce and conventional sales methods have a positive and significant impact on increasing revenue. These two methods also have a simultaneous effect on increasing company revenue. Based on these findings, companies are advised to expand and improve their e-commerce network. Apart from that, training for employees needs to be improved so that they are more competent in facing this digital era. The advantages of using an e-commerce platform are wider market reach, increasing sales effectiveness, and reaching various locations. Companies are also advised to increase promotions, such as holding discount programs at certain events, to attract customer interest both in person and online.

Research (Prayitno, 2016) entitled *The Phenomenon of Online Batik Business Among the Young Generation in Paweden Village, Buaran District, Pekalongan Regency*. This research aims to empirically confirm how perceptions of price, information accessibility, and smooth transaction processes contribute to consumer satisfaction with purchasing batik products online. A quantitative approach was used in this research with 165 respondents as samples. The sampling technique used was purposive sampling. The results of the first hypothesis show that there is a positive and significant relationship between price perception and customer satisfaction. Meanwhile, the results of the second hypothesis show a positive correlation between ease of searching for information and consumer satisfaction, although not significantly. Meanwhile, the results of the third hypothesis show that there is a positive and significant correlation between the ease of the transaction process and customer satisfaction.

### **3.2 Reasons for Using Social Media to Sell Batik Online**

Current developments allow us to shop without needing to leave the house. Buying and selling activities become easier and more efficient with the existence of an online shop. Modern technology makes it easier for us to find the items we need easily. Using an online shop can guarantee the comfort and security of transactions. Customer satisfaction can be guaranteed with the various choices available in the online shop. Online shops can offer various choices that can meet customer needs. With a variety of choices available, consumers have the opportunity to choose goods according to their needs and preferences. This can make customers more satisfied and make transactions more effective.

Second, you don't need to have a lot of capital because you don't need to rent a shop or pay employees to start an online business. With online platforms, anyone can start their own business from home. The internet provides various opportunities to sell products or services without having to have a physical store or employ staff. By using social media and e-commerce platforms, one can create and manage their own business at relatively low costs. This allows more people to pursue their dreams in the business world without having to worry about high overhead costs.

Third, offline sales are limited to local customers around the physical location of the shop or place of business. Usually, offline businesses can only reach local residents

or people who are physically located in the area. This makes market potential limited and limits business growth. On the other hand, online sales allow businesses to reach customers in various regions, even globally. With the existence of social media, online businesses (online shops) can attract the attention of customers from various places in the world, expanding their market share significantly. Thus, online businesses have an advantage in terms of reach and greater growth potential than offline businesses.

In the previous theory, according to (Laras Ati & Wijaya, 2022), in the batik business, entrepreneurs who choose to use online marketing have underlying reasons. They act based on the goals they want to achieve. Social action with means-end rationality is the result of considering expectations regarding the behavior of other objects and individuals in the business environment. These expectations become factors or means that are considered rationally to achieve the desired goals.

### **3.3 Use of Social Media to Promote Product**

The use of social media in promoting batik products is very vital in the marketing strategy for my online shop business in Pekalongan. We use platforms like Instagram, Facebook, and Twitter to reach the appropriate audience. One of our main approaches is to create attractive visual content that displays our batik products with various unique designs and motifs. We focus on product photos that attract attention, both with models wearing our batik and by presenting the product in an interesting context. Apart from that, we use interesting and descriptive captions to explain the uniqueness of each product and provide information about price, size, materials and how to order.

Active interaction with followers and potential customers is also our focus. We strive to respond to comments, direct messages, and responses to their questions or comments quickly and informatively. Consistency in posting content on our social media is also a priority, both in frequency and quality, to remain relevant in the eyes of our followers.

In previous theory according to (Nurimani & Rachmawati, 2022) that with the existence of social media spread throughout the world, one of the significant developments is its use as a promotional tool. People are starting to switch from traditional promotional methods to modern methods by utilizing social media. One of the promotional activities commonly carried out on social media platforms is the use of advertising. The use of social media as a promotional tool is considered more positive, so that both commercial and non-commercial organizations intensively use social media as an advertising tool. Various reasons underlie the use of social media as a promotional tool, including as a communication tool, the ability to expose information quickly, and as an effective interactive communication tool for introducing and disseminating information.

In the context of using social media in business, this media makes it easier for marketers to sell and promote products online. Social media makes it easy for industry and users to interact and transact. The presence of social media allows online traders (when it comes to suppliers of food, drinks or products) to use this tool to advertise their products and reach the general public. Everyone spends time getting the latest information through their respective gadgets, including shopping online.

### **3.4 Special Challenges in Using Social Media to Promote Online Batik Business**

Using social media to promote an online batik business in Pekalongan poses several challenges. Intense competition in the digital realm forces us to create unique content in order to compete effectively. Algorithm changes on social media platforms often reduce the reach of our posts, forcing us to constantly adapt. Managing time and resources to manage social media platforms is also a challenge, requiring prioritization and focus on the best marketing strategies. We must also be alert to risks such as negative content or unwanted comments. However, we continue to strive to overcome these challenges with creative and innovative strategies, confident that our persistence will allow us to utilize social media more effectively and efficiently in promoting our online batik business.

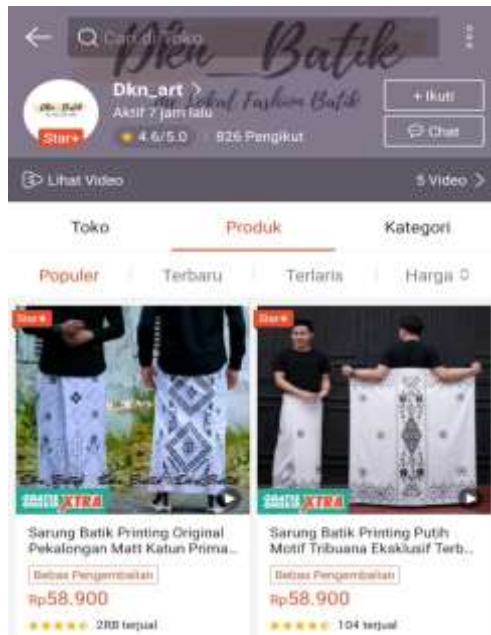
In previous theory, according to (Magvira et al., 2023) the opportunity to develop batik MSMEs as world cultural heritage was designated by UNESCO on October 2 2009, which had an impact on the general public's interest in loving the nation's local culture. Therefore, this potential and opportunity is a strength for the Indonesian batik industry to expand the market both domestically and internationally. However, the challenge faced by batik MSMEs to date is in terms of regenerating human resources who are able to master technology, because batik is still often considered traditional and related to local wisdom.

### **3.5 Increase in Sales or Income After Using Marketing Strategies Through Social Media**

After implementing social media marketing strategies, we saw a significant increase in our sales and business revenue. By utilizing social media, we have succeeded in reaching a wider target market, including outside the local area in Pekalongan, which is reflected in the consistent growth in the number of customers and sales turnover. Customer interaction and engagement through social media platforms also increases our influence in the market. Additionally, the use of social media has significantly increased our brand awareness, which is reflected in the growth of followers and engagement across platforms. Thus, marketing strategies through social media have contributed greatly to the success of our business, confirming the important role of social media in achieving marketing goals and validating our investment in developing an online presence.

In the previous theory, according to (Laras Ati & Wijaya, 2022) batik entrepreneurs in Gemeksekti Village started using online marketing because of encouragement from external factors such as requests from customers and the local community who wanted them to follow developing technological trends. Pawitah batik and Zahra batik businesses use online marketing as a strategic step to increase sales and introduce Kebumen batik to a wider market. However, not all batik business actors adopt this online marketing strategy because special knowledge is required to manage it. Some people in Gemeksekti Village are also not familiar with how to use social media to promote their batik products.

### **3.6 Documentation**



#### 4. CONCLUSION

The use of social media in selling batik online has a significant positive impact on business actors. Social media allows customers to shop more comfortably and safely without having to leave the house, which also expands product reach. The relatively low capital required to start an online business provides more individuals with the opportunity to realize their business dreams. In addition, selling online allows businesses to reach customers in various regions, even globally, which directly benefits overall business growth.

Although challenges in managing social media for online batik business promotion remain, such as intense competition and changing algorithms, marketing strategies via social media have been proven to make a major contribution to business success, emphasizing the important role of social media in achieving marketing goals and confirming investment in development online presence. Suggestions for using social media effectively for online batik business promotion, business actors can use the marketing strategies listed above, such as segmentation, targeting and positioning. Apart from that, you can also use the features available on social media, such as using hashtags, location, following, liking, commenting, mentioning, and so on.

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