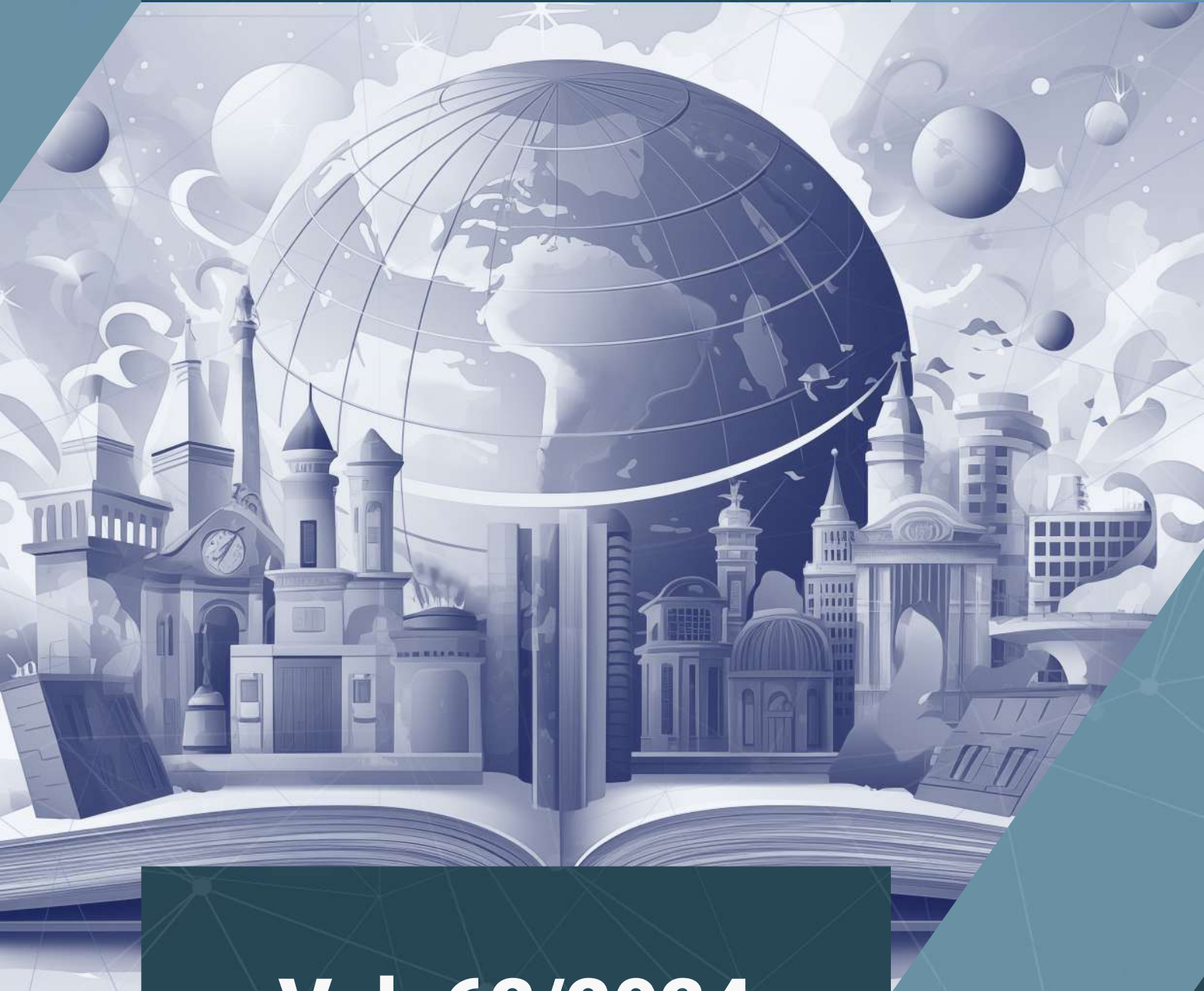




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# **Deriving Priorities: Analytical Hierarchy Process (AHP) Approach (Case Study Of Traditional Gedogan Weaving Craft Products, Ranggo Village, Dompu, West Nusa Tenggara)**

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**Abstract.** The objective of this study is to use the Analytical Hierarchy Process (AHP) method to prioritize alternative marketing strategies for traditional weaving handicrafts in Ranggo Village, Dompu, West Nusa Tenggara. The data for this study came from the questionnaire that traditional weaving craft business owners received. AHP ranks five criteria according to their weight: product, price, promotion, market segmentation, and market position. The study's findings show that the product has the most weight (1.98), followed by the price (1.49), market segmentation (0.99), promotion (0.71), and market position (0.41). In general, the research indicates that the marketing strategy of Gedogan's traditional weaving craft products is characterized by the following priority orders and critical components: product quality, price, market segmentation, promotion, and market position.

**Keywords.** Alternative Strategy, Analytical Hierarchy Process

## **Introduction**

The cultural diversity of arts and crafts plays an important role in Indonesia's cultural heritage. One example is the culture of weaving crafts, which extends to all corners of the country. Weaving is not just a technical skill but also reflects the identities and stories of various communities in Indonesia. Each motif, color, and pattern in woven fabrics often have a special meaning, making this art a profound expression of Indonesia's culture. In this diversity, the art of weaving crafts reflects the unique local skills and beauty in each region (Kartiwa, 1993). Each region has its weaving traditions, resulting in captivating and diverse works. From Sabang to Merauke, weaving art is a window that opens the view of Indonesia's infinite cultural richness (Setiawati, 2007).

For West Nusa Tenggara, weaving crafts have been an integral part of life since ancient times. This practice is not only seen as a technical skill but also as a form of external and spiritual need. In the context of West Nusa Tenggara, several places in the region have become producers of weaving handicrafts. Interestingly, even though they are in the same area, the woven fabrics produced by the people of West Nusa Tenggara have their diversity and

distinctiveness. These differences reflect the cultural richness and creativity that develops in each community (Malik, 2003).

Ranggo Village, as one of the areas in Dompu Regency, has maintained the ancestral culture through the practice of traditional handicrafts of gedogan weaving. The uniqueness and beauty of gedogan weaving is a characteristic that makes Ranggo Village special. The extraordinary achievement of Ranggo Village in preserving this culture was proven when the Dompu Regency government recognized its contribution by naming it a cultural village in 2012. The award is not only a form of appreciation but also an encouragement for the people of Ranggo Village to continue to develop and care for cultural heritage which is an inseparable part of their identity.

The practice of traditional gedogan weaving is not only a cultural heritage but has also grown into a business that empowers the local community's economy. These businesses can be grouped into the category of micro, small, and medium enterprises (MSMEs), showing a significant role in economic empowerment at the local level. The development of traditional gedogan weaving as a micro-business includes many individuals involved in the production process, ranging from weaving artisans to local traders. Community involvement on this scale helps reduce unemployment rates and increase household incomes. These small businesses also create opportunities for individuals to run businesses independently, maintain their traditional craftsmanship, and produce quality products. The traditional gedogan weaving business can involve cooperatives or groups of producers working together to increase production and marketing capacity. Thus, it not only provides economic benefits but also strengthens community solidarity in maintaining the sustainability of this business.

However, the traditional handicraft weaving business in Ranggo Village faces several challenges, such as a lack of customers and the achievement of suboptimal profits. The *Analytical Hierarchy Process (AHP)* method is one of the methods that can be used to assist in decision-making through the process of identifying alternative marketing strategies that are most effective in overcoming the problems faced by the traditional handicraft weaving business in Ranggo Village. With AHP, aspects that affect marketing success, such as product visibility, market segmentation, and promotion, can be assessed in a structured manner and weighted based on their level of importance.

The AHP analysis steps can begin by determining key criteria that are relevant to the problem, such as increased visibility, market dominance, and promotional effectiveness. After that, the assessment of the relative weight of each criterion is carried out through a pair comparison process. AHP can produce alternative priorities for marketing strategies that are most in line with the needs and goals of the traditional handicraft weaving business of Ranggo Village. For example, increased promotional efforts are needed to increase product visibility or price adjustments to make it more competitive in the market. The application of AHP analysis will help the traditional handicraft weaving business of Ranggo Village in determining the strategic steps that need to be taken to overcome the problems they face. This analysis can provide a solid foundation for better decision-making in developing effective and sustainable marketing strategies.

Based on the description above, the purpose of this study is to determine the priority of criteria as an alternative marketing strategy for traditional weaving handicraft products in Gedogan, Ranggo Village, Dompu, West Nusa Tenggara using the *Analytical Hierarchy Process (AHP)* method.

### Methodology

This study uses a quantitative approach, a research method that uses numerical data and applies statistical analysis as a tool to explore and understand the phenomenon being studied (Sugiyono, 2019). The quantitative approach has a primary focus on measuring and collecting numerical data that can be analyzed objectively. In this framework, the quantitative descriptive method is the main tool to detail and present a systematic and accurate picture of the facts, data, and relationships between phenomena that are the focus of research (Nazir, 2014).

The quantitative descriptive method refers to the process of making an in-depth description of the research object. The application of this method allows the researcher to explain in detail the characteristics and variables measured in this study. Therefore, the data collected in this study will be processed and analyzed systematically using statistical techniques. These quantitative approaches and quantitative descriptive methods provide a robust framework for presenting research findings in the form of clear numbers and in-depth statistical analysis, enriching the understanding of the phenomenon being studied in more depth.

Respondents were determined by *purposive sampling technique*. This technique is used because the respondents in the AHP method are owners of traditional Gedogan weaving craft businesses. In addition to filling out questionnaires, information was also extracted through interview techniques.

In implementing AHP, the decision was made by comparing the alternatives selected in pairs using a pair comparison questionnaire involving the respondents.

The steps in the AHP method include:

1. Arrange a hierarchy of the problems faced. The problem to be solved is elaborated into its elements, namely criteria and alternatives, and then arranged into a hierarchical structure.

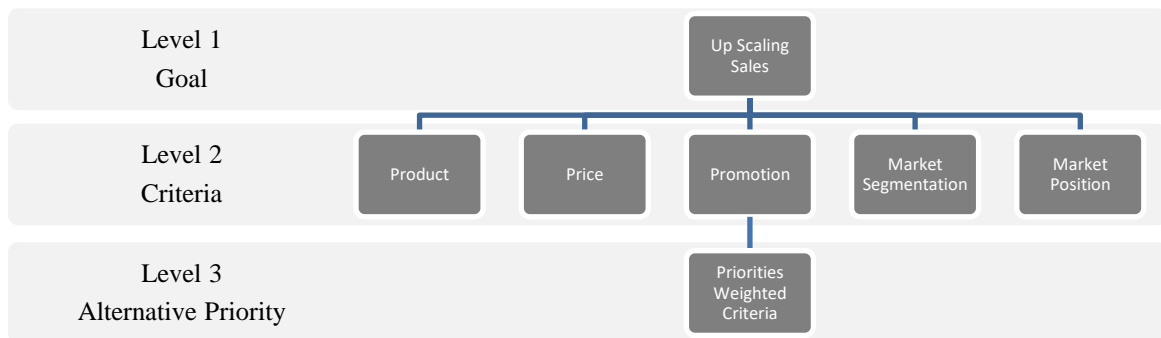


Figure 1. Hierarchy Structure

2. The assessment of criteria and alternatives are assessed through a pair comparison scale (E. Mu and M. Pereyra-Rojas, 2017), for various problems, a scale of 1 to 9 is the best scale for expressing opinions. The paired comparison scale can be shown in Table 1

Table 1. Saaty's Pairwise Comparison Scale

Verbal Judgment	Numerical Value
Extremely important	9
Very strongly more important	8
	7

	6
Strongly more important	5
	4
Moderately more important	3
	2
Equally important	1

Reciprocal, if  $A/B = 9/1$  then  $B/A = 1/9$  this means that if element  $i$  has one of the above numbers when compared to element  $j$ , then  $j$  has the opposite when compared to element  $i$ .

The comparison is carried out based on the policy of the decision-maker by assessing the level of importance of one element to another. The process of pair comparison, starting from the highest level of the hierarchy is aimed at selecting criteria such as  $K$  and then elements to be compared such as  $K1, K2, K3$ , and so on.

### 3. Synthesis

The things that are done in this step are:

- Sum the values of each column in the matrix.
- Normalize the matrix by dividing each value of the column by the total column in question.
- Find the average value by adding up the values of each row and dividing it by the number of elements.

### 4. Setting Consistency

It is important to know how good consistency is in decision-making because we do not want decisions based on considerations with low consistency. The things that are done in this step are:

- Calculate the Consistency Index (CI) with the formula:  $CI = \frac{\lambda_{\text{maximum}} - n}{n - 1}$

Where:

CI = Consistency Index

Maximum  $\lambda$  = Maximum eigenvalue of an  $n$ -order matrix

$n$  = number of criteria

The maximum eigenvalue is obtained by adding the matrix multiplication result divided by the value of each cell on the priority vector.

- Calculating the Consistency Ratio (CR) with the formula:  $CR = \frac{CI}{RI}$

RI = Random Index

Matrix Size	Random Index
2	0.00
3	0.58
4	0.90
5	1.12
6	1.24
7	1.32
8	1.41
9	1.45
10	1.51

- c. The consistency of the hierarchy.

Measuring consistency is used to find out how good consistency is because decisions should not be made based on inconsistent considerations. The optimal consistency measure is if the Consistency Ratio is less than or equal to 0.1.

### Results and Discussion

The decision model to determine alternative marketing strategies for traditional weaving handicraft products in Gedogan, Ranggo Village, Dompu, West Nusa Tenggara is carried out through the first step of calculating the level of importance of the paired comparison of each criterion, namely: Product (K1), Price (K2), Promotion (K3), Market Segmentation (K4), and Market Position (K5).

The data on the importance of paired comparisons between the criteria of the respondents can be seen in Table 3 while the summation of the Perspective Paired Matrix Column is seen in Table 4.

Table 3. Paired Comparison Matrix of Respondents

Criteria	K1	K2	K3	K4	K5
K1	1	3	2	2	3
K2	1/3	1	5	1	3
K3	1/2	1/5	1	1	2
K4	1/2	1	1	1	3
K5	1/3	1/3	1/2	1/3	1

Table 4. Sum of Paired Matrix Columns

Criteria	K1	K2	K3	K4	K5
K1	1.00	3.00	2.00	2.00	3.00
K2	0.33	1.00	5.00	1.00	3.00
K3	0.50	0.20	1.00	1.00	2.00
K4	0.50	1.00	1.00	1.00	3.00
K5	0.33	0.33	0.50	0.33	1.00
<b>SUM</b>	<b>2.66</b>	<b>5.53</b>	<b>9.50</b>	<b>5.33</b>	<b>12.00</b>

From the results of the summation of the paired appeal matrix in Table 4, the normalization matrix is then calculated by dividing each number in each column by the number of each column and continuing by calculating the average value in each row as in Table 5.

Table 5. Normalization Matrix and Averaging

Criteria	K1	K2	K3	K4	K5	<b>Average</b>
K1	0.38	0.54	0.21	0.37	0.25	<b>0.35</b>
K2	0.12	0.18	0.52	0.19	0.25	<b>0.25</b>
K3	0.19	0.04	0.11	0.19	0.17	<b>0.14</b>
K4	0.19	0.18	0.11	0.19	0.25	<b>0.18</b>
K5	0.12	0.06	0.05	0.06	0.08	<b>0.08</b>

The next step is to calculate the weight of each criterion by multiplying the average of the rows in Table 5 by each number in each column in Table 4. So that the weight of the criteria is obtained in Table 6 below:

Table 6. Weight Matrix

Criteria	K1	K2	K3	K4	K5	Weight (W)
K1	0.35	0.75	0.28	0.36	0.24	<b>1.98</b>
K2	0.12	0.25	0.70	0.18	0.24	<b>1.49</b>
K3	0.18	0.05	0.14	0.18	0.16	<b>0.71</b>
K4	0.18	0.25	0.14	0.18	0.24	<b>0.99</b>
K5	0.12	0.08	0.07	0.06	0.08	<b>0.41</b>

Weight (W) provides the level of preference of all five perspective criteria. It turns out that according to the respondent, *Product* (K1) is considered the most important in a traditional Gedogan weaving business criteria with a weight of 1.98, followed by *Price* (K2) of 1.49, and *Market Segmentation* (K4) of 0.99. Coming in fourth with a weight of 0.71 is *Promotion* (K3), and *Market Position* (K5) with a weight of 0.41. Then the consistency ratio is calculated, where the consistency calculation is as follows:

a. Perform a matrix multiplication between the paired matrix and the sum weight matrix.

$$\begin{pmatrix} 1 & 3 & 2 & 2 & 3 \\ 0.33 & 1 & 5 & 1 & 3 \\ 0.50 & 0.20 & 1 & 1 & 2 \\ 0.50 & 1 & 1 & 1 & 3 \\ 0.33 & 0.33 & 0.50 & 0.33 & 1 \end{pmatrix} \times \begin{pmatrix} 1.98 \\ 1.49 \\ 0.71 \\ 0.99 \\ 0.41 \end{pmatrix} = \begin{pmatrix} 11.08 \\ 7.91 \\ 3.81 \\ 5.41 \\ 2.24 \end{pmatrix}$$

b. The multiplication value is then divided by the value of each cell on the priority vector.

$$\begin{pmatrix} 11.08 \\ 7.91 \\ 3.81 \\ 5.41 \\ 2.24 \end{pmatrix} : \begin{pmatrix} 1.98 \\ 1.49 \\ 0.71 \\ 0.99 \\ 0.41 \end{pmatrix} = \begin{pmatrix} 5.60 \\ 5.31 \\ 5.37 \\ 5.47 \\ 5.46 \end{pmatrix}$$

c. Find the eigenvalue  $\lambda_{\max}$  with the following calculation:

$$\lambda_{\max} = \frac{5.60+5.31+5.37+5.47+5.46}{5} = 5.44$$

d. Calculate the *Consistency Index* (CI) value

$$CI = \frac{5.44-5}{5-1} = \frac{0.44}{4} = 0.11$$

e. Calculate the *Consistency Ratio* (CR) value based on the *Random Index* (RI) value.

$$CR = \frac{CI}{RI} = \frac{0.11}{1.12} = 0.098$$

The *Consistency Ratio* (CR) value of 0.098 below 0.1 indicates that the respondent's answers are consistent. This also means that the solution resulting from the AHP method has been optimized. The results of the weighting of each criterion can be seen in the table below:

Table 7. Results of Weighting of Criteria

Criteria	Weight (W)
Product	<b>1.98</b>
Price	<b>1.49</b>

Market Segmentation	<b>0.99</b>
Promotion	<b>0.71</b>
Market Position	<b>0.41</b>

Based on data processing using the AHP method. The "Product" criteria has the highest weight of 1.98 which indicates that the product plays a very important role. A marketing strategy should include efforts to continuously improve product quality, design innovation, and a deep understanding of the needs and preferences of the intended market segment. With a weight of 1.98, it proves that focusing on product quality is an important key in designing the marketing strategy of Gedogan's traditional weaving craft products. The "Product" aspect indicates that Gedogan's business must be committed to continuously improving the quality of its products. Quality improvement efforts include the selection of high-quality materials, the improvement of craftsman skills, and the implementation of sustainable production practices. Design innovation is also an important aspect of it, by creating motifs and styles that not only meet the needs of the current market but also inspire the development of future trends. In implementing marketing strategies, Gedogan's business can use the "Product" criteria as the basis to build a reputation for superior products and be known by consumers as a symbol of quality.

The "Price" aspect with a weight of 1.49 indicates that the pricing strategy should be wise and pay attention to the purchasing power of the market. Balanced pricing can be the key to gaining a larger market share, especially when combined with the unique values of the product. With a weight of 1.49, the "Price" aspect is a strategic element in the design of the marketing strategy for Gedogan traditional weaving handicraft products. This high weight indicates that pricing must be considered wisely and carefully, taking into account the conditions of market purchasing power as well as the unique values contained in the product.

A balanced pricing strategy is key to achieving two main goals: meeting consumer expectations for product value and, at the same time, achieving a larger market share. Prices that are too high can be an obstacle to achieving a wide market share, while prices that are too low may degrade the product image and artistic value of Gedogan woven fabrics. Therefore, in determining prices, Gedogan's business needs to conduct careful market research to understand consumer sensitivity to prices. An analysis of consumer purchasing power and preferences can help detail the price level that is acceptable to the market without compromising the perceived value of the product. The importance of the "Price" aspect also opens up opportunities to take advantage of special offers, discounts, or bundling package strategies. This can be a way to provide added value to consumers without reducing the main selling price. The emphasis on unique values and product quality, combined with a thoughtful pricing strategy, can create a strong appeal to consumers.

A balanced pricing strategy is a fundamental principle in marketing theory. According to Kotler et al. (2020), effective pricing is about finding a balance between meeting consumer expectations for product value and achieving the company's goals in terms of profitability and market share. Pricing that is too high can reduce the product's appeal to consumers and reduce market share, while prices that are too low can damage the product image and the recognized value of Gedogan woven fabrics. Proper pricing requires a deep understanding of consumer preferences and price sensitivity. Analysis of purchasing power and consumer behavior can provide valuable insights in determining price levels that are acceptable to the market (Lamb et al., 2020). In addition, price theory, which refers to the concept of customer value, emphasizes the importance of combining price with the value offered to consumers (Nagle & Müller, 2017).

In this context, special offers, discounts, or bundling package strategies can be a way to provide added value to consumers without sacrificing the main selling price. By combining thoughtful pricing with an emphasis on unique values and product quality, Gedogan's ventures can create a strong appeal for consumers, increase customer loyalty, and expand their market share.

Meanwhile, the "Market Segmentation" criteria weighs 0.99. This shows that in-depth information about the needs, preferences, and characteristics of the intended market or consumer segment is important. Marketing strategies need to be designed to meet the needs of each market segment by considering factors such as taste, cultural values, and other demographic factors. Market research and analysis of consumer behavior can be effective tools for obtaining the necessary information. Market segmentation is closely related to the level of sales because the right market segmentation will make consumers interested in repurchasing the products offered. According to Tjiptono (2019), the goal of marketing is achieved through market segmentation with a mindset consisting of a specific strategy for the intended consumer, positioning positions, marketing mix, and the amount of marketing expenses.

The "Promotion" criteria weigh 0.71, indicating the importance of an effective promotion strategy to increase the visibility and presence of the product in the market. The use of social media, collaboration with local influencers, or organizing promotional events can be effective steps in improving the image and attractiveness of the product. With a weight of 0.71, the "Promotion" criteria is a crucial element in the formulation of the marketing strategy for Gedogan's traditional weaving handicraft products. The importance of an effective promotional strategy signifies the need for a comprehensive approach to increase product visibility and create awareness in the market.

The use of social media is one of the strategic choices that is very relevant in this digital era. Platforms such as Instagram, Facebook, or Pinterest can be used to share engaging visual content, including product photos, the manufacturing process, and the stories behind each woven fabric. Hashtag campaigns or online contests can also be used to expand your reach and build a community of fans of Gedogan products. Additionally, collaboration with local influencers can be an effective step in introducing products to a wider market segment. They can help strengthen the product image through authentic reviews or recommendations. By choosing influencers who have an affinity for local arts and culture, promotional messages can be more connected to the target audience.

Organizing promotional events is another step that can improve the image and attractiveness of the product. Art exhibitions, weaving workshops, or participation in local cultural events are ways to directly engage with potential consumers. Not only does this create a more immersive experience for consumers, but it also helps to build an emotional connection with the Gedogan brand.

According to Kotler et al. (2020), promotion is one of the four elements of the marketing mix, which includes advertising, direct sales, sales promotion, and public relations, which aims to increase sales and create brand awareness. By utilizing social media as a promotional tool, companies can reach a wider audience at a relatively low cost (Mangold & Faulds, 2009). Collaboration with local influencers can also improve the effectiveness of promotional campaigns by creating stronger connections and trust between brands and consumers (Gubalane & Ha, 2017). In addition, the organization of promotional events has the potential to create an enticing direct experience for consumers, in line with the concept of experiential marketing (Schmitt, 1999). Participation in local cultural events or art exhibitions, can bring the Gedogan brand closer to consumers and strengthen the emotional connection with the brand. By presenting and communicating Gedogan's unique values to consumers through

appropriate promotional strategies, such as campaigns that highlight the beauty of design, local wisdom, and product quality, Gedogan's weaving business can increase its attractiveness in the market. Furthermore, consumer behavior theory emphasizes the importance of understanding their target market and needs (Solomon et al., 2019).

"Market Position" weighs 0.41. In the Gedogan traditional weaving business, the market position refers to the position or location held by the weaving product or brand in the competition in the market. Market position includes how consumers perceive and understand a product, as well as the extent to which it meets their needs and preferences compared to similar products from competitors. In the context of Gedogan's traditional weaving business, the market position includes not only the functional aspects of the product but also the cultural values and local wisdom embedded in the woven fabric. The market position of Gedogan's traditional weaving business can be reflected in several key factors. Product quality is a major factor that affects how the market views and accepts such weaving. The skill of the craftsman, the beauty of the design, and the materials used will be the decisive points in building a positive image. Consumers are increasingly paying attention to the quality and authenticity of products in the context of creative and craft industries, such as traditional weaving. In addition, the craftsman's skills, the beauty of the design, and the materials used will be the decisive points in building a positive image. Research by Rahmawati et al. (2019) highlights the importance of artisan skills and design beauty in influencing consumer preferences for traditional handicraft products. Therefore, to strengthen the market position, the Gedogan weaving business needs to pay attention to these aspects by ensuring high product quality, well-maintained craftsmanship, and alluring designs to attract consumers and raise the local cultural values contained in the woven fabrics.

### **Conclusion**

Using the AHP method, alternative marketing strategies have been identified for the marketing of traditional Gedogan weaving handicraft products, in Ranggo Village, Dompu, West Nusa Tenggara. AHP is used to determine the weight of each criterion. From the study, it is known that the highest weight of the criteria for processing results with AHP is the product, followed by price, market segmentation, promotion, and market position. The "Product" criteria shows the importance of efforts to continuously improve product quality, design innovation, and understanding of market needs. The focus on product quality includes the selection of high-quality materials, the improvement of craftsmen's skills, and sustainable production practices. A balanced pricing strategy should consider the purchasing power of the market and the unique value of the product so that it can attract consumers without degrading the product's image. Analyzing consumer purchasing power and preferences is crucial in setting the right price, with additional strategies such as discounts and bundling that can provide added value without compromising the main selling price. The "Market Segmentation" criteria emphasize the importance of a deep understanding of the needs and preferences of the intended market segment. A marketing strategy that is customized to meet the needs of each market segment will be more effective in attracting consumers. Then followed by an effective promotional strategy will be very helpful in increasing visibility and awareness in the market. The use of social media such as Instagram and Facebook, collaborations with local influencers, and the organization of promotional events such as art exhibitions and weaving workshops are recommended steps to improve the image and attractiveness of Gedogan products. This approach aligns with marketing theory that emphasizes the importance of promotion in creating brand awareness and increasing sales. The "Market Position" criteria emphasize how consumers

perceive products compared to competitors. These aspects include product quality, craftsmanship skills, and design beauty that can build a positive image in the eyes of consumers. Overall, the study suggests that product quality, price, market segmentation, promotion, and market position are priority orders and are key elements in the marketing strategy of Gedogan's traditional weaving craft products.

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