

## **DEVELOPMENT OF BATIK BUSINESS ACCORDING TO MARKET-ORIENTED CONSUMER PREFERENCES**

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### **ABSTRAC**

This study aims at developing and improving (a) the quality and quantity of batik produced, (b) batik business in accordance to customer desire and market expectations. Data were collected from 30 batik entrepreneurs and resellers in the Masaran region through direct observation, interviews, literature studies, documentation and questionnaires. The descriptive data analysis method and problem solving along with a conjoint analysis was used to determine the wishes of consumers with regards to market-oriented attributes. Based on the analysis gathered, the following conclusion were made: (a) The development of batik business would be better if the wishes and expectations of consumers are adhered (b) Batik business governance should be in accordance with customer wishes including important trademarks, color combinations, floral motifs, packaging, prima cotton raw material, printing, cloth size and lots more.

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