EFFECT OF BATIK NUSANTARA BENGKULU KARNAVAL ON PURCHASE DECISION OF BATIK BESUREK
Yuliati, S. Sos, M. I. Kom1, Yudisiani, Dra, M. Si 2
1,2 Department of Communication, Universiti Bengkulu, Bengkulu, Indonesia
yuliati@unib.ac.id 1

ABSTRACT
Batik besurek as one of the icons of Bengkulu Province has not been widely known nationally, even by the people of Bengkulu especially the younger generation. The love of local cultural works should be grown from an early age. Therefore Bengkulu Local Government seeks to improve the image of batik cloth Besurek through the annual event "Carnival Batik Nusantara Bengkulu." The purpose of this study is to determine the effect of Carnival Batik Nusantara Bengkulu events against the purchase decision of Batik Besurek Batik. Respondents were selected from young people from elementary school level to university students, who at the carnival event became peserta. The research was conducted by quantitative approach with the spreading of questionnaires tested by Pearson correlation. From result of processed data got result that, H0 refused and Hk accepted, which means: "there is influence of Besurek Batik Carnival on batik cloth purchase Besurek."

Keywords: carnival batik nusantara Bengkulu, Besurek Batik, AIDDA theory, influence, buying decision

BACKGROUND
Batik in Indonesia is a cultural heritage that has been generated. In general, people know batik with patterns and patterns typical of Java. In fact, areas outside Java also have patterns and patterns that affect the environment of their society; among others batik Besurek which is batik pattern of Bengkulu area. Besurek batik in general has a brighter color with calligraphy motifs such as the letters of the Qur'an, combined with images of raflesia arnoldi flowers, rare endemic endemic region of Bengkulu.
The existence of Besurek batik cloth during this time is still inferior to other batik, especially batik from Java, so that more craftsmen. Fashion trend of youth dominated by fashion from outsiders (among others from America, Korea) less support the development of Besurek Batik. Therefore there is a policy of local government to promote the use of batik Besurek in schools and government agencies. Nevertheless, the pride of local work must be grown so that the continuity of cultural heritage is not neglected. Local government one of the efforts undertaken by the Regional Government to improve the image of Batik Besurek is to hold a carnival that involves as many as possible members of the community, so that the excitement becomes a promotional event as well as motivate people to buy and use Batik Besurek.
The purpose of this research is to know the role of carnival in improving the image of Batik Besurek, so that the community, especially young people are motivated to choose batik cloth Besurek as a proud fashion.

RESEARCH METHODS
This research was designed as a quantitative type research, targeting participants Carnival Batik Nusantara Bengkulu, which focused on students at elementary, junior high, high school, student and general level of 30 people. Data collection using questionnaires, tested by Pearson correlation.
LITERATURE REVIEW
AIDDA Theory

This study uses AIDDA theory as a rationale, that is to execute psychological process that happened to the audience in receiving communication message (Effendy, 2005: 104), namely: A: attention, I: interest, D: desire, D: decision, A: action.

The process of the stage illustrates that to arrive at the action needs to be given a stimulus that can attract the attention of the communicant. For that purpose, carnival activities become a container in an effort to attract the attention of members of the community on the existence of batik cloth Besurek.

In generating the attention that plays an important role is the communicator. In this case the communicator must be able to generate a pull on him (source attractiveness) which can further provoke the attention of communicant to the communication message it conveys.

AIDDA is one of the basic theories that are widely used in the world of marketing as a stage to be remembered in the process of selling a product or service. According to this model, promotional tools should attract attention, gain and encourage interest, arouse desire, and produce action.

The purchase decision theory in the AIDDA model is described in five stages:

- **Attention Phase** is the stage where we should be able to make consumers aware of our products. Good promotions using print ads, radio, TV, or other personal networks.
- **Interest Stage** (Interest), after successfully grab the attention of consumers, should be a good follow-up. That stage more in providing product information, persuade and able to provide the reason why consumers should buy products we offer.
- **Desire stage** is the offering stage that can not be denied by the customer, in order to arise desire and desire to buy our product.
- **Decision Stage** (Decision), is the stage where the consumer makes the decision to buy
- **Stage of action** (action), the stage where the consumer to take action to start buying our products now ([http://peoplemeetme.com/marketing-basic-theory-aida.html](http://peoplemeetme.com/marketing-basic-theory-aida.html))

So the AIDDA process can be described as a process: product recognition - the creation of interest in the product - results in the desire to buy the product - and ultimately the decision to buy the product.

**Buying decision**

According to Kotler (2002), purchasing decisions are actions of consumers to want to buy or not to the product. From the various factors that influence consumers in buying a product or service, usually consumers always consider the quality, price and product already known by the public. Before consumers decide to buy, usually consumers through several stages first, namely, (1) the introduction of problems, (2) information search. (3) alternative evaluation, (4) buying decision or not, (5) post-purchase behavior.

Another notion of purchasing decisions by Schiffman and Kanuk (2000: 437) is "the selection of an option from two or alternative choice". Can be interpreted, purchasing decision is a decision of a person where he chose one of several alternative options available. Based on the above definition is concluded that the purchase decision is the action that the consumer made to purchase a product. Therefore, consumer purchase decision is a process of
selecting one of several alternative problem solving with real follow-up. After that the consumer can do an evaluation of options and then can determine the attitude to be taken next.

**DATA ANALYSIS AND DISCUSSION**

**Data analysis**

Respondents of 30 people are young generation with age between 9 years (elementary students) to 23 years (student). The teenagers are expected to be a driving force in preserving the love of batik besurek. The result of data tabulation is as follows.

**Table 1. Distribution table of respondents' answers**

<table>
<thead>
<tr>
<th>No</th>
<th>X</th>
<th>Y</th>
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<td>2401</td>
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<td>1911</td>
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</tbody>
</table>
Data analysis technique used in this research is quantitative method, with Pearson's test. Pearson's formula:

\[ r = \frac{n(\Sigma xy - (\Sigma x)(\Sigma y))}{\sqrt{n\Sigma x^2 - (\Sigma x)^2}(n\Sigma y^2 - (\Sigma y)^2)} \]

Information:
- \( r \) = Number of Correlation Coefficients
- \( n \) = Number of Observations
- \( X \) = Independent Variable
- \( Y \) = Independent Variable

From result of calculation got result:

\[ r = \frac{n(\Sigma xy - (\Sigma x)(\Sigma y))}{\sqrt{n\Sigma x^2 - (\Sigma x)^2}(n\Sigma y^2 - (\Sigma y)^2)} \]

\[ r = \frac{30(69372 - (1616)(1275))}{\sqrt{(30.87642 - (1616)^2)(30.55457 - 1275)^2}} \]

\[ r = \frac{208160 - 2060400}{\sqrt{(2629260 - 2611456)(1663710 - 1625625)}} \]

\[ r = \frac{20760}{\sqrt{67806534}} \]
Based on the results of the calculation, by looking at the table of correlation coefficient interpretation guidelines by Sugiono (2005: 214), it can be said that the correlation relationship between variables X and Y is high, that is equal to 0.79.

Table 2. Guidelines for Interpretation of Correlation Coefficients

<table>
<thead>
<tr>
<th>Interpretasi Koefisien</th>
<th>Tingkat Hubungan</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00-0.199</td>
<td>Sangat Rendah</td>
</tr>
<tr>
<td>0.200-0.399</td>
<td>Rendah</td>
</tr>
<tr>
<td>0.400-0.599</td>
<td>Sedang</td>
</tr>
<tr>
<td><strong>0.500-0.799</strong></td>
<td><strong>Tinggi</strong></td>
</tr>
<tr>
<td>0.800-1.000</td>
<td>Sangat Tinggi</td>
</tr>
</tbody>
</table>

To prove whether variable X there is influence and level significant to the variable Y is by using the formula:

\[ t = \frac{r(\sqrt{n} - 2)}{\sqrt{1 - (r)^2}} \]

Information:
- \( t \) = Statistics test correlation
- \( r \) = Correlation coefficient between variables x and y variables
- \( n \) = Number of samples in the study

From the calculation of the formula, obtained results:

\[ t_{\text{count}} = \frac{0.79724420\sqrt{30} - 2}{\sqrt{1 - 0.63559}} \]

\[ t\text{ count} = 0.79724420 \times 5.29 \]

\[ = 6.98 \]
To determine whether the hypothesis is accepted or rejected then the results t arithmetic in consult with t table at alpha level of 5%.

\[ \alpha = 0.05 \quad n = 30 \]

\[ Dk = n - 2 = 30 - 2 = 28 \]

With the alpha level of 5% (0.05) and the determinant of freedom 28, then t table obtained for:

\[ t_{table} : 2.048 \]

With the following test criteria:
1. If \( t_{count} \) > t table 0.1, then \( H_k: \) received and \( H_0: \) rejected
2. If \( t_{count} < t_{table} \) 0.1, then \( H_k: \) rejected and \( H_0: \) accepted

then it can be seen:

\[ t_{table} = 2.048 \]

\[ t_{count} = 6.98 \]

This means that \( t_{count} > t_{table} \), then \( H_k: \) received and \( H_0: \) rejected

Furthermore, to know the magnitude of the effect of variable X to variable Y in the form of percentage, can be seen with the formula as follows:

\[ Kd = r^2 \times 100\% \]
\[ = 0.79724420^2 \times 100\% \]
\[ = 63.559 \% \]
\[ = 63.56\% \]

63.56% indicates that the Carnival Batik Nusantara Bengkulu contributed to the purchase decision of 63.56%

**Discussion**

This research uses technical analysis with Parson's formula. From the formula got correlation coefficient between variable X that is carnival batik nusantara Bengkulu with variable Y that is decision of buy batik Besurek Bengkulu is equal to 0.79. This means that the correlation relationship between the carnival batik nusantara bengkulu with the decision to buy batik cloth besurek quite high.
Based on the analysis of data obtained obtained \( t \) table of 2, 048 and \( t \) arithmetic amounted to 6.98 with the coefficient of determination of 63.56\%. This shows that \( t \) count > \( t \) table means that \( H_k \) is received and \( H_0 \) is rejected. Carnival Batik Nusantara Bengkulu contributed to the decision to buy batik besurek by 63.56\%.

In theory AIDDA explains the psychological processes that occur in audiences in receiving communication messages, namely: A; attention, I; interest (interest), D; dessire (desire / desire), D; decision, A; action action. The process of the stage illustrates that to arrive at the action needs to be given a stimulus that can attract the attention of the communicant. For that purpose, carnival activities become a container in an effort to attract the attention of members of the community on the existence of batik cloth Besurek.

AIDDA is one of the basic theories that are widely used in the world of marketing as a stage to be remembered in the process of selling a product or service. According to this model, promotional tools should attract attention, gain and encourage interest, arouse desire, and produce action.

Batik carnival besurek is the element of attention (Attention) of society. In generating the attention that plays an important role is the communicator. In this case the communicator is carnival batik besurek, able to generate a attraction on him (source attractiveness) which can further provoke the public's attention to the message of communication conveyed, the local wisdom or cultural wealth of bengkulu in the form of cough besurek.

Interest, public interest towards batik besurek started there. Togetherne ss of society with other people who wear batik besurek in the event. Carnival batik nusantara bengkulu provide information about batik besurek. Carnival batik archipelago has been able to persuade and give the reason why people should buy batik besurek.

Dessire (desire). Kaarnaval batik nusantara bengkulu has provided an offer that can not be rejected by society. Offer to various batik besurek with affordable price by society.

Decision (decision). The decision to buy batik besurek by the community is influenced by the steady of the elements of attention (attention), interest (interest), and desire (desire / desire), and coupled with the determination of batik besurek as an icon of the city of Bengkulu by the government.

Action (action). The act of buying batik besurek. People buy batik besurek to be used in carnival events and also other events such as to the office, school, wedding receptions, and so forth.

CONCLUSION

Based on the description of research results and discussion, it can be concluded that:

1. The research results prove the influence of carnival batik Nusantara Bengkulu with the decision to buy batik besurek Bengkulu. this is indicated from the value of \( t \) account of 6.98 > \( t \) table of 2, 048, meaning that the working hypothesis accepted.
2. The result of analysis in this research also shows that correlation relationship between X variable (carnival batik nusantara bengkulu) and variable Y (buying decision of batik besurek) is high, which is shown from r value 0,79.
3. Carnival of batik archipelago contributed to the decision to buy batik besurek bengkulu at 63.56\%, while the remaining 36.44\% influenced by other variables not examined in this study.
4. Decision purchase according to AIDDA theory influenced by element of attention, interest, desire, desire, decision, n action. Batik carnival besurek become unsuk attention

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to the public, so as to generate public interest in batik besurek. Next comes the desire or desire to buy batik besurek and finally people make a decision to buy batik besurek. Last community began to buy batik besurek bengkulu.

References


