

# SERTIFIKAT

292/ICMA.DPN/STF/XII/2022



DIBERIKAN KEPADA:

**Dr. Theresia Dwi Hastuti, S.E., M.Si., Akt., CPA.**

Sebagai penyaji oral terbaik dalam kegiatan orasi ilmiah  
**"HASIL PENELITIAN ANGGOTA ICMA TAHUN 2022"**  
yang diselenggarakan oleh IKATAN CENDEKIAWAN MUDA AKUNTANSI (ICMA)  
Pada tanggal 30 Desember 2022

A handwritten signature in black ink is written over a red ICMA logo. Below the signature is a rectangular stamp with the text 'DEWAN PENGUJUNG NASIONAL'.

**Rafles Ginting, SE., M.Ak**  
KETUA ICMA



# The Readiness of Lasem Batik Small and Medium Enterprises to Join the Metaverse

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Soegijapranata Catholic University

2022

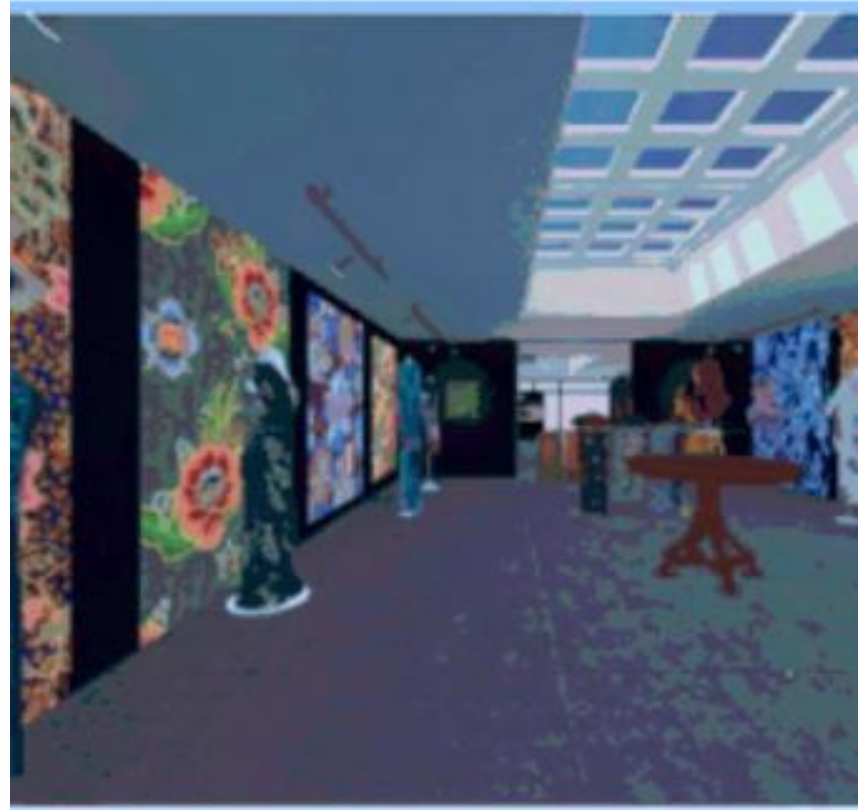
# Agenda

1. Introduction
2. Theory
3. Population and sample
4. Result and discussion
5. conclusion



# Introduction

- The development of Lasem culture
- Batik lasem marketing
- New marketing strategy with metaverse
- How is the readiness of batik lasem entrepreneurs in marketing their products through the metaverse
- What are the challenges and opportunities with the metaverse?



hibition in the metaverse. Source: worksh

# Literature review

- Metaverse
- “Metaverse” has different definitions depending on the context in which it is described. Generally, the metaverse is related to virtual reality (VR) and augmented reality (AR).
- Information technology

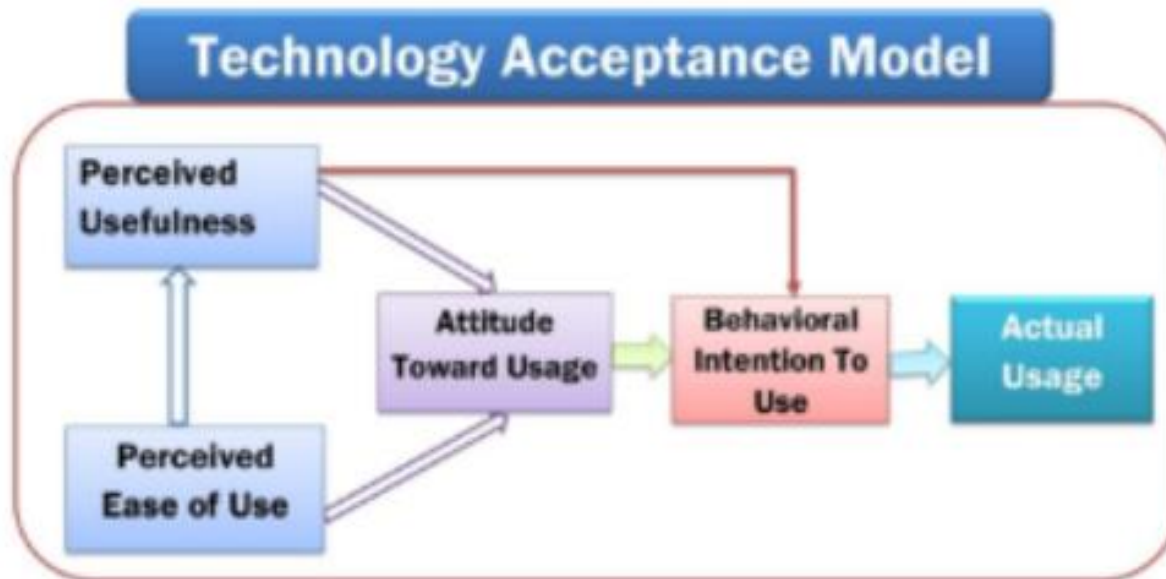


Figure 1. TAM. Source: Davis (1989).

## Research Methods

### a. Sampel

The sample of this research consists of the owners of Lasem Batik. The criteria for selecting this sample (1) a minimum net worth of IDR 500 million, and (2) a sales turnover in one year of at least IDR 2.5 billion. Based on these criteria, the selection of SMEs was conducted through the Lasem Batik entrepreneur cooperative. and 40 batik business owners who met these criteria were obtained.

### b. Metodology

This study uses an interpretive phenomenological analysis (IPA) approach, which provides the researcher with the best opportunity to understand in depth the research participants' experiences of the metaverse.

# Result and Discussion

## The Understanding of the Metaverse

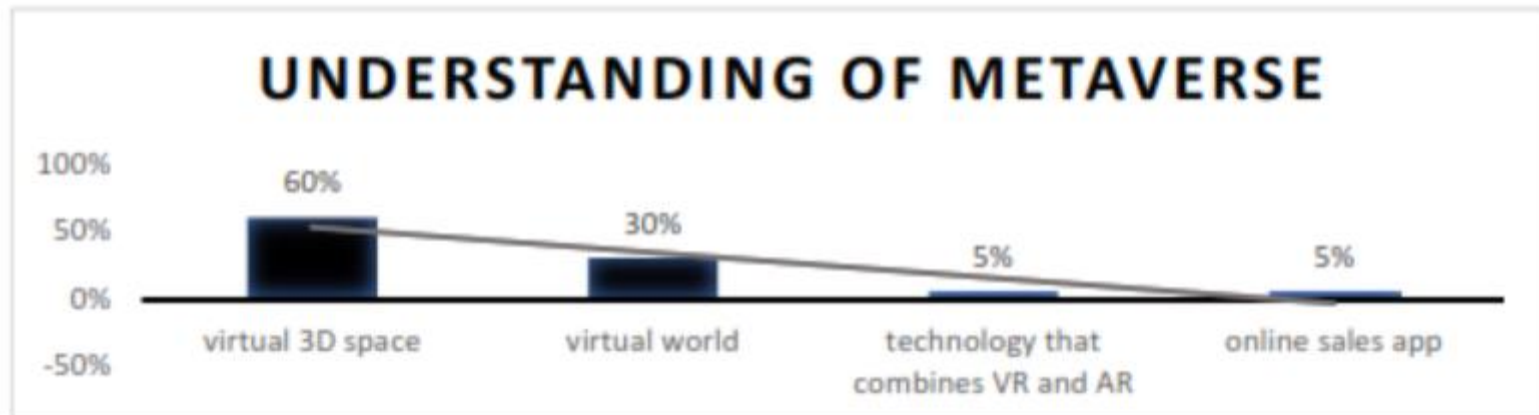


Figure 2. The understanding of the metaverse. Source: processed primary data, 2022.

# Intended Use of the Metaverse

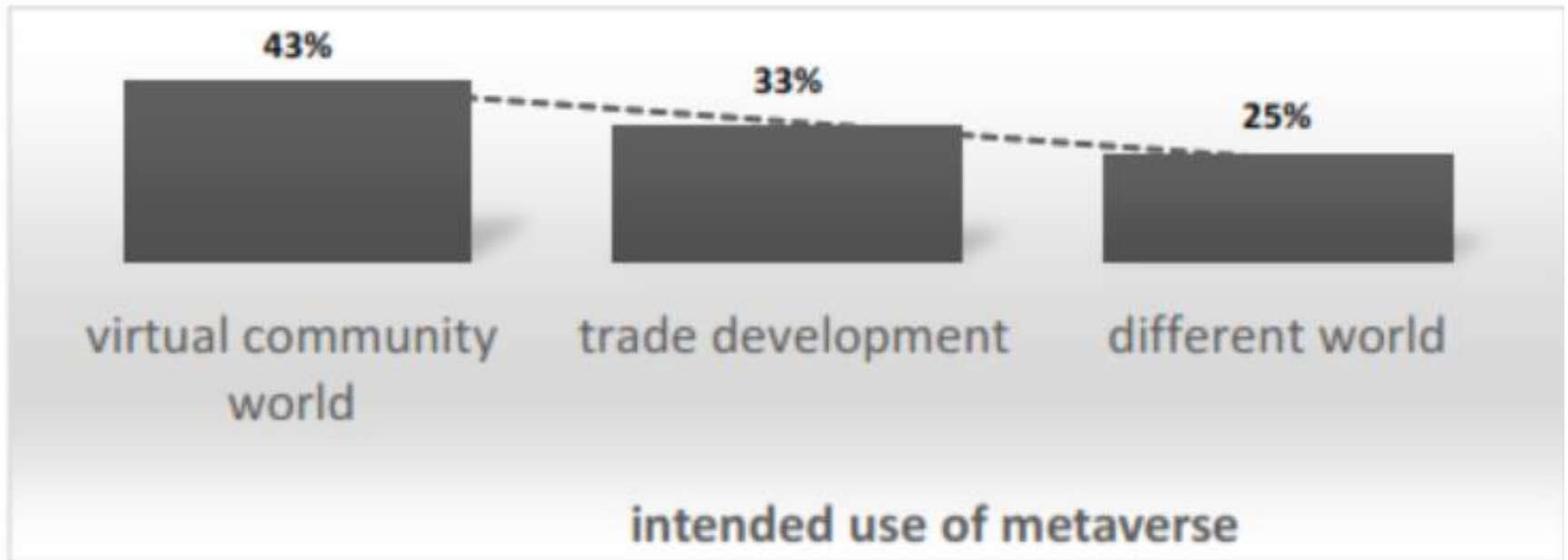


Figure 4. Intended use of the metaverse. Source: processed primary data, 2022.



# Constraints of Using the Metaverse

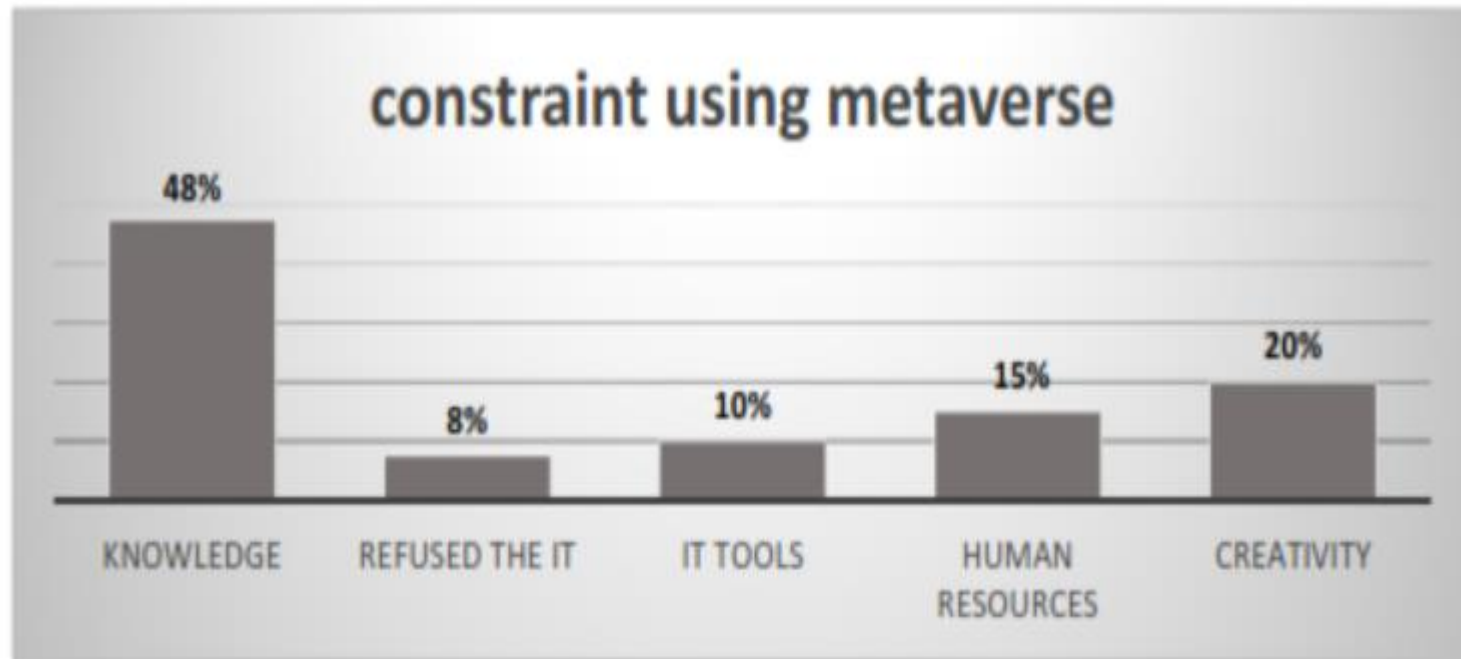
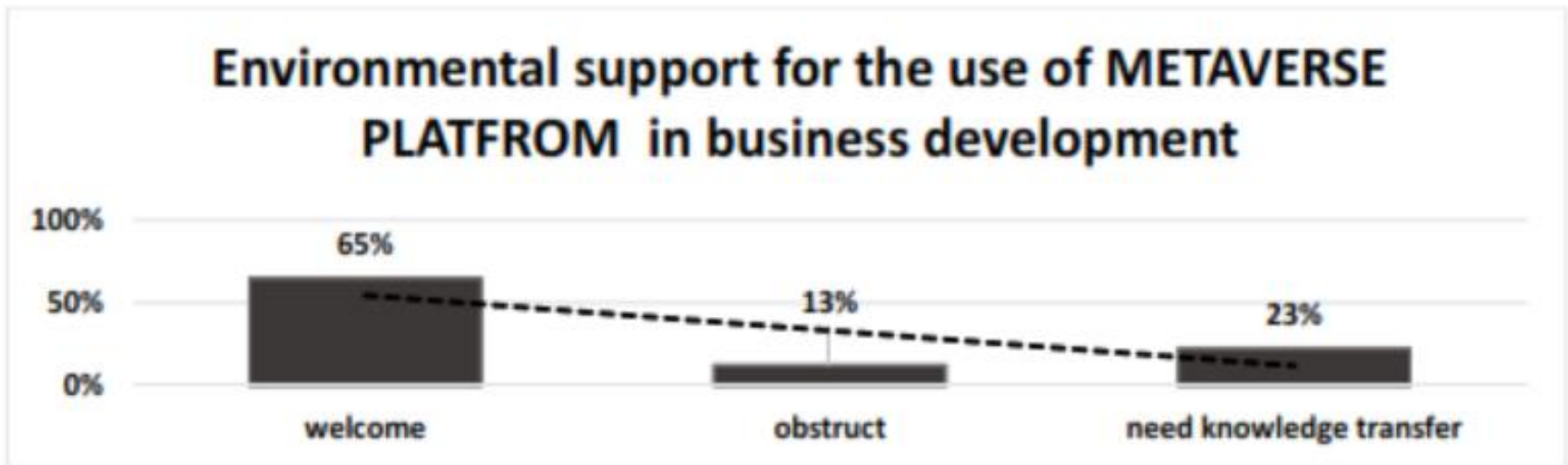


Figure 5. Constraints of using the metaverse. Source: processed primary data, 2022.

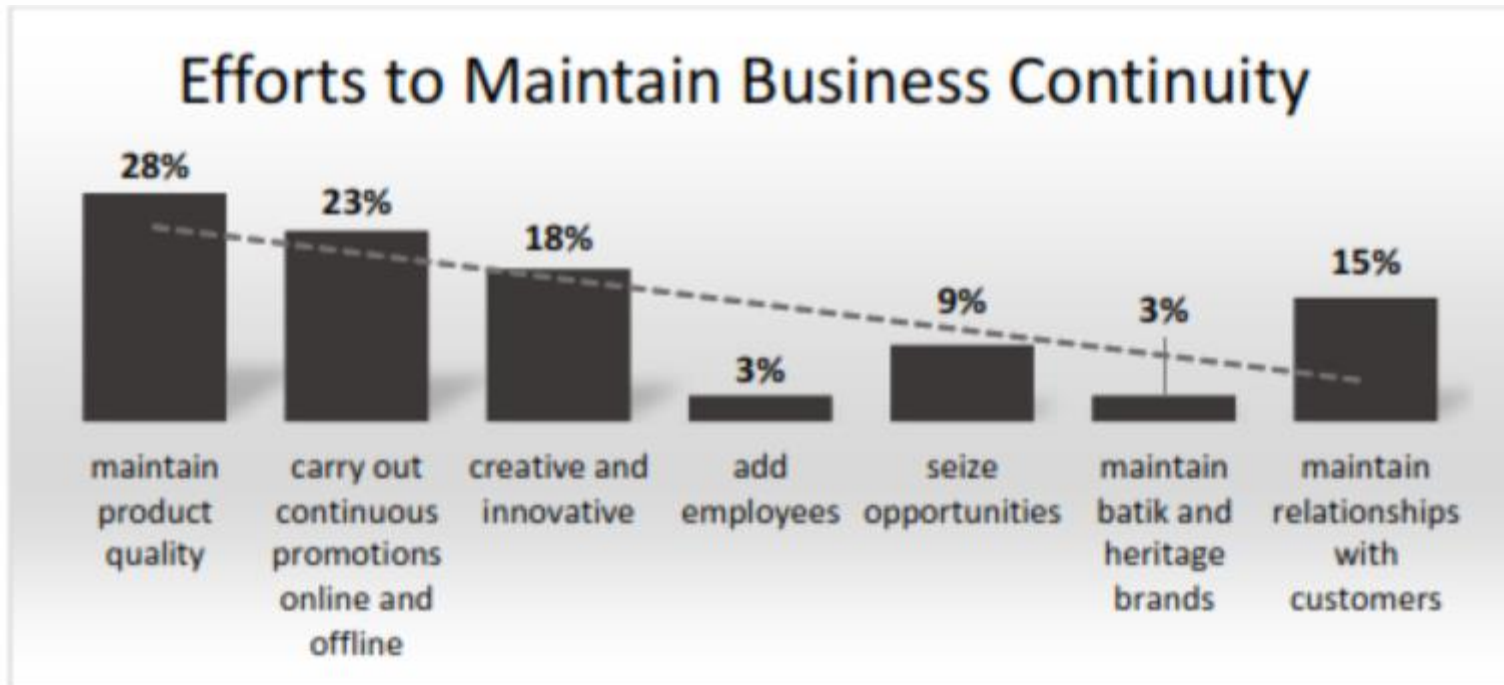
# The Hope after Knowing the Metaverse



# Environmental Support



# Continuity of business planning



## CONCLUSSION

1. The readiness of batik entrepreneurs to use the metaverse is highly dependent on the support of various parties. A strong desire to progress and develop one's business is the main factor determining one's intention to use the metaverse.
2. Information technology assistance can eliminate doubts about using the metaverse and promote strong beliefs to encourage involvement and the exploitation of opportunities to develop the business.
3. The involvement of the mass media and non-governmental organizations is also a factor that can provide support for intention of SMEs to use the metaverse
4. Implementing the metaverse for batik marketing includes creating a metaverse platform, preparing a space for exhibitions, and creating metaverse assets.

## Contribution

1. Based on the results of this study, researchers can implement the use of the metaverse among Lasem Batik entrepreneurs and cooperate with the local government based on the Lasem Batik SMEs' characteristics.
2. As a result of the research, a prototype of a metaverse platform for a Lasem Batik exhibition has been developed.
3. The SMEs can use the room template provided by the platform and join other SMEs to hold a metaverse exhibition to attract global customers.

## Implication

the results presented, future research could analyze the impact of the metaverse on the marketing of Lasem Batik by measuring the increase in sales, both in terms of the quantity and quality of its customers.



Thank you for your attention

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