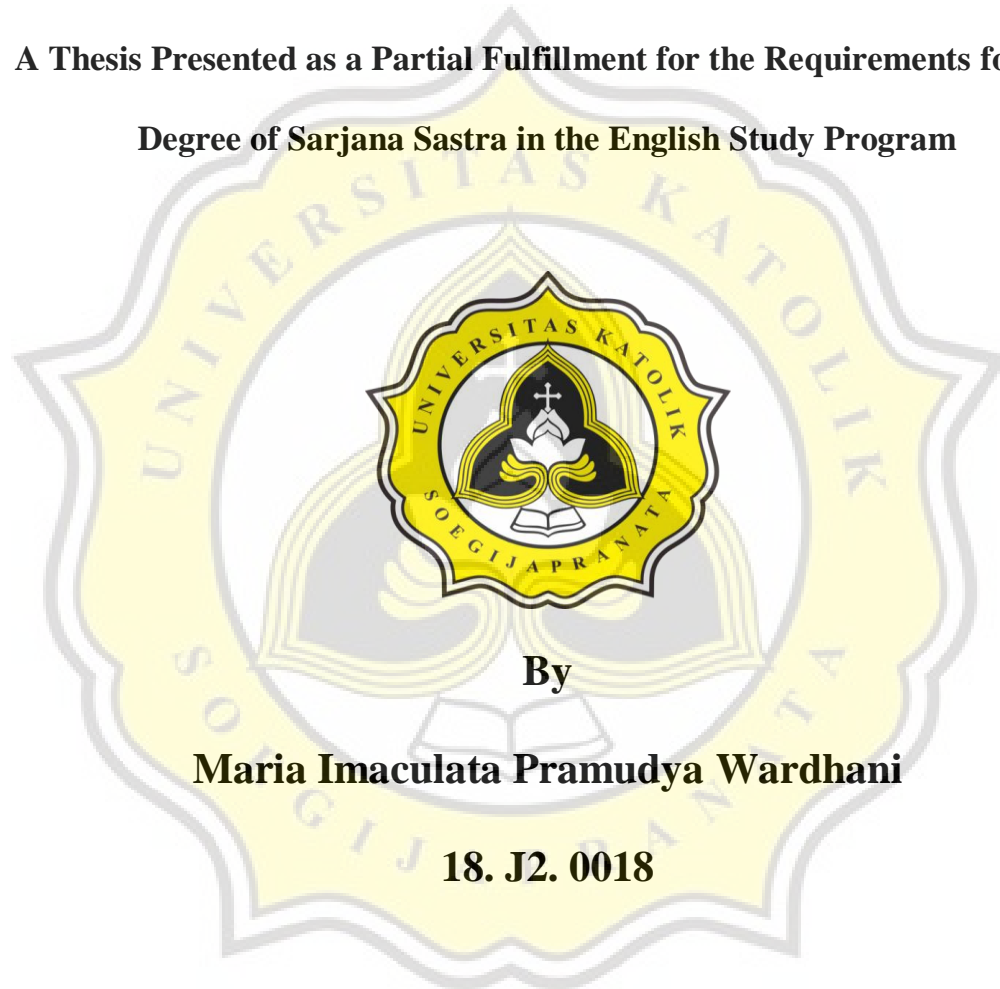


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STRATEGIES IN KAMPUNG BATIK DURING THE  
PANDEMIC ERA**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the  
Degree of Sarjana Sastra in the English Study Program**



**By**

**Maria Imaculata Pramudya Wardhani**

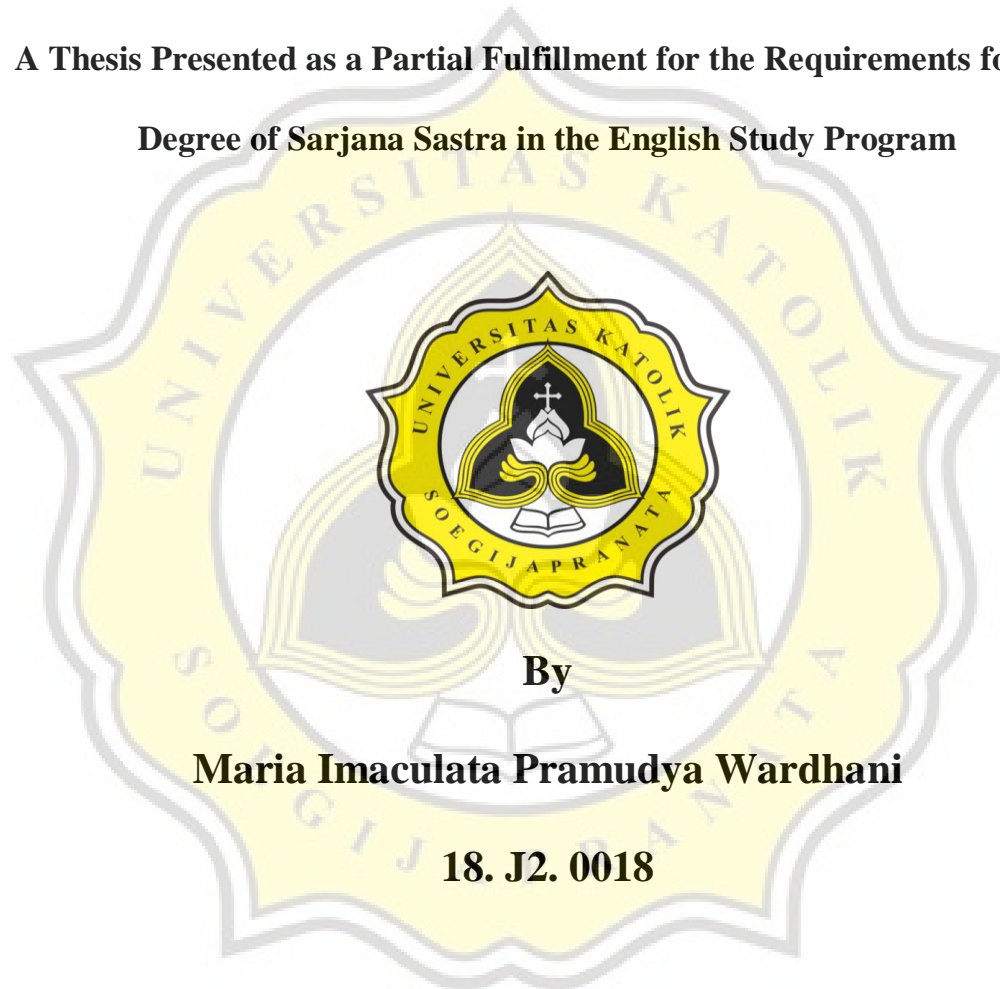
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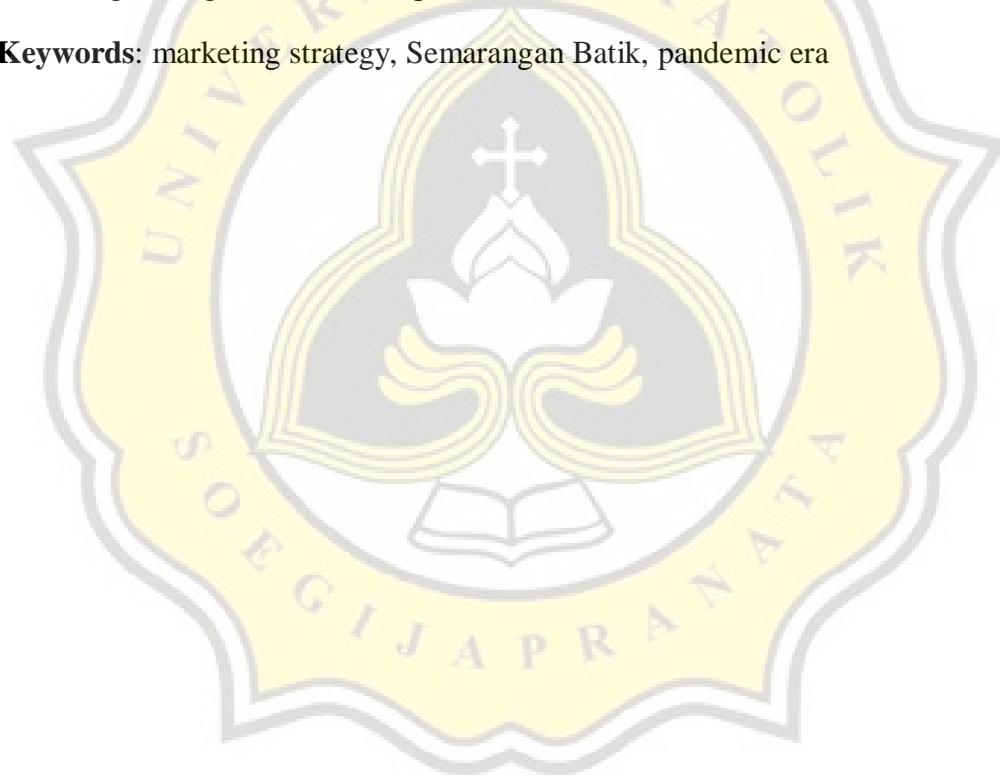
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## ABSTRACT

Marketing strategy is important because strategy is the main key to the success of a business. This study tried to find out the marketing strategies applied by Semarangan Batik sellers in Kampung Batik during the pandemic era. The researcher used the qualitative method to collect data by conducting interviews with Semarangan Batik sellers in Kampung Batik as research subjects. The results of the interviews are that generally, the sellers implemented an integrated marketing strategy and relationship marketing strategy by conducting online marketing efforts, giving a price reduction/discounts/free shipping, selling goods according to market needs, and maintaining relationships with buyers. During the pandemic, internal and performance marketing strategies were not implemented.

**Keywords:** marketing strategy, Semarangan Batik, pandemic era



## ABSTRAK

Strategi pemasaran penting karena strategi menjadi kunci utama dalam keberhasilan suatu usaha. Penelitian ini ingin mencoba untuk mengetahui strategi-strategi pemasaran apa saja yang diterapkan oleh para penjual Batik Semarang di Kampung Batik selama masa pandemi. Penulis menggunakan metode kualitatif untuk mengumpulkan data dengan melakukan wawancara terhadap para penjual Batik Semarang di Kampung Batik sebagai subjek penelitian. Hasil wawancara secara menyeluruh para penjual menerapkan strategi pemasaran terpadu dan strategi pemasaran hubungan dengan melakukan upaya pemasaran online, pemberian potongan harga/diskon/gratis ongkos kirim, penjualan barang sesuai kebutuhan pasar, dan pemeliharaan hubungan dengan pembeli. Di masa pandemi, strategi pemasaran internal dan strategi pemasaran kinerja tidak diterapkan.

**Kata kunci:** strategi pemasaran, Batik Semarang, masa pandemi

