The Evaluation Of The Training On Marketing Management Programs For Female Batik Producers In Special Territory of Yogyakarta-Indonesia

Nahiyah Jaidi Faraz
Yogyakarta State University
Yogyakarta, Indonesia
nahiya_jf@yahoo.com

Abstract — This research aims to evaluate marketing management training programs, especially related to products, distribution, price and promotion. The program evaluation model used in this research is CIPP Evaluation Model; from the context, input, process, and product aspects. The population is about 85 the female batik producers and all of them are respondents of this research. Regarding the similar characteristics of the batik producers, this research used purposeful sampling. The research result shows that the program is relevant to the needs in relation to activity marketing management. The materials of the training help the female batik producers understand activity marketing management. According to the participants, the training is effective although the materials need to be synchronized. The female producers have been applying and spreading out the result of the training although only few of them have already developed the materials.

Keywords - CIPP evaluation model; marketing management.

I. INTRODUCTION

Yogyakarta is one of the famous tourist city in Indonesia, especially the batik craft. Batik from Yogyakarta city called Yogyakarta batik which has a pattern or characteristic that is different from other areas such as batik from Solo or Pekalongan. Yogyakarta has some batik patterns derived from several districts or villages. One of the batik-producing village in the city of Yogyakarta is Mendiro. Mendiro village is well-known of its batik producers, mostly women, who are skillful in batik. Their skill in batik is a family inheritance. Young females were used to doing batik since their childhood. Almost all people in Mendiro, therefore, are able to do batik.

From then on, it is clearly stated that The batik tulis producers in Mendiro village only have the skill in batik which is relatively good and this can competitive with motif and design of batik from other regions, however the producers do not have marketing management skill such as, products, distributing the batik products, deciding the price of the products, and executing the promotion. Beside that, the female batik producers also face some problems such as: the limitation of access of the female as micro entrepreneur in credit program, the business management and development, the limitation of female’s education for obtaining the better chance and job vacancy, and the lack of protection and social insurance for the female workers [1].

Directions on how to develop the business in batik through the knowledge on marketing management would help the workers to be self-directed and at the end would help them earn more money. The female empowerment of the batik producers which was done in Gulurejo village in 2010 was the marketing management training programs which consist of products, distributing the batik products, deciding the price of batik product, and promotion of the products. This program needs to be evaluated on the point of the marketing management in the relation to increase the income of the female workers.

Based on the description above, the evaluation of the marketing management training program is focused on the following problems:

1) How far the batik producers who joined the marketing management training program master the training materials such as, product improvement, distributing the products, deciding the price of the products, and doing the promotion program.
2) How the female batik producers were trained to apply the training materials that is applying the marketing management program. (diffusion and innovation).

This research aims to evaluate training marketing management programs viewed from aspects of context, input, process, and product.

1) Context: the aptness and appropriateness of the program design.
2) Input: resources involved in the program.
3) Process: the accomplishment of the program.
4) Product: impact and benefit of the program.

II. REVIEW ON MARKETING MANAGEMENT ACTIVITY

Marketing management has managerial and social definition[2]. The managerial definition said that marketing management is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value. Meanwhile the social definition serve our purpose: marketing is a societal process by which individuals and group obtain what they need and want through creating, offering and freely exchanging products and services of value with other.
A. Distribution Channel
Most producers do not sell their goods directly to the final users; between them stands a set of intermediaries performing a variety of functions. These intermediaries constitute a marketing channel (distribution channel). Formally, marketing channels are sets of interdependent organizations participating in the process of marketing a product or service available for use or consumption. They are set of pathways a product or service follows after production, culminating in purchase and consumption by the final end user.

B. Price Decision
Price decisions are clearly complex and difficult, and many marketers neglect their pricing strategies. Holistic marketers must take into account many factors in making pricing decisions – the company, the customers, the competition, and the marketing environment. Pricing decisions must be consistent with the firm’s marketing strategy and its target markets and brand positioning. Price is not just a number on a tag. It comes in many forms and performs many functions. Rent, tuition, fares, fees, rates, tolls, retainers, wage, and commissions are all the price you pay for some good or service.

C. Promotion
Sales promotion, a key ingredient in marketing campaigns, consists of a collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trader. Where as advertiser offers a reason to buy, sales promotion offers an incentive. Sales promotion includes tools for consumer promotion, trade promotion and business and sales force promotion.

III. RESEARCH METHOD

A. Program Evaluation Model
In reference to Issac & Michael [5] and Kaufman & Thomas [6]; there are some kind of program evaluation models such as: Scriven’s Formative – Sumative Model, CIP Model, CSE UCLA model, Stake’Countenance Model, Tylér’Goal Attainment Model, Provis’s discrepancy Model, dan Scriven’s Goal-free Model.

The model of evaluation program in this research is Stufflebeam’s evaluation model [7] well known as CIPP model consists of the following components: Context, Input, Process, Product. The model could results in suggestion for better decision on planning, implementation, and follow up action of a program. However, in this CIPP evaluation model, the steps are not in order – from planning to product. This model of evaluation is ex post facto in nature. The excellence of this model used is the effort of searching information from each participant, but it the participants must recall their memory. Here are the data needed, data resources, and data collection from any aspect of evaluation [8].

B. Data Collection
- **Context evaluation.** The data needed in this evaluation are those used to analyze the relevance of the program with the need of participants and society, as well as the appropriateness of the program including the objectives, form, and design of the program.
- **Input evaluation.** The data referred to input are the core material of the training, the characteristic of the teachers involving in the training, and the facilities provide. The data gathering is also in form of documenting.
- **Process Evaluation.** The data referred to the evaluation from participants consist of retrospective evaluation, and participants’ perception. Therefore, it needs a formatted inventory.
- **Product evaluation.** The data on final evaluation of the results of the training from trainees could not be gained. Therefore, the evaluation of the product is in other form, which is the development of the material. This was conducted by applying and developing material gained from the training in accordance to each market condition. To evaluate the product, the data were gained by using inventory filled by 85 participants.

C. Subject
The Subject of the research is the batik workers in Mendiro, Gulurejo, Lendah, Kulon Progo whose skill in producing and marketing batik and in reading and writing.

D. Population and Sample
There are 85 women batik craftspersons, as population and sample. The use of purposive sampling is to group...
respondents with same characteristic like having ability in both producing batik and reading and writing.

E. Methods of Data Analysis
- Qualitative description [9]. The purpose of this description is to let the reader know what happened in the program, what it was like from the participants’ point of view to be in program, and what particular events or activities in the program were like.
- Test questionnaire with the QUEST program to know the suitability and reliability of test items.
- Quantitative analysis in form of the percentage and mean [10].

F. Result of Questionnaire Test
The result of the test with QUEST program shows that all 10 items to measure the benefit of the training, precision of the materials, and method used fit the correct items. Besides, the reliability shows 0.78 in index meaning that this is reliable (result attached).

IV. RESULTS AND DISCUSSION
This chapter exploring the report of educational level, age, and the evaluation on context. Input, process, and products.

A. Educational Level of Women Batik Producers
The education level of the batik workers in Mendiro Gulurejo, Lendah, Kulonprogo as shown in Chart 1, shows the greatest level of education attained is 91.76% of elementary school graduates. Graduates of junior high and high school graduates reach 5.88% and 2.35%.

B. Age of Women Batik Craftpersons
Age of the craftpersons as shown in Chart 2 is dominated by 38 (44.71%) persons in 31 – 40 years old, 34 people or 40% are in 41 – 50 years old, only 13 people or 15.29% who are in 21 – 30 years old.

C. Evaluation on Context
This section will elaborate on the relevance of programs to the needs of women seen from perspective design and content of the training program.
1) Role of Women Producers of Batik in Conducting Marketing Management activities. Women's batik producers in Mendiro through a group of Lumintu expected to organize the marketing management activity of batik in the production together so that those who do not have market can be helped and sold together. It is expected, it will not happen selling price competition among their batik products, product distribution can be effectively implemented as well as promotional activities together will be able to save money in other words more efficiently. Furthermore the role of women can help each other batik producers not only on marketing management activities, but also in terms of production and employment on training women batik producers receive marketing management material via the learning methods such as simulation, game to support effective training.

2) The program is designed for trainee for women batik producers in achieving goals that is gaining an overview of marketing management activities and applying the material.

In particular, the training is expected to also be able to develop the women's batik producers in terms of:
- Responding to conditions and situations
- Preparing for the women producers in developing batik marketing management activities (Products, Distribution, Price and Promotion)
- Preparing for the women's batik producers to can be obeying tastes, and consumer needs.

Team coaches from college, State University of Yogyakarta which each hold in field of marketing management.

Training materials are presented in the form of papers consisting of the following topics:
- Product design improvement
- Distribution of the product
• Determination of price
• Promotional products

3) Relevance and Needs Program In looking at the importance of women's role as manager of the company batik producers who have a strategic function for managing the business, preparing marketing management activities, as well as reviewing the training program, then the conclusion can be made is that the training of marketing management activities for women batik can be said at all relevant, especially in achieving implementation of marketing management and conditions that meet the response as expected. In other words, training marketing management activities for the women's batik producers mentioned above are very relevant to their needs, especially in implementing the marketing management and market conditions.

D. Evaluation on Input

This evaluation deals with the evaluation on materials, learning facilities, and budgeting, the human resources involved including participants, trainers.

1) Materials. The training on for female batik workers in Mendiro is a program in which the materials are addressed in form of papers consisting of four topics for each category – products, distribution, promotion, and price. This is an 18-hours training, conducted in three days in which participants spend seven hours for each category of training. In one meeting, trainers spend sixty minutes in delivering their materials. The conclusions on the materials of the training:

- Physically, the materials that are in form papers are in line with the field of the trainers.
- The main materials are appropriate enough and in line with the objective of the program. However, since this is a training, the materials that ‘stimulate’ are needed more, such as the way (communication) of delivering the messages.
- The learning evaluation should be structured (using pre test and post test) exploring not only the cognitive aspect but also psychomotor ones.
- The time in delivering the materials is very hasty.

Generally, the main materials in this training need to be up dated at the aims of empowering participants to be able to spread out and develop the information on the marketing management activites.

2) Participants. The participants of this training are female batik workers in Mendiro. The participant's responsibility is implementing the materials obtained in the training with their own characteristics.

3) Trainers. The trainers are from Yogyakarta State University.

4) Learning facilities and budgeting. financially supports this training. The facilities are in form of kits, papers, and certificates.

E. Evaluation on Process

The evaluation on process is based on the perception of the participants after finishing the training. The results are presented in chart 3 and Chart 4.

1) Perception of the participants toward the use of materials:

F. Evaluation on Product

This evaluation deals with the implementation, development, and reasoning or experience sharing the female batik workers gained from the training to your friend (other female batik producers)

1) The implementation of the materials, the results of the evaluation are as follows in Chart 5:

• Q1 (Have you applied what you have got from trainers in the training?)
• Q2 (Are there suggest consumers on kind of product?)
Q3 (Do you prepare the batik production for all status social of consumers?)

Q4 (Do you share your understanding on marketing management activity with friend (other female batik producers)?)

Q5 (Do you integrate the materials marketing management activity of into friend (other female batik producers)?)

Q6 (Do you read books on marketing management?)

Q3 (Do you meet obstacles in developing the materials?)

Q4 (Do you think that a papers marketing management activity on can be helpful?)

Q5 (Do you think that it is strongly recommended to have the module on marketing management activity?)

Q6 (Do you think that institution of “LUMINTU” will help you in your marketing Management activity processes?)

Chart 6: The development of the materials

The development of the materials, the results of the evaluation are as follows in Chart 6:

Q1 (Do you agree if the content of marketing management activity is integrated for your friend (other female batik producers)?)

Q2 (Do you think that the integration will be effective?)

Q3 (Do you meet obstacles in developing the materials?)

Q4 (Do you think that a papers marketing management activity on can be helpful?)

Q5 (Do you think that it is strongly recommended to have the module on marketing management activity?)

2) The development of the materials, the results of the evaluation are as follows in Chart 6:

The female batik workers are hoped to be able to play their role in helping other female batik producers their problems by discussing the marketing management in order to familiarize them with that event. This is to make other female batik producers critical so that they will be able to tell story of the making of batik. Therefore, the main need of the female batik workers is how to understand and prepare for batik processing. The training on marketing management activity is appropriate and meets the need of the female batik workers.

The development and innovative experience diffusion should be through institution. Therefore, the result of the training should be institutionally followed up. Some of the way to implement it are: regularly monitoring of alumni’s activities and service of up-dated information support. It could be in form journal.

REFERENCES


