

# Development Of Baduy Weaving Creative Industry Based On Local Wisdom In Realizing Geographical Indication Opportunities In Banten Province, Indonesia

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## ABSTRACT

Baduy weaving is a handicraft product from the indigenous Baduy community located in Lebak Regency, Banten Province. Baduy community in Lebak Regency, Banten Province. Because Baduy weaving has characteristics, reputation and quality that can identify an area, it can be used as an opportunity for Geographical Indications. It is not easy to change the creative industry that is oriented to Geographical Indication opportunities by fulfilling the wishes and interests of customers and still preserving the customs of the Baduy community. The concept known as Customer Relationship Management (CRM) has been used as a strategy to build relationships with customers. The core of CRM is to change the creative industries of weaving Baduy oriented products becomes better than the application of the CRM perspectives using the Quality Function Development (QFD) method. The four major characteristics of the need for the application of the four CRM perspectives that are most needed in the development of the Baduy weaving creative industry in realizing the opportunities of IG Banten are the Baduy weaving creative industry making a Data Base system; The role of technology in the creative industry that supports the development of production; The Baduy weaving creative industry must try to find new customers by promoting to various regions and countries in print and electronic media; and the creative industry provides quality service for Baduy weaving.

**Keywords:** Baduy weaving, creative industry, Local Wisdom, Geographical Indication, and Customer Relationship Management (CRM).

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## INTRODUCTION

Banten Province has a rich culture and natural beauty that is attractive to tourists. Banten is an alternative choice for tourists who come to Indonesia to explore beautiful tourist attractions. Besides being famous for its culture and beauty, the current Banten Provincial Government continues to encourage the growth and development of creative industries based on local wisdom. Emergence of local wisdom can help local communities overcome their problems through the potential that exists in the community and can be developed, through this potential it is hoped that the community can develop, the economy will increase, the community will prosper and the poverty that exists in the community (Sugiartana & Yasa, 2021).

The creative industry in Indonesia is the driving force behind the nation's creative economy. The term creative economy first appeared in the 1990s and was used to describe all industries based on creativity generated from intellectual property (Mutiarrani, 2017). Intellectual Property has a role in providing legal

protection for the ownership of intellectual works, both communal and personal, which are the basis for the development of the creative economy. Intellectual property protection, and therefore an important part of the national development forward and contribute significantly in the development of national and international economy (Indonesia, 2019). Geographical indications are mechanisms of intellectual property applicable to goods and services characterized by the place where they originated (collected, produced or manufactured), involving environmental, historical, social and cultural specificities (Medeiros, 2016).

One example of potential of Geographical indications is Baduy weaving in Baduy society. Baduy society is a society that lives in exile in the interior of South Lebak district of Banten province. Baduy people or Urang Kanekes an ethnic group indigenous tribe in Banten Lebak district, Banten Province. (Syarbini, 2015). The focus of this research is the development of a creative industry based on local wisdom in Lebak Regency, Banten Province, with Baduy weaving products in order to realize Geographical Indications (GI) opportunities as a form of Intellectual Property (KI) owned by Banten Province.

Moving on to the focus of this research, the question of this research is making the right development strategy for the creative Baduy weaving industry by implementing Customer Relationship Management (CRM) then SWOT Analysis of Baduy Weaving Creative Industry Based on 4 CRM Perspectives so that the products of the Baduy society with local wisdom have the opportunity as Banten Geographical Indications (GI). Strategy Measurement of CRM implementation based on the voice of customer uses four perspectives, namely the perspective of Customer Knowledge, Customer Interaction, Customer Satisfaction and Customer Value (Hermenegildo Gil Gomez, 2020). The application of these four perspectives is carried out to gather information for respondents on the attributes of the questions that have been compiled, to understand the needs of Baduy weaving products in realizing opportunities as Geographical Indications (GI) of Banten.

## **METHODS**

The creative industry is one sector in the creativity economy subsystem. (Masunah, 2017). Creative industry is the process of creation, creativity, and ideas from a person or group of people who can produce a work, without exploiting natural resources, and can be used as economic products that it produces. Creativity generated should be able to open the field work required. Therefore, this industry must be developed, as one of the pillars of the Indonesian economy. The concept of the creative industries are defined as industries derived from the use of welfare and employment by generating and exploiting the creativity and inventiveness of individuals. Creative industries come from human ideas which are always renewable and unlimited resources (Rochani, 2017). The development and formulation of a strategy in the creative industry is not an easy job. Emerging in the last decade of the twentieth century, the concept of creative economy—an economic system based on the synthesis between economics, culture, science and technology—has gradually gained recognition as an increasing number of individuals and organizations come to understand creativity as a motor that fuels development processes. (Guiherme, 2017). The main obstacle is the internal commitment to everything that has been formulated as a consequence of the strategy. Strategic planning is vital for any organization. Even more important, effective strategic project planning can make a difference between long-term success and failure. (Romero, 2018). The important meaning of understanding strategy is as an effort to take action to achieve a better position. Business development strategy can be done by building the right communication between supply and demand factors for a product. Building a proper communication can use the four perspectives on Customer Relationship Management, Customer perspective Knowledge ie, Customer Interaction, Customer Satisfaction and Customer Value.

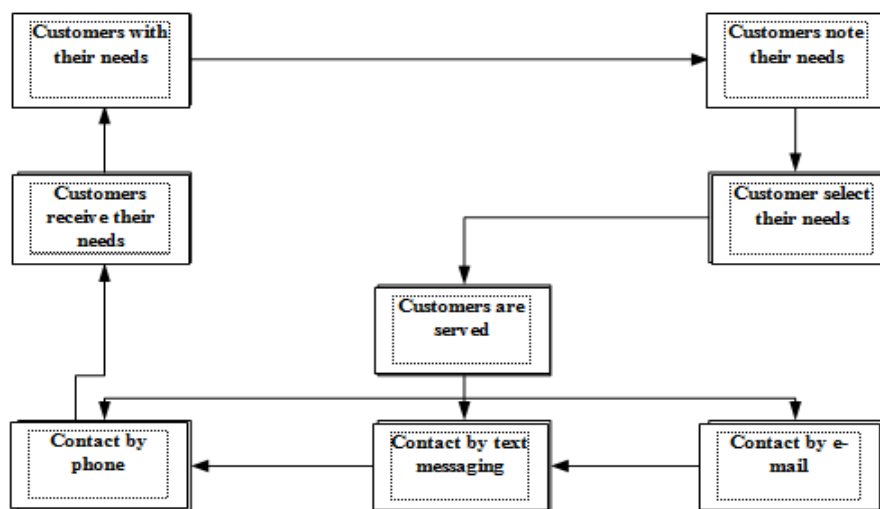


Figure 1. Customer Relationship Management Solution

(Sourcer: Compton, 2004) (Yim, 2004)

The regulation of Geographical Indications (GI) is regulated in Law Number 20 of 2016 concerning Marks and Geographical Indications or referred to as UUMIG in Chapter VIII of the first part, in Article 1 number 6 it is stated that Geographical Indications are a sign indicating the area of origin of an item, which due to geographical environment factors including natural factors, human factors, or a combination of both factors, provide specific characteristics and quality of the goods produced. The provisions and procedures for the registration of Geographical Indications by the government has issued Government Regulation No. 51 Year 2007 on Geographical Indications. Signs used as Geographical Indications in obtaining protection as referred to in Article 53 paragraph (1), in Article 52 paragraph (2) Applicants for Geographical Indications must submit an Application to the Minister.

The development of the Baduy weaving creative industry so that the products of the Baduy society with Geographical Indications (GI), which is based on four perspectives on CRM, uses the QFD (Quality Function Deployment) method. This method is designed to obtain a CRM system improvement by making matrices in the HOQ (House Of Quality. Quality function deployment (QFD) is a customer-driven quality management and product development system for achieving higher customer satisfaction.(X.X. Shen, 2001).This method is organized as a guide in the research through systematic measures in order to obtain the objectives as expected to give a description of the stages that must be carried out in an effort to develop the creative industry of Baduy weaving based on local wisdom in realizing the opportunities for geographical indications of Banten Province to be well structured. The QFD product/service development process or methodology is based on the development of a sequence of matrices known as „House of Quality” (Shrivastava, 2016). The House of Quality Matrix is a highly recognized and widely used form of this method. This method was used for translating customer requirements into functional design(Singh, 2018).

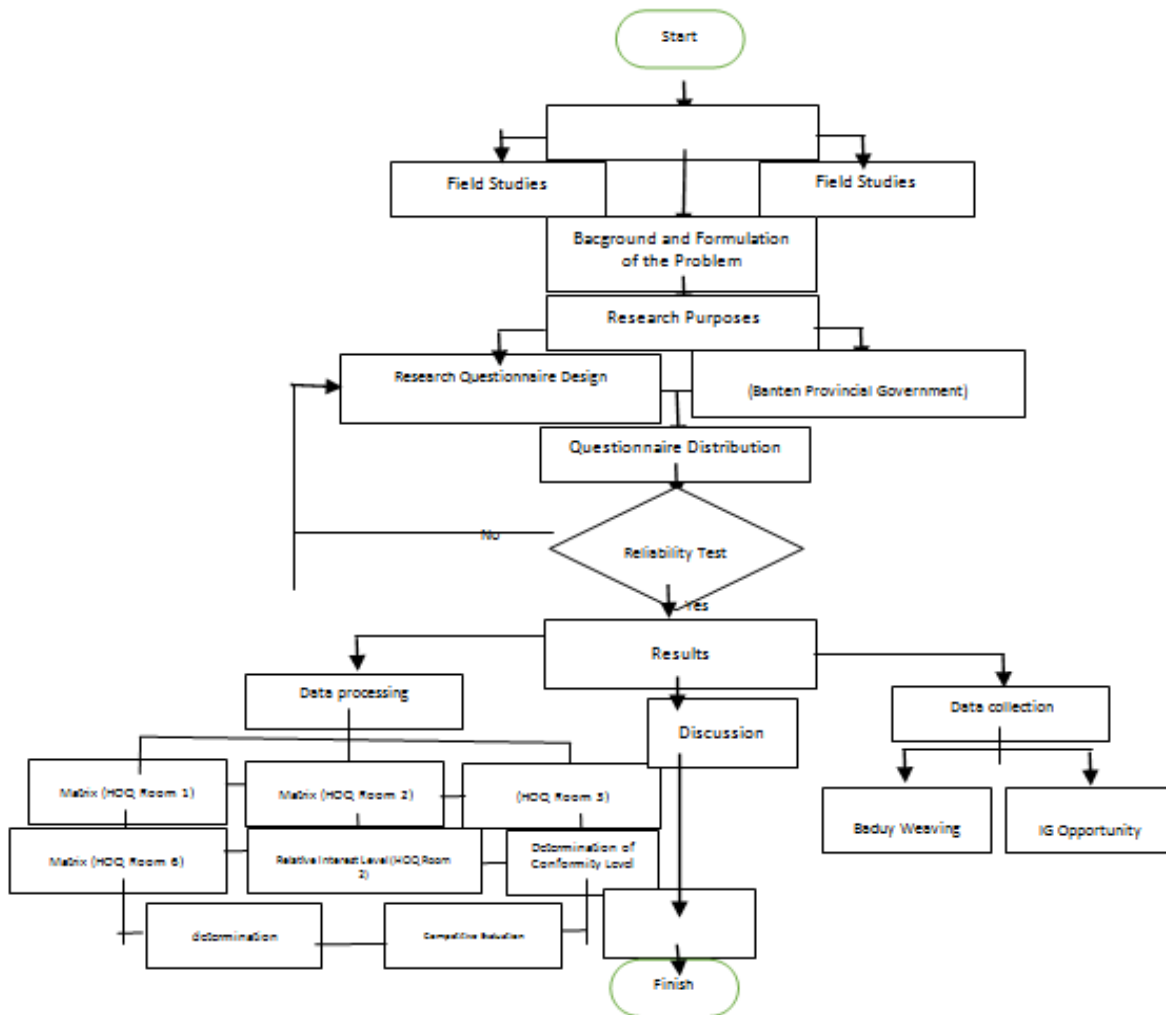


Figure 2. Research Method

## RESULT AND DISCUSSION

### 1. DEVELOPMENT STRATEGY FOR THE CREATIVE BADUY WEAVING INDUSTRY BY IMPLEMENTING CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Baduy weaving is a production of the Baduy community which consists of several villages called Kanekes village. In Kanekes Village, there are Baduy Dalam villages and Baduy Luar villages. In Baduy Dalam Village there are three villages, namely Cibeo village; Cikeusik village; and the village of Cikartawana. While the Baduy Luar tribe consists of many villages, namely, Kaduketug I; Cipondok; Kaduketug; Kadukaso; Cihulu; Marengi; Gajeboh; Balimbing; Cigula; Kadujangkung; Karahkal; Kadugede; Kaduketer I; Kaduketer II; Cicantang I; Cicantang II; Cikopeng; Cibongkok; Sorokokod; Ciwaringin; Cibitung; Batara; Panyerangan; Cisadam I; Cisadam II; Leuwidaham; Kadukohak; Cirancakodang; Kaneungai; Cicakalmuara; Cicakal Tarikolot; Cipaler I; Cipaler II; Cicakal Girang I; Cicakal Girang II; Cicakal Girang III; Cipiit Lebak; Cipiit Pasir; Cikadu Lebak; Cikadu Pasir; Cijengkol; Cilingsuh; Cisagu Pasir; Cisagu Lebak; Babakan Eurih; Cijanar/Cikayang; Ciranji; Cikulingseng; Cicangkudu; Cibagelut; Cisadane; Batubeulah; Cibogo; and Pamoean (Muhlisin, 2017).

Weaving cloth for the Baduy community has its main function as clothing, and is a fulfillment of clothing needs. Baduy weaving looks simple compared to weaving from other regions, but the decorative designs and handicrafts of the Baduy people are works of art (fabric) that have a high value, Baduy weaving is an

aesthetic and natural expression. Baduy weaving is a distinctive symbol to distinguish the Baduy community from others. The manufacturing process and tools used in Baduy weaving are technically no different from the traditional weaving process in general, namely the preparation stage consisting of preparing the tools designed by themselves and the materials used, then proceeding to the process of dyeing and winding the yarn. The weaving process begins with hani, nyucuk and weaving activities. The last stage is dilarak. The raw materials used by the Baduy Tribe in general are cotton yarn for the Baduy Dalam tribe and synthetic yarn for the Baduy Luar tribe. The loom used by the Baduy is the Dodogang loom. Dodogang is a tool that is placed behind the back of the weaver, which is useful for maintaining the tightness of the thread. Dodogang is made of wood with a length of approximately one meter to one and a half meters. In the middle of the Dodogang, the wood is made wider than the right or left side. It is intended that the back does not hurt while weaving. As follow of characteristics of Baduy weaving creative industry development Needs Based on Four CRM Perspectives:

**2. FORMATION HOUSE OF QUALITY MATRIX: FORMATION OF WHAT'S SUB MATRIX IN HOUSE OF QUALITY**

In establishing a quality house, the first step that must be done is to determine the WHAT's matrix, which in this section contains the attributes that can be taken into consideration in the development of the Baduy weaving creative industry in four CRM perspectives. In the quality house, the attributes of these needs are needs that must be carried out by the creative Baduy weaving industry or commonly known as the WHAT's matrix. This matrix displays the attributes or characteristics of the need for the development of the creative Baduy weaving industry on the level of importance and satisfaction with the four CRM perspectives. To be able to see the need for four CRM perspectives (WHAT's) can be seen in the following table:

**Table 1. Characteristics of Baduy Weaving Creative Industry Development Needs Based on Four CRM Perspectives (WHAT's Sub Matrix)**

No.	Characteristics of Baduy Weaving Creative Industry Development Needs Based on Four CRM Perspectives ( WHAT's )
<b>PERSPEKTIF CUSTOMER KNOWLEDGE</b>	
1	Understanding and knowing the needs and desires of customers by conducting surveys (research).
2	Respond to customer wants and needs quickly and responsively.
3	Provide services in accordance with the wishes and needs of customers.
4	Knowing the current market trends.
5	The role of technology in supporting product development.
6	Develop Information Technology to meet customer needs and desires.
<b>PERSPEKTIF CUSTOMER INTERACTION</b>	
7	Provide accurate and up-to-date information about a Baduy woven product to customers.
8	Improve internal communication channels with stakeholders.
9	Maximizing operational effectiveness and efficiency well.
10	Creating a database system related to Baduy weaving
11	Streamline and facilitate the delivery system (delivery process).
<b>PERSPEKTIF CUSTOMER SATISFACTION</b>	
12	Maintain and retain customers.
13	Provide high loyalty to stakeholders.

14	Trying to find new innovations in Baduy weaving.
15	Designing a team to provide customer satisfaction.
PERSPEKTIF CUSTOMER VALUE	
16	Strategic location and supporting facilities.
17	Provides convenience in the payment system.
18	Provide quality service for Baduy woven products.
19	Providing bonuses or other programs as a follow-up to Up Grading.
20	Give discounts at certain times.

(Source: Data Analysis; 2021)

### 3. FORMATION OF HOW'S SUB MATRIX IN HOUSE OF QUALITY

This HOW's sub-matrix contains supporting characteristics for the development of the Baduy weaving creative industry on four CRM perspectives or the efforts that can be made to meet needs and desires based on the voice of customer contained in the WHAT's sub-matrix. The supporting characteristics based on CRM are obtained from the results of interviews with researchers and interested parties in Baduy weaving creative industry development to realize the opportunities of IG Banten, as well as direct observations in the field. Supporting characteristics based on CRM for HOW's sub-matrix, can be seen in the following table.

**Table 2. Characteristics of Supporting the Development of the Baduy Weaving Creative Industry Based on CRM (HOW's Sub Matrix)**

No	Supporting Characteristics
1	Conducting research (Research) to find out the wants, needs and information about customers..
2	
3	Open an On-Line system for transaction or payment activities.
4	Hold training or seminars on CRM.
5	Improving creative industry productivity support facilities.
6	Develop electronic channels for marketing, sales, information and communication with customers.
7	
8	Adding operational facilities to support the delivery system (product delivery).
9	Implementing a computerized system on every line.
10	Implementing CBHRM (Competency Based Human Resources Management).
11	Conduct interactive and comprehensive communication with stakeholders.
12	Provide suggestions boxes as a place for customer aspirations.
13	Creating websites and internet sites.
14	Provide phone number, E-Mail to be able to communicate with stakeholders.
15	Provide quality or good service to a product.
16	Creating product designs or patterns that are in line with developing trends or fashions.
17	Hold connections with external.
18	Make a plan to know all the activities that have been carried out.

(Sumber: Data Analysis; 2021)

**4. FORMATION OF RELATIONSHIP SUB MATRIX (RELATION)/WHAT'S VS HOW'S.**

The relationship sub-matrix is formed by forming a relationship matrix between the attributes of the four priority CRM perspectives (WHAT's) and the supporting characteristics based on CRM obtained from interviews in the development Baduy weaving creative industry development to realize the opportunities of IG Banten (HOW's). In the formation of this relationship matrix there are two kinds of relationships that can occur, namely, strong and moderate relationships. The following is a table of the relationship between WHAT's and HOW's.

**Table3. Sub Matrix of WHAT's - HOW's Relations**

HOW's	Conducting research (Research) to	Open an On-Line system for	Hold training or seminars on CRM.	Improving creative industry	Develop electronic channels for	Adding operational facilities to	Implementing a computerized (Competency Based Human	Conduct interactive and	Provide suggestions how to do a	Creating website and internet	Provide phone number, E-Mail to	Provide services quality assured	Creating product designs or	Hold connections with external.	Make a plan to know all the
WHAT's	<b>PERSPEKTIF CUSTOMER KNOWLEDGE</b>														
Understanding and knowing the needs and desires of customers by conducting surveys (research).	⊙														
Respond to customer wants and needs quickly and responsively.									○			⊙			
Provide services in accordance with the wishes and needs of customers.					○							○			
Knowing the current market trends.															⊙
The role of technology in supporting product development.					⊙						⊙				
Develop Information Technology to meet customer needs and desires.							⊙			⊙					
<b>PERSPEKTIF CUSTOMER INTERACTION</b>															
Provide accurate and up-to-date information	○				○										

about a Baduy woven product to customers.																				
Improve internal communication channels with stakeholders.																				⊙
Maximizing operational effectiveness and efficiency well.																				⊙
Creating a database system related to Baduy weaving																				⊙
Streamline and facilitate the delivery system (delivery process).																				⊙
<b>PERSPEKTIF CUSTOMER SATISFACTION</b>																				
Maintain and retain customers.																				⊙
Provide high loyalty to stakeholders.																				⊙
Trying to find new innovations in Baduy weaving.																				⊙
Designing a team to provide customer satisfaction.																				⊙
<b>PERSPEKTIF CUSTOMER VALUE</b>																				
Strategic location and supporting facilities.																				⊙
Provides convenience in the payment system.																				⊙
Provide quality service for Baduy woven products.																				⊙
Providing bonuses or other programs as a follow-up to Up Grading.																				⊙
Give discounts at certain times.																				⊙

Relation Symbol: ⊙ = Strong Relation; ○ = Mid Relation

(Source: Data Analysis; 2021)

**5. IMPROVEMENT RATIO**

The value of the ratio between the goal and a degree of satisfaction toward the development of creative industries of Baduy weaving based CRM perspective are derived from the results of questionnaires.



Improvement Ratio is the result of comparing the level of satisfaction between the desired level of satisfaction toward the perspective of the effectiveness of CRM with the level of satisfaction. The results of the attributes of the importance of effectiveness and satisfaction with Customer Relationship Management of Baduy weaving in the creative industry based on local wisdom are as follows:

**Table4. Comparison of Satisfaction Levels and Importance of Baduy Weaving IG Opportunities**

CRM Perspective	Attribute	Level of Interest		Level of Satisfaction	
		Scale	Description	Scale	Description
CUSTOMER PERSPECTIVE KNOWLEDGE	Understanding and knowing the needs and desires of Baduy weaving as IG Banten.	4	Significant	4	Satisfied
	Responding to the wishes and needs of IG opportunities quickly and responsively.	5	Very Significant	5	Very Satisfied
	Providing services in accordance with the wishes and needs of IG	4	Significant	4	Satisfied
	Knowing the current trend or fashion	4	Significant	4	Satisfied
	The role of technology in supporting product development.	4	Significant	4	Satisfied
	Adapting to Information Technology to meet the needs and desires of IG	4	Significant	4	Satisfied
CUSTOMER PERSPECTIVE INTERACTION	Providing accurate and current information about Baduy weaving	4	Significant	4	Satisfied
	Improving internal communication channels	4	Significant	4	Satisfied
	Maximizing operational effectiveness and efficiency well.	4	Significant	4	Satisfied
	Creating a database system related to Baduy weaving.	5	Very Significant	4	Satisfied
	Streamline and simplify the Baduy weaving delivery process system.	4	Significant	5	Very Satisfied
R PERSPECTIVE IVE SATISFAC	Keeping and maintaining in providing good service.	4	Significant	5	Very Satisfied
	Provide high loyalty.	4	Significant	4	Satisfied

	Trying to find new innovations in Baduy weaving.	4	Significant	4	Satisfied
	Give satisfaction to stakeholders.	4	Significant	4	Satisfied
CUSTOMER PERSPECTIVE VALUE	Strategic location and supporting facilities	4	Significant	4	Satisfied
	Provides convenience in the payment system.	4	Significant	4	Satisfied
	Provide Quality Service for products that have been ordered if there is a defect in Baduy weaving.	4	Significant	4	Satisfied
	Providing bonuses or other programs as a follow-up to Up Grading.	4	Significant	4	Satisfied
	Give discounts at certain times.	4	Significant	5	Very Satisfied

(sourcer: Data Analysis; 2021)

**6. TARGETS AND DIRECTIONS FOR IMPROVEMENT**

This section contains the target characteristics supporting the four CRM perspectives or efforts that can be made in the development of the Baduy weaving creative industry in the Baduy community so that it can meet the needs and desires of customers (HOW's), the results are obtained from interviews with stakeholders and are based on the results of direct field surveys to the customers. From the results of interviews and/or field surveys, the results of the direction of improvement are obtained, namely increasing or increasing (need to increase), keep going well and go down (need to decrease or also decrease), for complete results can be seen in the following table:

**Table 5. HOW's Improvement Targets and Directions**

No.	Karakteristik HOW's	Target HOW's	Arah Perbaikan
1	Conducting research (Research) to find out the wants, needs and information about customers.	Periodically (4 months), to determine the characteristics of the customer.	↑
2	Open an On-Line system for transaction or payment activities.	Creating a data base system in order to make connectivity.	↑
3	Hold training or seminars on CRM.	At least once every 6 months or attend an external seminar.	↑
4	Improving creative industry productivity support facilities.	Arrangement of supporting area expansion.	○
5	Develop electronic channels for marketing, sales, information and	Prioritizing promotional channels through brochures,	↑

	communication with customers.	pamphlets and the internet.	
6	Adding operational facilities to support the delivery system (product delivery).	Invest in transport and delivery vehicles.	○
7	Implementing a computerized system on every line.	Focused on creative industry players.	↑
8	Implementing CBHRM (Competency Based Human Resources Management).	Create an organizational structure.	○
9	Conduct interactive and comprehensive communication with stakeholders.	Communicate continuously	○
10	Provide suggestions boxes as a place for customer aspirations.	Conduct periodic corrections for criticism and suggestions.	↑
11	Creating websites and internet sites.	Trying to implement transactions via the internet.	↑
12	Provide phone number, E-Mail to be able to communicate with stakeholders.	Aims to make it easier for customers.	↑
13	Provide quality or good service to a product.	Provide effective and efficient services.	○
14	Creating product designs or patterns that are in line with developing trends or fashions.	Conduct a survey every 3 months to find out which products are in demand.	↑
15	Hold connections with external.	As a strengthening and development of creative industries.	○
16	Make a plan to know all the activities that have been carried out.	Determine the right strategy.	↑

(Sumber: Data Analysis; 2021)

**7. HOUSE OF QUALITY**

House of Quality (HOQ) is a stage in the application of the QFD (Quality Function Deployment) methodology. Generally this matrix is an attempt to convert the voice of customer directly to the technical characteristics or technical specifications of Baduy weaving which is the result of the creative industry of the Baduy community. The Baduy weaving creative industry will try to achieve technical characteristics that are in accordance with the targets that have been set.

The following is the preparation of the quality house matrix, namely the Quality Function Deployment Matrix, a chart that provides an explanation of the House of Quality (HOQ) which is a matrix to perform the stages in the use of Quality Function Deployment.

Quality Function Development Based on the Four Dimensions of CRM Perspective in the Baduy Weaving Creative Industry		level of interest	how's (supporting characteristics)													Satisfaction Level		
			the wants, needs and	for transaction or	hold training or	industry productivity	sales, information and facilities to support the	computerized system (competency based	human resources comprehensive	boxes as a place for	creating websites and	e-mail to be able to	provide quality or good	are in line with	hold connections with		the activities that have	
Repair Attribute																		
DEVELOPMENT OF CREATIVE BADUY WEAVING INDUSTRY BASED ON LOCAL FOUR CUSTOMER RELATION MANAGEMENT PERSPECTIVES	CUSTOMER PERSPECTIVE KNOWLEDGE	Understanding and knowing the needs and desires of Baduy weaving as IG Banten.	4	X														4
		Responding to the wishes and needs of IG opportunities quickly and responsibly	5							X			X					5

		Providin g services in accordan ce with the wishes and needs of IG	4					X							X				4
		Knowing the current trend or fashion	4																4
		The role of technolo gy in supporti ng product develop ment.	4					X											4
		Adapting to Informati on Technolo gy tomeet the needs and desiresof IG	4						X				X						4
	CUSTOMER PERSPECTIVE INTERACTION	Providin g accurate and curent informati on about Baduy	4	X				X											4

		CUSTOMER PERSPECTIVE SATISFACTION	weaving																		
			Improving internal communication channels	4															X		4
			Maximizing operational effectiveness and efficiency well.	4									X								4
			Creating a database system related to Baduy weaving.	5							X	X									4
			Streamline and simplify the Baduy weaving delivery process system.	4						X											5
			Keeping and maintaining in providing good service.	4									X								5
			Provide high loyalty.	4								X	X			X					4
			Trying to find new innovations in	4					X										X		4

			Baduy weaving.																	
			Give satisfaction to stakeholders.	4			X												4	
		CUSTOMER PERSPECTIVE VALUE	Strategic location and supporting facilities	4				X										X	4	
			Provides convenience in the payment system.	4			X											X		4
			Provide Quality Service for products that have been ordered if there is a defect in Baduy weaving.	4															X	4
			Providing bonuses or other programs as a follow-up to Up Grading.	4															X	4
			Give discounts at certain	4					X	X									X	5

			times.																	
Target HOW's				Periodically (4	Creating a data base	At least once every 6	Arrangement of	Prioritizing	Invest in transport	Focused on creative	Create an	Communicate	Conduct periodic	Trying to implement	Aims to make it	Provide effective	Conduct a survey	As a strengthening	Determine the right	

Figure 2. Matrik Quality Function Deployment

(source: Data Analysis; 2021)

**8. SWOT ANALYSIS OF BADUY WEAVING CREATIVE INDUSTRY BASED ON 4 CRM PERSPECTIVES**

This qualitative analysis uses the SWOT method (Strengths, Weaknesses, Opportunities, and Threats) based on four perspectives of Customer Relationship Management (CRM), namely, Customer Knowledge; Customer Interaction; Customer Satisfaction; and Customer Values. The use of this SWOT analysis contains strengths and weaknesses on internal factors, while external factors contain opportunities and threats. SWOT analysis can simply be understood as a test of the attributes that have been defined in four CRM perspectives that have been processed using the QFD (Quality Function Deployment) method through the House Of Quality building. The results of a SWOT analysis of the internal and external environment of the Baduy weaving creative industry are as follow:

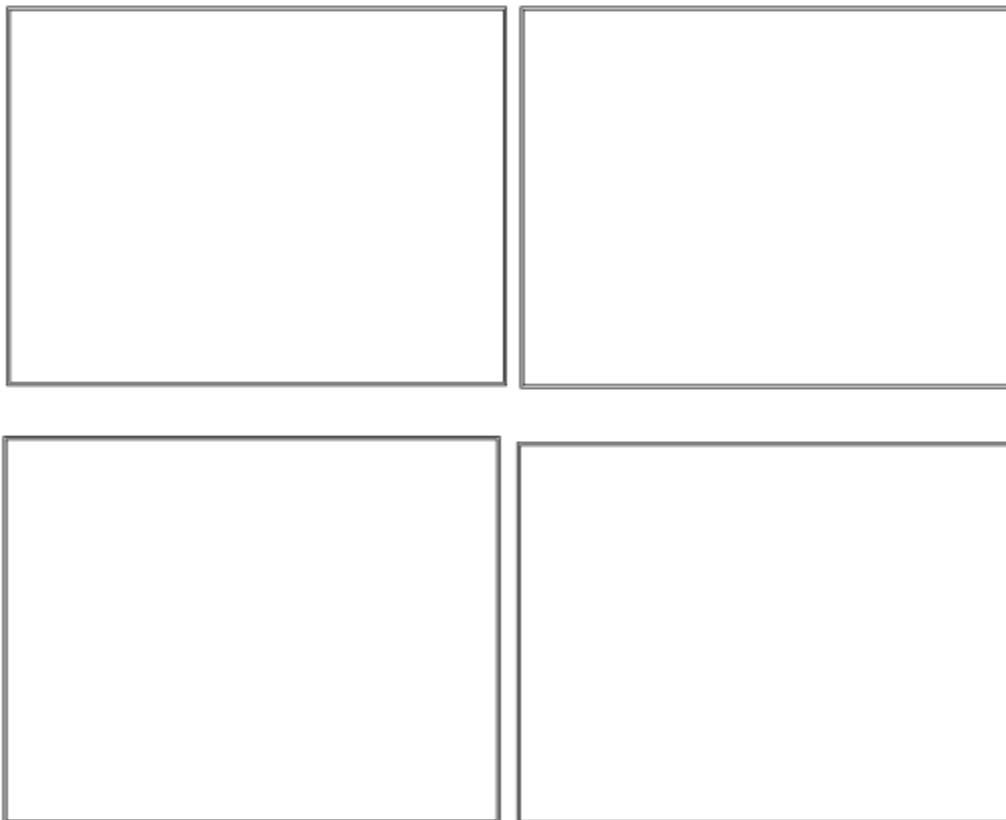


Figure 3. SWOT Analysis of Baduy Weaving Creative Industry Development

(Source: Data Analysis; 2021)

The supporting characteristics of the CRM perspective are the attributes that the Baduy weaving creative industry must do to meet or satisfy the customer and obtained 16 supporting attributes of the four CRM



perspectives, which are then linked to customer needs. Firstly Conducting research (Research) to find out the wants, needs and information about customers. Open an On-Line system for transaction or payment activities for stakeholders; Hold training or seminars on CRM; Improving creative industry productivity support facilities.

Develop electronic channels for marketing, sales, information and communication with customers.; Adding operational facilities to support the delivery system (product delivery); Implementing a computerized system on every line.; Implementing CBHRM (Competency Based Human Resources Management); Conduct interactive and comprehensive communication with stakeholders; Provide suggestions boxes as a place for customer aspirations; Creating websites and internet sites; Provide phone number, E-Mail to be able to communicate with stakeholders; Provide quality or good service to a product; Creating product designs or patterns that are in line with developing trends or fashions; Hold connections with external; Make a plan once every 4 months to know all the activities that have been carried out.

## **CONCLUSION**

Based on the results and discussions that have been carried out, the following conclusions as follows: The four major characteristics of the need for the application of the four CRM perspectives that are most needed in the development of the Baduy weaving creative industry in realizing the opportunities of IG Banten are:

- a) Baduy weaving creative industry creates a Database System
- b) The role of technology in creative industry that supports the development of production
- c) The Baduy Weaving creative industry must try to find new customers by promoting to various regions and countries in print and electronic media
- d) Creative industries provide quality service for Baduy weaving

The value of the relative importance level for SWOT analysis of the supporting characteristics or attributes of the implementation of the four CRM perspectives, then there are several supporting attributes or characteristics that must be carried out immediately in the context of developing the Baduy weaving creative industry in realizing the opportunities of IG Banten. These attributes or characteristics are that the creative industry of Baduy weaving provides service quality or good service to customers; development of Electronic Channel for marketing, sales, promotion. Information and communication; implementing a computerized system on each line; perform interactive and comprehensive communication; make a plan at least every 4 months to find out the Marketing Mix activities that have been carried out.

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