

Conceptual Model in Creating a Sustainable Batik Industry Performance Due to the Impact of the Covid-19 Pandemic with Indicators of Dynamic Capability and Marketing Orientation and Digital Marketing as a Mediator

Ani Mekaniwati^{1,2*}, Abdul Talib Bin Bon³, Bambang Hengky Rainanto⁴

^{1,2}*Department of Bio Entrepreneurships, Faculty of Business, Institut Bisnis dan Informatika Kesatuan, Bogor, Indonesia*

²*Department of Technology Management, Faculty of Technology Management & Business, Universiti Tun Hussein Onn Malaysia, Parit Raja, Johor, Malaysia*

³*Department of Production and Operations Management, Universiti Tun Hussein Onn Malaysia, Parit Raja, Johor, Malaysia*

⁴*Department of Tourism, Faculty of Tourism and Informatics, Institut Bisnis dan Informatika Kesatuan, Bogor, Indonesia*

**Corresponding author email: a.meka@ibik.ac.id*

Abstract

The Covid-19 pandemic has changed many things in the batik industry. At the beginning of the pandemic, the batik industry immediately collapsed, especially the small-scale batik industry, which has not utilized digital marketing. This research aims to create a conceptual model for the creation of a sustainable batik industry located on the island of Java, Indonesia. The use of dynamic capability indicators and marketing orientation is expected to answer the sustainability of the batik industry on the island of Java, Indonesia. The research location was chosen on the island of Java because it is the largest batik centre in Indonesia. This research is based on a literature review from reputable scientific journals, plus literature on the development of Batik SMEs. More than 235 literature sources are the material of this research. Literature analysis is to find the relationship between one parameter and the tested parameters to strengthen the hypothesis. The role of Digital Marketing, in addition to having a direct relationship with Sustainable Industry Performance, is also a mediator in research that provides dual functions in creating a sustainable batik industry. The initial research results in the form of a concept model will be the basis of broader research with a broader range of respondents

Keywords: Sustainable Industry Performance, Dynamic Capability, Marketing Orientation, Digital Marketing

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