The Effect Of Written Batik Motif Innovation And Mixed StrategyMarketing On Business Development Of Msme Centers Industry Batik Village Sindang, Kec. Dukuhwaru, Regency Tegal

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Abstract

The research objectives are: 1) To know the influence of motivational innovation on the development of SMEs industrial center SMEs Sindang villages, district . Dukuhwaru , district . Tegal .

2) To know the influence of marketing mix strategy on the development of SMEs industrial center of batik village Sindang , district . Dukuhwaru , Kab . Tegal . 3) To know the influence of innovation motive and marketing mix strategy together to the development of SMEs industrialcenter of batik village Sindang , district . Dukuhwaru , district . Tegal .

The data collection method used in this research is a questionnaire. While the method of data analysis and hypothesis test used is spearman rank correlation analysis, significance test Spearman rank correlation coefficient, multiple correlation analysis, test the significance of multiple correlation coefficient and test coefficient of determination.

Based on the calculation of Spearman rank correlation analysis: 1) There is an influence of motive innovation on business development with correlation coefficient of 0.578 with a significance value of 0.000. 2) There is influence of marketing mix strategy to business development with correlation coefficient of 0.615 with a significance value of 0.000. 3) There is an effect of innovation motive and marketing mix strategy together to business development with correlation coefficient of 0.637 with a significance value of 0.000.

Keywords : Innovation motive, Marketing Mix Strategy and Business Development

1. INTRODUCTION _

Every producer always attempted through product which generated for get destination and target the company achieved . Product which generated could sold or bought by consumer end with level price which give profit company period long . Through product which couldsell it , company could ensurehis life or guard stabilityhis business and growing . In skeleton here every producer must think about activity marketing product , far before product this generated until product the consumed by si consumer end .

In side it , in in activity marketing now this (modern) also there is competition business between competitors who the more tight . Businessman will lost compete if no ready in face situation that , then for that every company must sued for understand what which currently happens in the market and what becomes desire the consumer Thing this require businessman for thinkcreative and innovative for support continuity his efforts to be able compete with product outside country. Product which quality will more attractive for consumer so that could cause perception which good for consumer to product which generated and on finally will increase sales volume meaningfully _ performance development his business also will increase .

From concept marketing that , there is term mix marketing (*marketing mix*), that is wrong one draft key in modern marketing consisting of from dimensions – dimensions which could controlled by more companies _ known with draft 4P (*Products, Price, promotion, places*). set tool marketing is activity marketing which includes 4 kinds thing , where is thing the combined Becomes one unity so that will Becomes one interlocking program packages relate one each other. Blend from Thing the will Becomes something key success activity marketing . Blend from fourth dimensions the no only just mergingAmong one with other _ live in it , will but must really _ _ Becomes one and each other sustainable

Among one problem _ with others _ (Sturdy Winarso and Al – Farisy , 2015:247).

Competition which the more strict as well as mre and more consumers critical in choose products , requires MSMEs to must more innovative in produce something product . With say other para businessman must capable offer product new one far more good compared to with which offered by competitors more in _ _ market. one _ many types of SMEs developed in Indonesia is MSME batik. Activity batik already pass journey time nation Indonesia which very long and wade through struggle culture which very urgent so that now batik is one _ identity national mutually _ unite Indonesian people andproud (Supriono , 2016:2).

On era modernization life , batik as wrong one creation art which permanent used for various type activity like clothes , scarf , wallet , bag andaccessories House ladder like tablecloth table , sarong pillows , sheets and decorations room . In Indonesia has various what kind of batik background by feature typical something area such as Yogyakarta, Solo, Pekalongan , Tegal , Cirebon, Madurai, Tuban and Banyuwangi . Areas _ the have area potential batik industry and batik process at the moment this has shift from the nature technical to creativity because quality and power pull batik focused on the motif can on type materials used , patterns , colors , features _ or development . Utility batik for various necessity life man need appreciated by batik craftsmen as opportunities and challenges . Opportunities and challenges the market industry batik which could realized in form innovation and creativity all human batik .

Innovation is invention – invention new or spread mean invention new the to in use common in society . Innovation no must come from leader peak only , but responsibility all party which involved in process production . Innovation looked at as creation and implementation from combination new and means _ that development and implementation something new (Poerwanto _ and Sukirno , 2012:219). With innovation , company capable create evaluationand idea – idea new from product which already there is

as tool for adapt with state dynamic market environment . For company , success in do innovation product means company the step more proceed compared to with competitors (Kotler and Keller,2009:81).

Innovation in motive batik from something craftsman batik which there is in area in Indonesia need conducted for fulfil needs and wants from consumers and make batik which developed will the more known wide by public and follow as well as by live in preservation batik. Besides Pekalongan that has been famous with the batik , there is something the area that is in the Province Central Java , namely Tegal . Written Batik Tegal could recognized from the motive big and wide and this motif is very exclusive because no exist in other areas . The motive many adopt various flora and fauna the fauna around _ society Tegal . The famous Tegal batik motif that is Grudo with color which bright with form wing bird eagle . Besides it , there is Gribigan motif that is webbing bamboo with color dark . For other motifs , namely motifs Rice Mawur , Kitiran , Poci , Tread krikilan , Ondel – ondel , flora and fauna motifs and others so on . Activity production batik write , good in City nor in districts Tegal group inside _ center industry small and medium . For region City Tegal is at in Ward Kalinyamat Wetan , Bandung, Tunon and Keturen . Whereas region districts Tegal is at in village Sindang , bengal , setu , couple , Pangkah and Dukuhsalam . Choice batik color write Tegal dominated color brown and blue . However , in Thing innovation color motive other there is color red , yellow and green . Characteristic typical other from batik _ Tegal is lies in choice color which colored – colorful (Supriono , 2016:84-85).

As one _ area batik producer in districts Tegal , village Sindang which located in districts Dukuhwaru also have sufficient potential and opportunities _ big for developed more continued . In village Sindang there is batik SME craftsmen write and activity batik already conducted long ago and down hereditary until moment this . by down hereditary , batik write Sindang produced by the community around and batik write Sindang have characteristic color which

typical that is blue dark , black , brown and red . Produced batik _ _ is batik _ with distinctive motifs and patterns from Tegal or more _ known with the name "Batik" moor ". For activity the marketing , batik Sindang do marketing to areas _ _ Besides Tegal , that is to Jakarta, Brebes , Pemalang , Pekalongan , Semarang, Purwokerto , etc as well as in Step develop marketing to the region that other .

mostly _ existing batik entrepreneurs in village Sindang have level education which enough low so that they in operate business his business still not yet can for Becomes businessman success and they only think for get profit only , but no think for support continuity his business in then day as well as lack of knowledge in determine area the marketing also still need developed .

start from here appear demands so that MSME capable formulate a innovation and the marketing with good . more more , innovation and marketing is activity which urgent in application development effort , but looked at not yet utilized by optimal by MSME batik in the village Sindang , district . Dukuhwaru , Kab . Tegal .

1.1 FORMULA PROBLEM

Based on explanation background back above , then _ could formulated problem as following :

1. is innovation motive take effect to development business center MSME industry batik village Sindang , district . Dukuhwaru , district .Tegal ?

2. is strategy mix marketing effect on development business SME center industry batik village Sindang , district . Dukuhwaru , district . Tegal ?

3. is innovation motive and strategy mix marketing take effect by together - same to development business SME center industry batik village Sindang , district . Dukuhwaru , district . Tegal ?

1.2 DESTINATION STUDY

As for destination from study this is as following :

1. For knowing influence innovation motive for development business center MSME industry batik village Sindang , district . Dukuhwaru , district .Tegal .
2. For knowing strategy influence mix marketing to development business SME center industry batik village Sindang , district . Dukuhwaru , Kab . Tegal .
3. For knowing influence innovation mix motives and strategies marketing by together - same to development business SME center industry batik village Sindang , district . Dukuhwaru , Kab . Tegal .

2. FRAMEWORK OF THOUGHT ANDHYPOTHESIS

On study this , researcher want to knowing influence variable motive innovation and strategy mix marketing to development effort , that is :

1. Influence Innovation Motive with Development Business

Innovation is something invention new different _ than already _ there is or develop Becomes more interesting from invention which previously (Tjiptono , 2015:444). Whereas innovation motive is framework picture in the form of fusion Among line, form and isen Becomes one unity which realize batik by whole with a number of motive Among other patterned picture grow – plants , animal , human , geometric and other etc (Supriono , 2016:167).

Development business is ability a businessman small for socialize herself to need share market so that there is repair level live on yourself a businessman and looks there is possibility for more proceed again and get seen from total sale which the more increase from ability businessman in reach opportunity existing business , _ do innovation , breadth market which mastered and able compete (Purwanti , 2012:21).

So, could concluded that influence innovation motive with development business is in something activity company especially craftsman batik need created a innovation with unique motifs so that things it can create development business which the more develop and as form response on the changes that took place in market.

2. Influence Strategy mix Marketing with Business Development

Strategy mix marketing is combination activities that are the core from system marketing and could controlled and used by company for influence reaction para buyer or consumer (Assauri , 2014:198).

Development business is ability a businessman small for socialize herself to need share market so that there is repair level live on yourself a businessman and looks there is possibility for more proceed again and get seen from total sale which the more increase from ability businessman in reach opportunity existing business , _ do innovation , breadth market which mastered and able compete (Purwanti , 2012:21).

So, could concluded that influence strategy mix marketing with development business is in activity business / business required a strategy for can wincondition moderate competition _ happened inmarket and could interesting interest consumer , by total Becomes one unity from aspect developmentproduct , affordable price _ compete and in accordance with quality , do activity promotion for interesting interest consumer buy product and distribution which equally about the product as well as could reachable consumer which will increase development his efforts .

Based on description in top , so framework think Among innovation motive and strategy mix marketing to development business could depictedas following :

Image 1
Framework
Thinking
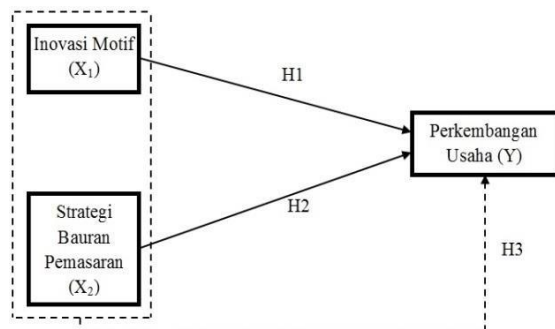
2.1 HYPOTHESIS

Hypothesis is something statement temporary or guess who still must searching for the truth . Hypothesis in study this are :

1. There is influence innovation motive to development business batik industry center for SMEs in the village Sindang .
2. There is influence strategy mix marketing to development business center MSME industry batik in the village Sindang .
3. There is influence innovation motive and strategy mix marketing by together - same to development business SME center batik industry in village Sindang .

3. METHOD STUDY

Study this use type study quantitative . Study quantitative is the process of finding knowledge that using data in the form of number as tool analyze description about what _ want to known (Module Methodology research , 2017:8).

In study this use type study descriptive , that is aim for describe or describe state in field by systematic with fact – fact with proper interpretation and data mutually _ relate as well as no only for look for truth Among the variable (Sugiyono , 2010:35).

Whereas for method which used is with method survey , that is method which conducted with use questionnaire (questionnaire) as tool study performed on the population big nor small , but data which studied is data

taken from the population _ (Sugiyono , 2013:11).

3.1 POPULATION AND SAMPLE

a. POPULATION

Population is region generalization which consist on object or subject which have quantity and characteristics certain which set by researcher for studied and then and drawn the conclusion (Sugiyono , 2017:61). Population in study this is whole batik craftsmen in the village Sindang which totaling 100 people.

b. SAMPLE

Sample is part from number and characteristics possessed _ by population . Technique taking sample which used is use sample saturated , that is whole population made sample so that sample which used amount 100 people.

3.2 DEFINITION OF CONCEPTUAL AND OPERATION VARIABLE

Definition conceptual is definition by general about variable to be analyzed . Definition this more character hypothetical and no could observed .

Definition operational is limitation definition about variable which inside it already reflect indicators that will used for measure variable which concerned .

Variable study is all something shaped _ what only that set by researcher for studied so that obtained information about Thing that , then drawn the conclusion (Sugiyono , 2017:2). Which Becomes variable in study this is Innovation Motive ($X1$) , Strategy mix Marketing (X_2) and Development Business (Y) and explained as following :

Table 1
Operational Variable

Variabel	Dimensi	Indikator	No. Item	Skala
Perkembangan Usaha (Y)	Pertumbuhan Penjualan	1. Target penjualan yang diharapkan	1,2	1) SS : Sangat Setuju 2) S : Setuju 3) CS : Cukup Setuju 4) TS : Tidak Setuju 5) STS : Sangat Tidak Setuju
		2. Pertumbuhan penjualan yang dicapai	3,4	
	Pertumbuhan Pasar	3. Perluasan pangsa pasar	5,6	
	Pertumbuhan Laba	4. Peningkatan pelanggan	7,8	
		5. Profitabilitas perusahaan	9,10	
Inovasi Motif (X₁)	Keunggulan Relatif	1. Desain motif	1,2,3	1) SS : Sangat Setuju 2) S : Setuju 3) CS : Cukup Setuju 4) TS : Tidak Setuju 5) STS : Sangat Tidak Setuju
	Kesesuaian	2. Kesesuaian motif dengan manfaat yang diperoleh	4,5	
	Kerumitan	3. Tidak mengalami kesulitan dalam memilih motif yang diinginkan	6,7	
	Komunikabilitas	4. Tingkat pemesanan desain motif sesuai dengan pemesan	8,9,10	

Variabel	Dimensi	Indikator	No. Item	Skala
Strategi Bauran Pemasaran (X₂)	Produk	1. Produk mempunyai daya tahan yang lama	1	1) SS : Sangat Setuju 2) S : Setuju 3) CS : Cukup Setuju 4) TS : Tidak Setuju 5) STS : Sangat Tidak Setuju
		2. Produk tersebut mempunyai keunggulan	2	
		3. Produk yang dihasilkan mempunyai kualitas yang baik dan memberikan kepuasan konsumen	3	
	Harga	1. Memberikan diskon	4	
		2. Harga yang terjangkau	5	
	Promosi	1. Media sosial dan cetak	6	
		2. Melakukan pertemuan dengan konsumen	7	
		3. Mengikuti kegiatan pameran	8	
	Distribusi	1. Menjangkau masyarakat dan dapat bersaing	9	

Variabel	Dimensi	Indikator	No. Item	Skala
		2. Lokasi produksi produk mudah ditemukan dan dapat melakukan perluasan daerah penjualan	10	

3.3 TECHNIQUE COLLECTION DATA

Technique collection data which conducted in study this are :

1. Interview (*Interview*)

Interview is technique collection data if researcher want to do studies preliminary for find problem which must researched (Sugiyono ,2010: 194).

2. Questionnaire (Questionnaire)

Questionnaire is technique collection data which conducted with method give set question or question written to respondent for he answered(Sugiyono , 2010:199).

3. Observation

Observation is technique data collection that has characteristic Specific to people and objects natural which other (Sugiyono , 2010:203).

3.4 METHOD ANALYSIS DATA

Method analysis data which used in study this is :

1. Analysis Correlation *Rank Spearman*

Used for look for connection or for test significance hypothesis associative when each – each variable which connected ordinal and the formula is (Sugiyono , 2010:356) :

Formula 1
Analysis Correlation *Rank Spearman*

$$ ⍴ = 1 - \frac{6 \sum^2}{(n^2 - 1)} $$

Information :

⍴ : coefficient correlation *Rank Spearman*

$\beta_i{}^2$: Total square difference between ranking

N : Amount sample that researched

Direction correlation declared in + (plus) and – (minus) signs and the value of r and will consulted with table interpretation value of r :

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Table 2
Table Interpretation Mark

Interval Koefisien	Tingkat Hubungan
0,000 - 0,199	Sangat Rendah
0,200 - 0,399	Rendah
0,400 - 0,599	Cukup
0,600 - 0,799	Kuat
0,800 - 1,000	Sangat Kuat

2. Test Significance Coefficient Correlation
   Spearman Rank
   a. Formula Hypothesis
      $H_0 : = $ 0 None innovation influence motive (X_1) with development business (Y) batik writein the village Sindang .
      $H_1 : 0$ There is an effect

      innovation motive (X_1) with development business (Y) batik writein the village Sindang .
      $H_0 : = $ 0 None strategy influence

      As for for test significance with used formula as following (Sugiyono , 2017:230) :

      Information :
      T : the size t count
      R : Coefficient correlation N :
      Amount sample
   e. Conclusion : H_0 accepted or rejected .

3. Analysis Correlation multiple
      Analysis correlation multiple aim for knowing strong whether or not variable free which take effect by together _ _ to variable bound , so used formula as following (Sugiyono , 2010:256) :
      Formula 3
      Analysis Correlation multiple

Formula
2t count

$$\square = \frac{r\sqrt{n\,2}}{1\,2\,-}$$

marketing mix (X_2) with development business (Y) batik writein the village Sindang .
$H2\_ : 0$ There is an effect

mix strategy marketing (X_2) with development business (Y) batik writein the village Sindang .
   b. level Significant
      Using level significant as big as 95 % (or
      = 5% = 0.05).
   c. Criteria Test Hypothesis H_0 accepted : $-t / 2 \leq t \leq t / 2$
      H_0 rejected : $t > / 2$ or $t < -t / 2$
   d. Count Mark t count

$$1x2 = \frac{(2^1\_ + 2^2)\_\_2\,(ryx1\,2\,1\,2)}{1\,2 - 1\,2}$$

Information :
$R_{y\,x1\,x2}$: Correlation Among variable X_1 and X_2 by together – same
r_{yx1} : Correlation between X1 and Y $\_r_{yx2}$: Correlation between X2 and Y $\_r_{x1\,x2}$: Correlation Among X_1 and X_2

4. Test Significance Coefficient Correlation multiple
   a. Formula Hypothesis
      $H_0 : = $ 0 None innovation influence motif (X_1) marketing

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b. level Significant

Using level significant as big as 95 % (or = 5% = 0.05).

c. Criteria Test Hypothesis H_0 rejected : $F_{count} > F_{table}$ H_0 accepted : $F_{count} < F_{table}$

d. Count Mark F_{count}

As for for test significance with used formula as following (Sugiyono , 2017:235) :

Formula
4F_{count}

$$F_{hitung} = \frac{2 / -}{(1\ 2) / - (n\ \ 1)}$$

Information :
F : the size F_{count}
R : Coefficient correlation multiplek : Amount variable free
n : Amount sample

e. Conclusion : H_0 accepted or rejected .

5. Coefficient Test Determination
Used to explainhow big or small(direct donation) variableindependent and dependent variable and the formula is :

5 formula
Coefficient
DeterminationKd =
$R2$ – x 100%

Information :
Kd : Coefficient determination$R2$ – :
coefficient correlation

4. RESULTS

Study this conducted to 100 person respondent and on study this respondent depicted based on type gender , age and education listedin table in lower this :

4.1 PROFILE RESPONDENTS ACCORDING TOTYPE SEX

description respondent profile according to type sex is grouping respondent according to type sex man - man and female . For knowing level proportion type sex male and female , then _ _ could served through table following :

Table 3
Profile Respondent according to TypeSex

No	Type Sex	Amount	Percentage
1	Man - man	30	30%
2	Woman	70	70%
	Amount	100	100 %

Based on table 3 in on could known that woman Becomes craftsman which dominate that is there are 70 people or 70% and men man totaling 30 person or 30%.

4.2 RESPONDENT PROFILE ACCORDING TO AGE

description profile respondent according to age describe level experience and maturity pattern think a respondent craftsman batik _ in village Sindang which could served through table following :

Table 4
Profile Respondent according to Age

No	Age	Amount	Percentage
1	25 - 35 Year	2	2%
2	36 - 45 Year	56	56%
3	46 - 55 Year	41	41%
4	> 55 Year	1	1%
	Amount	100	100 %

Based on table 4 in on could known that age respondent batik craftsmen in the village Sindang many 36-45 years old _ occupy total the most that is 56 person or 56
%. Age 36 – 45 years old more dominate because age the more productive .

4.3 RESPONDENT PROFILE ACCORDING TO EDUCATION

description respondent profile according to education describe level Skills and creativity a respondents who can served through table following :

Table 5
Profile Respondent according to Education

No	Education	Amount	Percentage
1	SD	37	37%
2	junior high school	30	30%
3	senior High School	27	27%
4	Diploma / Bachelor	6	6%
	Amount	100	100 %

Based on table 5 in on could known that batik craftsmen in the village Sindang Very many accept education the last one until with elementary level occupy total the most that is 37 people or 37 %.

4.4 ANALYSIS CORRELATION *RANK SPEARMAN* INNOVATION MOTIF TO DEVELOPMENT BUSINESS

For answer testing hypothesis first , that is " There are " influence innovation motive to development business center MSME industry batik in village Sindang ." conducted with use analysis correlation *rank spearman* . Following this is results testing hypothesis first with use analysis correlation *spearman rank* :

Table 6
Correlation Test Results
***Spearman Rank* Motive**
Innovation Against Development Business

Correlations

			Inovasi Motif	Perkembangan Usaha
Spearman's rho	Inovasi Motif	Correlation Coefficient	1000	,578**
		Sig. (2-tailed)	.	,000
		N	100	100
	Perkembangan Usaha	Correlation Coefficient	,578**	1000
		Sig. (2-tailed)	,000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on results calculation correlation *Spearman* rank above , then di could results Mark rs of 0.578. rs value of 0.578 then interpreted with table interpretation the value of r is in interval 0.400 – 0.599. In Thing this , influence

innovation motive to development business belong to enough and character positive . Positive it means

if in in activity business batik Batik craftsmen do _ innovation motive by sustainable , so development his business also will growing and when the craftsmen batik no do innovation motive on an ongoing basis , then development neither does the effort will growing .

Sindang .

4.5 SIGNIFICANT TEST OF COEFFICIENT CORRELATION *RANK SPEARMAN*

a. Formula Hypothesis

$H_0 : = 0$ None influence innovation motive(X_1) with business development (Y) batik in the village Sindang .

$H_1 : 0$ There is influence innovation motive (X_1) with development business (Y) batik in village Sindang .

b. level Significant

Using level significant as big as 95 % (or = 5 % = 0.05).

c. Criteria Test Hypothesis H_0 accepted : $-1.98 \leq t \leq t\ 1.98$
H_0 rejected : $t > 1.98$ or $t < -1.98$

d. Count Mark t_{count}

Table 7
Results Mark t_{count}
Motive Innovation Against Development Business

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,963	3,660		2,996	,003
	Inovasi Motif	,657	,100	,551	6,541	,000

a. Dependent Variable : Perkembangan Usaha

e. Conclusion

From calculation t_{count} obtained Mark as big as 6,541 which then compared to with t_{table} 1.98 which turns out to be $t_{count} = 6,541 > 1.98$ with thereby hypothesis zero rejected and hypothesis alternative accepted . It means there is influence motive innovation with development business batik write in the village

4.6 ANALYSIS CORRELATION RANK SPEARMAN STRATEGY MIXMARKETING ON DEVELOPMENT BUSINESS

For answer testing hypothesis second , that is " There are " influence strategy mix marketing to development business center SMEs in the batik industry in the village Sindang ." conducted with use analysis correlation *rank spearman* . Following this is results testing hypothesis first with use analysis correlation *spearman rank* :

Table 8
Correlation Test Results *Spearman Rank* Mix Strategy Marketing To Development Business

Correlations

			Strategi Bauran Pemasaran	Perkembangan Usaha
Spearman's rho	Strategi Bauran Pemasaran	Correlation Coefficient	1000	,615**
		Sig. (2-tailed)	.	,000
		N	100	100
	Perkembangan Usaha	Correlation Coefficient	,615**	1000
		Sig. (2-tailed)	,000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on results calculation correlation *Spearman* rank above , then di could results Mark rs of 0.615. rs value of 0.615 then interpreted with table interpretation the value of r is in interval 0.600 – 0.799. In Thing this , influence strategy mix marketing to development business belong to strong and character positive .

Positive it means if in in activity batik business batik craftsmen do strategy mix marketing by integrated (complete), then so development his business also will growing and when the craftsmen batik no do strategy mix marketing by integrated , so development neither does the effort will growing .

4.7 TEST SIGNIFICANCE COEFFICIENT CORRELATION *RANK SPEARMAN*

a. Formula Hypothesis

H $_0$: = 0 not availabl e strategy influence mix marketing (X $_2$) with development business (Y) batik in village Sindang .

H2 _ : 0 There is influence mix strategy marketing (X $_2$) with development business (Y) batik in the village Sindang .

b. level Significant

Using level significant as big as 95 % (or = 5 % = 0.05).

c. Criteria Test Hypothesis H $_0$ accepted : $-1.98 \leq t \leq t\ 1.98$
H $_0$ rejected : $t > 1.98$ or $t < -1.98$

d. Count Mark t $_{count}$

Table 9
Results Mark t $_{count}$
Mix Strategy Marketing To Development Business

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,938	3,282		3,637	,000
	Strategi Bauran Pemasaran	,641	,091	,578	7,006	,000

a. Dependent Variable : Perkembangan Usaha

e. Conclusion

From calculation t $_{count}$ obtained Mark as big as 7.006 which then compared to with t $_{table}$ 1.98 which turns out to be t $_{count}$ = 7,006 > 1.98 with thereby hypothesis zero rejected and hypothesis alternative accepted . It means there is influence strategy mix marketing with development business batik write in village Sindang .

4.8 ANALYSIS CORRELATION MULTIPLE

Analysis correlation multiple aim for knowing strong whether or not variable free which take effect by together – same to variable bound , that is innovation motive (X $_1$) and strategy mix marketing (X $_2$) against development business (Y) which could calculated as following :

accepted : $F_{count} < F_{table}$

Table 10
Results Mark Correlation multiple
Motive Innovation and Mix Strategy
Marketing To DevelopmentBusiness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,637a	,405	,393	4,807	,405	33,038	2	97	,000

a. Predictors : (Constant), Strategi Bauran Pemasaran, Inovasi Motif

From calculation in on obtained R value = 0.637. Because it is in the interval coefficient correlation 0.600 – 0.799 with thereby there is influence which strong Among variable innovation motives and strategies marketing mix against development batik business in the village Sindang . Influence innovation motive and mix strategy marketing character positive it means if innovation motives and strategies mix marketing conducted by together and sustainably , then _ _ development business also will increase . On the contrary , if innovationmotive and strategy mix marketing decreases , then development his business also follow decreased .

4.9 COEFFICIENT SIGNIFICANCE TEST CORRELATION MULTIPLE

a. Formula Hypothesis

H_0 : = 0 not available influence motive innovation (X_1) and strategy mix marketing (X_2) by together _ _ with development business (Y) batik in village Sindang .

H_1 : 0 There is influence innovation (X_1) and mix strategy marketing (X_2) by together _ _ with development business (Y) batik in the village Sindang .

b. level Significant

Using level significant as big as 95 % (or = 5 % = 0.05).

c. Criteria Test Hypothesis H_0 rejected : $F_{count} > F_{table} H_0$

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d. Count Mark F $_{count}$

Table 11
Results Mark F
$_{count}$
Motive Innovation and Mix Strategy Marketing To DevelopmentBusiness
ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1526,905	2	763,452	33,038	,000ᵇ
	Residual	2241,535	97	23,109		
	Total	3768,440	99			

a. Dependent Variable : Perkembangan Usaha

b. Predictors : (Constant), Strategi Bauran Pemasaran, Inovasi Motif

e. Conclusion

From results test significance coefficient correlation multiple in on obtained F value $_{count}$ as big as 33,038. Mark F $_{count}$ as big as 33,038 the next compared to with F $_{table}$ 3.09. Because F $_{count}$ > F $_{table}$ (33,038 > 3.09) it means there is influence motive innovation and mix strategy marketing by together -same to developmenteffort .

4.10 TEST COEFFICIENT DETERMINATION

Coefficient determination used for explain how much big or small (donation direct) variable innovation motive and strategy mix marketing by together – same to development effort , that is :

Table 12
Coefficient Test Results Determination Motive Innovation and Mix Strategy Marketing To DevelopmentBusiness
Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,637ᵃ	,405	,393	4,807

a. Predictors : (Constant), Strategi Bauran Pemasaran, Inovasi Motif
b. Dependent Variable : Perkembangan Usaha

the size coefficient determination based on above analysis _ that is as big as 40.50%. With Thus the total variation development business which caused by innovation motive and strategy mix marketing is of 40.50%

and the remaining 59.50% is influenced by factors other which no can explained .

5. CONCLUSION AND SUGGESTION
5.1 CONCLUSION

Based on results study about influence innovation motive batik write and strategy mix marketing to development business center MSME industry batik village Sindang , district . Dukuhwaru , district . Tegal could drawn conclusion as following :

1) by Partial there is influence motive innovation for development business SME center industry batik village Sindang , district . Dukuhwaru , district . Tegal . For understand that so that the effort did could keep going develop with good and can compete with para craftsman batik _ from other areas , _ so expected para craftsman batik in village Sindang for can keep going do innovation to special motifs from batik products write which it generates , notice appetite or desire from the consumer .

2) by Partial there is influence mix strategy marketing to development business SME center industry batik village Sindang , district . Dukuhwaru , district . Tegal . For understand that so that the effort did could keep going develop with ok , then para craftsman batik in village Sindang must could increase activity mix strategy the marketing by thorough Becomes one unity strong , like _ have tactics and plan which arranged with good start from process production until promote product which already produced so that consumers interested for buy .

3) by simultaneous there is influence innovation strategy mix marketing to development effort . center MSME industry batik village Sindang , district . Dukuhwaru , district . Tegal . Need known that para craftsman batik naturally must do innovation on motive – The resulting batik motif is agar more interesting , always renewable and have characteristic typical . Then

from mix strategy _ marketing is a strategy for maintain continuity life and development his efforts .

5.2 SUGGESTION

Based on conclusion which obtained in study this , so submitted suggestion as complement to results study which could given as following :

1) For public craftsman batik write in village Sindang , district . Dukuhwaru , Kab . Tegal must always focus and innovate in aspect motive batik which generated with always create motive – motive which have many variation from aspect shape , color and design as well as conducted development more carry on so that produce product a variety of batik , can be interesting interest consumer for buy and will increase development his business from aspect growth sales , could expand share market and get profit .

2) Para craftsman batik write in village Sindang , district . Dukuhwaru , district .Tegal is expected to increase strategy mix the marketing so that the more strong and follow development in market by integrated and coordinated with good . With follow development market and coordinated with good batik craftsmen not _ will left behind and know the strategy – strategy which new for face competition from para competitor from the area that other .

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