

# Utilization of Digital Marketing to Improve Marketing of Endek Woven Fashion for Business Market

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**Abstract.** The richness of Indonesian culture and traditions is currently being maintained in the diversity of the nation so that apart from being protected and preserved, we must maintain it properly. Currently, the use of weaving culture in Bali is being promoted to encourage the usage of endek in clothes. Endek comes from the word "gendekan" or "ngendek" which means silent or fixed, does not change color. Weaving activities or endek weaving can be found in some districts in Bali. Endek ikat weaving has various names following where it is made. The Bali Provincial Government has made a circular regarding the use of endek woven fabrics, and has been stipulated since January 28, 2021, where it stipulates that all Balinese people regarding clothing go to the official office as uniform using Endek woven every Tuesday. To boost the promotion and campaign of tenun Endek or Endek woven as uniform among professional in Bali region, the school utilize digital marketing and promotion as efficient and effective media and tool for promotion in term of its ability to provide wide coverage and strong exposure to customer and market.

## 1 Introduction

The spread of culture and tradition is currently being maintained in the diversity of the nation so that apart from being protected and preserved, we must maintain it properly. This can be in the form of incorporating it into Intellectual Property Rights or being promoted again in daily use. Currently, the use of weaving culture in Bali is being promoted again. To attract the Balinese people to return to using endek in dress. It should be noted that Endek Tenun itself is Endek is a woven fabric originating from Bali. Endek cloth is the result of works of applied art, which means works of art that can be applied in everyday life. Endek comes from the word "gendekan" or "ngendek" which means silent or fixed, does not change color. Weaving activities or endek weaving in Bali can be found in the districts of Karangasem, Klungkung, Gianyar, Buleleng, Jembrana and Denpasar City. Endek ikat weaving has various names in each region, the endek made in Gianyar Regency is known as Gianyar endek, in Klungkung it is known as Klungkung endek. In line with the development of the business world, especially the business and tourism in Bali, the number of the workforce as a supporter of the also grows. The workforce or employees are required to behave and look professional. One of the supports for the professional appearance of employees is the use of uniforms in office or business areas. In line with this, the Bali Provincial Government has specifically issued a circular regarding the use of endek woven fabrics. Circular Letter of the

Governor of Bali Number 04 of 2021 concerning the use of Balinese endek woven fabrics/traditional Balinese woven fabrics has been stipulated since January 28, 2021 [1] Where it stipulates that all Balinese people regarding clothing go to the official office using clothing with Endek Weaving every Tuesday. With digital promotion Besides being more efficient and economical, it will greatly strengthen direct promotion for a long period of time and continuously. Because not infrequently when participating in an exhibition there is no direct transaction. However, with the support of digital promotions, orders often come after the exhibition. Endek Bali is a unique product made with high artistic ability. Its unique traditional motifs contain high artistic and economic value. This will be a comparative advantage against competing products. Digital promotions are beneficial, for endek producers in boosting innovation so that the products produced are highly competitive, and optimally absorbed by the market. Based on the above notion, the problem of this study is what strategy is to increase the marketing of Endek woven for Professional in the business world of the Fashion Design Program, at SMKN 2 Singaraja, Bali through the Utilization of Digital Marketing?

## 2 Literature review

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## 2.1 History of endek

Endek is a woven cloth originating from Bali. Endek cloth is the result of works of applied art, which means works of art that can be applied in everyday life. Endek comes from the word "gendekan" or "ngendek" which means silent or fixed, does not change color. Weaving activities or endek weaving in Bali can be found in the districts of Karangasem, Klungkung, Gianyar, and in the city of Denpasar.

Endek cloth began to develop since the 16th century, during the reign of King Dalem Watuarenggong in Gelgel, Klungkung. This endek cloth then developed around the Klungkung area, one of which was in Sulang Village. In the village of Sulang, the endek woven fabric was pioneered by Wayan Rudja, who at that time had a workforce of around 200 employees. Although endek cloth has existed since the Gelgel Kingdom, endek only began to develop rapidly in Sulang village after the independence period. The development of endek cloth in Sulang Village began in 1975 and then developed rapidly in 1985 until now. Endek woven material can be used as traditional clothing or widely used as school and office uniforms. However, there are some patterns that are considered sacred which are only used in religious events. There are also patterns that are only used for certain people such as kings or nobles. Until now, the use of endek cloth has been used for various purposes, ranging from being the basic material for formal clothes, work, traditional events or fashion styles. Balinese endek fabrics follow the times and their uses are specially modified to combine the impression of traditional modern.

## 2.2 Endek woven making process

In general, endek ikat weaving in Bali is produced using ATBM (Non-Machine Weaving Equipment). The ATBM loom has various forms and mechanisms, but in general the function of this loom is to attach the weft and warp threads which then cross each other to form a woven fabric and create the desired patterns. Before the warp and weft threads are used for the process of making Endek fabric, these threads must go through several processes, as follows:

**Table 1.** Warp and weft yarn processing.

No.	Warp Yarn Process	Weft Yarn Process
1.	Rolling (spinning)	winding yarn
2.	Color dyeing (the process of giving color to the yarn is done by dyeing)	Dyeing
3.	Weaning (process of tying the threads)	Pickpocketing or looking for color filling
4.	Cucucukan (insertion of warp thread)	Fixation treatment
5.		Thrift
6.		Malting

This type of Balinese endek fabric is produced with various unique and distinctive patterns. It is a typical Balinese woven, where the Balinese endek pattern is taken from the form of puppets, flora, fauna and forms of Balinese mythology. The form of Balinese mythology in question is the depiction of characters in the Balinese

Barong Dance and the figures of gods in the lives of Hindus in Bali. From the depiction of the shape, it produces a choice of patterns and colors of endek fabrics as follows:

### 1. Endek Encak Serving Fabric

Encak Saji is an endek cloth pattern that is usually chosen for religious ceremonies of the Hindu community in Bali. For example, for decoration in temples, offering tools, and traditional needs.

## 2.3 Endek patra pattern

The patra pattern has a symbolic meaning for the sacred endek cloth. Previously it was only used by people who had power in Bali. Not everyone was allowed to wear this pattern at that time, so buyers were rarely interested.

### 2. Endek Rang-Rang pattern

The Rang Rang Weaving Fabric or better known as the Cepuk Rang Rang Weaving is a typical weaving of the people of the Nusa Penida Island area of Bali. The characteristics of the Rang Rang endek fabric are the combination of bright colors such as purple, red, orange or yellow and the pattern of small holes on a piece of cloth.

### 3. Endek Carved Diamonds pattern

The Wajik Carved pattern is better known as the Klungkung endek cloth. It is called so because the endek Wajik Carved pattern is the work of endek craftsmen from the Klungkung district of Bali. Office shirts, dresses, and other types of clothing with endek materials generally use the Wajik Carved pattern. The fabric is easy to arrange and can be mixed and matched with various types of fabrics.

### 4. Endek Songket Pattern

Songket patterns on woven fabrics are almost the same as patterns on songket fabrics. The shape is a hexagon whose inside is decorated with flowers. The difference with songket lies in the type of thread used. Songket fabric uses gold and silver threads, while songket pattern woven fabric uses threads from rayon.

### 5. Endek Jumputan pattern

How to make a Jumputan pattern endek cloth using the jumput technique. The jumput technique in question is that above the cloth is given a pattern by filling the cloth, then the cloth is folded and there are special provisions for binding the cloth. Once tied, the cloth is dipped into the dissolved dye. From this process, textile fibers and dyes will react and form a pattern on the fabric.

## 2.4 Endek processing into a clothing

On this occasion, SMK N 2 Singaraja raised superior products with a local feel with the theme "Endless Enchantment for Professional Image". The reason for the appointment of Endek to this flagship program is as a form of preserving Bali's local wealth which has also been confirmed by the Governor of the Province of Bali.

Apart from being seen from the perspective of cultural preservation, Endek woven fabrics also have promising potential business opportunities.

This is due to Circular Number 04 of 2021 concerning the Use of Balinese Endek Woven Fabrics / Balinese Traditional Woven Fabrics as one of the mandatory uniforms in public and private agencies in the Province of Bali. Due to the circular letter, there was a significant increase in the demand for endek uniforms, both for personal orders (customer orders) and ready stock purchases. This is what underlies the appointment of Endek woven fabric on the flagship proposal of the Fashion Design expertise program at SMK Negeri 2 Singaraja. Endek woven fabrics are made into work uniforms worn by professionals in their respective fields of work. The uniform produced by the Tefa Fashion Design Expertise Program at SMK Negeri 2 Singaraja which is given the brand name "Srikandi Bustik" has various advantages compared to similar products on the market. This advantage is obtained because of the accuracy, ability, and perseverance of students who are assigned to handle the manufacture of various products at Srikandi Bustik. In addition, the stages of making Srikandi Bustik products are fully supervised by Fashion Design teachers who are experts in their fields.

## 2.5 Endek work clothing

Srikandi Bustik is the name of the TeFa Fashion Design Expertise Program at SMK Negeri 2 Singaraja which has a superior product with the theme "Endless Enchantment for Professional Image" and aims to realize the use of traditional cloth as one of the suitable work clothes to be worn in various realms of professional workers. The things that are the advantages of Srikandi Bustik products compared to similar products on the market are:

- 1) Boutique Quality
- 2) Friendly service
- 3) More affordable price
- 4) Customers can request various fashion models
- 5) Strategic location and easy to reach

## 2.6 Digital marketing

Digital marketing is marketing using digital technology. The role of digital marketing has become important in accordance with the development of digital technology and developing plans to attract customers and direct them to a combination of electronic and conventional communication [2, 3].

The strategy of businesspeople by utilizing digital marketing, especially through social media, can provide ways and steps to increase consumer networks in marketing their products so that businesspeople can increase their competitive advantage.

Entrepreneurship is closely related to marketing because marketing is part of entrepreneurship. Entrepreneurship is related to the use of opportunities followed by the courage to take risks and requires calculated actions in carrying out the execution of these opportunities, and creative and innovative management of resources to gain profits [4].

Meanwhile, digital marketing as described above is the science and art of exploring, creating and delivering

value to meet the needs of the target market with the benefits of using the Internet. When viewed from the target, entrepreneurship and digital marketing have something in common, namely gaining profits. Then in terms of processes, entrepreneurship and digital marketing have a relationship and similarities, what distinguishes them is that entrepreneurship is more focused on entrepreneurial attitudes towards business activities and digital marketing is more focused on digital business activities. The world of entrepreneurship must be fast and alert in carrying out business transformations, especially in marketing from conventional marketing to digital marketing, especially now that it has entered the 4.0 era and is heading for Society 5.0 which uses digital technology if no transformation is carried out most likely the business could experience setbacks due to the abandonment of consumers. In terms of digital marketing opportunities, there are very big opportunities to get consumers through the Internet so that the business world can grow and develop [5, 6]. Meanwhile, from the challenges, the business world must prepare itself to transform to digital marketing, such as in terms of finance, strategy and qualified resources.

## 3 Methods

In the Bali Provincial Strategic Plan 2020-2023 related to Political Policy issues, it is stated that in Bali Province it has not reached 20% according to the mandate of Law No. 20 of 2003 concerning the National Education System. from the school of validity is not guaranteed accuracy. This is certainly very influential with efforts to advance education in the province of Bali. In terms of technology, there is no integrated educational and cultural management information system so that there are still data discrepancies between the Central Government and the Bali Provincial Government. This causes the Education Mapping in the Province of the education data owned by the Central Government is still not in sync with educational attainment. From the socio-cultural aspect, various diverse cultural events in the city of Singaraja, such as: Cultural Parades, Community Cultural Stages, Cultural Exhibitions, Lovina Love Activities, Traditional fashion Carnivals and other cultural nuanced activities attract domestic and national and even international tourists. The security aspect in the Singaraja city area is very conducive, although the Singaraja community consists of various ethnicities, tribes, various cultures, and various religions/beliefs, there has never been a significant social conflict friction as happened in other areas. This research used qualitative approach with observation of the project implementation. The tools of analysis employed SWOT and Boston Consulting Group to analysis the project conducted by the Fashion Expertise streaming program of the vocational school which was analysis based on tow dimension, which were the potential market growth and relative market share of the Endek woven fashion product. The function of the SWOT analysis is to analyze the strengths and weaknesses of the company which is carried out through a study of the school's

external conditions. The following are the benefits of a SWOT analysis: become a source of information for strategic planning, to build organizational strength, to reverse weakness, to be able to maximize the response to opportunities, and in addressing organizational threats as well as to assist in identifying the company's core competencies. This analysis actually helps you in deciding which entities in your business portfolio are truly profitable, which ones are useless, which ones you should concentrate on and which ones give you a competitive advantage over the others. Once business knows which businesses unit stand where in the business portfolio, will able to know which businesses require investment, which ones need to harvest (make money), which ones need to be divested (reduce investment) and which ones need to be removed completely from the business portfolio.

#### 4 Data collection

Data collection mainly gathered during the implementation of the school development program. Primary data were included observation and documentation of the event; meanwhile secondary data were collected from valid resources such as academic article and business article from reliable sources.

### 5 Results and discussion

#### 5.1 SWOT analysis

SWOT analysis is a method to describe conditions and evaluate a problem, project or business concept based on internal and external factors, namely Strength, Weakness, Opportunity, and Threats of an organization.

**Table 2.** SWOT analysis of SMK negeri 2 Singaraja.

Strengths	Weaknesses
Based on the results of the SWOT analysis, the Strengths of SMK Negeri 2 Singaraja include: <ul style="list-style-type: none"> <li>• Having students who are competent in fashion making</li> <li>• Having educators who are competent in the field of Dressing.</li> <li>• Have complete tools adapted to the industrial world</li> <li>• Have quality materials in the fashion expertise department</li> <li>• The location of the school or vocational school which is located in an area adjacent to government offices and schools.</li> </ul>	Based on the results of the SWOT analysis, the weaknesses of SMK Negeri 2 Singaraja include: <ul style="list-style-type: none"> <li>• Promotional media, especially digital promotional media, have not been used optimally.</li> <li>• Don't have a fashion catalog yet, only adjust it to the wishes of consumers.</li> </ul>
Opportunities	Threats
Based on the results of the SWOT analysis, the Opportunities (opportunity factors) owned by SMK Negeri 2 Singaraja include: <ul style="list-style-type: none"> <li>• Circular of the Governor of Bali Number 04 of 2021 concerning the use of Balinese endek woven fabrics/traditional Balinese woven fabrics, so that employees must buy endek clothes for duty</li> <li>• collaboration to provide knowledge for students</li> <li>• Few competition. There are only 2 schools that have fashion expertise majors, so they still get students in fashion expertise majors</li> <li>• Collaboration with clothing material suppliers</li> </ul>	Based on the results of the SWOT analysis, the Threats (threat factors) owned by SMK Negeri 2 Singaraja include: <ul style="list-style-type: none"> <li>• Purchase of raw materials continues to increase.</li> <li>• The level of market control and people's purchasing power is still lacking, so that sales are still not comprehensive.</li> </ul>

The results of the study on the SWOT analysis obtained an overview of the Strengths, Weaknesses, Opportunities and Threats the results of the SWOT analysis are then juxtaposed and analyzed as well as be used as a strategy formulation that will be implemented

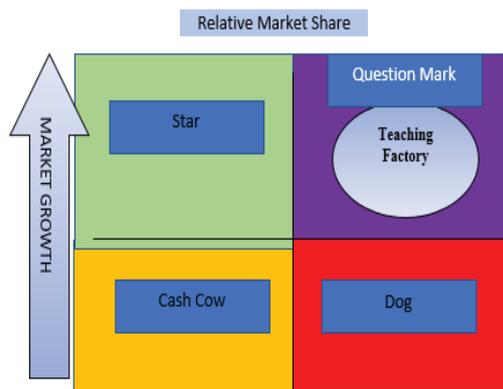
as a program strategy of school development. SO Strategy, WO Strategy, ST Strategy, WT Strategy can be seen in Table 3 below:

**Table 3.** TOWS matrix strategy.

	Strengths	Weaknesses
Opportunities	<b>SO Strategy:</b> 1. Expanding internal collaboration between SMKN 2 Singaraja and industry in the form of: Curriculum development, student internships, Scheduled appointments of trainers from industry, Certification Tests, teacher upskilling, Commitment to graduate absorption. 2. Establish cooperation in the use of practical facilities and equipment with industry 3. Make an agreement in the form of a Cooperation Agreement or MoU regarding the expansion of the scope of cooperation 4. Improving the quality and intensity of practical learning in Industry 5. Bringing guest teachers from Industry on a scheduled basis 6. Develop a vocational curriculum together 7. Implement teacher upskilling programs, internships and certification tests. 8. Cooperation in the student competency test, both the place and the examiner 9. Carry out batch marking with Industry , including developing a practice room with resources from industry	<b>WO Strategy:</b> 1. Improving the competence of teachers and employees by implementing IHT and participating in various possible trainings by utilizing all internal and external resources which exists. 2. Utilizing various offers of assistance and cooperation from various parties to accelerate the achievement of national education standards fulfillment in various ways, for example through filling out takola applications and submitting Final Reports to the relevant agencies/institutions. 3. Through existing internal and external resources build and develop a link & match curriculum with industry , Teaching Factory, Unit production, and LSP P1 institutions. 4. Implement the program Up-skilling and Re-skilling through internship programs and competency certification tests. 5. Revitalize cooperation with industry]
Threats Factor	<b>ST Strategy:</b> 1. Make drafts and work plans constructively and sustainable. 2. Convince INDUSTRY that this cooperation is mutually beneficial. 3. Submit final report of assistance to the government 32 Training and Education on Increasing Managerial Capability of Vocational High School Principals based on local and the central government via the Takola apps 4. Communicating intensively to industry to improve the quality of existing cooperation. 5. Submitting a design expansion of the scope of cooperation to industry , among others, in curriculum development, student internships, 6. Bring in trainers from industry , Certification Test, teacher upskilling, Commitment	<b>WT Strategy:</b> 1. Conduct intensive discussion/communication between two parties directly honest, democratic and constructive 2. During the corona pandemic carry out on the job training system projects which, among other things, are directed in turns with strict health protocols. 3. Trying to find breakthroughs in cooperation in various possible activities there is an input of funds to schools/to students to help students participate in street vendors activities at low cost, and assistance 4. Manage the schedule of HR assignments working in schools outside of school in order to work optimally at school 5. Manage finances by balancing various needs that can ensure teachers get their rights reasonably on time 6. Making various other policies that lead to efforts to lighten the burden of parental financing.

#### 5.2 Boston consulting group analysis

1. Teaching factory (TEFA) as Business Unit  
 The development of the Teaching Factory for Endek workwear products is very familiar to the community, with government support it can help the community's need for work clothes made from Endek remains high. So the analysis of the Boston Consulting Group (BCG) for this product in the Questions Mark position can be seen in Figure 1.



**Fig. 1.** BCG analysis for teaching factory endek fashion production.

The proposed flagship program of SMKN 2 Singaraja, namely: Production of Endek Uniforms to improve the image of professionalism of employees within Buleleng Regency. If analyzed based on the BCG concept, the growth of the or market or users of Endek's uniforms is classified as high potential in the future, which is marked by an increase in the number of businesses and the number of employees. For this reason, in terms of industrial growth rate, the growth rate is high, but currently the level of sales or uniform orders from consumers is not high, so that in terms of market share, it is still low. Thus, the proposed superior program based on the BCG matrix is in the Question Mark Quadrant (Question Mark).

**5.3 Innovation in project implementation: TEFA endek fashion production**

Innovations were developed during the project implementation included

1. Improvement of TEFA SMK Image in the form of Product Logo Development

Branding is a reflection of a company's brand [7-9]. That's why the role of the logo is very important to support the progress of a business. A logo is like a magnet that can attract all the objects around it. In branding activities, the logo plays an important role to reflect the quality of the service or product being marketed. Brands or brands that are already popular usually already have quality services or products that do not need to be doubted. That's the reason why you have to be careful in designing a company logo. Because a unique and attractive logo will make it easier for you to do branding. A logo can be likened to an acknowledgment of a brand for your business. A quality logo is able to attract people's interest to recognize products more quickly. So basically doing a branding is not an easy problem. Branding activities can be carried out by marketing methods through advertising media or socializing directly in the community. This of course must be balanced with an increase in the quality of services and products.

In order to improve product marketing from TEFA Fashion Program, SMK Negeri 2 Singaraja, the TEFA logo was updated to be more attractive. Here's the latest logo from TEFA Fashion Program.



**Fig. 2.** Srikandi bustik logo.

**5.4 Incorporating products into digital-based sales media**

A marketplace is a web application where third-party companies can sell products or services to customers. All processes and transactions are processed through the website administration. On this platform, sellers can offer their products directly to consumers or partners, so the prices they get are also more affordable. With a marketplace, a business can reach a larger international market up to the supplier, distributor, and export and import level. Not only connecting sellers and buyers, but the marketplace also includes processing payments, shipping, and providing assistance if problems arise. Therefore, Srikandi Bustik utilizes two well-known marketplaces, namely Tokopedia and Shopee to market products.

Aspects of digitization in Project TEFA implementation

Digitalization in the industrial world is one of the subjects that is often discussed in the era of the industrial revolution 4.0. All aspects of life have begun to be touched by the influence of technology and digital. And of course, the industrial world cannot be separated from this digital influence. Business digitization is said to be one of the industry's priorities, where the performance efficiency of digital technology needs to be implemented as quickly as possible. Even the government, through the Ministry of Industry, has launched the slogan "Indonesia 4.0", one of which aims to boost the use of digital technology in the industrial world. School Program Development (PPS) to increase Srikandi Bustik's sales turnover by utilizing digital media. This utilization is in the form of:

1. Product list (catalogue)

The product list is re-detailed and arranged in such a way in attractive picture information. This aims to facilitate marketing and product-related explanations to customers. The more interesting the exposure in the catalogue in general will make it easier for the marketing team to sell products.

2. Utilization of the marketplace

Nowadays, personal use of gadgets is quite common. Supported by adequate internet network infrastructure, digital product sales methods need to be done massively. Besides being able to increase the sales sector, digital methods can also help manage stock of goods [10]. Some of the marketplaces used by Srikandi Bustik are Shopee and Tokopedia. The results of the implementation of the development strategy of SMK Negeri 2 Singaraja are as follows:

**Table 4.** Project plan and achievement.

No	Planned Target	Achievements
1	Have a Vocational Practice Curriculum that is aligned with industry and validated by G&S Mode and Mulia Jaya Taylor	There are already activities and results of the alignment of the industry-based fashion curriculum
2	There is a schedule of Guest Teachers/Trainers from G&S Mode and Mulia Jaya Taylor in a mutually agreed regular learning schedule.	There is an agreement. Regular schedule of Guest Teachers from G&S Mode and Mulia Jaya Taylor
3	Have attractive and quality learning materials, both digital and in other forms and validated by G&S Mode and Mulia Jaya Taylor	Successfully made Teaching Materials in the form of Modules and Digital content (Learning Videos) that are mutually agreed
4	Have a mutually agreed Field Work Practice Program document validated by G&S Mode and Mulia Jaya Taylor	There is already internship program Development document that has been agreed upon and validated by the Leader of G&S Mode and Mulia Jaya Taylor
5	Have a work culture reference that applies in the fashion industry.	There is already a Work Culture document that applies to G&S Mode and Mulia Jaya Taylor
6	Realization of Cooperation in the form of MoU with	A comprehensive and holistic MOU and Cooperation Agreement

To develop schools, it is necessary to analyze microenvironmental conditions in the form of explanations regarding aspects of suppliers, users and competitors. While the macro-environment analysis in the form of regulatory, socio-economic, technological and cultural aspects. In addition, a SWOT analysis is also needed to plan school development based on the strategy analysis results. Likewise with BCG analysis, schools can do to map the existence of school programs to formulate policy steps that need to be taken in order to improve school quality.

Absorption of graduates in the world of work is one of the benchmarks for the quality of vocational education held in vocational schools. In addition, growing and developing an entrepreneurial spirit is the focus of the program of activities arranged through a teaching factory with the aim of increasing the absorption of graduates in the industrial world and increasing the independence of graduates. SMK Negeri 2 Singaraja is a vocational school in Buleleng Regency that has implemented a teaching factory program in the learning process. To improve the competence of students, the competence of clothing skills, with an emphasis on training entrepreneurial skills in accordance with the subjects of creative products and entrepreneurship, where students are trained and prepared to have an entrepreneurial spirit. In implementing the program, which has a limited time of 34 days, apart from using time effectively, it is also necessary to innovate changes to what is encountered during implementation. The participation of the committee or existing resources needs to be maximized so that the problems encountered in the implementation of activities are minimal and can bring up the best solutions in solving problems that occur. The ability to quickly make decisions and re-plan or reschedule is needed in conditions that arise outside the plans that have been prepared in accordance with the implementation time and achievement indicators that become benchmarks in achieving the success of a program [11].

## 6 Conclusion

To develop good vocational schools, it is necessary to analyze microenvironmental conditions in the form of explanations regarding aspects of suppliers, users and competitors. While the macro-environment analysis in the form of regulatory, socio-economic, technological and cultural aspects. In addition, a SWOT analysis is also needed to plan school development based on the strategy analysis results. Likewise with BCG analysis, schools can do to map the existence of school programs to formulate policy steps that need to be taken in order to improve school quality.

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## 7 Recommendations

Based on the results of the evaluation of the implementation strategy of School Development at SMK Negeri 2 Singaraja, the authors provide several recommendations as follows:

- a. The evaluation of the program must be carried out by the school development committee, it should be carried out in the form of money which assesses the criteria for the achievement of activities so that the implementation of the follow-up program takes place effectively.
- b. Revitalization The collaboration between SMK and industry must be able to support innovation in the development of TEFA, production units and other school programs with the main aim of increasing the absorption of graduates in industry.

c. Vocational schools that receive educational funding assistance from the Central and Regional Governments must be able to account for the use of their funds in a transparent, accountable and efficient manner and carry out internal and external supervision.

d. Monitoring and guidance on school development programs should involve all elements such as the Ministry of Education and Culture, Provincial Education Offices, Universities and Polytechnics as well as industry SMK Partners and other community elements.

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