

## LAMPIRAN

### Lampiran 1. List Pertanyaan Wawancara Halobali

- 1) *What is Halobali and its meaning?*
- 2) *What is the motivation to build this brand?*
- 3) *Who is Halobali's target customer in Korea?*
- 4) *What are HaloBali's appeals and advantages?*
- 5) *Which media Halobali use for selling the products?*
- 6) *How is the process of Halobali's batik making?*
- 7) *What are the motifs and the meaning?*
- 8) *What motif is the most popular?*
- 9) *Are there any competing batik brands in Korea?*
- 10) *What are Korean people's batik design preferences?*
- 11) *How do Koreans perceive batik?*
- 12) *What do you know about Korean consumer behavior towards fashion?*
- 13) *Are there any internal brand problems and how do they deal with them?*
- 14) *How is the competition in the fashion business in South Korea?*
- 15) *How do Halobali continue to maintain this business?*
- 16) *Do Halobali have any difficulties in marketing their product in Korea?*
- 17) *What media do Korean brands usually use to promote their brand?*

### Lampiran 2. Transkrip Wawancara Terbuka dengan Co-founder Halobali

Pewawancara: Izza (yang digarisbawahi)

Narasumber: Jim (warga negara Korea)

#### 1) *What is Halobali and its meaning?*

*Yeah. Halobali. Halobali meaning, hello friendly. Bali is holiday, travel, comfortable. So, hello Bali meaning, friendly, holiday, travel, comfortable. This is our brand, Meaning.*

*Then, my wife love star. Star. Yeah, star. And then, like, zodiac. My wife like zodiac. So, my wife pattern, pattern designer. She like more natural, and then she love of things. Then, experience, then drawing. Yes, my wife pattern, experience. Yes, this is hello Bali. Yes. Then, next question please.*

**2) What is the motivation to build this brand?**

So, what is the motivation to build this brand? Motivation? Motivation to build this brand, to make this brand. Like, how you, how it start to make this brand? Okay. The story.

*Okay, the story, okay. I went to Australia holiday, working holiday. Then, my wife, university student, like Korean university student. She is master. Oh, yeah. She master university come to here. Then, my wife can speak English well, very well. So, I want to study English. So, I want to, I met English Mini. She is my mentor. So, I love English from my wife. Then, I got my love. Then, I was clothing brand. I worked clothing brand before. Yes, my wife worked clothing brand. So, she already get a clothing brand before.*

*Then, anyway, we met Busan, Korea. Korea, Busan. Then, we same target. Like, we same like clothes. And then design something.*

*So, she introduce batik to me. Then, I saw party. I was shocked and I'm surprised.*

*Oh, really? Yeah, so beautiful party. Because different printing fabric and party fabric. Because I felt printing fabric fake. So, I don't like, I don't like, I don't like. I don't like fake dye, fake dye, fake color. Fake color.*

*Yeah, but batik is so bright and then real. I just, I felt batik color so bright, real and beautiful. So, I want to try make this batik. So, she also, "oh, really? Korea like this batik pattern." So, I said, "maybe, actually, I don't know, but just try." We started batik.*

*That's a cool. Good. So, I heard that, I think I saw it on the TikTok.*

*Oh, yeah, TikTok. You and your wife is struggling a lot with the batik brand.*

**3) Who is your target customer in Korea for Halobali?**

*And then, so, what is your target customer in Korea for Halobali? Oh, yes, 100% Korean. No, no, no. Actually, 90% Korean, but 10% other foreigner, other people. Foreigner in Korea. Foreigner in Korea, yes. So, do you have a specific age range? Age range? Yeah, age range. Like, maybe around 15 years old until 30 years old.*

*Ah, yeah, age range. 20 to 50 (years old).*

*Okay. Because 20... I'm sorry. Yeah. 20 and 30 like this bag and the product. But 40, 50 like fabric. Oh. Because 40, 50 like made something. But 20, 30 like our product. Bag, clothes, any product. Oh, so the older people like the fabric, like the pattern. Oh, yes. So, they make their product? Yes, right, right.*

**4) What do you think about HaloBali's appeals and advantages?**

What do you think about HaloBali's appeals and advantages? Oh, the advantages? Yeah. Like, what do you think it makes Hello Bali is unique? Oh, unique? For young people.

*First, our color is so beautiful and bright. And then, when I saw our party color, I feel so happy. Yes. First, and two, pattern is so unique because we designed. You design yourself? Yes, we are self. So, so unique. Then, Korean people, all Korean people like black and white and gray. Yeah.*

*Because, you know. Yeah, I know. Maybe started wearing black colors.*

*Many people wearing black outer. So, we can try different, change fashion. And then, our product so easy style. Because Korea all black and white, gray. Then, we just point wearing all back. So, I think more good styling. Yes.*

*Yeah. I noticed that all Koreans clothing like, their outfits like monochrome. Yeah, monochrome. I think Koreans don't like things that stand out. Some people like, but usually like black and simple style. So, they like simple. Actually, Indonesia people more trying styling other colors. Yeah. Yes, nice. Yeah, Indonesia like to wear bright. Yeah, bright.*

**5) Which media do you use for selling the products?**

*And then, which media do you use for selling the products? Like, do you mainly using offline or online? 90% online and 10% offline. What do you use for online, like coupang or website? Website, our website. So, mainly you use the website for selling the product? Yes, our website. Maybe, Indonesia, I think Indonesia, Korea different selling. Because, Indonesia so famous shopping, Tokopedia, SNS. But, Korean little bit important website for brand, branding. Because, coupang and Naver some platform just selling. But, website, I think website using branding more good. I think, in my opinion.*

*So, does it mostly, does the selling form for the Halobali product is mostly on through the website? Yes, right. Do you have any partnership, like for selling? Just one Seoul store. Shop in shop means, Seoul shop, many brand in this shop. Gopat, Gopat shop. Halobali, other brand, other brand, other brand. Shop in shop. So, it's like a store? Store, French store. Can you show me? This is Seoul. Shop in shop, other brand, too many other brand.*

*Actually, we are summer season more famous. I cannot find anyway. Yeah, it's okay.*

Sorry, can I take a picture of it? Okay, thank you.

**6) Can you tell me how is the process to make the batik?**

So, you mentioned earlier that you make the motif by yourself. Oh, yes. And, can you tell me how is the process to make the batik? Batik? Batik. Like, do you manually, or is it printed? Oh, no, it's not printed. All design is directly imaged.

*First time I told you, natural and experience. Experience. Experience. And then, my wife love things. Yes, and then, draw it. Batik.*

So, do you have, like, place to make the batik? We just drawing pattern. And then, this is from Indonesia. Indonesian batik master drawing our pattern. Then, we buy fabric. So, we want communication Indonesia small store. We want to sell with Indonesia other store. And then, we want to... Like, collaboration? Oh, collaboration. And then, we want to collaboration batik master. So, is it the fabric sent to Korea? Yes, yes, yes. I heard, is it a cap batik? Cap batik, yeah.

*This is so hard. Yeah, it's so hard. And need a long time to do. Yes, and expensive. Yeah, really expensive. Then, we also packing wax. Oh, yeah, batik wax. But now, we didn't batik class now. Why? Because we so busy. Also, selling product and teaching something. But, it's unique. Yes, so unique. Other Korean people like batik class. Oh, really? Yeah.*

**7) What are the motifs and the meaning?**

And then... I saw that there are so many different design of batik. Actually, I want to ask, like... Can you mention one... Can you mention the motif that you have? I think... Because there are so many... So many parts here. So... Is it... Does the design have meaning? Its design does have meaning or not? Actually... No design meaning. My wife know this meaning. But, my wife like flower and happy smile. Then, more natural. It's just this meaning.

*My wife like Jodie. So, maybe this pattern trying zodiac. Like... This. zodiac. Star. Actually, this pattern is beach. Sea. Sea, yes. But, my wife like zodiac.*

*So, my wife want to try drawing star. Then... That is Aluna. Aluna. Sun and then moon and star. We started that bag. And that bag is so famous.*

**8) What motif is the most popular?**

So... Can you show me which pattern that most like in Korea? We are... Almost... This bag and this bag and this bag. This bag is so famous. Oh, really? Our product. Best

*selling. And then, this best selling. And then, pink bloom. Like this pattern. Pink. Pink, yes.*

*So, which product is the best selling? Is it the bag? Yes, eco bag. Oh, eco bag. And then, dressing bag. Okay. Yes, bag. Halobali famous bag. Eco bag, dressing bag, mini purple bag, mini pouch bag. And then, second famous one, sarong. Oh, sarong. Yes, right. Okay. Thank you.*

**9) Are there any competing batik brands in Korea?**

*Is it in Korea.. Does you have a competitor? For batik brand? Actually, no. But... Just one brand. But I forgot. Do they also sell batik? No, actually, they brand selling sarong. Sarong. But... When we brand opened, they blocked our store. Because they sell sarong, batik sarong. But we are batik brand. They don't like our brand. So, they blocked our Instagram. Because they want to sell just unique. We started batik brand. I forgot. I'm searching. So, they also sell sarong, batik sarong? Yes, they brand batik sarong. Suddenly, too many selling sarong. Before, just two or three brands. But now, too many selling batik sarong brand. This sarong. But I don't know this brand. I forgot this brand.*

*So, can you tell me the difference between your brand and the other brand? Yes, of course, too many difference. Because our real batik brand. They are fake batik brand. Because they just sell batik sarong. But we try batik product, batik material. Batik bag, batik shirt. And designing batik fabric. So, do they just put title batik sarong? No. They sell other goods. Like batik one piece and batik sarong. But now, they want to change other fabric. No batik. Just selling batik sarong. Okay.*

**10) What are Korean people's batik design preferences?**

*What are Korean people's batik pattern preferences? Preferences. Sorry, one more thing. How do you think about Korean's batik pattern preferences? Their preference to batik pattern. So, you mean Korean friends think batik? There is a lot of batik patterns, right? Like the traditional one. This is a batik, right? Batik that you sell is, I think, different. It is modern and contemporary.*

*In my case, I sell traditional batik. So, I felt so boring. Actually, I felt the same. My wife and me want to try modern batik pattern. Korean people like our pattern. But, Korean don't know batik. So, I'm trying to introduce our batik. So, they said, wow, so beautiful batik. And then, other Korean people know batik. But, they said, wow, I know*

batik. But, this batik is so beautiful and so nice. Because, they said traditional batik is a little bit boring.

So, Korean people like modern batik. Yeah, modern batik.

**11) How do Koreans perceive batik?**

How do Koreans perceive batik? How do Koreans? How do Koreans perceive batik?

What do they think about batik? What do you think about me? Batik? Yeah, Koreans.

How do they think about batik? They think batik is actually a little bit hard to style.

And then, so loudly. Louder than me.

Korean people like simple. But, they are so bright and stand out. So, some people feel burdened. You know what I mean? Oh, yeah. Yeah, so, we like simple. This is a preset.

Preset. Preset. But, yoga, pilates, surfer, hula dancer love our pattern. And then, batik.

Yeah, but some people don't perceive.

**12) What do you know about Korean consumer behavior towards fashion?**

What do you think about the consumer behavior of... Koreans' consumer behaviors about fashion? Sorry, I don't know. Okay, it's okay. It's a difficult word. Okay. Sorry.

Like, do Koreans have specific behavior towards fashion? Like, maybe for example, like you mentioned earlier, that Koreans like just a simple outfit. Can you tell me more about the behavior of styling, fashion, Korean fashion style behavior? Okay. Korean

social. And then company like a simple style. So, they want to wearing a suit. Suit?

Yeah, suit. Black suit and then clean suit. So, Korean, they already, brainwash.

Korean social company brainwash to Korean people.

You understand? So, they want to clean suit and then want to wearing on suit. So, they can't try this style. Difficult. Yeah. Yeah. So, we want to change their mind. Their

mindset. Their mindset, yes. Because I think it's so boring at that time. And they're so gloomy. Yeah, it's gloomy. Gloomy, yes. They have to try change other style. More

happy, I think. So, you want to make them try new styling. New styling, yes. Okay.

**13) Are there any internal brand problems and how do you deal with them?**

And then, are there any internal brand problems? And how do you deal with them? I'm sorry? Do you have internal problems in this brand? Yes. So, and how you deal with the problems? Actually, we don't, we didn't problems. Oh, yes. Nothing, nothing problems.

Because international, right? International, all international foreigner love our pattern and pattern. Oh, yes. USA, some Europe love our pattern. So, nothing, not problem. We don't have problem. They love it.

So, international also love the pattern? Yeah, pattern, yes. And this color. So, like what percent international and Korean? For example, maybe 90% people like the pattern. And then the others is international? Like what percent? Okay, okay. International people almost 100% love it. This pattern and pattern. I felt they love this pattern and color. How about the Koreans? How about Korean? How many percent? Korean, Korean, Korean, 70%? Sorry? 50%, 50%, 50% like. But, they Korean like kidding small product. Oh, accessories. Yeah, accessories. They don't want to try clothes. Oh, yeah, because it's hard to style. Hard to style, yeah. But, 90% love our bag, accessories.

I also love the bag. Oh, really? I want to buy them. Oh, thank you.

**14) How is the competition in the fashion world business in South Korea?**

How is the competition in fashion business in South Korea? Competition? Not many, not many. No, no, no. Other brand. No, no, I mean like for like there are a lot of fashion brand. Oh, yes, right. So, how is the competition with the local brand? Like you selling batik, batik clothes, fashion batik. But, competing with the local. Local, local. Maybe gold? Sorry? Gold, gold brand. Gold? Yes, gold brand. They are so lovely, lovely brand.

We love gold. They are trying pattern. Similar our branding.

But, actually different, different branding. But, they are also using pattern. We are also using pattern. They are nice. Is it difficult to sell the batik fashion? Comparing with the local? Yes, actually yes. Because other local brand simple clothing and then they are famous designer. So, can using clothes shape, shape. But, we are simple shape clothing and simple design. So, other local brand maybe selling is good.

Maybe, I don't know. But, we are selling summer season, so nice. Actually, fall and winter is little bit down. But, summer season is best. I saw it.

**15) How do you continue to maintain this business?**

And then, with that struggle, how do you continue to maintain the business? Struggle? Yes, the problems like you mentioned that it's actually hard to sell comparing with the local brand. And then, how you maintain to sell the brand? Do you have any strategy to keep selling this brand, this product or anything? Okay. Help to translate.

*We have to try other design. We are difficult to sell for winter. So, we try puffer bag, winter bag. Like, yoing, yoing, yoing. Big bag and small bag, we try other design. Then, we started Indonesia brand. Maybe, you know.*

*Actually, almost we make product in Korea. But, we want to change other factory in Indonesia. So, we searching nice Indonesian factory. Actually, Korean factory is expensive than Indonesian factory. Maybe, we change factory. Maybe, we can try make other product more. Because, price is so expensive in Korea. So, that's why.*

**16) Do you have any difficulties in marketing your product in korea?**

*Do you have any difficulties in marketing? Marketing? In Korea? Yes. Yes, marketing. Because, marketing equals money. I think. Marketing equals money. So, we try... We do marketing company. They company sponsor marketing. Like, Facebook connect Instagram marketing. So, we try Instagram marketing.*

*But, this is so expensive. So, actually we have to try other marketing. But, I told you. Marketing equals money. So, actually we don't know how can we try marketing. So, we just try make video. Comment. Yes, comment. So, we just update Instagram.*

*So, we don't know how can I marketing next time. So, we just worry. I don't know.*

**17) What media do Korean brands usually use to promote their brand?**

*Because, I'm here only for 3 months right now. But, from what I see is many brands. They promote their products through Instagram, I guess. I don't know. What do you think about the brand in Korea? What media do they usually use to promote their brand? Is it Instagram or website or anything else? Actually, this is... Maybe it's Instagram. Instagram.*

*More important Instagram maybe. Then, website. But, Instagram is more important, I think.*

*I think that's all for the questions. I'm not sure. But, maybe there will be additional questions in the future. But, not now. So, is it okay if I ask again in the future if I have additional questions? Yes, of course. Through email or...? Email. Of course. Okay. Thank you.*



### Lampiran 3. Dokumentasi Wawancara



### Lampiran 4. List Pertanyaan Kuesioner 1

1. Apakah kamu tahu mengenai batik?

*Do you know about Batik?*

*바틱에 대해 알고 계신가요?*

- iya (yes / 네)
- tidak (no / 아니요)

2. Apakah kamu tertarik dengan batik?

*Are you interested in Batik?*

*바틱에 관심이 있으신가요?*

- iya (yes / 네)
- tidak (no / 아니요)

3. apa yang kamu pikirkan mengenai batik?

*What do you think about Batik?*

*바틱에 대해 어떻게 생각하시나요?*

*(short answer)*

4. dari beberapa motif batik berikut mana yang menjadi preferensimu? (kamu bisa memilih hingga 3)

*Which of the following batik design is your preference? (You can choose up to 3)*

*다음 중 선호하는 바틱 디자인은 무엇인가요? (최대 3 가지까지 선택할 수 있습니다)*

5. apakah kamu mengetahui mengenai brand ini?

*Did you know about this brand?*

*이 브랜드에 대해 알고 계셨나요?*

- tahu (yes, i know / *알아요*)
- tidak tahu (no, i don't know / *몰라요*)

6. (jika jawaban iya) apa yang kamu ketahui mengenai brand HaloBali?

*(if your answer is yes) What do you know about the HaloBali brand?*

*(네는 대답이 있다면) 할로발리 브랜드에 대해 무엇을 알고 있나요?*

*(short answer)*

7. (jika jawaban tidak) apa yang kamu pikirkan mengenai brand HaloBali?

*(if your answer is no) What do you think about the HaloBali brand?*

*(아니오라고 대답하면) 할로발리 브랜드에 대해 어떻게 생각하시나요?*

*(short answer)*

8. apakah kamu tertarik dengan brand/produk halobali?

*Are you interested in the HaloBali brand/product?*

*할로발리 브랜드/제품에 관심이 있으신가요?*

*(skala 1-5)*

9. apakah menurutmu brand/produk halobali ini unik?

*Do you think this Halobali brand/product is unique?*

*할로발리 브랜드/제품에 관심이 있으신가요?*

*(skala 1-5)*

10. dari berbagai produk yang tersedia, produk apa yang paling ingin kamu beli? (kamu bisa memilih maks 2)

*Of the various products available, which product would you most like to buy? (you can choose a maximum of 2)*

사용 가능한 다양한 제품 중 어떤 제품을 가장 구매하고 싶으신가요? (최대 2 개까지 선택 가능)

- kain 원단 Fabric
- sarong 사롱 Sarong
- tas 가방 Bag
- clothing 의류 Clothing
- batik class
- others (aksesoris, interior decoration, keyring, pet)

다른이들 (잡화 ACCS, 인테리어 소품 Interior Decoration, 키링 Keyring, Pet 용품)

11. Setelah melihat gambar-gambar di atas, apakah kamu tertarik untuk membeli produk halobali?

*After looking at the pictures above, are you interested in buying Halobali products?*

위의 사진을 본 후 할로발리 제품 구매에 관심이 있으신가요?

- iya (yes / 네)
- tidak (no / 아니요)

12. tolong berikan alasannya terkait pertanyaan sebelumnya!

*please give reasons related to the previous question!*

이전 질문과 관련된 이유를 알려주세요!

*(short answer)*

13. apakah menurutmu produk HaloBali dapat bersaing di pasar Korea?

*Do you think HaloBali products can compete in the Korean market?*

할로발리 제품이 한국 시장에서 경쟁할 수 있다고 생각하시나요?

- iya (yes / 네)
- tidak (no / 아니요)

14. tolong berikan alasan terkait pertanyaan sebelumnya!

*please give reasons related to the previous question!*

이전 질문과 관련된 이유를 알려주세요!

*(short answer)*

15. dari mana kamu biasanya mengetahui/mengenal adanya suatu brand, terutama fashion brand?

*Where do you usually find out about a brand, especially a fashion brand?*

*일반적으로 브랜드, 특히 패션 브랜드에 대해 어디에서 알 수 있나요?*

- poster (*poster / 포스터*)
- postingan media sosial (*social media posts / SNS 게시물*)
- akun resmi media sosial brand (*brand's official social media accounts / 브랜드 공식 SNS 계정*)
- iklan media sosial (*social media advertising / SNS 광고*)
- billboard/banner (*billboard/banner / 빌보드/배너*)
- brosur (*brochure / 팸플릿*)
- lainnya (*other / 다른*)

16. Media apa yang biasa kamu gunakan untuk mencari tahu informasi suatu fashion brand?

*What media do you usually use to find out information about a fashion brand?*

*패션 브랜드에 대한 정보를 파악할 때 주로 어떤 미디어를 사용하나요?*

- website resmi (*official website / 공식 웹사이트*)
- akun instagram resmi (*official instagram account / 공식 인스타그램 계정*)
- brosur (*brochure / 팸플릿*)
- lainnya (*other / 다른*)

17. Desain instagram seperti apa yang kamu suka?

*What Instagram design do you like?*

*어떤 인스타그램 디자인을 좋아하십니까?*

- rapi dan tersusun (*neat and arranged / 깔끔하고 정돈된*)
- fokus menonjolkan produk (*Focus on highlighting products / 제품 강조에 집중해요*)
- ramai dan ceria (*crowded and cheerful / 붐비는 활기찬*)

- fokus pada perpaduan warna (*Focus on color combination* / 색상 조합에 집중해요)

18. secara keseluruhan, gaya desain seperti apa yang kamu suka untuk media iklan/promosi?

*Overall, what kind of design style do you like for advertising/promotional media?*

전반적으로 광고/홍보 미디어를 위한 디자인 스타일은 어떤 것을 좋아하시나요?

- bersih dan fokus pada objek (*clean and focused on the object* / 깨끗하고 물체에 집중할 수 있습니다)
- dihiasi dengan elemen style scribble (*decorated with scribble style elements* / 낙서 스타일 요소로 장식된)
- olahan fotografi (*processed photography* / 가공 사진)

19. Apa yang membuatmu tertarik dalam melihat advertisement of a brand?

*What makes you interested in seeing advertisements for a brand?*

브랜드 광고를 보는 데 관심이 있는 이유는 무엇인가요?

- desain yang menarik (*attractive design* / 매력적인 디자인)
- bahasa penyampaian yang menyenangkan (*use pleasant/joyful delivery language* / 유쾌한 전달 언어)
- bahasa penyampaian yang formal (*use formal delivery language* / 공식 전달 언어)
- Hanya fokus untuk mempromosikan produk (*only focus on product promotion* (제품 홍보에만 집중하세요))
- diselingi dengan konten lain yang menyenangkan (*ex, fun facts*) (*interspersed with other fun content (ex, fun facts)* / 다른 재미 콘텐츠와 산재되어 있습니다 (예, 재미있는 사실))
- lainnya (*other*)

20. Apakah kamu ada saran promosi produk HaloBali agar semakin dikenal di Korea?

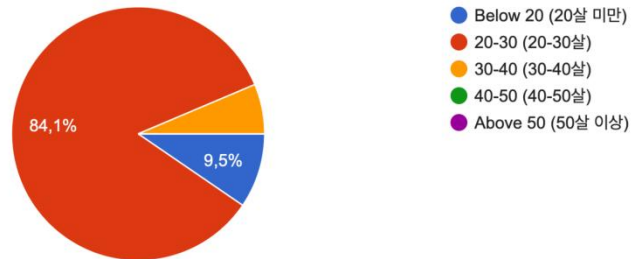
*Do you have any suggestions for promoting HaloBali products to make them better known in Korea?*

할로발리 제품을 한국에 더 잘 알리기 위해 홍보할 수 있는 제안이 있나요?

*(short answer)*

## Lampiran 5. Kuesioner 1 (Kesadaran masyarakat terhadap batik dan Halobali)

Your age 당신의 나이  
63 jawaban



a) Bagian 1 (Kesadaran terhadap batik dan Halobali)

## Batik and Brand Halobali in South Korea (한국의 바틱 및 브랜드 할로발리)

Hi, this is Izza! I'm a visiting student for one semester at Hanyang University who came all the way from Indonesia. Here I am doing research about Batik (one of Indonesia's cultural heritage) in South Korea and about the marketing of Halobali(a Batik fashion brand) in South Korea. I am doing this research for my final project in my home university in Indonesia with the title "IMC(Integrated Marketing Communication) Design of HaloBali Batik as Cultural Preservation in South Korea".

I am so grateful to see you going to help me out by filling this questionnaire survey. If you have any questions, please feel free to contact me by email or instagram! \*★°.\*

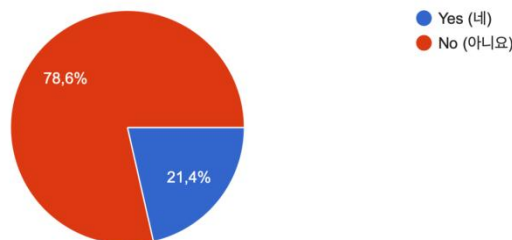
안녕하세요, 저는 이자(Izza)입니다! 저는 인도네시아에서 한양대학교로 한 학기 동안 교환학생으로 와 공부하고 있습니다. 이번 학기, 한국에서 인도네시아의 문화유산인 바틱과 한국 내 바틱 패션 브랜드인 할로발리의 마케팅에 대해 연구하고 있습니다. 이 연구는 제가 다니고 있는 인도네시아 대학의 마지막 프로젝트로, 주제는 "한국의 문화 보존과 할로발리 바틱의 통합 마케팅 커뮤니케이션(IMC) 디자인"입니다. 설문조사 작성에 도움을 주셔서 정말 감사드리며, 궁금한 점이 있으시면 언제든지 이메일이나 인스타그램으로 연락해 주세요! \*★°.\*

Email: izzatulfah93@gmail.com

Instagram: @izzatulfah

1. Do you know about Batik? 바틱에 대해 알고 계신가요?

70 jawaban



Indonesia Batik [Indonesia Batik] UNESCO Intangible Cultural Heritage of Humanity

Salin  
diagram

The word batik originally comes from 'ambatik', which means 'cloth with dots or stains' in Javanese. "It means am (wide, large), and tik or nitik (dot, make a dot)." Batik is a handicraft technique that contains the artistic soul of a craftsman. A long time ago, the suspenders (bag) made of Batik brought good luck, so I carried a bag around. And it was also used to produce costumes for emperors and royals.

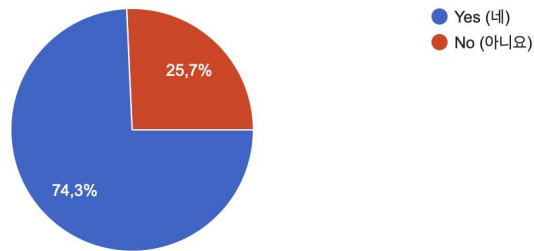
인도네시아 바틱 [Indonesia Batik] 유네스코 인류무형문화유산

바틱이라는 단어는 원래 인도네시아의 자바어에서 유래했으며, '점이나 얼룩이 있는 천'을 뜻하는 '암바틱(ambatik)'에서 비롯되었습니다. 여기서 "am"은 '넓다(wide, large)'를, "tik" 또는 "nitik"은 '점(dot)'이나 '점을 찍다(make a dot)'를 의미합니다. 바틱은 장인의 예술혼이 담긴 수공예 기술로, 오래전부터 바틱으로 만든 멜빵(포대기)은 행운을 가져다준다고 여겨져 아기를 업을 때 사용되었으며, 황제나 왕족의 의상을 만드는 데에도 쓰였습니다.

## 2. Are you interested in Batik?

바틱에 관심이 있으신가요?

70 jawaban



## 3. What do you think about Batik?

바틱에 대해 어떻게 생각하시나요?


70 jawaban

궁금해요
I don't know about Batik well, but i want to try Batik. It's interesitng!
전통적인 문양이 현대까지의 디자인에 영향을 끼치는 것에 미술·디자인적으로 엄청난 문화유산과도 생각해 앞으로도 이러한 문양들을 더 널리 퍼뜨려야 한다고 생각합니다
인도네시아의 유네스코라는 점에서 보존해야할 가치 있는 좋은 유산이라고 생각합니다
생각이 없어요
Batik 은 굉장히 고급스러운 디자인이라고 생각했고, k-pop 가수들이 많이 입은 모습을 봐서 익숙했습니다.
바틱에 대해 처음 듣는데, 흥미롭네요. 인도네시아 여행가게 되면 찾아볼 것 같습니다.
고귀할 것 같다.
Showcased the local culture and felt its charm.




4. Which of the following batik design is your preference? (You can choose up to 3)


다음 중 선호하는 바틱 디자인은 무엇인가요? (최대 3가지까지 선택할 수 있습니다)




☐ Batik 1 (바틱 1)




☐ Batik 2 (바틱 2)




☐ Batik 3 (바틱 3)



☐ Batik 4 (바틱 4)



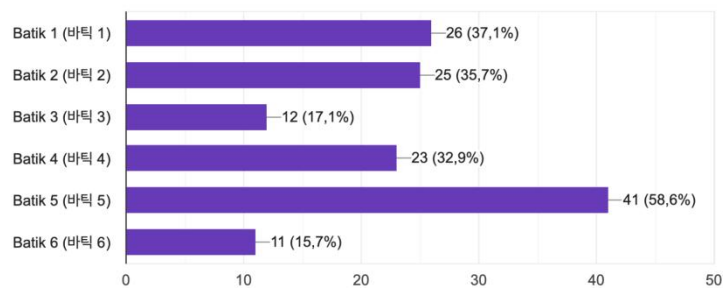
☐ Batik 5 (바틱 5)



☐ Batik 6 (바틱 6)

4. Which of the following batik design is your preference? (You can choose up to 3) 다음 중 선호하는 바틱 디자인은 무엇인가요? (최대 3가지까지 선택할 수 있습니다)

70 jawaban



5. Did you know about this brand? \*

이 브랜드에 대해 알고 계셨나요?



# HALOBALI

Halo는 '친근함'을, Bali는 휴양지 같이 '편안함'을,  
할로발리는 친구 같이, 때론 휴양지 같이 편안함을 주는  
"라이프 스타일 브랜드" 입니다.

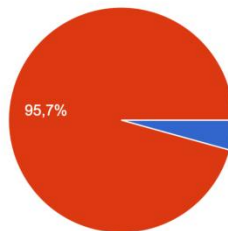
Halo is 'friendliness', Bali is 'comfort' like a resort,  
HaloBali is like a friend, sometimes like a vacation spot  
It's a "lifestyle brand."

HaloBali is a batik fashion brand based in Busan, South Korea.  
할로발리는 대한민국 부산에 본사를 둔 바틱 패션 브랜드입니다.



5. Did you know about this brand? 이 브랜드에 대해 알고 계셨나요?

70 jawaban



- Yes, i know (알아요)
- No, i don't know (몰라요)

6. (if your answer is yes) What do you know about the HaloBali brand?

(네는 대답이 있다면) 할로발리/브랜드에 대해 무엇을 알고 있나요?

3 jawaban

모릅니다.

Batik brand in south korea

Brand batik yang ada dikorea yang menjual berbagai macam produk seperti tas aksesoris dompet, yang menjual dengan motif simple tidak terkesan kuno sehingga banyak anak muda yang suka

7. (if your answer is no) What do you think about the HaloBali brand?

(아니오라고 대답하면) 할로발리 브랜드에 대해 어떻게 생각하시나요?

61 jawaban

really good

I think it brand should be more popular. Because it looks so cool

좀 더 유니크한 디자인을 만들어 브랜드의 컬러와 정체성을 확고하게 만들면 좋을 것 같습니다

감각적이라고 생각합니다

재미있다!

한국의 20대 사람들이 굉장히 좋아할 디자인이라고 생각합니다

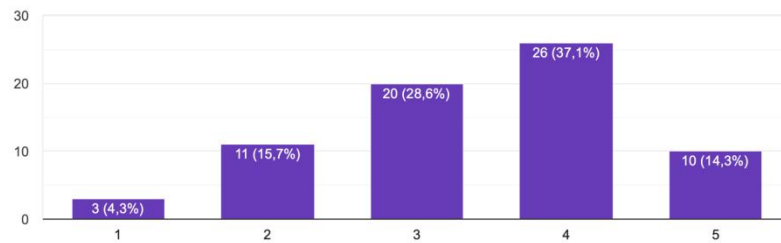
그냥 옷브랜드 같아요

예쁜 것 같다.

Beach style with exotic atmosphere~

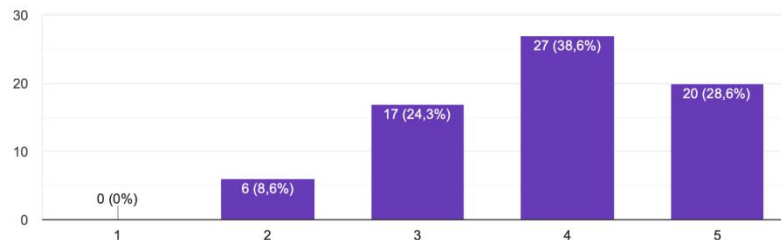
8. Are you interested in the HaloBali brand/product? 할로발리 브랜드/제품에 관심이 있으신가요?

70 jawaban



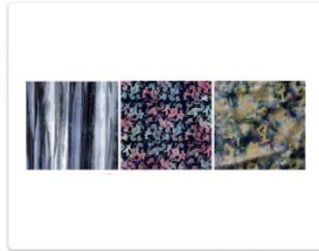
9. Do you think this Halobali brand/product is unique? 할로발리 브랜드/제품에 관심이 있으신가요?

70 jawaban



10. Of the various products available, which product would you most like to buy? \*  
(you can choose a maximum of 2)

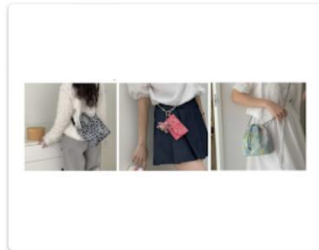
사용 가능한 다양한 제품 중 어떤 제품을 가장 구매하고 싶으신가요? (최대 2개까지 선택 가능)



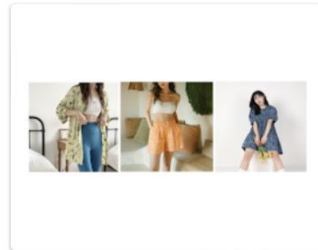
☐ Fabric (원단)



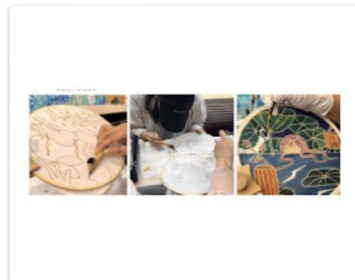
☐ Sarong (사롱) | (Sarong is a long cloth typically wrapped around the waist or used for various purposes / 사롱은 일반적으로 허리에 감거나 다양한 용도로 사용되는 긴 천입니다.)



☐ Bag (가방)



☐ Clothing (의류)

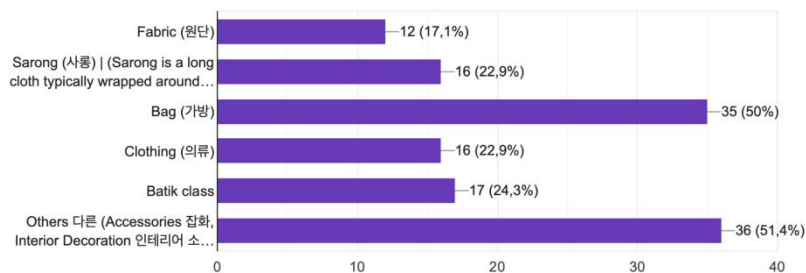


☐ Batik class

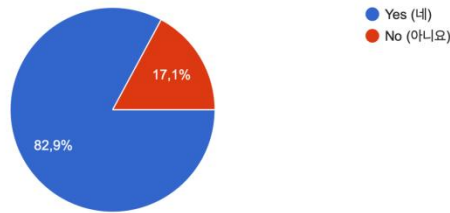


☐ Others 다른 (Accessories 잡화, Interior Decoration 인테리어 소품, Keyring 키링, Pet 용품)

10. Of the various products available, which product would you most like to buy? (you can choose a maximum of 2) 사용 가능한 다양한 제품 중 어떤 제품을 가장 구매하고 싶으신가요? (최대 2개까지 선택 가능) 70 jawaban



11. After looking at the pictures above, are you interested in buying Halobali products? 위의 사진을 본 후 할로발리 제품 구매에 관심이 생기셨나요?  
70 jawaban



12. Please give reasons related to the previous question!

이전 질문과 관련된 이유를 알려주세요!

70 jawaban

처음 알게 되어서 흥미로워요

Because it looks great to use on my t shirt or accesories

패션 집화나 리빙 인테리어 용품 또는 원단으로 팔면 더 다양한 제품들이 생성될 것 같아서입니다

생각보다 무늬가 너무 예뻐서요!

모양이 넘 복잡해서..

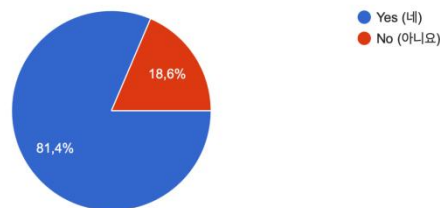
'할로발리'를 처음 본다면, 가방이나 악세서리같은 작은 제품으로 시작해서, 예쁜 디자인을 널리 알릴 수 있다고 생각합니다

친구 선물하기에 좋은 거 같아요. 바티카라는 것을 새롭게 알려줄 수도 있고요.

예쁘다.

The design is very beautiful and feels very suitable for the beach

13. Do you think HaloBali products can compete in the Korean market? 할로발리 제품이 한국 시장에서 경쟁할 수 있다고 생각하시나요?  
70 jawaban



14. Please give reasons related to the previous question!

이전 질문과 관련된 이유를 알려주세요!

70 jawaban

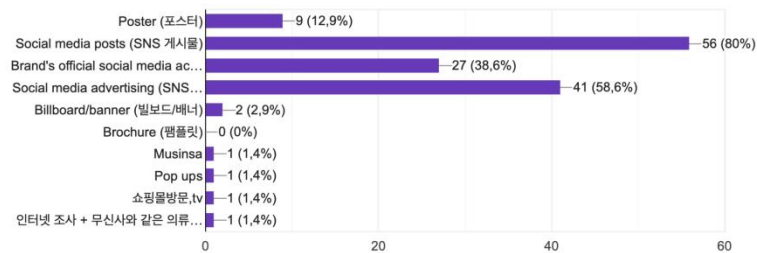
한국 사람들이 좋아할 것 같아요
When i saw Batik patters in pictures, i taught it's matched with summer clothes!
요즘 예스24한 패션·리빙 잡화들이 추세인 걸로 보이 이런 방향으로 적극적인 홍보와 같이 밀고 나가면 도움이 될 것 같습니다
독특하고 예쁘다고 생각합니다
새로운것이라서
한국인이 인도네시아 사람을 매우 좋아합니다. 인도네시아 전통 의상이라고 마케팅을 한다면 좋은 결과가 있을 것 같습니다. 그리고 정말 이뻐서 ㅎㅎ 저도 찾아보고 사고 싶습니다
패턴이 창의적이에요!
특이하다.
Fashion trends are constantly changing, and fashion enthusiasts are starting to pay attention to different

b) Bagian 2 (Wawasan pemasaran)

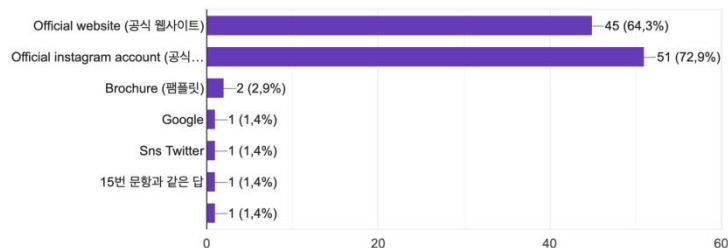
In this section, I will ask about your marketing of brand (especially for fashion brand) preferences. Please choose your preferences that you think will suit Halobali's image the most and will do well in South Korea. 🇮🇩(🇰🇷 - 🇮🇩) ✨

이 섹션에서는 브랜드(특히 패션 브랜드의 경우) 선호도 마케팅에 대해 질문하겠습니다. 할로발리/이미지에 가장 잘 맞고 한국에서 잘 될 것 같은 선호도를 선택해 주세요. 🇮🇩(🇰🇷 - 🇮🇩) ✨

15. Where do you usually find out about a brand, especially a fashion brand? (you can choose a maximum of 2) 일반적으로 브랜드, 특히 패션 브랜드에 대해 어디에서 알 수 있나요? (최대 2개까지 선택 가능)  
70 jawaban



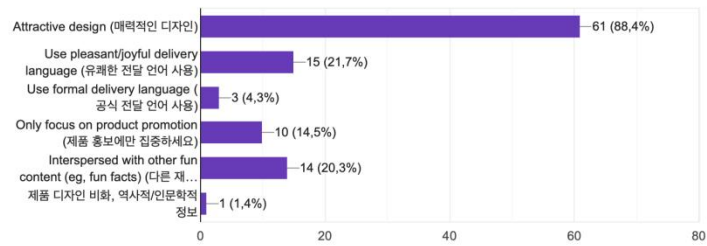
16. What media do you usually use to find out information about a fashion brand? (you can choose a maximum of 2) 패션 브랜드에 대한 정보를 파악할 때 주로 어떤 미디어를 사용하나요? (최대 2개까지 선택 가능)  
70 jawaban





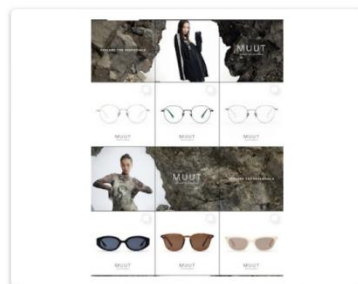
17. What makes you interested in seeing advertisements for a brand? 브랜드 광고를 보는 데 관심이 있는 이유는 무엇인가요?

69 jawaban

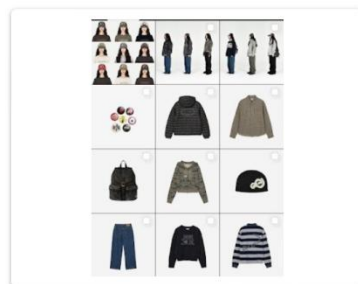


18. What Instagram design do you like? \*

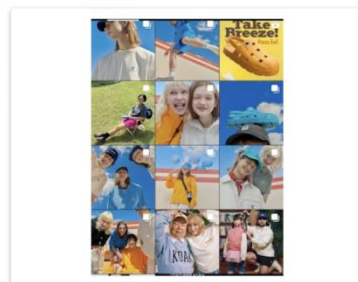
어떤 인스타그램 디자인을 좋아하시나요?



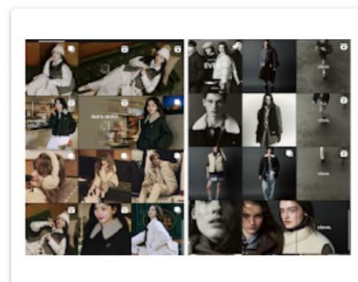
☐ Neat and arranged (깔끔하고 정돈된)



☐ Focus on highlighting products (제품 강조에 집중해요)



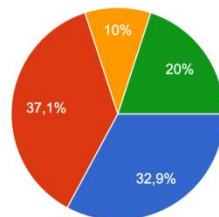
☐ Crowded and cheerful (붐비는 활기찬)



☐ Focus on color combination (색상 조합에 집중해요)

18. What Instagram design do you like? 어떤 인스타그램 디자인을 좋아하시나요?


70 jawaban




- ☐ Neat and arranged (깔끔하고 정돈된)
- ☐ Focus on highlighting products (제품 강조에 집중해요)
- ☐ Crowded and cheerful (붐비는 활기찬)
- ☐ Focus on color combination (색상 조합에 집중해요)

19. Overall, what kind of design style do you like for advertising/promotional media? \*


전반적으로 광고/홍보 미디어를 위한 디자인 스타일은 어떤 것을 좋아하시나요?



☐ Clean and focused on the object  
(깨끗하고 물체에 집중할 수 있습니다)



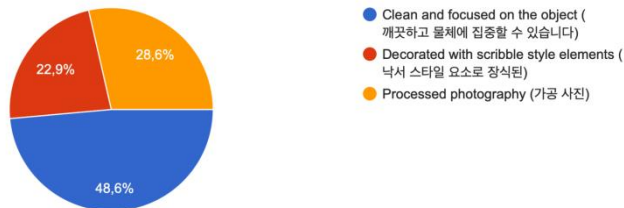
☐ Decorated with scribble style elements (낙서 스타일 요소로 장식됨)



☐ Processed photography (가공 사진)

19. Overall, what kind of design style do you like for advertising/promotional media? 전반적으로 광고/홍보 미디어를 위한 디자인 스타일은 어떤 것을 좋아하시나요?

70 jawaban



20. Do you have any suggestions for promoting HaloBali products to make them better known in Korea?

할로발리 제품을 한국에 더 잘 알리기 위해 홍보할 수 있는 제안이 있나요?

70 jawaban

핫플레이스에 나가서 홍보하면 반응이 좋을지도 ㅎㅎ

잘 모르겠음

Should Attend fashion show like ddp fashion festival

간결한 제품 설명과 가격 명시

한국 마케팅 시장에 대한 이해와 공부가 뒷받침되면 좋을 것 같아요

물라요 ㅠㅠ

인스타그램 광고, 네이버 후기 작성 이벤트

바틱에 대해 처음 알게 됐는데 홍보를 더 하셔야 할 것 같아요

아니오



## Lampiran 6. Dokumentasi Kuesioner 1



## Lampiran 7. Dokumentasi Observasi



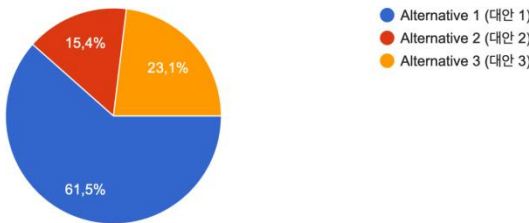


Lampiran 8. Dokumentasi Proses Syuting dan Pengambilan Aset



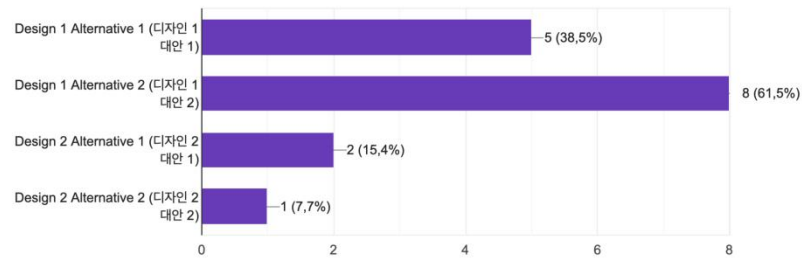
Lampiran 9. Kuesioner 2 (Preferensi Desain)

Billboard (빌보드)  
13 jawaban



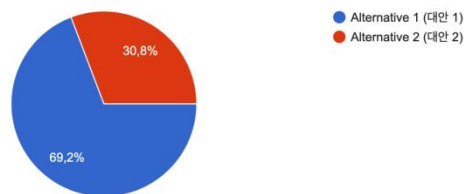
### Transit advertising (교통 광고 (버스, 지하철 등))

13 jawaban



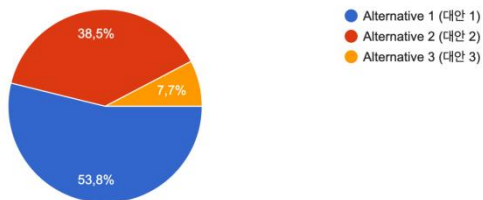
### SNS advertising (소셜 미디어 광고)

13 jawaban



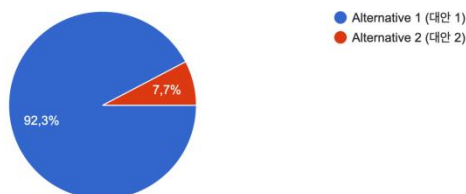
### Web banner (웹 배너)

13 jawaban



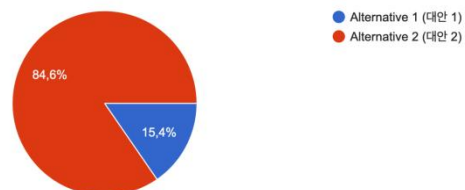
### Brochure (브로셔)

13 jawaban



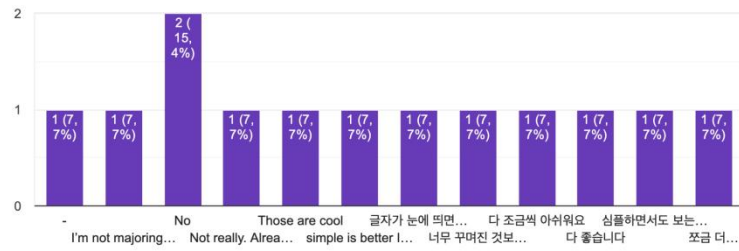
### Poster (포스터)

13 jawaban



Do you have any suggestions to make these ad designs better? (이 광고 디자인을 더 좋게 만들기 위한 제안이 있나요?)

13 jawaban





## Lampiran 10. Dokumentasi Pameran Tugas Akhir








## Lampiran 11. Formulir Asistensi

**PROGRAM STUDI DESAIN KOMUNIKASI VISUAL  
FAKULTAS ARSITEKTUR DAN DESAIN  
UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR**

**FORM ASISTENSI SEMINAR**

Nama : Izzatul Ulfah  
NPM : 21052010109  
Dosen Pembimbing : Aileena S. C. R. El Chidtian, S.T., M.Ds

No	Hari, Tanggal	Poin-poin Asistensi	Ttd Dosen
1.	Kamis, 19 September 2024	Asistensi judul dan topik yang akan dipilih ✓	
2.	Jumat, 25 Oktober 2024	Asistensi pertanyaan kuesioner dan wawancara ✓	
3.	Selasa, 5 November 2024	Finalisasi kuesioner ✓	
4.	Rabu, 19 Februari 2025	Bab 1 dan 2 ✓	
5.	Senin, 3 Maret 2025	Revisi bab 2, asistensi bab 3 dan bab 4 (keyword dan konsep) ✓	
6.	Jumat, 28 Maret 2025	Revisi bab 4 (keyword dan konsep)	
7.	Rabu, 9 April 2025	Asistensi alternatif desain media iklan (billboard, transit ad, web banner, brosur, sosmed ad, poster)	
8.	Sabtu, 12 April 2025	Asistensi progres validasi desain	
9.	Jumat, 19 April 2025	Asistensi video iklan, desain final media iklan, dan booklet	
10.	Sabtu, 10 Mei 2025	Asistensi media pendukung merchandise dan revisi KI	