

Kansei Words Of Batik Samarinda As A Differential Questionnaire II Questioner In Determining New Motif Batik Samarinda

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Abstract: Typical batik craft of East Kalimantan is one area that has a major contribution to the improvement of the regional economy. However, there are not many product innovations conducted by SMEs Batik Craft in East Kalimantan. Recent product development trends lead to a product designed based on customer needs (customer-oriented). There has been no attempt to develop batik products based on customer preferences of handicraft products. Existing problems are (1) How is the preference of the people of East Kalimantan to the current batik design (2) How can kansei customers to batik East Kalimantan. The objectives of the research are (1) To know the preference of East Kalimantan people to the design of batik of East Kalimantan at this time (2) To know the customer's kansei to batik design of East Kalimantan. The method used is the initial design of the research, collecting kansei words, preparing the Semantic Differential Questionnaire (SD), distribution of SD I questionnaire, the statistical analysis I, a collection of product samples. The results of the analysis of the distribution of SD I questionnaire that consumers in choosing batik Samarinda influenced by four factors that explain the total variance of 69.649% with details: design factor with variance of 36.880%, display factor with variance of 10.509%, material factor with variance of 7.860% and emotional appeal factor with variance of 5.465%.

Index Terms: batik design, preference, Samarinda, SD I, questioner, kansei words

1 INTRODUCTION

Facing increasingly fierce competition, SMEs are required to always improve the quality and always innovate to its products. Some previous research that has been done by others concluded that innovation can improve the quality and economic value of a product and the company's innovation does not affect the company's performance directly but has a significant effect on product quality. The quality of the product significantly influences the performance of the company. Crafts typical in East Kalimantan consists of various products, one of them is batik cloth. Batik fabrics have developed in the application that is for clothing products, but still a little batik SMEs who do product development. In previous research that has been done by others "Application of Quality Function Deployment Method (QFD) for the Development of Typical Batik Motif Design of East Kalimantan" mentions that the design attributes of typical batik motifs of East Kalimantan are: interesting batik motifs, batik motifs have characteristic Kaltim, a blend of floral motifs (vines) and medium and small motif sizes. The highest attribute value for importance is an interesting batik motif, with an average value of 4.77. And for the lowest interest attribute is medium and small motif size with value 3.05. Technical response to the development of batik design typical of East Kalimantan is the selection of colors, motive balance, proportion, composition (Noviana, 2014). Recent product development trends lead to a product that is designed based on customer needs (customer-oriented) (Nagamachi, 2006). In this concept, the company will explore the desires and needs of the customer to then turn it into a useful product.

However, when choosing a product, customers are not only based on logical reasons such as product or price function but further, emotions and feelings when looking at, perceiving the product also becomes an important factor in choosing a product. These emotions, feelings and desires and hidden desires in the mind of a person are further expressed as affective factors. To translate the customer's affective factor, Nagamachi introduced a method called Kansei engineering. Kansei engineering is a method for translating one's feelings, emotions, and impressions of the desired product (Nagamachi, 2011). Research on batik design development ever done by Srikandi, et al. (2012) "Design of Batik Tulis Tulis Jetis Sidoarjo through Implementation of Kansei Engineering Method" concluded that the image or feeling of the customer in choosing Jetis batik is determined by individual consumer interest toward a batik described in kansei words "attract attention" followed "classy" "Proud", "detail", "artistic", "elegant", "comfortable", "bright", "variatif", "unique" and "beautiful". And from the analysis result Kruskal Wallis, got the characteristic design of new Jetis batik write that is: characteristic of motif: geometric, main ornament: flower 2, filler ornament: lung-lung an, amount of isen: 3, primary color: yellow, secondary color: brown.

Problems:

The problem in this research is not yet developed batik design of East Kalimantan based on design characteristics (either motif, main ornament, filler ornament, number of isen, the color of cloth as primary color and color of the motif as a secondary color) desired and needed by the customer. The formulation of the problem is 1. How to preference East Kalimantan people to design batik East Kalimantan at this time 2. How can kani customers to batik East Kalimantan

- 1) Special purpose :
- 2) Specific Objectives 1. Knowing the preferences of the people of East Kalimantan to the design of batik East Kalimantan at this time 2. Mengetahui kansei customers to batik design East Kalimantan 3. Designing batik design East Kalimantan based on design characteristics obtained from the results of research

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2 EXPERIMENTAL

Methods in this study are as follows:

1) Initial design of the research

At this stage will be identified target groups, niche markets, and specifications of new products

2) Collection of kansei words

Kansei words can be adjectives, nouns, verbs and sometimes sentences; such as beautiful, elegant, premium, simple, big, strong, bright and others. This stage is part of the Category Classification method which is a tree structure from the main event to the other parts of the event. At this level, several steps are carried out:

a. Interviews and references

Interviews were conducted with customers, East Kalimantan batik craftsmen and shopkeepers as well as batik shop owners in East Kalimantan

b. K-cards

The results of the keywords obtained during the interview and from the reading reference are then written on a card called K-Cards. Also by looking at the photographs obtained and analyzed one-by-one to get the keywords from each photo taken. Then the keywords are classified to get a key concept of product development that will be done

3) Preparation of questionnaires

The preparation of Differential Semantic (SD) Semantic Differential (SD) questionnaires is a psychological measurement designed by C.E. Osgood and his colleagues. At this stage, the previously collected kansei words are paired with the opposite of the kansei words. However, there are some things to note such as the use of the word 'beautiful' where the opponent is said to be 'ugly'. However, of course in a product development, no company wants a 'bad' product. Therefore, some words should be made in its negative form only; beautiful - not beautiful. Then, these words are given a scale.

4) Distribution of SD I questionnaires

This stage is done by distributing questionnaires to customers and batik sellers of East Kalimantan to evaluate each pair of word kansei has been designed.

5) Statistical analysis I

Selection of the word kansei I is done by several statistical methods such as validity test, reliability test, and factor analysis. The result of this stage may be reducing the word pairs of kansei, so the word pair of kansei to be prepared for the next questionnaire is reduced.

6) Collection of product samples

A Kansei Engineer must collect samples of products that match the results of the customer's cannon preferences of the desired product. In this research will be collected some samples of batik from East Kalimantan obtained from SMEs In Samarinda. The product sample consists of a total of 7 pieces.

3 RESULT AND DISCUSSION

In this study set:

3 target group

Based on interviews with batik entrepreneurs Samarinda and literature studies on batik, the division of market segmentation is based on age; late adolescents 17-25 years old, early adulthood 26-35 years old, final adult 36-45 years and early age 46-55 years and sex; man and woman.

4. a niche market

The advantages of batik Samarinda is a different motif of batik-batik other districts in East Kalimantan and fairly inaugurated in 2014, so the target market of batik Samarinda this is a market that would dare to try something new.

Kansei words

The collection of Kansei Words was conducted for fourteen days through:

3. interviews and charging questionnaires

interviews conducted with batik customers Samarinda done both formally-informal and direct-not directly held at various locations such as universities, housing, offices and others. The questionnaire was also carried out on 133 customers.

4. fashion designer

Conducted the consultation with 1 person batik designer East Kalimantan Mrs. Fanti and owner of boutique Hesandra.

From the results of the collection obtained a total of 66 Kansei words batik Samarinda formed in the K-Cards before finally grouped in category classification and is designed to be questionnaire Semantic Differential 1.

Category Classification

Category Classification is a method for reducing data by creating levels from the main concept to sub-level concepts. In this study of 66 kansei words batik samarinda found, the classification made its category into classification category into 22 groups in which each group contains about 1 to 10 kansei words. The classification of this category is determined by the grouping of similar words. In the early stages, a grouping of kansei words was obtained. grouping is done by means of equations and proximity of the word meaning in accordance with the term in the field of design. The following table is a grouping formed with a single top-concept at the top that represents the group of words in the column. The Keyword is selected based on the largest percentage chosen by the respondent.

MAHAL	NYAMAN	INDAH	BANGGA
Mahal	Nyaman	Indah	Bangga
Eksklusif	Nyaman dipakai	Bagus	Identitas
Mewah	Lembut	Nyaman dilihat	Khas
		Asri	Citra daerah
		Serasi	Pemersatu
		Menarik perhatian	Etnik
		Sensual	
		Artistic	

		Cantik	
		Feminin	
BERKARAKTER	UNIK	ELEGAN	TRADISIONAL
Berkarakter	Unik	Elegan	Tradisional
Berani	Unbelievable	Anggun	Antik
Percaya diri	Berbeda		Jadul
Kuat			Klasik
Terpercaya			
Berkarisma			
Religius			
TIDAK KUNO	SENSUAL	CERAH	ALAMI
Modern	Sensual	Cerah	Alami
Minimalis		Mencolok	Sutra
		Mengkilap	Handcrafted
		Tajam	Limited edition
			Katun
FORMAL	SEDERHANA	BERKELAS	POWERFULL
Serius	Sederhana	Berkelas	Luar Biasa
Formal	Bersahaja		
ARTISTIK	RAPI	DETAIL	MENARIK PERHATIAN
Artistik	Rapi	Rumit	Memukau
		Detail	Mencolok
MODIS	VARIATIF		
Modis	Variatif		
Mengikuti Tren	Banyak Jenis		

Figure 1 Questioner of grouping kansei engineering

Differential Semantic Questionnaire 1

In this questionnaire, respondents will conduct an assessment of Samarinda batik criteria desired by providing an assessment of the pair of kansei words with Semantic Differential technique (SD Evaluation 1). Kansei words that form the SD 1 questionnaire is the main concept of category classification that has been done before. The following pair of kansei words were used in the I SD questionnaire.

QUESTIONNAIRE NUMBER OF PERSONAL WEAPONS TO REPRESENT EAST KALIMANTAN BATIK IMPRESSION (SPECIAL BATIK SAMARINDA)

Name: Age:
 Gender: Tribe:
 Occupation: Position Class / Rank:

Charging instructions:

Below is an adjective that describes the impression of East Kalimantan batik (especially Batik Samarinda), please circle the weight of values for each adjective. The order of numbers corresponds to the weight of two opposing adjectives.

The explanation of 5 adjective scales is as follows:

- = If the impression of batik Kaltim / Samarinda closely related to adjectives on the right of the scale
- = If the impression of batik Kaltim / Samarinda little closely related to the adjective on the right of the scale
- = If the impression of batik Kaltim / Samarinda neutral is between the adjectives on the right and left of the scale
- = If the impression of batik Kaltim / Samarinda little closely related to the adjective on the left of the scale
- = If the impression of batik Kaltim / Samarinda is closely related to adjectives on the left of the scale

KATA SIFAT SEBELAH KIRI	SKALA					KATA SIFAT SEBELAH KANAN
Bangga	5	4	3	2	1	Tidak Bangga
Indah	5	4	3	2	1	Tidak Indah
Nyaman	5	4	3	2	1	Tidak Nyaman
Artistik	5	4	3	2	1	Tidak Artistik
Berkarakter	5	4	3	2	1	Tidak Berkarakter
Unik	5	4	3	2	1	Umum
Elegan	5	4	3	2	1	Tidak Elegan
Tradisional/Klasik	5	4	3	2	1	Futuristik
Berkelas	5	4	3	2	1	Tidak Berkelas
Menarik Perhatian	5	4	3	2	1	Tidak Menarik
Sensual	5	4	3	2	1	Tidak Sensual
Powerfull/Highpassion	5	4	3	2	1	Tidak Powerfull/Highpassion
Modis	5	4	3	2	1	Tidak Modis
Tidak Kuno	5	4	3	2	1	Modern
Rapi	5	4	3	2	1	Tidak Rapi
Detail	5	4	3	2	1	Tidak Detail
Variatif	5	4	3	2	1	Tidak Variatif
Cerah	5	4	3	2	1	Tidak Cerah
Nyaman	5	4	3	2	1	Tidak Nyaman
Alami	5	4	3	2	1	Tidak Alami
Formal	5	4	3	2	1	Tidak Formal
Mahal	5	4	3	2	1	Murah
Sederhana	5	4	3	2	1	Tidak Sederhana

Statistical Processing of SD Questionnaire I

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.811
Bartlett's Test of Approx. Chi-Square Sphericity	739.065
df	210
Sig.	.000

Validity test

Validity test aims to determine whether or not valid a questionnaire. A questionnaire is said to be valid if the question is able to express something to be measured in a study. The Result of conclusion of validity test below, it can be seen that there is one variable of samarinda batik which is not valid because it has $r_{arithmic} < r_{table}$ and has significantly greater than 0.05 (error rate 5%). These variables are Expensive / Not Expensive. Therefore, those invalid variables will not be included in the next calculation process.

Kansei Words	R hitung	R tabel	Sig.	Ket.
Bangga-Tidak Bangga	0.334	0.235	0.05	Valid
Indah-Tidak Indah	0.661	0.235	0.000	Valid
Nyaman-Tidak Nyaman	0.624	0.235	0.000	Valid
Artistik-Tidak Artistik	0.558	0.235	0.000	Valid
Berkarakter-Tidak Berkarakter	0.537	0.235	0.000	Valid
Unik-Umum	0.656	0.235	0.000	Valid

Elegan-Tidak Elegan	0.581	0.235	0.00	Valid
Tradisional-Tidak Tradisional	0.525	0.235	0.00	Valid
Berkelas-Tidak Berkelas	0.568	0.235	0.00	Valid
Menarik Perhatian-Tidak Menarik Perhatian	0.520	0.235	0.00	Valid
Sensual-Tidak Sensual	0.676	0.235	0.00	Valid
Powerfull-Tidak Powerfull	0.603	0.235	0.00	Valid
Modis-Tidak Modis	0.595	0.235	0.00	Valid
Tidak Kuno-Modern	0.379	0.235	0.01	Valid
Rapi-Tidak Rapi	0.475	0.235	0.00	Valid
Detail-Tidak Detail	0.500	0.235	0.00	Valid
Variatif-Tidak Variatif	0.638	0.235	0.00	Valid
Cerah-Tidak Cerah	0.477	0.235	0.00	Valid
Alami-Tidak Alami	0.543	0.235	0.00	Valid
Formal -Tidak Formal	0.463	0.235	0.00	Valid
Mahal-Tidak Mahal	0.169	0.235	0.162	Tidak Valid
Sederhana-Tidak Sederhana	0.408	0.235	0.00	Valid

Reliability Test

The reliability test shows the consistency and stability of a score (measurement scale). Reliability is different from validity because it focuses on the problem of consistency and more attention to the problem of accuracy. Step in testing the reliability is to see the value of cronbach alpha it. If the value of Cronbach alpha ≥ 0.6 then the variable is said to be reliable (Ghozali, 2002). From the calculation, the reliability value of each condition is 0.909 so it can be concluded that all the variables on the questionnaire are said to be reliable.

Reliability Statistics

Cronbach's Alpha	N of Items
.909	23

Factor Analysis

The determinant of Correlation Matrix is 0.007. This value is close to 0, thus the correlation matrix between variables is interrelated.

Kaiser Meyer Olkin Measure of Sampling

The second- factor analysis assumption is: Kaiser Meyer Olkin Measure of Sampling (KMO) The value of KMO is more than 0.5 that is 0.006 so that it meets the requirements of KMO Furthermore, the first factor analysis assumption is Bartlett Test of Sphericity. The value of SPPS calculation result that Bartlett Test of Sphericity is 739,065 with significance below 0,05 so it qualifies.

Measures of Sampling Adequacy (MSA)

From the MSA Requirements Test with SPSS, it is found in the Antimage Correlation line indicating that the Proud / Not Probable value = 0.658 where > 0.5 then qualifies MSA, Beautiful / Not Beautiful = 0.879 > 0.5 , Comfortable / Uncomfortable = 0.820 > 0.5 , Artistic / No Artistic = 0.796 > 0.5 , Unique / Unique = 0.857 > 0.5 , Elegant / Not Elegant = 0.793 > 0.5 , Not Traditional s = 0.821 > 0.5 , Classy / Unclass = 0.802 > 0.5 , Interesting / Uninteresting Attention = 0.814 > 0.5 , Sensual / Not Sensual = 0.830 > 0.5 , Powerful / Not Powerful = 0.874 > 0.5 , Not Modified / Neat = 0.692 > 0.5 , Neat / Neat = 0.692 > 0.5 , Neat / Neat = 0.681 > 0.5 , Detail / No Details = 0.831 > 0.5 , Variable / Not Variable = 0.877 > 0.5 , Sunny / Dull = 0.772 > 0.5 Natural / Not Natural = 0.858 > 0.5 , Formal / Not Formal = 0.629 > 0.5 , Simple / Not Simple = 759 $> 0, 5$ so that the entire kansei words qualify MSA because its value is above 0.5.

Communalities

	Initial	Extraction
Bangga/Tidak	1.000	.533
Indah/Tidak	1.000	.672
Nyaman/Tidak	1.000	.490
Artistik/Tidak	1.000	.699
Berkarakter/Tidak	1.000	.543
Unik/Tidak	1.000	.585
Elegan/Tidak	1.000	.649
Tradisional/Tidak	1.000	.684
Berkelas/Tidak	1.000	.514
MenarikPerhatian/Tidak	1.000	.665
Sensual/Tidak	1.000	.561
Powerfull/Tidak	1.000	.576
Modis/Tidak	1.000	.676
Tidak Kuno/Modern	1.000	.655
Rapi/Tidak	1.000	.659
Detail/Tidak	1.000	.561
VAratif/Tidak	1.000	.695
Cerah/idak	1.000	.739
Alami/Tidak	1.000	.561
Formal/Tidak	1.000	.619
Sederhana	1.000	.414

Extraction Method: Principal Component Analysis.

The table above can show how big a variable can explain factor. Start from kansei words Proud / Not Proud to a Simple / Not Simple value above 0.5. As canada words Proud 0.533 this shows that the variable Proud / Not Proud can explain the factor of 53.3%. Since all variables are above 50%, it can be concluded that all variables can explain the factor.

Faktor yang Dapat Terbentuk

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.745	36.880	36.880	7.745	36.880	36.880	4.610	21.952	21.952
2	2.207	10.509	47.389	2.207	10.509	47.389	3.295	15.688	37.641
3	1.651	7.860	55.248	1.651	7.860	55.248	2.973	14.159	51.800
4	1.148	5.465	60.713	1.148	5.465	60.713	1.872	8.913	60.713
5	.989	4.709	65.423						
6	.956	4.553	69.976						
7	.861	4.101	74.078						
8	.819	3.900	77.977						
9	.680	3.238	81.215						
10	.577	2.750	83.965						
11	.531	2.531	86.496						
12	.494	2.353	88.848						
13	.469	2.234	91.082						
14	.392	1.865	92.947						
15	.329	1.566	94.513						
16	.261	1.244	95.757						
17	.225	1.071	96.828						
18	.218	1.038	97.866						
19	.168	.800	98.666						
20	.149	.710	99.376						
21	.131	.624	100.000						

Extraction Method: Principal Component Analysis.

When viewed from the table above, in the "Component" column indicating that there are 21 components that can represent variables. In the "Initial Eigenvalues" column where with SPSS it is determined that the value is 1 (one). The variance can be explained by factor 1 is $7,745 / 21 \times 100\% = 36,880$, explained by factor 2 of $2,207 / 21 \times 100\% = 10,509$, explained by factor 3 is $1.652 / 21 \times 100\% = 7,860$, explained by factor 4 is $1.148 / 21 \times 100\% = 5,465$. So the total of all four factors can explain variable equal to $36,880\% + 10,509\% + 7,860\% + 5,107\% + 4,879\% + 5,465\% = 60,713\%$. With the determination of Eigenvalues value is 1, then the Total value to be taken is that > 1 is the component 1,2,3 and 4.

Factor Loading

From the previous explanation, that the maximum factor that can be formed is 4 factors, then the next can be determined each variable that will enter into which factor, whether factor 1,2,3 or 4. Can be seen from table Component Matrix as follows:

Component Matrix^a

	Component			
	1	2	3	4
Indah/Tidak	.752	-.282	-.160	.018
Powerfull/Tidak	.736	.100	-.100	-.118
Unik/Tidak	.733	-.171	-.089	-.101
VAriatif/Tidak	.712	-.254	.311	.161
Artistik/Tidak	.696	-.211	-.217	-.351
Elegan/Tidak	.694	.087	-.018	-.400
MenarikPerhatian/Tidak	.659	-.373	-.292	-.078
Berkelas/Tidak	.640	-.055	-.315	-.036
Detail/Tidak	.638	-.238	-.070	.305
Tradisional/Tidak	.636	-.267	.039	.454
Sensual/Tidak	.630	-.043	.347	-.203
Berkarakter/Tidak	.629	.056	-.363	-.111
Alami/Tidak	.622	-.024	.345	.233
Modis/Tidak	.621	.447	.158	-.257
Nyaman/Tidak	.587	.246	.263	-.128
Formal/Tidak	.360	.695	.077	-.037
Rapi/Tidak	.440	.608	-.055	.304
Tidak Kuno/Modern	.444	.601	-.260	.168
Cerah/idak	.520	-.359	.582	.042
Sederhana	.326	.297	.445	.144
Bangga/Tidak	.404	.061	-.439	.416

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

From the table above, it can be shown how big a variable correlated with the factor to be formed. Example Beautiful / Not Beautiful correlates 0.752 with factor 1, -0.2282 with factor 2, -0.160 with factor 3, 0.018 with factor 4.

Rotated Component Matrix

It can also be seen in the following table Rotated Component Matrix to determine which variables will enter which factor. Once known there are 4 maximum factors, it can be determined each variable that can enter the 4 factors. Determination of variables belonging to factors that can be seen in the following table:

Rotated Component Matrix^a

	Component			
	1	2	3	4
Artistik/Tidak	.816	.174	.039	.045
MenarikPerhatian/Tidak	.717	.196	-.121	.313
Elegan/Tidak	.687	.238	.325	-.123
Indah/Tidak	.657	.343	.010	.349
Unik/Tidak	.650	.334	.106	.199
Berkarakter/Tidak	.640	.002	.259	.258
Berkelas/Tidak	.615	.090	.166	.315
Powerfull/Tidak	.601	.251	.356	.159
Cerah/idak	.193	.831	-.099	-.031
VAriatif/Tidak	.354	.714	.056	.237
Alami/Tidak	.184	.647	.240	.226
Sensual/Tidak	.420	.568	.212	-.131

Sederhana	-.098	.467	.431	-.021
Formal/Tidak	.077	.051	.781	-.039
Rapi/Tidak	.032	.082	.733	.338
Tidak Kuno/Modern	.191	-.104	.710	.321
Modis/Tidak	.403	.270	.647	-.150
Nyaman/Tidak	.316	.417	.459	-.078
Bangga/Tidak	.236	-.067	.192	.660
Tradisional/Tidak	.262	.525	.008	.582
Detail/Tidak	.379	.402	.023	.505

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

To determine which variables enter the factor of what, can be seen the greatest correlation value. As seen in the table above, it has been sorted from the largest value to the smallest value per factor. From the table it is shown that Artistic / No Artistic is the biggest correlation with factor 1 that is 0.816 as well Interesting Attention / Not Interesting Attention: 0.717, Elegant / Not elegant: 0.687, Beautiful / Unwovable: 0.657, Unique / Unique: 0.650, Character / No Character: 0.640, Classy / Unclassy: 0.615, Powerful / Not Powerful: 0.601. The correlation with factor 2 is Bright / No Bright: 0,831, Variatif / Not Variatif: 0,714, Natural / Not Natural: 0,647, Sensual / Not Sensual: 0.568, Simple / Not Simple: 0,467. The correlation with factor 3 is Formal / Not Formal: 0,781, Neat / Not Neat: 0,733, Not Ancient / Modern: 0,710, Modis / Not Modis: 0,647, Comfortable / Uncomfortable: 0,459. And correlated with factor 4 is Proud / Not Proud: 0.660, Traditional / Not Traditional: 0.582 and Detail / No: 0,505.

Then it can be concluded member of each factor:

Factor 1: Artistic / Un Artistic, Interesting / Not Interesting, Elegant / Not

Elegant, Beautiful / Not Beautiful, Unique / Unique, Character / No Character,

Classy / Not Classy, Powerful / Not Powerful.

Factor 2: Bright / Not Bright, Variatif / Not Variatif, Natural / Not Natural, Sensual / No

Sensual, Simple / Not Simple

Factor 3: Formal / Not Formal, Neat / Not Tidy, Not Ancient / Modern, Modis / Not Modis, Comfortable / Uncomfortable.

Factor 4: Proud / Not Proud, Traditional / Not Traditional, Detail / No Details

From these explanations, it can be made a grouping of variables based on right factors. The result of reduction and grouping of kansei words variable into 4 factors can be seen in the following table:

FAKTOR	BOBOT	PASANGAN KATA KANSEI WORDS YANG MEMBENTUK FAKTOR	NAMA FAKTOR
1	0,816	Artistik/Tidak Artistik	Desain
	0,717	Menarik Perhatian/Tidak Menarik Perhatian	
	0,687	Elegan/Tidak Elegan	
	0,657	Indah/Tidak Indah	
	0,650	Unik/Tidak Unik	
	0,640	Berkarakter/Tidak Berkarakter	
	0,615	Berkelas/Tidak Berkelas	
2	0,601	Powerfull/Tidak Powerfull	Tampilan
	0,831	Cerah/Tidak Cerah	

	0,714	Variatif/Tidak Variatif	
	0,647	Alami/Tidak Alami	
	0,568	Sensual/Tidak Sensual	
	0,467	Sederhana/Tidak Sederhana	
3	0,781	Formal/Tidak Formal	Bahan
	0,733	Rapi/Tidak Rapi	
	0,710	Tidak Kuno/Modern	
	0,647	Modis/Tidak Modis	
	0,459	Nyaman/Tidak Nyaman	
4	0,660	Bangga/Tidak Bangga	Emotional appeal
	0,582	Tradisional/Tidak Tradisional	
	0,505	Detail/Tidak Detail	

From the analysis of Samarinda batik factors, consumers known in choosing batik Samarinda influenced by 4 factors that explain the total variance of 69.649% with details:

5. design factor with the variance of 36.880%
6. display factor with the variance of 10,509%
7. material factor with variance equal to 7,860%
8. emotional appeal factor with variance of 5,465%

4 CONCLUSION

After Semantic Differential 1, it can be concluded that:

There are 4 factors for the selection of batik Samarinda namely design, appearance, material and emotional appeal.

Suggestion

1. Need to be distributed questionnaire Semantic Differential II so that can be used as a reference to be able to make batik design Samarinda according to community preference.
2. Need to search kansei words for batik from other districts in East Kalimantan.

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