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**Batik Diandra's Marketing Strategy Through Customer Journey Mapping and Omnichannel Integration**
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# ABSTRACT

In this research, the marketing strategy of Batik Diandra is analyzed through the lenses of Customer Journey Mapping and omnichannel integration approaches. Batik Diandra struggles with serving its two distinct customer segments (traditionalists and fashionistas) and integrating fragmented marketing channels, such as physical stores, Shopee, Tokopedia, Instagram, and TikTok. A qualitative case study approach is used for analysis of 150 customers' reviews on Shopee and Tokopedia, as well as observation of Batik Diandra's social media presence and Linktree. For the analysis, two models are applied: Customer Journey Mapping in order to find out what are the customer challenges at each stage, and Omnichannel Integration Framework that allows assessing the consistency, inventory integration, data synchronization and fulfillment flexibility of the channels. As a result, the main customer challenges in Batik Diandra's journey are identified in the consideration stage, they include inaccurate sizing (28%) and color/image inconsistency (18.7%). Moreover, unresponsive sellers (10%) and problems with shipping have an adverse impact on customer satisfaction. In regard to omnichannel, inventory integration and data synchronization are found out to be crucially weak which leads to order cancellation after payment and delayed responses from sellers. While the visual consistency remains high, channel fragmentation decreases customer experience greatly. It is recommended to synchronize inventories across channels, develop specific content strategy for particular segments and integrate channels better.

**Keywords:** Customer Journey, Omnichannel, Marketing Strategy, Batik, MSME

# ABSTRAK

Dalam penelitian ini, strategi pemasaran Batik Diandra dianalisis melalui pendekatan Customer Journey Mapping dan integrasi omnichannel. Batik Diandra menghadapi tantangan dalam melayani dua segmen pelanggan yang berbeda (tradisionalis dan fashionista) dan mengintegrasikan saluran pemasaran yang terfragmentasi, seperti toko fisik, Shopee, Tokopedia, Instagram, dan TikTok. Pendekatan studi kasus kualitatif digunakan untuk menganalisis 150 ulasan pelanggan di Shopee dan Tokopedia, serta observasi kehadiran media sosial Batik Diandra dan Linktree. Untuk analisis, dua model diterapkan: Customer Journey Mapping untuk mengetahui tantangan pelanggan di setiap tahap, dan Omnichannel Integration Framework yang memungkinkan penilaian konsistensi, integrasi inventaris, sinkronisasi data, dan fleksibilitas pemenuhan saluran. Hasilnya, tantangan utama pelanggan dalam perjalanan Batik Diandra diidentifikasi pada tahap pertimbangan, yaitu ukuran yang tidak akurat (28%) dan ketidaksesuaian warna/gambar (18,7%). Selain itu, penjual yang tidak responsif (10%) dan masalah pengiriman berdampak buruk pada kepuasan pelanggan. Terkait omnichannel, integrasi inventaris dan sinkronisasi data terbukti sangat lemah, yang menyebabkan pembatalan pesanan setelah pembayaran dan keterlambatan respons dari penjual. Meskipun konsistensi visual tetap tinggi, fragmentasi saluran sangat mengurangi pengalaman pelanggan. Disarankan untuk menyinkronkan inventaris di seluruh saluran, mengembangkan strategi konten spesifik untuk segmen tertentu, dan mengintegrasikan saluran dengan lebih baik.

**Kata kunci:** Perjalanan Pelanggan, Omnichannel, Strategi Pemasaran, Batik, UMKM