

BAB V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the research that has been done, the following conclusions can be drawn:

1. Price has a negative effect on the demand for Banyumas batik in Sokaraja Kulon District. This means that the price of a batik affects the purchasing power of the people in Sokaraja Kulon District, the higher the price of batik, the less interested people in purchasing Batik.
2. Income has a positive effect on the demand for Banyumas batik in Sokaraja Kulon District. This means that people's income can affect the purchasing power of batik, because the greater the community's income, the higher the demand for Banyumas batik in Sokaraja Kulon District.
3. The Variable Dummy Gender does not have a significant effect on Demand of batik Sokaraja Kulan Village. It means there are no difference between demand of batik for female or male
4. The Variable Age does not have a significant effect on Demand of batik Sokaraja Kulan Village.
5. Variable Dummy Taste has a positive effect on the demand for Banyumas batik in Sokaraja Kulon District. This means that people's taste can affect the demand of batik. Batik printed has more than half of demand than batik written persheet.

6. Together, variable price, income, gender, age and taste together have a significant effect on demand of batik Sokaraja Kulon Village.

B. Implication

The suggestions based on this study are as follows:

Based on the results of the study and the conclusions that have been presented, the researcher then conveys suggestions that are expected to provide benefits to the parties involved in the results of this study. Suggestions that can be conveyed from the results of the research obtained are as follows:

1. To increase the demand of batik in Sokaraja Kulon village, batik store shall really consider the price of batik at the level of that community can effort it.
2. Government can give support for batik *UMKM* or micro small and Medium Enterprises with form of funds or training so it can lower batik cost production and increasing effectivity of making batik so that batik has a lower price.
3. Batik artist can invent other variety of batik or batik patern so that community has more option in buying batik and widening the range of batik market.
4. Government can support with research and development regarding batik to improve variety and quality of batik.

C. Research Limitation

In this study, the authors seek to find out the determinant of batik banyumansan demand. The author cannot do one by one of questioner to

every population in Sokaraja Kulon Village. This study only uses minimal amount of data due to the inability of gathering data for all population, this causes of data which may still lack effectiveness or results.

