

## **ANALYSIS OF ENTREPRENEURSHIP IMAGE IN COMFORT ZONE TO EXPLORE ABILITY IN PRODUCTIVITY OF BATIK TANJUNG BUMI IN BANGKALAN MADURA**

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### **ABSTRACT**

*Batik Tanjung Bumi has a strong character and characteristics that is interesting as tourist souvenirs. The characteristics and the reflection of the character are forms of life and culture in the community Bangkalan. The preference types of consumer are “batik tulis” and “batik cap”, only a few consumers choose “batik gentongan” because the motive is more static and expensive. Batik motives and colors that vary Tanjung Bumi were developed by young batik artisans. Consumers choose Batik Tanjung Bumi for some reasons: accessibility (affordability and availability of access), the variant prices, batik colors and more diverse functions. The construction of the longest bridge further strengthen the brand Batik Tanjung Bumi as a souvenir of Madura. Understanding consumer perspectives are very important for product development and brand positioning success. Deep awareness of consumers when purchasing will help marketers to reach their target market more effectively and develop strategies to ensure that customer needs are met*

**Keywords:** Image, entrepreneurship, productivity, strategy

### **INTRODUCTION**

The rapid entrepreneurial activity is a step forward in the economic sector in Indonesia. In macro economics, entrepreneurs play a role as a driver and controller of the national economy in the United States, Western Europe and Asian countries to become economic power. The results and findings of scientific research, development of science and technology have brought in the creation of new products and services.

To understand Batik entrepreneurs in Tanjung Bumi, firstly we must know the history of Tanjung Bumi. Tanjung Bumi is the coastal area whose history of its own with batik in Madura island, East Java. Long time ago, Batik became women's work in their spare time during waiting for her husband who worked as a sailors while sailing far away such as to the islands of Borneo and Sulawesi. For them, waiting for the arrival of her husband was such a long and stressful in worrying if their husbands return home safely and bring money for household expenses, then to