BI plot ANALYSIS OF BATIK COMPANY
PERSUANT TO INDUSTRIAL PROFILE
(CASE STUDY IN PAMEKASAN)

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ABSTRACT

Indonesian batik industry is a culture that must be preserved. One of the batik industries which is rapidly growing is batik industry in Pamekasan. Pamekasan as the City of Batik has a lot of companies that founded the business in this field. This research was conducted to investigate the characteristics and mapping batik companies in Pamekasan. In this research, there are 32 companies with 32 variables. To solve the problems using descriptive statistics and biplot analysis. Based on the analysis, we concluded that the batik companies in Pamekasan have the same characteristics. But, there are several variables that diversity is quite high. The variables are the volume of production, production and operational costs, sales revenue, profits, total employees, percentage of technology, capital amount and percentage sales growth in 2009. And the mapping companies with biplot analysis, found that Aneka and Safari Soni are major companies. Besides that, Mutiara Batik and Nanas Indah Batik have a dominant characteristic in the production and operational costs, sales revenue and total capital. While other batik company such as Fiesta Madura, Cendana Batik and Bunga Mawar are dominant towards mastery of technology and sales development. And the other batik companies have a proportional characteristic.

Keywords: batik, biplot, industry, Pamekasan
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