Symbolic Interactionalism in Marketing Communications: A Case Study of Batik Entrepreneurship Nimas Sekarsari Blitar Indonesia

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ABSTRACT

This study examines the role of symbolic interactionism within Integrated Marketing Communication (IMC) at Batik Nimas Sekarsari Gandusari Blitar (BNSGB), Indonesia. In a competitive business landscape influenced by technological advancement and shifting consumer behaviour, small enterprises must employ integrated approaches combining advertising, sales promotion, direct marketing, and personal selling. This qualitative descriptive research explores how BNSGB integrates IMC strategies to promote its products, strengthen its brand image, and build trust among consumers. Data were collected through interviews, observation, documentation, and literature review. The findings show that BNSGB effectively utilizes social media, exhibitions, promotional discounts, and institutional collaborations to engage consumers and expand market reach. Through the lens of symbolic interactionism, the study highlights how producers and consumers create shared meanings through communication symbols, both verbal and non-verbal, that shape perceptions and influence buying decisions. The interaction between sellers and buyers fosters mutual understanding and enhances marketing effectiveness. Ultimately, this study demonstrates that symbolic interactionism provides a deeper understanding of how communication strategies contribute to sustaining consumer loyalty and preserving the cultural and economic significance of traditional batik entrepreneurship.

Keywords
Symbolic interactionalism; Integrated marketing communications; Batik entrepreneurship

Introduction

Marketing communications play a significant role in promoting products, both goods and services (Prameworo et. al 2024). Marketing communications activities are inextricably linked to the social media platforms used by businesses to promote their products, including Instagram. Marketing communications serve as a tool for sharing information targeted at and needed by consumers. The widespread use of online media, coupled with its extensive reach and speed, allows for rapid delivery of information to consumers. The success of marketing and brand building for a product depends on the ability of the manufacturer's marketing communications program to convey information to consumers. Marketing communications can significantly shape a product's brand image and foster positive customer relationships, thereby increasing brand sales (Bharti, et al, 2024).

Marketing communications play a crucial role in building brand equity and driving product sales effectiveness and efficiency. This can be achieved by creating brand awareness, creating positive brand perceptions, and facilitating stronger brand-consumer connections. Kotler and Keller (2020) state that marketing communications is a means for companies to inform and remind consumers, directly or indirectly, about the products and brands they sell (Keler, 2020). The problem in this research is the increasingly tight situation in trade competition and also the latest technological advances and changes in consumer behaviour make marketers have to implement integrated communication or integrated marketing communication. Integrated Marketing Communication (IMC) is a new paradigm in business strategy in the information technology era accompanied by communication strategies. IMC is a communication process that requires planning, creation, integration and implementation of various forms of elements that exist in marketing communications such as advertising, sales promotions, publicity, events and others that are delivered from time to time to customers and potential customers.

The development of technology and information is increasingly advanced and bringing about significant changes in people's lives, altering their thought patterns, behaviours, and habits. This is evident in the large number of internet

users across all age groups, especially in Indonesia. These technological and information advancements are beneficial for society, both for simple communication, conveying important information to the public, and accessing the information they seek quickly and easily thanks to the internet. The presence of the internet has boosted various sectors, from social, cultural, educational, and economic sectors. internet usage in Indonesia continues to soar every year.

However, in today's modern era, people are increasingly innovating to continually increase trust, both from consumers and producers, in conducting transactions. Based on this statement, this study was conducted with the aim of conveying information related to the role of social interaction in marketing communications via Instagram. Therefore, this study will reveal the extent to which Instagram followers' participation in the level of trust in marketers makes consumers feel more comfortable. According to Kotler and Keller (2020), social media is a tool used by people to convey or exchange text, audio, visuals, images, and videos to convey or disseminate information to other people or companies

At the basic level, communication is conducted to inform potential consumers so they are aware of the products offered, one way of doing this is through promotions. Currently, Micro, Small, and Medium Enterprises (UMKM) are one of the main drivers of the Indonesian economy. Therefore, if the UMKM sector is disrupted, the national economy will also be disrupted. UMKM are businesses that can expand employment and provide broad economic services to the community. They play a role in the process of equalizing and increasing community income, driving economic growth as a form of national economic stability.

The background of this research is the problem where currently, the increasingly tight situation in trade competition, technological advances as well as changes in consumer behaviour, especially batik users, make producers, especially from UMKM, have to implement integrated communication or IMC as a process of communication. The process consists of planning, creation, integration and also various forms of marketing communication, namely advertising, promotions, events and others. Marketing communication is also the most important thing for determining marketing communication objectives in order to achieve a business goal and the importance of seeing the role of symbolic interaction in marketing communication is currently very important in the perception of batik consumers. With these problems, producers, especially batik artisans, must understand about Marketing is more than just trade or advertising. Marketing is essential for identifying target markets, identifying consumer needs, and then developing these into services or goods that provide value to consumers. Therefore, planning IMC is crucial for establishing marketing communications objectives and achieving business goals.

Literature Review

Recent scholarship shows that symbolic interactionism (SI) continues to provide a strong conceptual foundation for explaining how meaning is socially constructed within marketing communications. Researchers argue that SI's core principles; meaning, language, and interaction offer a powerful micro-level framework for understanding how consumers interpret messages and assign symbolic value to brands (Sen, 2022). Contemporary communication studies also highlight SI's relevance in digital spaces, where meanings are negotiated through continuous mediated interactions rather than traditional one-way advertising (Chen, 2020). This renewed interest positions SI as a central interpretive lens in analysing how consumers derive identity cues from marketing symbols and how these cues shape perceptions, attitudes, and behavioural responses.

In applied marketing contexts, SI has been used to explain phenomena such as brand communities, identity performance on social media, and consumer–brand co-creation. Research on brand communities shows that shared rituals, symbols, and narratives create a collective identity that strengthens brand commitment (Gordillo-Rodríguez, 2023). Similarly, studies of social media behaviour find that individuals use emojis, visual cues, and curated content as symbolic resources to communicate identity and engage with brands interactively (Chen, 2020). Organisations are increasingly aware of these symbolic processes; recent work on advertising planning reveals that marketers strategically embed symbolic cues and interactive elements in campaigns to invite consumer interpretation and participation (Alexander & Pribadi, 2021). These insights underscore SI's practical utility in designing communication strategies that tap into consumers' meaning-making processes.

Emerging research extends SI to new frontiers by linking it with technology-driven communication environments. Scholars note that algorithmic curation, AI-based personalisation, and user-generated content (UGC) significantly mediate how symbolic meanings circulate within digital ecosystems (Naeem, 2025). This shift has prompted calls for

integrating SI with semiotics and socio-technical theories to better capture how automated and networked environments shape symbolic interaction. However, researchers also identify limitations, including a lack of longitudinal studies on how meanings evolve and limited cross-cultural evidence. To address these gaps, scholars suggest combining SI's qualitative strengths with computational methods such as large-scale text and image analytics to trace symbolic processes across platforms in real time (Al-Gabry, 2024). Such interdisciplinary approaches would further deepen the understanding of symbolic meaning construction in contemporary marketing communications.

At a local context, Aisyah (2024) attempts to categorize integrated marketing communication (IMC) strategies at the 2023 Sukoharjo Expo. The results of this study indicate that the Sukoharjo district government has implemented all elements of IMCs, namely advertising, sales promotion, public relations, personal selling, and direct marketing. Similarly, the research conducted by Dede Sulaiman, Reni Novia, et al (2024) at the Wirda Pondok Ungu Bekasi Gallery aims to determine the role of IMC as a marketing strategy for a business. This study uses a qualitative method with a post-positivist approach, where data collection techniques include observation, interviews, literature studies, and documentation. The results of this study indicate that the application of IMC assisting business actors in developing their business starting from advertising elements, sales promotions, public relations, personal selling, interactive marketing, sponsorship and direct marketing. In addition, Munafi'atul Husna Rangkuti, Imsar, and Rahmat Daim Harahap (2023) has the objective to analyse IMC in Hasanah Multipurpose Financing Products at Bank Syariah Indonesia (BSI) KCP Binjai Sudirman. (Munafi'atul Husna Rangkuti, 2023) The results of this study show that the implementation of IMC generally uses a marketing mix strategy to increase the number of customers, but the implementation of IMC in BSI KCP Binjai Sudirman only implemented promotional strategies, including holding or participating in exhibitions, personal selling, and customer service.

State of the art or the novelty of this research is that there has been no previous research that has examined this consumer perceptions that have a greater long-term impact on batik products Buyers and potential consumers to be more interactive in carrying out marketing activities and evaluation processes in order to achieve a common meaning and marketing communication activities with consumers in order to create common goals. This research explores the interesting intersection between symbolic interactionism and IMCs IMC in the unique context of batik entrepreneurship in Blitar, Indonesia. Previous research focused solely on consumer behaviour, purchasing decisions, and the number of consumers. This study focused on consumer perceptions and how consumers interact with sellers and with each other. This research was conducted at the Nimas Sekarsari batik artisans in Gandusari District, Blitar Regency. Based on the aforementioned background, the researcher wrote the title of this research, "The Role of Symbolic Interactionism in IMC in Batik Nimas Sekarsari Gandusari Blitar (BNSGB) Indonesia.

Research Methods

Qualitative descriptive method was used in implementing the research to determine the role of symbolic interaction in marketing communication planning in IMC in the BNSGB batik entrepreneur. According to Bungin (2007), the descriptive method aims to describe and summarize various phenomena and then draw out the characteristics, characters, or descriptions of these phenomena (Bungin, 2007). This research does not aim to find or explain relationships, test hypotheses, or make predictions. Descriptive research produces insight-stimulating research or research that can generate insight or knowledge.

The technique for determining research informants is purposive sampling, where it is based on certain reasons or considerations in accordance with the research objectives. The research criteria for informants in this study are understanding and carrying out batik marketing activities. The selected informants were the owner, the employees, marketing department, buyers and the visitors of the BNSGB whom were interviewed. IMC activities that have been implemented are advertising, sales promotion, direct marketing, and personal selling. Therefore, this research uses a case study of BNSGB which have used several medium in their promotional activities such as radio, newspapers and other media.

The theory used in this research is symbolic interaction theory which attempts to explore human character from a subjective perspective. Herbert Blumer called it translating humans into inventors or reshaping their territory. The elements from the symbolic interaction perspective are thinking, self-concept, and social relations (Knigge, 2016).

Discussions

In Indonesia, UMKM are considered a pillar of the country's economy. In this technological era, the government has decided that UMKM will begin to reform their marketing technology with the technology provided. To encourage digital marketing, this can be done through social media technology devices, such as using e-commerce platforms like GoFood, Grab Food, and ShopeeFood. These applications can be used to sell products so that the media can interact or communicate directly between buyers and sellers. Tulus Tambunan (2001) stated that UMKM play a very important role, which is reflected not only in developing countries but also in developed countries (Tambunan, 2001). In both developed and developing countries, UMKM are very important because they can absorb the largest workforce compared to large companies. UMKM make the largest contribution to the formation or growth of Gross Domestic Product (GDP) compared to large corporations.

Strategies that UMKM can implement to be more advanced and develop is through marketing strategies that use digital marketing methods. In today's technological era, new business models are emerging along with the shift in innovation from traditional marketing to the use of current digital media. The traditional process of face-to-face buyer-seller meetings can now be mediated through digital media and ultimately give rise to new marketing trends. The emergence of e-commerce models such as physical online stores, online transaction groups, and e-commerce platforms proves that people today want easy access to what they want. The UMKM sector is one of the main pillars of Indonesia's economic fundamentals. In fact, during the 1998 economic crisis, the UMKM sector turned out to contribute significantly to saving the Indonesian economic ecosystem at that time. The same thing happened during the Covid-19 pandemic, where the UMKM sector has great potential to become an accelerator of national economic recovery (Arianto, 2020). With the development of UMKM digitalization, the digital economy in Indonesia will be the largest in Southeast Asia by 2025. However, there are obstacles faced by UMKM, namely the need to strengthen digital literacy education and strengthen the human resources of UMKM entrepreneurs. Because so far, digital literacy and the quality of human resources of UMKM actors have been very minimal, resulting in less than optimal production of their respective superior products. The followings are findings from the observations and interviews conducted:

1. Batik Nimas Sekarsari Gandusari Blitar Indonesia

Batik Blitar Nimas Sekarsari (BBNS) is a business that operates in the field of making (production) classic/traditional and contemporary hand-drawn batik cloth, where this place is a single unit starting from production, showroom and residence of the business owner. BBNS serves orders for hand-drawn batik, stamped batik, and uniform sarimbit combinations, etc. So, consumers can order batik according to their motifs and tastes, so that later BBNS will create designs and batik to suit customers' preferences. The owner of BBNS, Mrs. Emik Rohmawati, has been making batik since 2010. Besides that, BBNS also provides batik education facilities for the community, school students and so on. The following is a picture of the activities of school students making batik at BBNS, so that the younger generation, especially school children, love original Indonesian products, namely batik culture, which has become a world heritage to preserve Indonesian batik. BBNS also serves exports abroad, especially to countries with the most Indonesian workers such as Singapore, Malaysia, Hong Kong, Taiwan and Korea. This batik export is also expected to make BBNS known to the international community. By using social media, BBNS maximizes its marketing communication activities.

2. Integrated Marketing Communications

IMC is a combination of various forms of marketing communication, including advertising, internet marketing, personal selling, sales promotions, and direct marketing BBNS is done for attracting consumer interest.

2.1 Advertising or Advertising
Lee and Johnson, (2007) stated that advertising is commercial and non-personal communication about an organization and its products that is transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor advertising, or public transportation (Jhonson, 2007). Print advertising media used by BBNS is using print media, namely tourist maps and brochures. Print media is used as a tool to provide potential consumers with knowledge about new locations, promotions, or simply as a reminder for consumers. In addition to print media BBNS uses pinternet advertising. Social media is also used as a means to provide detailed information and continuously use images to all potential consumers from BBNS. So far, it has been using Facebook and Instagram.

The current batik demand segment is popular among all groups, from the elderly, young, and children, so there is a need for batik publications or promotions that can reach the wider community. Therefore, through social media, UMKM can reach a wider audience than just limited to local areas. By utilizing social media platforms such as Facebook, Instagram, or Twitter, BBNS can display their products to users in various geographic locations. This allows UMKM to reach potential customers outside their usual reach. In addition, social media also allows UMKM to achieve a higher level of engagement with their audience. They can interact with customers through comments, private messages, or through features such as polls or contests. This interaction helps build a closer relationship between UMKM and their customers, creating strong bonds and increasing loyalty. Utilizing social media also contributes to increasing UMKM brand awareness. With consistent posting and engaging content, UMKM can build a credible brand image and attract user interest. They can use social media to tell the story behind their products, introduce brand values, and highlight the uniqueness of the product. Thus, customers become more aware of the UMKM brand and are more likely to choose their products. Furthermore, online sales have also increased significantly through the implementation of e-commerce platforms. With the convenience of online shopping, customers can purchase UMKM products more easily and conveniently. UMKM can utilize e-commerce platforms to expand their sales reach, manage inventory, and process transactions efficiently. This provides UMKM with the opportunity to increase their revenue and expand market share. Overall, the implementation of digitalization and social media strategies has brought significant benefits to UMKM. They have successfully improved their product marketing and promotion through the use of social media, reached a wider audience, increased customer engagement, and enhanced brand awareness. Furthermore, online sales through e-commerce platforms have also positively contributed to increasing UMKM revenue.

2.2 Direct Marketing or Direct Marketing
Products sold by BBNS from Blitar Regency are already quite well known, especially among the local community. This is achieved through marketing communications, which cannot run smoothly without effective communication. Direct marketing is carried out by selling products during activities or events such as bazaars or exhibitions. In addition to selling products at home, BBNS sells outside during events. Exhibition activities at events and also in shopping centers are one of the most potential locations for all business actors because many people come to visit these places.

2.3 Sales Promotion or Sales Promotion
Belch and Belch (2001) state that sales promotions are direct incentives given to consumers, providing added value to a transaction to increase sales (Belch, 2001). These incentives or benefits can take the form of discounts or vouchers BBNS also frequently offers discounts during exhibitions or events. These discounts vary from 10% to 30%. They also offer a discount voucher worth Rp 20,000 (twenty thousand rupiah) for batik purchases during a specified period.

2.4 Personal Selling or Personal Sales
Belch and Belch (2001) state that personal selling involves selling through a person-to-person communication process (Belch, 2001). This means that personal selling involves personal communication. This aims to make sales that build relationships with customers and maintain the company's reputation. However, the role of personal selling varies from company to company, and some companies don't even have dedicated staff to carry out personal selling activities. BBNS conducts personal selling activities through government agencies and schools. BBNS offers program packages such as learning to batik or packages of school or agency teacher uniforms.

3. Communication as a symbolic process in BBNS Gandusari Blitar Indonesia

According to Cassirer (1987), humans are referred to as animal symbolicum, meaning they are creatures that require symbols. This is what distinguishes humans from other creatures. In their lives, humans cannot be separated from these symbols or symbols. Symbols or symbols are part of the communication process (Cassirer, 1987). As defined by Bernard Berelson and Gary A. Steiner (1964), "Communication is a process of conveying information, ideas, emotions, skills, and so on using symbols such as words, pictures, numbers, and so on." (Steiner, 1964). According to Arthur Asa Berger, "Symbols are keys that allow us to open the door that covers our unconscious feelings and beliefs through in-depth research." (Berger, 2020). Each group may have new symbols that are agreed upon and even understood only

by the members of the group. By each person, symbols are used to mean something. This view equates communication with a cause-and-effect or action-reaction process, with alternating directions. One person delivers a message, either verbally or nonverbally, a recipient reacts by giving a verbal or nonverbal response, then the first person reacts again after receiving a response or feedback from the second person, and so on.

4. Symbolic interactionism of owners, employees, buyers and visitors BBNS Gandusari Blitar Indonesia

This research uses the theory of Symbolic Interactionism by George Herbert Mead. According to Mead (1934), symbolic interactionism seeks to understand social life that is formed through a process conveyed through words or verbal speech to communicate and non-verbal symbols are signals conveyed not through verbal words, but through body gestures, appearance, eye contact, and so on (Mead, 1934). In this theory it is explained that human actions are not caused by "external forces" (as intended by structural functionalists), nor are they caused by "inner forces" (as intended by psychological reductionists) but are based on the meaning of something they face through a process that Blumer calls self-indication. According to Blumer, the process of self-indication is a communication process within an individual that starts from knowing something, assessing it, giving it meaning, and deciding to act based on that meaning. Furthermore, Blumer states that human interaction is bridged by the use of symbols, by interpretation, and by the certainty of the meaning of other people's actions, not just reacting to each other as in the stimulus-response model.

According to Mead (1934), the mind is an act that uses symbols to reach the Self (Mead, 1934). The mind's activities can include communication with others or with oneself. With the mind, various symbols can be manipulated according to the social situation the individual is facing. Symbolic Interactionism recognizes that interaction is a two-way interpretive process. Symbolic Interactionism recognizes that interaction is a two-way interpretive process is a way of thinking about oneself and society that has made a major contribution to the sociocultural tradition in communication theory. This means that symbolic interactionism explains not only the process by which the self is developed, but also focuses on the ways in which humans construct meaning and structure in society through conversation. Symbolic interaction is based on ideas about the self and its relationship to society. Therefore, researchers are interested in studying this phenomenon. Mead, stated: "Humans have the ability to use symbols and people act based on the symbolic meanings that arise in a particular situation." Mead highlighted about the position of symbols in the circle of social life. One focus of symbolic interaction is the effect of interpretation on the person whose actions are being interpreted.

Therefore, we must not only understand that a person's actions are a product of how they interpret the behaviour of others, but also that these interpretations will influence the individual whose actions have been interpreted in certain ways. This symbolic interaction can be carried out by anyone who communicates. This can be done with family, the general public, friends, whether between women and women, men and men, or women and men. What distinguishes symbolic interaction is the purpose to be achieved from this interaction. The use of symbols as a means of conveying messages and meaning is essential in human interaction. These symbols are important because humans act towards others based on the meanings that others assign to them, and these meanings are created in the interaction between humans. According to this symbolic interaction theory, social life is fundamentally human interaction using symbols. They are interested in how humans use symbols to represent what they mean to communicate with each other, and also the influence that the interpretation of these symbols has on the behaviour of the parties involved in social interaction. Mead (1934) is interested in interactions where nonverbal cues and the meaning of a verbal message will influence the minds of the people who are interacting (Mead, 1934). According to him, the symbols in this circle are something used in communication to convey the message intended by the actor. The process of understanding these symbols is part of or indeed is the process of interpretation in communication. George Herbert Mead in Morissan (2014) argues that symbolic interaction is seen as the builder of this understanding of symbolic interaction (Morissan, 2014). He teaches that meaning emerges as a result of interactions between humans, both verbally and nonverbally. Through the actions and responses that occur, we give meaning to words or actions and therefore we can understand an event in certain ways.

According to this understanding, the interaction between subordinates and superiors in an organization arises from interconnected conversations between individuals. Because of the importance of conversation for symbolic interactionism, we will discuss this understanding in more detail in a separate section in the next chapter. In this section, we will only discuss one concept of symbolic interaction related to the communicator, namely regarding the self. A brief definition of the three basic ideas of symbolic interaction, among others: 1) Mind, namely the ability to use

symbols that have the same social meaning, where each individual or superior in an organization must develop their thoughts through interactions with their subordinates; 2) Self, namely the ability to reflect on each individual, whether superior or subordinate, from the assessment of the perspective or opinion of others; 3) Society, namely the network of social relationships created, built, and constructed by each individual, namely the external part of the organization or external such as the surrounding community. And each individual is involved in the behaviour they choose actively and voluntarily which ultimately leads humans in the process of taking roles in their society.

The three main concepts in the theory of symbolic interactionism that occur in the owners, employees, buyers and visitors of BBNS Gandusari Blitar according to George Mead in Littlejohn (Littlejohn, 2009) are:

Mind
Mead argued that the mind is not an object but a social process. Generally, human behaviour involves a psychic reaction, meaning that between behaviour and action lies a system involving concentration or psychic activity. The mind also embodies a sign language that is interpreted as a symbol. Symbols that have meaning can be in the form of movements or gestures and can also be in the form of a perspective language from this symbolic interaction theory suggests that human actions can be seen as reactions that require humans to be able to build and also realize new behaviour by monitoring the state of social reality because in this symbolic interaction theory it seeks to pursue human character from a subjective perspective for Herbert Blumer is called translating humans into inventors or reshaping their territory. Where superiors have the ability to use symbols and have the same meaning between their employees so that owners or superiors and subordinates or employees must develop their minds through interactions with other individuals.

Self
The concept of symbolic interaction within the owner, employees, buyers and visitors of BBNS is arranged through emotions, what is believed, values applied and habits that can play a role in taking an action that will occur in the future. The basic idea in forming meaning about oneself (self) is where subordinates or employees reflect on themselves or place positions in order to form an assessment of the point of view of superiors or owners. and the theory of symbolic interactionism is one branch of sociological theory that explains about oneself (the self) and the outside world.

Society
The elements of symbolic interactionism include thinking, self-concept, and social relationships. Individuals choose behaviours that are appropriate to perform based on their own individual ways of interpreting and defining a given situation, condition, or circumstance. Meaning then emerges among individuals, stemming from their interpretations of self. Understanding symbols is crucial, as they are social objects that emerge from interactions, and the result of mutual agreement between individuals will yield appropriate meaning. Individuals interacting with each other by giving meaning, creating, and transforming objects within the interaction Relationships are created and built by superiors, and constructed by each subordinate or employee, occurring within the office environment. Both the superior or owner and each subordinate or employee are involved in the interactions that occur within it.

In this study, the researcher attempts to describe the symbolic interactions that occur between superiors or owners and subordinates or employees at BBNS, in terms of attitudes, behaviour, and speech. The following describes the patterns of interaction that occur between them. There are two main actors who can participate and play a role in the marketing communication activities of BBNS Indonesia, namely buyers and producers or sellers in conducting transaction activities. Transaction activities between sellers or producers and buyers are carried out on social media Instagram and Facebook and also directly or face to face from BBNS Indonesia. Services and also information and education about products are implemented by producers as sales solutions to promote attractive batik products for buyers and potential consumers to be more interactive in carrying out the marketing activity process. The role of good and smooth symbolic interaction is very important in order to achieve a common meaning and marketing communication activities to consumers in order to create a common goal. This can be seen from the responses or responses of followers on the Instagram of Rumah Batik Nimas Sekarsari Gandusari Blitar which are very active. The followers of BBNS interact via Direct Message (DM) on Instagram, with this active interaction greatly supporting the marketing communication of BBNS.

Language enables humans to interpret not only symbols in the form of gestures, but also symbols in the form of words. This ability allows humans to see themselves through the perspective of others, which is very important in

understanding shared meanings or creating the same response to the same sound symbols. As described from what has been described in the definition of interaction above, such activities often occur in the environment of Rumah BBNS where the researcher conducted research on interactions between superiors and subordinates running quite well. Each superior and subordinate individual always cooperates well, avoiding various obstacles in communication. Data found in each interaction that occurs between the employees of Rumah BBNS gives rise to certain interpretations for them in interpreting how their relationship is. Specifically, in this case, the researcher prioritizes the interactions that exist between superiors and subordinates at Rumah BBNS. As explained previously, symbolic interaction also exists because of the basic ideas in forming meaning that come from the human mind (mind) regarding the self and its relationship in the midst of social interaction, and the ultimate goal that mediates, and interprets the meaning in the midst of society (society) where the individual lives, this is also what researchers found when interactions occurred between superiors and subordinates or between the owner and employees of Rumah BBNS.

Behaviour between superiors (owners and subordinates or employees, buyers and visitors) of BBNS
Researchers also see the symbolic interaction perspective, that social processes in group life are what create and maintain group life. According to symbolic interaction theorists, social life is essentially "human interaction using symbols." They are interested in how humans use symbols that represent what they mean to communicate with each other, and also the influence that the interpretation of these symbols has on the behaviour of the parties involved in social interactions. Symbolic interactionists believe that human behaviour is essentially a product of their interpretation of the world around them, so they do not recognize that behaviour is learned or determined, as is held by behaviourist or structural theories. From the behaviour, they display in interactions that occur during work hours, it can be seen that superiors or owners have a relaxed work system, if the reasons given by subordinates or employees are to the point and logical.

Sometimes superiors or owners joke about salary deductions if an employee is late, and employees or subordinates know that it is just a joke, which can be seen from the interaction between superiors, showing gestures and facial expressions, tone of voice, this is where employees must be able to understand how to behave appropriately towards the owner or superior so that there are no differences in perception. Then the way the owner of BBNS jokes with buyers who will not get a discount if they buy in large quantities and the buyer knows it is just a joke can be seen from the interaction of the boss showing gestures and facial expressions, tone of voice, this is where buyers must also be able to understand how to behave appropriately to the owner who is just joking, so that there are no differences in perception.

The following is the result of an interview with Mrs. Palupi, one of the buyers of BBNS regarding her response when the owner did not give a discount when buying batik in large quantities: "….I already knew that there would definitely be a discount because it was written on the price board that for large purchases of more than 10 pieces there would be a discount or a free price reduction of 1 piece of batik cloth…."

Likewise, with visitors or students who want to learn batik when the owner of BBNS jokes that he will not give batik made by the visitor or student and the visitor or student knows that it is just a joke can be seen from the interaction of the boss showing gestures and facial expressions, tone of voice, this is where the buyer must also be able to understand how to behave appropriately to the owner who is just joking so that there are no differences in perception.

The following is the result of an interview with a school student named Atharezel who was a visitor to learn batik about his response to the fact that the person concerned was not allowed to take the batik cloth he made: "... I don't believe that the batik cloth...Nimas Batik Sekarsari Gandusari Blitar…I can't take my work, I'm sure you can take it...".

How to Speak to Owners, Employees, Buyers and Visitors of BBNS
Researchers also observed differences in the way superiors or owners of BBNS spoke to their subordinates or employees. Researchers observed distinct characteristics that differentiated the way superiors or owners spoke to their employees. In this interaction, the owner allowed employees to eat lunch outside the workplace, but firmly reminded them that they only had one hour for lunch and a break. Researchers did not observe any tension between the owner and employees during the interaction. Employees simply expressed their thoughts, while the owner responded casually and to the point in giving warnings.

The following is the result of an interview with one of the employees of BBNS named Huda regarding work break hours: "...It is impossible for our salary to be deducted if we exceed working hours, because if we are late or have other needs, we have to ask for permission first..."

According to this symbolic interaction theory, social life is basically human interaction using symbols. They are interested in how humans use symbols that represent what they mean to communicate with each other, and also the influence that the interpretation of these symbols has on the behaviour of the parties involved in social interaction. In symbolic interaction, nonverbal cues and the meaning of a verbal message will influence the minds of people who are interacting. According to him, the symbols in this circle are something used in communication to convey the message intended by the actor. The process of understanding the symbol is part or indeed the process of interpretation in communication. Thus, the symbolic interaction between the owner of BBNS and employees from the aspects of attitude, behaviour and way of speaking shows that the owner has the ability to use symbols that have the same social meaning, and develop their thoughts through interactions with their employees. In addition, each individual, both the owner and employee, has the ability to reflect on themselves so that ultimately leads each individual in the process of taking roles in the midst of their society.

Conclusion

Symbolic interaction in marketing communication today is very important in consumer perception (Prameworo et. al 2024; Bharti, et al, 2024). That the symbols that appear in the symbolic interaction that occurs between superiors and subordinates of BBNS are obtained from the behavioural aspects of the owner and employees, buyers and visitors, the owner shows behaviour that shows spontaneity, openness, to the point, compared to the attitude of employees, buyers and visitors, who are relaxed and remain responsible. In other words, the owner has the ability to use symbols that have the same social meaning, and develop their thoughts through interactions with employees, buyers and visitors. In addition, each individual, both superiors and subordinates, has the ability to reflect on oneself so that it ultimately leads each individual in the process of taking on a role in their community. Marketing communication activities that have been carried out by BBNS. Attracting consumer interest is a creative strategy that involves interconnected activities. Each of these activities is carried out to maintain a company's reputation and image of Nimas Sekarsari Batik in the business world. Advertising is carried out at Nimas Sekarsari Batik as a way to maintain its existence in society. Nimas Sekarsari Batik also leveraged events in Blitar Regency through direct marketing and sales promotions to attract more consumers. Personal selling is also implemented by Nimas Sekarsari Batik through collaboration with institutions, agencies, and the government to open up opportunities to develop their businesses.

Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

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