

STRATEGY OF EMPOWERMENT AND MARKETING OF BRIDAL CRAFTS (TAMIYANG)

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Abstrak

Tujuan dari penelitian ini adalah untuk memberikan pelatihan pemasaran produk kerajinan sapu di Desa Mekarjaya Desa Padamulya dimana pengrajin memiliki kendala dan masih banyak masyarakat yang belum mengetahui dalam proses kegiatan pemasarannya. Pendekatan yang dilakukan untuk mengatasi permasalahan tersebut menggunakan metode pendampingan berupa pelatihan pemasaran. Hasil dari program pendampingan dan pelatihan peningkatan kemampuan mengelola produk sapu bagi masyarakat Desa Padamulya dapat dilihat dari perubahan pola pikir para pemilik kerajinan dari yang sebelumnya hanya memasarkan produknya di daerah asalnya namun kini dapat berkembang pangsa pasar mereka secara luas dengan menggunakan teknologi saat ini yaitu aplikasi jual beli online. Selain itu, masyarakat mulai memahami pentingnya merek yang mempengaruhi penjualan.

Kata Kunci: *Manajemen, Pemasaran, Produk Kerajinan*

Abstract

The purpose of this research is to provide training in marketing broom handicraft products in Mekarjaya Village, Padamulya Village, where the artisans have problems and many people in the area do not know yet in the process of marketing activities. The approach taken to solve this problem uses a mentoring method in the form of marketing training. The results of the assistance and training program in improving the ability to manage broom products for the people of Padamulya Village can be seen from the change in mindset of the craft owners from those who previously only marketed their products in their home regions but now can expand their market share widely by using current technology, namely applications buying and selling online. In addition, people are starting to understand the importance of brands that affect sales.

Keywords: Management, Marketing, Handicraft Product

Introduction

The industrial sector is able to play a major role in encouraging economic growth (prime mover) because of its ability to increase high added value. Industry can also open up opportunities to create and expand jobs, which means increasing prosperity and reducing poverty. With a workforce of around 14 million people (including micro, small and medium industries), industrial sector workers also contribute 12-13% of the total national workforce. Small and micro industries, which are mostly managed by the community in the form of home industries, can be said to be the industries that are most able to withstand the impact of the economic crisis that hit the world today. Industries with a low level of capital use tend to be able to withstand the risks and economic turmoil that occurs. However, in the midst of its efforts to continue to exist in the business world, most small industries tend to find it difficult to rise and develop more widely due to basic obstacles that have not been able to be overcome. Therefore, in order to maintain the viability of industry players who touch the economic foundations of these small communities, it is necessary to get more attention from various parties, especially local governments (Papilo, 2014).

Suwandi (2002) as quoted in Ahmad (2005) said that, small industries also do not have an

organizational form that is able to face such rapid market changes, because the internal organizational structure is still simple and does not have a clear division of tasks among its workforce. The marketing, production or finance departments are handed over to other family members, resulting in the malfunctioning of internal audit because they usually understand each other because of their own family. This causes small industries to be unable to carry out their business professionally. For this reason, efforts are needed so that small business operations can be carried out professionally (communication and teamwork), improve managerial abilities (functional and non-linear leadership and management) as well as improve the business climate and work culture.

The intense business competition in the handicraft industry sector certainly indicates a positive development in this industrial sector. The business activity shown by craftsmen throughout the archipelago is one of the signs that the handicraft business in Indonesia has recently begun to develop, showing developments that are not only focused on making new products of high artistic value. Nowadays craftsmen in Indonesia are starting to actively market their products to various regions but in fact there are still many craftsmen who still lack knowledge of how to market a product, especially the craftsmen community who are in a very remote area with all circumstances that may be different from craftsmen who is in an area that has started to develop.

The problem with the marketing procedures for a craft that is in a remote area is not only limited to that, but there is a lack of knowledge about marketing and the absence of a brand, which is an important element in the existence of a product, namely a brand or brand where customers can know what the product is. what it sells is very attractive or not. And the brand of a product can create an attraction that makes customers who want to buy it feel attracted to a product.

Methodology

The stages carried out in this program consist of surveys and training; preparation of program implementation in the form of a mentoring scheme and the necessary tools; carry out assistance; provide training; as well as evaluating the programs that have been implemented. The approach method used in solving the problems of warungs in Padamulya Village uses a mentoring method in the form of online marketing training. The target of the broom crafts product craftsman in this program is Mr. Sudirman who is in Kp. Mekarjaya Rt 02 Rw 08 Padamulya Village, Pasirkuda District, Cianjur Regency. The mentoring program is carried out for one month which is divided into 5 stages, namely as follows:

1. Choosing Potential Crafts

There are several craftsmen in Mekarjaya Village. This writer tries to select from several craftsmen whose products have the potential to be developed. Therefore, the writer determines and chooses a broom craft product that has the potential to be developed because in terms of its use a broom is one of the elements of a cleanliness item in every home and certainly for housewives, this broom is definitely a target to buy and is very useful.

2. Branding

According to Kotler (2001), the meaning of branding is the provision of names, terms, signs, symbols, designs, or a combination of these, which are made with the aim of identifying goods or services or groups of sellers and to make up the goods or services of competitors.

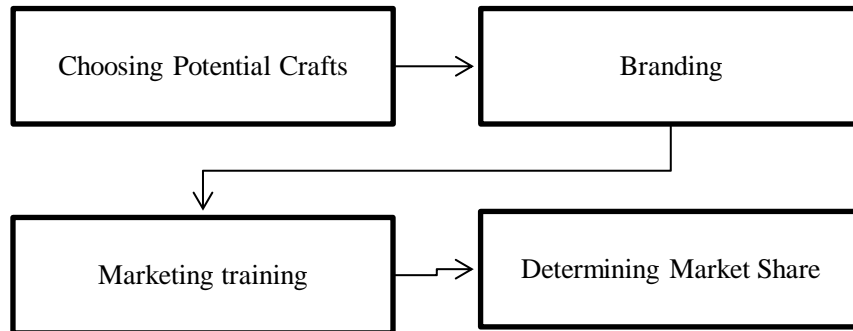
3. Marketing Training

Marketing training is a way for product owners to know how to market a product they own and where to target in marketing that product. In this case the author provides a product marketing training through an application for buying and selling goods, namely Shopee. The author chooses training by utilizing this technology because in an era that is currently felt buying and selling has referred to technology where a shopping application is a customer looking for an item he needs without having to

both looking to an area, but with this application someone is with easy to find what items he needs without having to go looking for the hard.

4. Establish market share

Determining market share is very important for an entrepreneur, because in entrepreneurship we must know where the good market share is for these products to be marketed. In this case the marketing strategy must be very well understood for an entrepreneur.



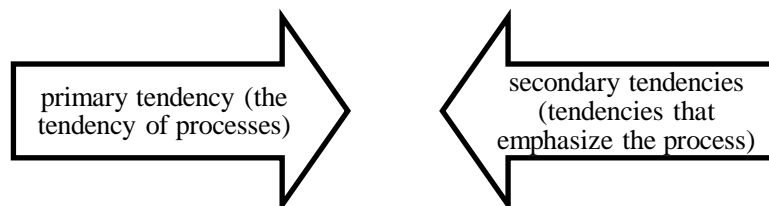
Source: Kotler (2001)

Figure 1. Mentoring Stages

Results and Discussion

Community Empowerment Guide

Empowerment comes from the basic word "power" which means the power to do something or the ability to act. In the English dictionary, empowerment is defined from the word "empowerment" which when viewed from the etymological aspect, comes from the word "power" which means power, strength and ability. Adi (2003) suggests that empowerment is an effort to develop individuals, families, groups or communities from a state of not or lack of power to become efficient in an effort to achieve a better standard of living. The idea of empowerment according to Margot Breton (1994) in Eko (2002), departing from the objective reality which refers to the unequal structural conditions in terms of the allocation of power and the distribution of access to community resources. Empowerment is actually an alternative development that is formulated according to the perspective of modernization. In essence, the old paradigm (development) is more oriented to the state and capital while the new paradigm (empowerment) is more focused on the community and local institutions that are built in a participatory manner. Capital is everything that must be continuously nurtured even though it must be supported by authoritarian and centralized political management. On the other hand, empowerment is development that is made in a democratic, decentralized and participatory manner. Communities occupy the main position to initiate, manage and enjoy development. The state is a facilitator and opens a conducive space for the growth of local initiatives, participation and institutions.



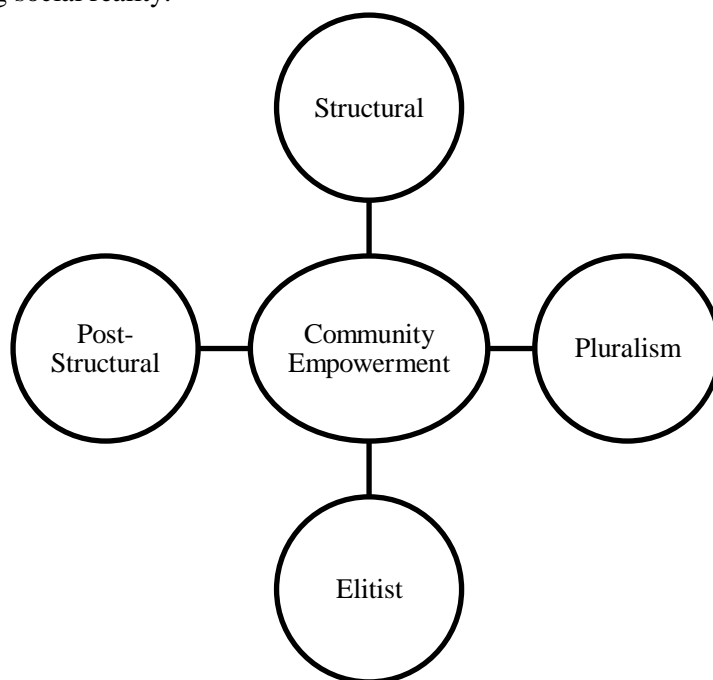
Source: Ife (1996), Pelipo (2014)

Figure 2. The Idea of Empowerment

When viewed from the operationalization process, the idea of empowerment has two tendencies (Figure 2), among others: first, the primary tendency, namely the tendency of processes that give or transfer some of the power, strength, or ability (power) to the community or individual to become more empowered. This process can also be complemented by efforts to build material assets to support the development of their independence through the organization; and second, secondary tendencies, namely tendencies that emphasize the process of providing stimulation, encouraging or motivating individuals to have the ability or empowerment to determine what their life choices are through a dialogue process. The two tendencies give (at the extreme point) seeming opposites, but often to realize the primary tendency, you have to go through the secondary tendency first (Ife, 1996:50).

Some views on community empowerment, among others, are as follows (Figure 3): (Ife, 1996:59)

1. Structural, empowerment is an effort to liberate, fundamentally structural transformation, and elimination of structural or operational systems.
2. Pluralism, empowerment as an effort to increase the power of a person or group of people to be able to compete with other groups in a certain 'rule of the game'.
3. Elitist, empowerment as an effort to influence elites, form alliances with these elites, and try to make changes to elitist practices and structures.
4. Post-Structural, empowerment is an effort to change the discourse and respect subjectivity in understanding social reality.



Source: Ife (1996), Pelipo (2014)

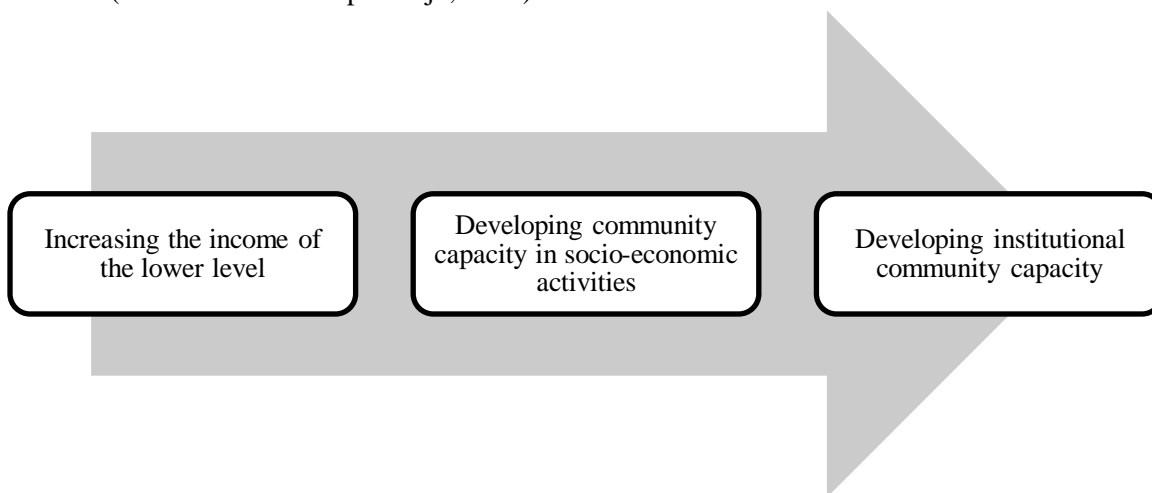
Figure 3. Views of Community Empowerment

The concept of community empowerment emerged because of failure as well as hope. The failure in question is the failure of economic development models in tackling poverty and environmental problems in a sustainable manner. Meanwhile, hope arises because of development alternatives that incorporate democratic values, gender equality, and adequate economic growth.

Main Goals of Empowerment

Sumodiningrat (1998) says that there are at least three main targets of community

empowerment policy (Figure 4), namely first, increasing the income of the lower level people and reducing the number of people below the poverty line, second, developing community capacity to increase productive socio-economic activities of people in rural areas, third, developing community capacity and increasing community institutional capacity. Community development programs should be carried out in a sustainable framework. In this context, if community development is to build a new social, economic and political order, the structure and process must be sustainable. A sustainable structure is characterized by the institutionalization of the implementation of community development not only in the order of project implementation, but is expected to prioritize improving people's living abilities (Gunardi and Sarwoprasodjo, 2003).



Source: Gunardi and Sarwoprasodjo (2003), Pelipo (2014)

Figure 4. Main Targets of Community Empowerment Policy

Main Empowerment Tasks

Community empowerment can be carried out by many elements, such as the government, universities, non-governmental organizations, the press, political parties, donor agencies, civil society actors, or by local community organizations themselves. The government bureaucracy is of course very strategic because it has many advantages and extraordinary strengths compared to other elements: it has funds, a lot of apparatus, the authority to make legal frameworks, policies for the delivery of public services, and others. The empowerment process can be stronger, comprehensive and sustainable if these various elements build partnerships and networks based on the principles of mutual trust and respect. (Eko, 2002) The concept of empowerment departs from different assumptions from coaching. Empowerment departs from the assumption of an equal relationship between all elements of society and the state. Experts say that empowerment strongly believes that "small is beautiful", that each person has wisdom that needs to be awakened and appreciated. In the context of empowerment, all elements (officials, state apparatus, people's representatives, experts, politicians, political organizations, mass organizations, NGOs, businessmen, scholars, students, and the people at large) are in an equal position, which grow together through a learning process together. Each element must understand and respect the interests and differences of each other (Eko, 2002).

Empowerment is intended so that each element will increase its ability, become stronger, more independent, and play their respective roles without disturbing the roles of others. Precisely with the empowerment of different abilities and roles, it is not uniform, but valued and developed together, so that good cooperation can be established. Therefore, in terms of empowerment, there is no known element that is stronger in empowering the weaker element to be empowered. The stronger elements only play the role of assistant, companion or facilitator, which makes it easier for the weaker elements to empower themselves. On another thought, Eko (2002) said that basically "outsiders" should not act

as "coachers" or "extensions", but rather as "facilitators" for community empowerment. The facilitator is a companion, whose job is to facilitate, encourage, and facilitate social groups in the community in order to empower themselves. The tasks were played starting from problem analysis, organizing, facilitation, assistance, and policy advocacy.

To play roles in community empowerment activities, workers/facilitators must be professional, possess a number of abilities and skills. They must be competent, have the ability to understand theory holistically and critically, act practically, make reflection and practice. The essence of praxis is that people are involved in a cycle of working, learning, together. It is a process by which theory and practice are built at the same time. Praxis is more than simple action, it includes understanding, learning and theory building. Every element involved in community empowerment activities does not only need to "learn" skills, but also "develop" the skills themselves. What needs to be developed are: analytical skills, critical awareness, experience, learning from others, and intuition (Eko, 2002).

Activities in this mentoring program begin with a survey of the number of craftsmen and see the potential of a craft product. The survey results showed that there were 3 craftsmen, namely broom craftsmen, bamboo sieve craftsmen and baskets craftsmen. After the survey, choose one of the 3 samples to be used as data sample, and after analyzing only 1 craft that could be developed, namely the broom craft owned by Mr. Sudirman. However, this broom business is still lacking to market because there is no brand. And the lack of understanding of the broom owner to be able to market a product to a wider market share.

Referring to the results obtained, it shows the need for assistance and training for the owner of this broom product craft. The mentoring and training program for broom product crafts involved three students, namely Bayu Maulana, Revita Ayu Nur Anggraeni, D. Moch. Lukman Nurkarim, and Muhammad Fikri. Before implementing mentoring, first a mentoring scheme is drawn up, starting from branding, marketing training, and determining market share. While the preparation of the tools needed are stickers and cellphones.

The implementation activities are divided into four stages, namely as follows:

1. Branding

Branding the broom in order to attract consumers to buy it, namely by making a name to be used as a broom brand sticker and the result of the discussion of the broom brand is called "TAMIYANG" because the broom is made with tamiyang grass.

2. Marketing Training

Conducting marketing training in which this activity contains materials about good and correct marketing strategies, due to the lack of knowledge of the craftsmen on how to determine their marketing strategies.

3. Determination of Market Share

Determining the market share in which the handicraft product will be sold and it has been determined that the product will be sold through social media or online goods buying and selling applications so that the recognition of this typical broom craft product extends to various regions, not only in the area of origin.

The results of the mentoring and marketing training program in improving the ability to manage broom handicraft products are seen in developments where previously there was no product brand and a wider target market where previously the product was only sold in the area of origin. The craftsmen began to understand this because it greatly influenced their sales.

Conclusion

It can be concluded that based on the results of a survey conducted in the first phase of the program, it was concluded that the craftsmen at Kp. Mekarjaya Desa Padamulya generally does not understand the importance of branding, product marketing procedures. However, after the marketing

mentoring and training was carried out, it showed that there was an increase in the marketing capacity of the craft owner

Suggestion

Craftsmen who have received marketing assistance and training should be evaluated and monitored regularly, especially by the author and the government, so that they can carry out comprehensive training assistance for all residents of Kampung Mekarjaya in marketing a product of their business. If the government plays an active role in carrying out this guidance, it will gradually have an impact on improving the Village economy.

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