

# SMARKETING STRATEGIES OF MINANG INDO JALITO HANDICRAFT BUSINESS IN NAGARI PANDAI SIKEK, KEC. X KOTO, TANAH DATAR REGENCY

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**ABSTRACT:** The purpose of this study is to analyze the marketing strategy of minang indo jalito handicraft business in Nagari Pandai Sikek, X Koto District, Tanah Datar Regency. Related research methods used are descriptive qualitative research methods, through observation, interviews, and documentation with SWOT analysis. The results of the study show that handicrafts in Nagari Pandai Sikek have diversity, but there is one of the many handicraft businesses there, namely Minang Indo Jalito. Minang indo jalito handicrafts have uniqueness, this uniqueness can be seen from the results of handicraft production, such as woven fabrics, party bags combined with songket fabric, embroidery, suji, clutchbags, embroidery clutchbags and many others, the design of these handicrafts is based on the times, so that the crafts in produksi are not outdated. In marketing its handicraft products, Minang Indo Jalito uses facebook as an internet media in promoting its trade goods, as well as using other internet media.

Keywords: *Marketing Strategy, Handicrafts, Minang Indo Jalito, Pandai Sikek*

## 1. INTRODUCTION

The territory of Indonesia is not only known as a maritime country with many islands and seas stretching from Sabang to Merauke. In every region in Indonesia, of course, it has a unique culture in each region. Naturally, this culture must be inherited in order to remain lasting and become the heritage of the Indonesian state. Physical culture creates cultural heritage in the form of ancient values and customs, which are the core of Indonesian national identity. Cultural heritage is a product or result of physical culture from different traditional and spiritual achievements in the form of values in the past which are the main elements, which become the identity of a group or nation, so it can be said that cultural heritage is the result of physical culture (tangible) and cultural values (*intangible*) from the past [1].

Each region in Indonesia has different handicrafts. Some are made of fabric, bamboo and used goods that have high use value. Among its many examples of cultural heritage objects are handicrafts. One of the works of art whose production process relies on human skills is handicrafts. Handicrafts are made with continuous effort, full vigilance, and high dedication to produce products with high use value that can be used in daily income. Craft is a process in works of

art whose manufacturing process is related to hand skills and then produces an item that has aesthetic value, contoh handicrafts such as weaving, chicken, songket, bags, suji, embroider, and others [2].

There is no doubt that regional handicrafts play an important role in promoting the progress of society as well as in increasing individual incomes and international trade [3]. Besides Silungkang, Pandai Sikek is one of the two songket producing areas in West Sumatra, especially in the Pandai Sikek area. Gold thread is used in songket weaving. Almost everywhere in West Sumatra, the same materials and equipment are used to make songket [4]. The economic characteristics of the Pandai Sikek community in general are as farmers (75%) and handicraft industries (15%), namely Songket crafts and carving arts.

Because Pandai Sikek is flanked by two mountains, Mount Merapi and Mount Singgalang, the air there is very supportive of local agriculture and there is a lot of handicraft potential, agricultural potential, and air in X koto **district**, Tanah Datar district. The Pandai Sikek area is a tropical area in the north that has a lot of nutrients, high humidity, a lot of chemical weathering, and high rainfall. Located at the foot of Mount Singgalang with an altitude of about 1200 meters, the temperature ranges from 25°-30° Celsius [5].

Pandaisikek is located in Tanah Datar Regency, X Koto Regency, West Sumatra Province. The area of Nagari Pandai Sikek is approximately 16.21 km<sup>2</sup> or 10.66% of the sub-district area. It is about 40 kilometers from the district capital Batusangkar and 8 kilometers from the district capital Panyalaian. Baruah (area 2.43 km<sup>2</sup>), Koto Tinggi (area 4.86 km<sup>2</sup>), Pagu-pagu (area 2.43 km<sup>2</sup>), and Tanjung (area 6.49 km<sup>2</sup>) are four jorong in Nagari Pandai Sikek. Pandai Sikek may be an area that supports industry [6]. The Government of the Republic of Indonesia recognizes Nagari Pandai Sikek's reputation as a location for weaving craftsmen, which is reflected in the design of the Rp 5,000 denomination from 1999 to the present.

Industri handicraft that is famous in the sikek clever area is Minang Indo Jalito. This indo jalito minang handicraft is located on Jln. Pandai Sikek No. 12, Jorong Baruah Nagari Pandai Sikek, Kec. X Koto, Tanah Datar District. They make various kinds of handicrafts from embroidered fabrics, including party bags, songkets, embroidery, and woven fabrics. It goes without saying that Minang Indo Jalito craft requires a well-executed marketing plan, otherwise the general public, and in particular the West Sumatra area, will not know the existence of the industry. However, the strategy carried out by the government has not been optimal in developing handicraft businesses in the sikek pandai area [7].

In marketing a handicraft product, of course, there must be a strategy carried out by entrepreneurs. The purpose of marketing is to find out how to make the goods and services produced liked, needed, and purchased by consumers. Marketing is the activity of studying consumer needs and desires (investigation or search), producing goods and services that are in accordance with consumer needs and desires (products), determining price levels (price), promoting them to consumers (promotion), and distributing them to consumer locations (places). The essence of marketing is to provide users with value superior to that provided by competitors [8].

Due to advances in communication technology, these crafts incorporate the latest marketing innovations for their products. As a result, Minang Indo Jalito's handicraft industry reaches a wider audience with the help of an effective marketing plan. This minang indo jalito craft, has the uniqueness of handicrafts that stand in the sikek smith area, the uniqueness here is that the handicrafts are designed directly by the owner, for example, party bags combined with songket fabric. Handicrafts are directly designed to distinguish from other craftsmen, and they produce their products directly. Marketing strategy is obviously very important and becomes a determining factor

for the success of a business[9]. The success and survival of a company, or business depends on the ability to monitor adapting to its business environment (internal and external) [10].

## 2. METHODS

This study used descriptive qualitative research methods, through observation, interviews, and documentation [11]. Data presented in the form of meaningful words or expressed in the form of numbers are qualitative data. Research on people's lives, history, behavior, organizational functions, and other social activities is a common application of qualitative research. In-depth descriptions of the speech, writing, or observable behavior of a particular individual, group, community, or organization can be produced through qualitative research [12].

The qualitative data of this study came from field notes and interview transcripts. After that, data is collected, processed, and explained based on that data. The data used comes from two different sources, namely primary data and secondary data. Primary data is information collected by a person directly from the object under study in order to serve the concentrate in question, which can be a meeting or perception. Secondary data, on the other hand, are information obtained from previous research and published by various other organizations in the form of documents and literature.

This study, using SWOT analysis techniques. SWOT analysis is an evaluation of the overall strengths, weaknesses, opportunities and threats of the company [13]. To determine internal and external conditions as a basis for designing marketing strategies for handicraft businesses, minang indo jalito is the function of the SWOT Analysis [14]

SWOT analysis in principle is by examining in depth internal factors related to *strengths*, weaknesses, and external factors related to *opportunities* and *threats* owned by the handicraft business "Minang Indo Jalito" [15].

## 3. RESULTS AND DISCUSSION

### 3.1 Minang Indo Jalito Handicraft Business Profile

Minang Indo Jalito Handicraft Business is one of the Creative Industry Homes, located in Nagari Pandai Sikek. One of the Nagari in Tanah Datar Regency is Nagari Pandai Sikek. It is located west of Batusangkar, the capital of Tanah Datar Regency, precisely on the border between Padang Panjang City and Agam Regency. Nagari Koto Baru and Nagari Aia Angek, Kab, can be found in

the east, and Nagari Pandai Sikek can be found in the west, right next to Mount Singgalang. Tanah Datar, Nagari Koto Laweh, and Nagari Padang Laweh, both in the north [16].

Handicraft Minang Indo Jalito is located on Jln. Pandai Sikek No. 12, Jorong Baruah Nagari Pandai Sikek, Kec. X Koto, Kab. Tanah Datar. Before the establishment of the handicraft shop, this handicraft home industry business has been established since 2018, by Mr. Nofrizal. Home Industry is a modern non-formal area that produces nearby assets by prioritizing high-quality goods. Home Industry is classified as a small industrial sector, meaning that capital is used little and professional workers are employed [17]. The initial capital in establishing this business is 100,000, the uniqueness of this business with other businesses, because it is designed according to the ability of Mr. Nofrizal, so the handicrafts in the shop are all the work of Mr. Nofrizal.

The store was not established, but the store was contracted, the owner of the place is still Mr. Nofrizal's family. Previously he had worked in one of the handicraft shops as well, after working for a long time then he established his own home industry handicraft business. The naming of Minang handicrafts Indo Jalito is taken from Minang which means minangkabau or minang tribe, Indo means Indonesia, while Jalito is taken from the Minang language, if interpreted into Indonesian it means beautiful.

On routine operations that they do when they get a big project, their irregular operations when they don't get a project from the craft. Handicrafts sold in the indominangjalito store, are home industry handicrafts, so all handicrafts in this shop dibuat, not bought from a tempat. Crafts made in this home industry, such as songket, woven fabric, party bag combination with songket fabric, embroidery, suji, clutchbag, embroidery clutchbag and many others.

Minang indo jalito handicrafts, has 8 workers, these workers are of course the hardest workforcenot educated labor. Working-age people who have expertise in a particular field through work experience are repeatedly considered trained personnel in the workforce who have been skilled [18]. Nagari pandai sikek smith used to be known as a songket craftsman, so the workers employed in this handicraft business, some are still in high school, graduated from high school, and some are still in college. If you look at handicrafts in the form of songket, most of them are made by mothers [19].

In making handicrafts, creativity is required here [20]. The purpose of creativity is to distinguish one work from the work of others. What makes the work unique is that it is developed with several people. The turnover or

profit obtained by Mr. Nofrizal from the store, around 10 million per month. However, he does not only put handicrafts that have been made in stores but are sold through online media as well. If you look at the benefits, more is obtained if there is a request to make a handicraft, then sent to an area. During the Covid-19 pandemic that occurred in 2020, of course, it was a problem at the store, because there were few tourists buying handicrafts at the Minang Indo Jalito store.

### **3.2 Marketing Strategy of Minang Indo Jalito Handicraft Business**

Minang Indo Jalito Handicraft Business, one of the unique handicraft businesses in Nagari Pandai Sikek, if developed again, and assisted by the government in introducing the business will certainly increase turnover. In a craft business, there is a need for marketing, marketing strategies can be done through internet media, and other interactive media [21].

The analysis in this study, using SWOT Analysis, is based on logic that can maximize strengths and opportunities, but simultaneously can minimize weakness and threats [22]. After making observations at the Minang Indo Jalito Handicraft Business, here is a SWOT Analysis of the results of these observations, there are two influencing factors, namely internal factors and external factors.

#### **1. Strength**

- a. Minangindojalito handicraft business
- b. Raw materials are easy to get
- c. Crafts produced are durable and high durability
- d. Handicrafts are directly designed with unique designs that are different from others.
- e. Price discount if buying in bulk
- f. Minang Indo Jalito hand mill products have been imported to Malaysia
- g. The workforce used by trained personnel

#### **2. Weakness**

- a. Limited promotion and support from the government
- b. Raw materials annually experience an increase in price
- c. Limited number of buyers

#### **3. Opportunity**

- a. The product has been known to the public
- b. Optimizing product quality by innovating in creating the latest craft designs
- c. Utilizing digital marketing in marketing products, through facebook or other internet media

#### **4. Treats**

- a. Active competitors on social media
- b. Lack of government attention

- c. There is no special training for handicraft entrepreneurs in Nagari Pandai Sikek

#### 4. CONCLUSION

Minang Indo Jalito Handicraft Business, is a home industry located in Nagari Pandai sikek. The uniqueness that makes this business different from the handicraft businesses around it is that the craft design is deliberately made unique, in order to distinguish it from handicrafts in several stores, especially in the West Sumatra area. Handicrafts produced are, woven fabrics, combination party bags with songket fabrics, embroidery, suji, clutchbags, embroidery clutchbags and many others.

This handicraft is quite famous until its distribution reaches Malaysia, but the government's attention to businesses in Pandai Sikek is very minimal. At the time of the Songket Festival in Pandai Sikek in August 2022, craftsmen or handicraft entrepreneurs there were not participated, but even though the government did not pay much attention, handicraft entrepreneurs could only market their products through other internet media.

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