



Marketing Reorientation of Traditional Goyor Woven Sarong Using ATBM in Home Industry Beautiful World

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Abstract

This research is based on the marketing of traditional goyor sarong weaving products that are fading and increasingly abandoned by consumers, especially the people of Java, Indonesia. The purpose of the study is to describe how the market reorientation of traditional goyor woven sarong products uses looms instead of machines in the home industry where the potential of craftsmen is still large and loved by the community even though the marketing is crushed by the manufacturer's sarong products which are cheaper. Based on the research problem, the right type of research is qualitative with economic ethnographic design. The object of research is the behavior of craftsmen and users which is explored through object observation, in-depth interviews and documentation. Data from sources are confronted with other sources to test the validity of information, matched with observations and documents. The matching data is valid, then the meaning is developed, and how the relationship between meanings (hypothetical research results). The results showed that the market for goyor sarong products is a home industry, people are very excited marked by changes in market direction. The craftsmen are very careful in the selection of raw materials, maintaining the dose of dyes, overcoming obstacles, controlling supplies and distributing labor tasks. Craftsmen tried to maintain the quality of the goyor sheath, which highlights the softness of the product, cool, and comfortable when it touches the skin and is comfortable to wear. Production activities are in line with market demand, so there is a match between production results and the criteria desired by consumers. The target market for goyor gloves shifted from the local, national, and international markets. Achieving these target markets by paying attention to product quality, pricing, expanding distribution channels and digitizing promotions.

Keywords: market reorientation, goyor sarong, traditional products

1. INTRODUCTION

The traditional weaving market in the form of goyor sarongs has penetrated the market in 5 countries as "Our marketing has reached the first few countries first to Japan, Beijing, New York, England, and Myanmar," said Head of the Alam Famili Silk Weaving Group, Hendar Rogesta at the weaving center, Garut Regency" (Republika, March 23, 2023). Marketing of Sumba weaving, at high prices, through the e-market market (Untari, 2020). Likewise, Malaysia's expensive ikat sinta weaving is a barrier to market development, for market strengthening developed through the exhibition (2017). The three traditional fabric products above suffer from the same barrier, namely price, but the solution is different. This research was developed through economic ethnography to trace the market path of the product.

The development of Small and Secondary Micro Ventures in Indonesia experienced a decrease during the pandemic, 2019 of 4.46 million in 2020 of 4,05 million people (Kementrian Keuangan, 2020). While these MSMEs in which there are traditional weaving craftsmen are believed to be the safety guard of unemployment (Setyawati, 2009). The lack of quality human resources has an impact on the low performance of MSMEs. A few years earlier, Ahmedova reported (2015) Along with business development, the tighter the competition so that it requires the business sector to continue to grow following the times and create innovations in the business being run such as improving product quality, empowering human resources and improving or expanding the marketing sector. The level of development of small businesses in various regions and even every country is not the same, but has similarities in the widest possible business development, such as in Uzbekistan in developing small businesses... wider (Dildor et al., 2020). According to Undang-Undang No. 20 (2008) about micro, small and medium enterprises (MSMEs) that: the empowerment of micro, small and medium enterprises needs to be held comprehensively, optimally, and sustainably through the development of a conducive climate, providing business opportunities, support, protection, and business development as widely as possible, so as to increase the position, role, and potential of micro, small and

medium enterprises in realizing economic growth, equity and increasing people's income, job creation, and poverty alleviation.

Micro, Small and Medium Enterprises have many contributions in the economic sector such as job creation, taxes, gross domestic income (GDP) (Muriithi, 2017). Small and medium enterprises are one of the sources that create jobs and local development in the economy (North & Varvakis, 2016). The role of MSMEs is very important for local economic development, job creation, poverty alleviation and economic growth (Gherghina et al, 2020). This means that the more advanced the MSME sector, the positive impact on the economy. Based on the latest data from the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia through its official website regarding the development of data on micro, small, medium enterprises (MSMEs) and large enterprises (UB) that in 2017 the number of business units in Indonesia amounted to 62,928,077 of which 99.99% were MSMEs or as many as 62,922,617 units and 0.01% were large businesses or as many as 5,460 units (Depkop, 2018). In 2018 the number of micro, small and medium enterprises (MSMEs) increased by 2.02% to 64,194,057 units. Of this number, in 2017 MSMEs were able to absorb 116,431,224 people and then increased again by 0.47% in 2018 to 116,978,631 people (Kementrian Keuangan, 2020). Based on the data above, the development of MSMEs in Indonesia has increased and is followed by the increasing need for labor in the business sector. This proves that MSMEs can help create jobs so as to reduce unemployment. Research (Dyah Kusumawati, 2019) said that micro, small and medium enterprises contribute significantly in reducing rural unemployment rate. One form of MSMEs that plays a role in improving the economy is the home industry. Home industries help expand employment opportunities, especially for the community around where they live. Products produced by home industry in the form of handicrafts, food, clothes, and goyor fabrics as home industry products that are in demand by the local market or even the international market.

In producing goyor woven gloves, raw materials are needed which are then processed into a ready-to-use product. The process of converting raw

materials into a product consists of (1) product design, (2) selection of raw materials, and (3) stages of the production process. Home industry is a creative business run by individuals or groups of household communities with a small to medium production scale and is usually a family business (Fithri et al, 2019). Industrial development in the manufacturing sector can improve the economy, reduce poverty and lead to sustainable development (Dafa'Alla, 2016). The home industry has a positive contribution by opening up job opportunities for local residents who need it so that it can help increase household income (Suranto et al, 2020). Home *industry* can create an independent, creative and productive society and maintain sufficient income. If household income increases this means also improving people's welfare and quality of life (Budiasih et al, 2019).

Production activities are related to the processing of raw materials into semi-finished goods and finished products that have added value in order to make a profit (Ayu et al, 2020). The purpose of production on the one hand is to get profits or profits obtained from the sale of production products. To obtain maximum profit, a strategy is needed in production activities so that the company can optimize its production. In supporting complex industrial manufacturing processes requires decisions to draw up production planning (Hahn & Brandenburg, 2017). Preparation of production planning is to achieve the optimum level of production (Chandrawat et al, 2017). Before carrying out the production process, it is necessary to plan the amount of production of goods, costs incurred and profits obtained. Production planning is carried out to measure the efficiency of performance in the production process so that the information is used as an assessment of the company's progress in order to achieve performance efficiency (May et al, 2015).

The home industry group that is part of the Dunia Indah forum is located in Corner Village, Tawang Sari District, Sukoharjo Regency. The driving force of *Dunia Indah* home industry is Mrs. Surani. The home industry business is a family business that develops down and down. Home industry Dunia Indah was established in 1954. The interesting thing about the traditional goyor sheath

production process in the *Dunia Indah* home industry is that it still uses traditional equipment. Starting from the white thread that is colored then carried out the drying process to the weaving process. Ibu Surani's home industry still maintains the traditional way of producing woven fabrics. This traditional goyor sheath is woven using ATBM (non-machine loom) which still uses human labor. The use of ATBM (non-machine looms) is the potential of *Dunia Indah* home industry because of the rapid development of technology, now many weaving craftsmen are switching to using machines. However, *Dunia Indah* still retains the traditional technique of producing traditional goyor woven sarongs. This includes a form of maintaining local wisdom that has positive benefits for economic development, especially for home industries (Suranto et al, 2019). Developing creative home industries means they provide employment in social entrepreneurship and at the same time preserve national cultural heritage (Amin et al, 2018).

According to Handoko (2017) said that production and operation management is an effort to optimally manage the use of resources or production factors. The functions of production management are planning, organizing, mobilizing and controlling. This is so that various inputs can produce output in certain quantities, quality, price, time, and place according to consumer demand. According to (Nur & Djaffar, 2020) that improper management and limited available capital are obstacles in improving the household economy. Research conducted Kumar et al (2020) that controlling raw material inventory can help achieve optimal production where the production process will continue to run smoothly. According to Georgiadis et al (2019) said that with production planning, companies can take into account the constraints that occur and achieve efficient costs. With a plan, even if it is only in the form of small notes can be a clear picture of the goals to be achieved (Harsono, 2015).

Production activities are an important function for the achievement of the goals of an organization. One of the goals is to be able to live sustainably and be able to grow and develop continuously. Through production activities, a corporate organization must be able to produce goods or services effectively with

efficient costs, good product quality and fast service (Assauri, 2016). Maintenance of production equipment will have an impact on smooth production and produce quality products (He et al, 2017). An entrepreneur must know what is needed in his business such as raw materials, product design, product marketing, and so on (Suranto et al, 2020). In optimizing productivity in an industry, it is necessary to have production management. In addition to optimizing production, a company must also be able to market goods that have been produced, so marketing strategies are also needed as an indicator of the success of optimal production activities. According to Andaleeb (2016) That the strategy applied in reaching the target market is to understand the needs and desires of consumers where the products produced by the company must be able to meet market demand, for that it is necessary to apply the identification of consumer wants and needs, determine the target market and determine market position.

Research conducted by Himawati (2018), this study explains that production optimization through the division of labor specialization to improve production optimization. In addition, companies also need to pay attention to their production results so that consumers are interested in buying the products offered, namely by improving and maintaining quality in producing goods, so as to increase the competitiveness of their products in the market. Research conducted by Ortikmirzaevich (2018) This study explains that important factors in supporting production activities are a good production site, efficient use of production costs, control / control of production activities and always ensure the quality of the products produced.

Determination of target markets or targetting is an activity to evaluate and select markets that will be used as a place or location for marketing company products. Targetting is determining the market segment that the company will enter. In determining the target market, it is necessary to pay attention to the marketing mix which includes products, pricing, location selection, and promosi (Wibowo & Priansa, 2017). Research conducted by Mandasari et al (2019) The results of the study concluded that in its marketing strategy it applies a marketing

mix or better known as marketing mix in marketing its products, namely through product strategies, pricing strategies, place strategies and promotional strategies. By implementing a 4P marketing strategy can provide development in the business being run. Research conducted research conducted by (Handayani & Ardini, 2017) that home industry businesses can survive and be sustainable through good marketing strategies where in the face of ASEAN Economic Community (AEC) competition by introducing local products to the eyes of the world.

The main objective of this study is to describe the reorientation of marketing of traditional goyor woven sarong products using ATBM in the *Dunia Indah* home industry. Then the main purpose is described as follows: (1) to describe traditional goyor woven sarong products in the *Dunia Indah* home industry. (2) to describe the production process of traditional goyor woven sarong in the *Dunia Indah* home industry. (3) to describe the characteristics of the changing direction of the traditional goyor woven sarong market in the *Dunia Indah* home industry.

2. METHOD

Research problems encourage researchers to choose a qualitative approach with economic ethnographic design that can provide a natural picture of the scene. Ethnography is the qualitative study of individuals or groups with the aim of systematically describing cultural characteristics more deeply in their own time and space (Wijaya, 2018). The analysis in this study is MSMEs, *home industry*, goyor woven gloves and individuals or organizations related to the implementation of marketing reorientation of goyor woven sarongs. The object of research is the marketing behavior of goyor sarong products in Klaten. The data was collected by conducting in-depth interviews with producers, distributors, and consumers, supplemented by observations. The results of the first interviewee's interview are confronted with the next source and observations to obtain valid information.

Any valid information will be coded, grouped by local themes (Spredley, 2007), and accumulated to find the meaning behind the information. Research hypotheses are built through meaning-meaning relationships to valid information.

3. RESULTS AND DISCUSSION

During the research process, they were able to find out in detail the production activities to the marketing activities of goyor gloves at the location, interview resource persons, and carry out detailed observations to the root of the product market flow in the form of documentary evidence, and obtained a series of information as follows.

3.1 Research Results

3.1.1 Goyor Sarong Products

Goyor sarong is a woven sarong of rayon yarn which is a combination of warp yarn and motifs which are then processed using traditional looms consisting of wood combined with weavers, as a beautiful sight and melodious sound in Pojok village. Here's a table of findings from research that makes an argument for consumers why traditional goyor sarong products are attractive.

Table 1. Research Findings Related to the Advantages of Goyor Sarong

No.	Advantages of Goyor Sarong
1	For consumers, usage according to the weather
2	Has a unique motif
3	Colors that do not fade easily
4	Has durability that is quite durable and has a traditional feel

Goyor sheath products have the elasticity of comfort to adjust the wearer to any weather changes, meaning that if used when the air is cold it can warm and if used when the air is hot the wearer will feel cold. This product shows two similar faces, namely the front and back views have the same color and motif. While some other holsters the front motif looks good while the inside is not as good as the front one. The durability of the goyor sheath is quite

durable depending on the frequency of use. To maintain the quality of the goyor sheath by maintaining the dose of coloring medicine to produce a good color and not easily fade. Production must select the quality of special dyes because coloring will also affect the quality of the goyor sheath.

3.1.2 Goyor Sarong production process

The production process or manufacture of goyor sarongs in the *Dunia Indah* home industry starts from the preparation of raw materials, dyeing yarn, installing yarn to wood plangan, the process of drawing motifs, the process of tying yarn, striping or dyeing processes on yarn that has been drawn, pelletizing or spinning yarn, weaving processes using ATBM, sewing, washing and drying processes. The following table of findings from research that has been conducted on the production of goyor gloves.

Table 2. Research Findings Related to Goyor Sarong Production

No.	Goyor Sarong Production
1	To facilitate work, the division of work tasks is carried out, No Targets, Prioritizing Quality.
2	Control of the supply of raw materials by spending once a week.
3	Back up the inventory of yarn that has been dyed so that the production process runs smoothly.
4	Maintain the certainty of the dosage of dyes in order to produce good product quality.
5	Flexible control of work processes.

Currently there are 12 employees in the *Dunia Indah* home industry divided into several parts. This number has decreased from 60 people previously, this is due to limited capital and social situations that are less favorable for small businesses. One of the export destinations for goyor gloves is in the Middle Eastern state which has been unstable.

The equipment used includes a series of tools made of wood, thread spinners, ledges, shredders, gauges and the location of the jam. This non-machine loom has been used by a society of craftsmen for generations.

The weaving craftsmen worked on a time-sensitive basis. They are not permanent employees, so they get paid for their labor. Wages are carried out based on the results obtained by workers, meaning that the company's wage policy is categorized as wholesale wages, (wholesale system), for one weaver's scabbard seed is given a wage ranging from 30,000 to 80,000 rupiah depending on the effectiveness of the product produced according to the subjective assessment of the company.

Weaving entrepreneurs shop for raw materials periodically, with the aim of efficiency. Purchasing raw materials is carried out once a week with a total expenditure of around Rp. 3,000,000 per week. From this material can produce 2 rough goyor scabbard kodi and 2 smooth goyor scabbard kodi. This number has decreased from the previous 10 kodi per week. The production of goyor sheaths that are ready to be tied every one kodi to make it easier to count.

In the rainy season there are two obstacles, namely the drying sultanate and the scarcity of craftsmen, because they work the fields. The problem of drying the dyed yarn takes longer because if the yarn has not been completely dry, it will easily break during the weaving process so that it can affect the quality of the resulting sheath. The lack of craftsmen is due to two things, (a) they grow crops, (b) young people are not interested in working as weavers. During the harvest season and tarub season, workers of course rarely weave, this resulted in a decrease in goyor sarong production. The management carried out in optimizing the production of goyor gloves is by dividing work duties, namely from 12 workers divided into 6 parts of alusan and 4 rough ones, 1 part of the yarn spinner and 1 person of the plangkan. Then control the inventory of yarn that has been dyed so that the production process runs smoothly.

3.1.3 Target Market of Goyor Sarong

One of the successes of production is that the company is able to market its products to the hands of consumers. The following table of research findings relates to the goyor scabbard market.

Table 3. Research Findings Related to the Target Market of Goyor Sarong

No.	Target Market of Goyor Sarong
1	The target market of goyor gloves leads to local and international markets.
2	The intended local market is klewer market.
3	To reach international markets through intermediaries which are then exported to Middle Eastern states.
4	Promotion is carried out by word of mouth and online through Instagram and Facebook media.
5	Customers can make retail purchases via whatsapp or come directly to the location.

The products produced by *Dunia Indah* are only one type, namely the traditional goyor woven sarong. There are two types of quality sarong pricing, namely type 20/20 at a price of Rp. 100,000/pcs and Rp. 1,900,000/kodi then for type 40/20 at a price of Rp. 200,000/pcs and Rp. 3,800,000/kodi. The production of goyor sarong in the *Dunia Indah* home industry is distributed to collectors and klewer markets. The 20/20 type is distributed to the klewer market and the 40/20 type is distributed to collectors for export to middle eastern states. In addition, it also serves retail purchases via whatsapp for the Sukoharjo area can be with cash on delivery or come directly to the production site and serve sending packages throughout Indonesia. *Dunia Indah* does word-of-mouth and is already well-known in some circles. Angular Village is already famous as an area for traditional goyor woven sarong craftsmen. In addition, promotions are also carried out online through Instagram and Facebook media. Currently, online promotion is declining, this is due to the lack of optimal social media management.

Based on the results of the research above, a tree diagram can be compiled regarding the strengthening of marketing of traditional goyor woven sarong products in the *Dunia Indah* home industry as follows:

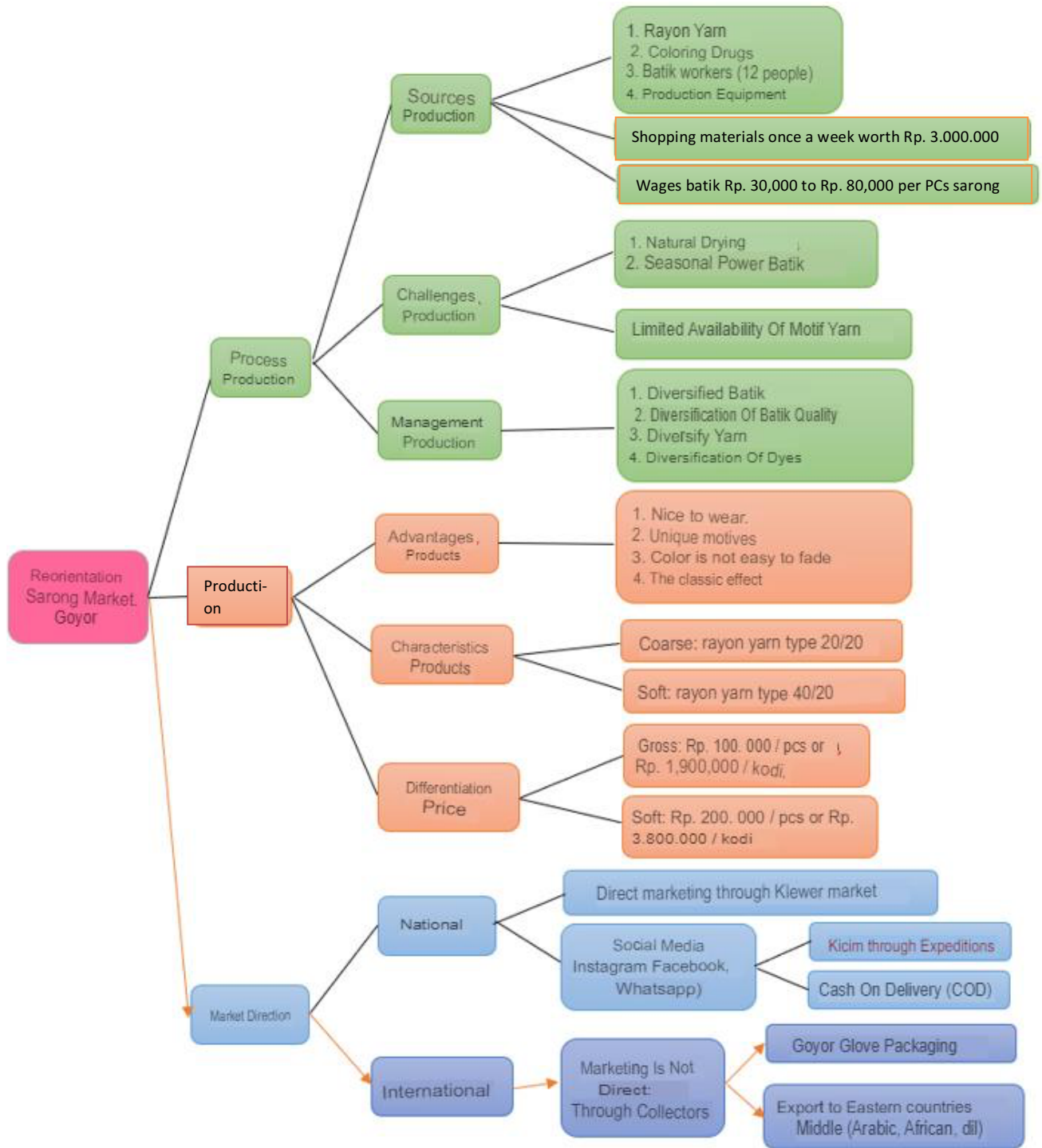


Figure 1. Research Results Diagram

3.2 Discussion

3.2.1 Linkage of product quality to maintain consumer trust

Quality products must have advantages, it becomes more indigo. The surplus value possessed can be a differentiator between these products and other similar products. This can be seen in terms of product appearance which includes shapes, motifs, and colors that can be seen directly. The appearance of the product can increase the attractiveness of consumers to buy the product. Quality describes the convenience and confidence of consumers when using such products. Quality is an identity or characteristic that exists in each product including performance, reliability, specialty, suitability, durability, and aesthetics. Products that have good quality can increase market share, increase product competitiveness, increase consumer interest, increase consumer confidence to continue using the product so that it has an impact on the product brand. To face rapidly growing market competition, manufacturers must have a strategy in maintaining the quality of the products they produce. This aims to maintain consumer trust and satisfaction in the products owned. Efforts that must be made to maintain product quality are by managing raw materials, human resources, production equipment, and other production sources.

A product can be said to have good quality if it meets quality criteria or standards, namely performance, durability, conformance to specifications, features, reliability, aesthetics, perceived quality, serviceability (Miati, 2020). The company must attract consumers to buy the products offered by maintaining quality and improving quality in producing goods, so as to increase the competitiveness of its products in the market (Himawati, 2018). The results of research that have been carried out explain that by meeting quality criteria, such as product performance, product appearance, traditional impressions and size standards become the characteristics of each product. The advantages of the product are the attraction of buyers to buy it. The resulting product has good enough quality so that it can increase consumer interest in buying the product. To maintain consumer confidence to continue using the product, the company must maintain product quality. Thus, there is a relationship between the

appearance of the product, product excellence, the level of product quality and the durability possessed by the product to maintain consumer trust and increase consumer interest in the product.

3.2.2 Management of production processes

The production process is related to the sources of production because the sources of production are a supporting factor for production activities. Production activities are a series of processes of processing raw materials into a product or goods that have use value. In production activities, sometimes there are obstacles or obstacles that interfere with production activities. There are two factors that constrained the production of sarongs, namely external and internal. External factors are production constraints that come from outside the company such as seasons, weather, natural disasters, and so on. The drying process of dyed yarn still relies on sunlight so that if the rainy season the drying process takes longer. Internal factors are production constraints originating from within the company such as production costs, working capital, human resources, raw materials.

The results of the study say that controlling the inventory of raw materials. Control of raw material inventory by planning materials with weekly time units. Raw materials are important elements needed in the production process so it is necessary to plan and control so that the production process runs smoothly. This is supported by research conducted by Ortikmirzaevich (2018) that important factors in supporting production activities are a good production site, efficient use of production costs, control / control of production activities and always ensure the quality of the products produced. Research conducted by Polon et al (2018) also said that in optimizing production, it is necessary to consider market demand and control inventory to minimize losses, so, production planning is necessary.

The strategy carried out in improving the production process is to maximize existing human resources by dividing work tasks, this aims to divide job responsibilities in each workforce. This can help make it easier for companies to achieve targets or goals to be achieved. Through the division of

work tasks, the workforce can focus more on completing work tasks or responsibilities given. The results of this study are also supported by research conducted by Himawati (2018) which concludes that efforts to optimize production through division and specialization of work are carried out by creating qualified employees so that the division of labor is based on the abilities possessed by these employees. Research conducted by Anggista (2019) Also said that good production management by making the organization to facilitate the distribution of tasks, conducting direction in the form of motivation to employees and supervising the production process to prevent errors in activities.

3.2.3 The relationship between product quality, product prices, distribution channels and promotions carried out in reaching the target market.

The selling price of the product must be proportional to the quality of the product because it is necessary to pay attention to the costs incurred to produce the product, product competitors (competitors), market demand and desired profit. The strategy is carried out by taking into account the company's personal element, namely the cost of goods per unit obtained from the total costs incurred divided by the number of products produced then added to the company's expected profit. Companies must look at the external elements of the company, namely product competitors or competitors and market demand. By looking at the price of competitors' products, this aims to set a standard price on the market so as not to damage the market price resulting in company losses. Market demand provides information about what consumers want so that the products produced can meet market needs. In fulfilling consumer desires, of course, by maintaining good quality so as to maintain consumer trust in the product.

The results of this study state that product pricing is based on the total production costs incurred plus the expected profit so that the price is proportional to the quality obtained by consumers. Pricing also needs to pay attention to market prices (competitors) so as not to damage market prices. To reach the target market by paying attention to market demand then build good distribution channels and implement effective promotional strategies to attract

consumers to the products produced by the company. The results of the study were supported by Mandasari, et al (2019) which explains that production will be marketed into the hands of consumers either directly or intermediaries. To reach the target market cannot be separated from the marketing mix including products, prices, locations, and promotions. Marketing mix strategy or better known as marketing mix in marketing its products, namely through product strategy, price strategy, place strategy and promotion strategy. By implementing a 4P marketing strategy, it can provide development in the business being run. Research conducted by Gujral (2016) said that online marketing is an effective platform to help communicate products according to customer interests or desires. Thus, in implementing a marketing mix strategy can help producers in reaching the target market. The strategies applied include product, pricing, location/distribution and promotion strategies.

4. CONCLUSION

The conclusion of the research results is that to maintain the continuity of the business of entrepreneurs who coordinate craftsmen expand the direction of the market, which originally depended on local and national markets shifted to the international market. Therefore, the quality of traditional goyor sheaths must be maintained by paying attention to the selection of raw materials, the dose of dyes, and the neatness of the weaving. It aims to maintain product appearance, product quality and product durability. To maintain the continuity of craftsmen's work, it is necessary to stabilize yarn inventory so that the production process continues, overcome obstacles, prioritize product quality and division of work tasks. The division of work tasks can expedite the production process because work tasks are divided according to the expertise they have. Good management of production sources has an impact on product quality. To reach a wider network of domestic markets and even foreign markets, the prospect needs to pay attention to the tastes of the target market to be addressed. The strategies applied include maintaining product quality, determining

competitive selling prices, distribution channels and promotions. The target market of goyor gloves leads to local and international markets.

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