

THE DEVELOPMENT OF MARKETING STRATEGY MODEL FOR ENTREPRENEURS OF GOYOR WOVEN FABRIC INDUSTRY

Suranto¹, Adcharina Pratiwi², Agus Marimin³

Industrial Engineering, Faculty of Engineering, Universitas Muhammadiyah Surakarta¹

Management, Faculty of Economic and Business, Universitas Slamet Riyadi Surakarta²

Management, Fakultas Ekonomi dan Bisnis, Institut Teknologi Bisnis AAS Surakarta³

email author correspondent: sur185@ums.ac.id¹

email: adcharina.pratiwi@unisri.ac.id², agus.marimin@gmail.com³

Abstracts: This study aims to: (a) formulate a sales media-based marketing strategy to increase sales of Goyor fabric at Sragen Goyor Industry Center, (b) analyze the increase in the sales volume of Goyor fabric based on sales media at Sragen Goyor Industry Center. The advantages of this research are: (a) the formulation of a marketing strategy model based on sales media with goodness of fit model is produced, (b) the trend of Goyor sales during model development is known. This research method uses a mix method, namely qualitative to collect a number of information in solving the problems encountered by Goyor entrepreneurs in Sragen and a quantitative approach to analyze the sales media-based marketing model. The media-based marketing model includes: (1) web creation, (b) tik tok, (3) instagram, (4) financial system, (5) billboard, (6) facebook, (7) product catalog, (8) marketing digitization. Sales media is used to determine the importance of marketing indicators and marketing volume including indicators. The results of the marketing strategy model assistance through the media, produced: (1) the formulation of a sales media-based marketing strategy model that is goodness of fit model, and deserves to be a good marketing model, (2) the sales trend through the developed media has increased. The marketing strategy formulation model developed can be implemented in Sragen goyor fabric. industry center.

Keywords: *Model, strategy, marketing, entrepreneur, fabric, goyor.*

Submitted: 2022-11-10; Revised: 2023-02-21; Accepted: 2023-03-22

1. Introduction

The existence of the archipelago's batik has been admitted by the world and proved as a historical and historic fact of its sustainability, which is able to prove the existence as well as a representative of batik in Indonesia today. Similarly, the condition of goyor woven fabric, as one of the characteristics of each region that has uniqueness based on its regional origin.

The development of goyor woven fabrics has developed in several regions, only the motifs that distinguish it as local wisdom, of course, its motivation and development make very proud of the Indonesian people and stimulate the enthusiasm for MSMEs in making improvements, developing and improving infrastructure for the creative industry in the homeland.

Indonesia is currently a rapidly developing country with various micro, small and medium enterprises (MSMEs) sectors as supporters of the nation's economy. One example of a creative business and needs to be preserved is "goyor" woven fabric craftsmen and entrepreneurs. Based on data from the Indonesian Central Bureau of Statistics, it has been recorded that there are 3,668,873 units of micro, small and medium enterprises in 34 provinces in Indonesia. The highest number of MSME units in Central Java Province is 1,030,374, which is certainly interesting to be reviewed more deeply and very potential to develop is "goyor" woven fabric business (Sari, 2018), (Adcharina, 2021).

The momentum of goyor woven fabric existence was well welcomed by Sragen district government, it was with the use of uniforms with goyor cloth for State Civil Apparatus (ASN) in Sragen Regency. It is a form of support, development, utilization, recommendation, preservation and improvement of good governance of goyor fabric weaving business as local wisdom and creative industry in Sragen region.

Goyor woven fabric is a product of creative industries, micro, small and medium enterprises (MSMEs) in the field of weaving. Goyor woven fabric is developed in three centers of goyor weaving industry, namely Kalijambe, Plupuh and Miri in Sragen Regency, Goyor woven fabric as a weaving craft is hand-made creation through non-machine looms (ATBM).

The existence of "goyor" woven fabric is very important to be developed and preserved as a local wisdom culture. Goyor woven fabric industry center has problems in: (1) conventional marketing, (2) elderly craftsmen and actors of goyor fabric, (3) buyers cannot go directly to the craftsmen's location because there are new sellers who sell online, so buyers cannot go to the craftsmen's place directly, (4) the importance of strengthening digital media-based marketing, so that craftsmen can sell their products at higher prices.

The aim of this research is to raise craftsmen and entrepreneurs in goyor industry center to sell at a higher price, not through resellers or liaisons, so that the economy of craftsmen and small and medium enterprises can be more established and prosperous. Therefore, a good goyor woven fabric entrepreneurial marketing strategy model is designed to increase sales (Syarifah, 2017), (Silaningsih, 2018).

Goyor woven fabric can be a creative business that has potential high selling value, if it is able to be exported to Middle East and European countries. The condition of goyor woven fabric has been passed down and preserved from generation to generation and is still accepted by the community in Indonesian homeland since the 18th century (Ambarwati, 2013), (Kartiwa, 1986). The history of the development of goyor woven fabric motifs is also increasingly diverse, adapted to local patterns, this is a wealth of archipelago treasures that reflect the identity of the Indonesian nation. Goyor woven fabrics also have diverse characteristics and uniqueness, such as weaving from Sumatra, Kalimantan, Java to Nusa Tenggara. Goyor woven fabric is also quite difficult in making its production because it combines longitudinal and transverse threads, the vertical part of the weaving is called as the lungsi thread and the horizontal thread is called as the weft/hani thread (Ambarwati, 2013), (Kartika, 2004).

All woven fabrics start from Aceh, to the eastern region, as cultural wealth and treasures of homeland as a solid foundation of the homeland creative industry ecosystem and make it worthy of being recognized as Indonesia's cultural heritage. The government's recognition makes Indonesian people proud and stimulates various parties to do woven fabric business in the country (Octavia, 2015).

The creative industry market, including goyor woven fabric or others, is currently

experiencing a significant enhancement in competition, due to the presence of modern industries and the role of digitalization marketing. Competition in various local and national industries, as well as competition from various multinational industries (Sarah, 2013). To encounter the production problems, marketing and the role of human resources, local creative industries must prepare themselves with various strategies, through improving product competitiveness and productivity of good marketing work at national, regional and global levels.

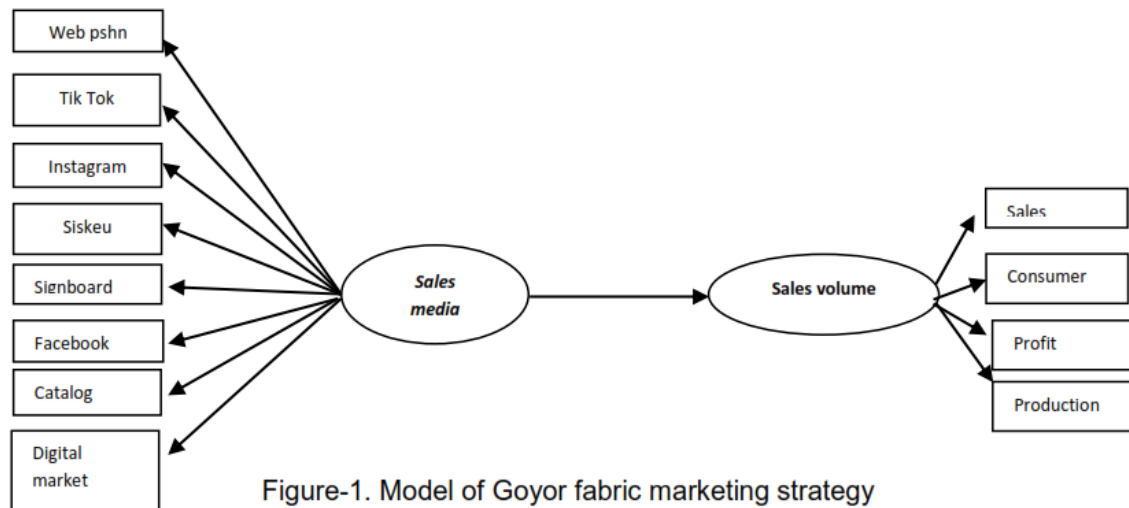
The research results, for the micro, small and medium enterprises (MSMEs) industry requires the government's role and intervention in increasing the ability to compete, regulations as regulations that favor small industries in providing credit, increasing the excellence of human resources, innovation and price management and sales promotion (Daryono & Wahyudi, 2008). The variable that affects product sales success is the importance (promotion, price, place and distribution) on batik products in Jambi which are able to break the export market (Octavia, 2015). The variables that influence the success of the goyor fabric weaving business in Sragen are the importance of marketing, production quality, financial governance management and the quality of raw materials, promotion, the role of price and point of sale (Adcharina, 2020), (Soegoto, 2015), (Karthik, 2016), (Hengky, 2105). The conditions and implementation of technology have not yet materialized in the MSMEs of goyor fabric weaving industry in Sragen Regency. It indicates and proves the low awareness of technology and the implementation of social media (Adcharina, 2020).

Various studies in the field of goyor woven fabric, that the sale of Sragen goyor woven fabric serves regional marketing sales (Soloraya), national (Jakarta, Surabaya, Sumatra, Papua) to export (Middle East). To support the production of goyor woven fabric, it needs all stakeholders support and consumers so that goyor woven fabric can be famous, branding and continue to grow forward.

This condition indicates that goyor woven fabric entrepreneurs in Sragen, as a whole, have not implemented the importance of social media in marketing, and MSMEs are not yet literate (responsive) to technology. How it is possible that products will be widely recognized and able to compete in the creative industry market, as well as local, regional and national industries, if their production is not known by the wider community ^{[5], [6]}. The hypotheses in this study are:

H_a = there is influence of selling media towards the sales volume

How great the influence of each indicator will be interpreted optimally. The sales media is interpreted by the company/SME web, tiktok, instagram, financial system, signboard, face book, product catalog, digital market so that the influence of the largest factor of indicators from the sales media will be seen. Likewise, the sales volume is interpreted by indicators of increased sales, increased consumers, increased profits and increased production. The figure of goyor fabric marketing strategy model according to Figure 1.



2. Research Method

This research was carried out at Goyor Fabric Industry Center in Sragen, by taking the object of research on 10 MSME actors. This sampling has considerations: (a) these MSMEs have never implemented digital-based marketing, (b) a decrease in production due to not being able to sell their products, (c) a decrease in the number of consumers, (d) a decrease in profit turnover.

Data collection methods in the research used a combination of observation activities, interviews, questionnaires and informants to go deeper into the encountered problems. The place of research was carried out at the center of goyor fabric weaving industry in Miri, Sragen with a research time 6 months, including activities: (a) problem mapping, (b) model formulation, (c) problem solution determination, (d) instrument design and implementation, (e) strategy model formulation, (f) data collection through questionnaire distribution, (g) model formulation.

The method of research is carried out with active learning, learning by doing where researchers continue to explore problems and actively communicate with MSMEs. This research uses a mix method because to accommodate qualitative and quantitative, both informant data and action by doing data. This research has advantages as a research novelty: (a) designing the formulation of a marketing strategy model for Goyor MSMEs, (b) there has never been a similar research in Goyor weaving industry center in Sragen, (c) testing the formulation of a marketing strategy model for Goyor woven fabric.

3. Result and Discussion

3.1 The result of research data

Based on the results of data the research carried out by the research team with stages and activities according to the plan, as follows: (a) problem mapping, (b) model formulation, (c) problem solution determination, (d) instrument design and implementation, (e) strategy model formulation, (f) data collection through questionnaire distribution, (g) model formulation.

From the seven stages, three groups were made, namely: stage-1 group, collecting data and grouping data. The stage-2 group formulated the model, and the stage-3 group discussed and observed the results of the marketing strategy model.

In Stage 1, activities carried out were in the form of mapping the problems of Goyor

MSMEs. The research team made a visit to obtain a number of problem information. Describe problems and make observations using qualitative and quantitative approaches. Problem mapping activities through visits and interviews to Goyor MSME locations (Owners and Craftsmen). Based on the observations, 100% of Goyor woven fabric entrepreneurs do not have and have never used social media in the implementation of sales. Therefore, this research mobilizes MSMEs to be digital-friendly and technology-friendly.

Stage-2, formulate a strategy model, based on the analysis, two variables were created to formulate an optimal and valid marketing model. The model contains sales media variables, and sales volume. The sales media variable has indicators; (1) the role of the company's web, (2) tik tok, (3) instagram/IG, (4) financial system, (5) billboard/signboard, (6) facebook, (7) product catalog, (8) digital marketing. Indicators of sales volume variables include: (1) sales increase, (2) consumers increase, (3) profits increase, (4) production increases.

Based on the results of the formulation of the model developed, then tested for validity and reliability as a measuring tool, the results are obtained in table-1.

Table-1. *Construct Reliability and Validity*

| Variables | Cronbach's Alpha |
|--------------|------------------|
| Sales media | 0,801 |
| Sales volume | 0,937 |

Source: Researcher data analysis (2023)

Based on the results of table-1, it is known that all items used to measure the sales media and sales volume variables are all reliable because they have a Cronbach's Alpha coefficient > 0.7. Then proceed with the Conformatory Factor Analysis (CFA) test as the correlation between indicators (manifest variables) and latent variables (construct variables) can be shown in table-2.

Table-2. *Nilai Confirmatory Factor Analysis (CFA)*

| VARIABLES | LOADING | P-VALUE |
|-------------------------------------|---------|---------|
| Web UMKM <- sales media | 0,705 | 0,000 |
| Tik Tok <- sales media | 0,846 | 0,000 |
| Instagram <- sales media | 0,873 | 0,000 |
| Simkeu <- sales media | 0,648 | 0,000 |
| Signboard <- sales media | 0,782 | 0,000 |
| Facebook <- sales media | 0,740 | 0,000 |
| Catalog <- sales media | 0,742 | 0,000 |
| Digital market <- sales media | 0,889 | 0,000 |
| Increased sales <- sales volume | 0,745 | 0,000 |
| Increased consumers <- sales volume | 0,924 | 0,000 |
| Increased customers <- sales volume | 0,794 | 0,000 |
| Increased volume <- sales volume | 0,808 | 0,000 |

Source: Researcher data analysis (2023).

In table-2, it is known that the loading of each indicator on its variable is > 0.5 with a significance of < 0.05 (5%). It proves that all indicators of each variable are significant and

can be used as a measuring tool in measuring latent variables, so that structural analysis can be formulated according to Figure-1.

The applicability function of the marketing strategy model by testing the model analysis uses path analysis, as the coefficient of direct influence of exogenous variables on endogenous, can be shown in table-3.

Table-3. *Direct Effects*

| VARIABLES | PATH | P Values |
|-----------------------------|-------|----------|
| Sales media -> Sales volume | 0,859 | 0,001 |

Source: Researcher data analysis (2023) .

In table-3, it is known that sales media has a significant direct effect on sales volume with a coefficient of 0.859 and $p < 0.05$. Meanwhile, in table-2, it is interpreted that the sales media is interpreted by each indicator as: UMKM web contribution to sales media of 0.805, tik tok of 0.846, instagram of 0.873, financial system of 0.848, UMKM signboard of 0.782, facebook of 0.740, catalog of 0.742 and digital marketing of 0.889. The biggest loading is the digital market, therefore MSMEs can increase the digital market through lazada, shopee and so on. Then the role of tiktok and Instagram 0.873 and tiktok 0.846 and so on can be used as a medium sales. Therefore, the strategy that can be improved is to carry out sales activities with social media, in the form of digital markets (lazada, shopee) or other media, such as Instagram and tiktok.

3.2 Discussion

In the 3rd stage, discussion and observation of the results of goyor woven fabric marketing model can be seen after the MSMEs implement the sales media that will be applied. Based on the analysis of the structural model formulation, the model is declared goodness of fit. All item items have valid and reliable values and manifest variables are able to make a positive contribution to the construct variable. The new strategy model in the formulation stage will be implemented in the field by providing assistance to MSMEs through training, counseling, assistance in making accounts and the active role of MSMEs in the next stage.

The formulation of the sales strategy model that must be prepared by MSMEs is to prepare a number of sales media including: (1) making a company web, (2) tik tok, (3) instagram, (4) financial system, (5) billboard/signboard, (6) facebook, (7) product catalog (8) digital market or market place so that the model formulation can be applied and the results can be proven.

Through activities in the formulation of goyor woven fabric marketing strategy model, some progress in the development of its business will be achieved if it can properly implement the formulation of the model. Therefore, the strategy applied is to increase the role of sales media, namely: (1) implement the MSME web in all goyor woven fabric business actors as a medium of information and sales strategies to consumers, (2) MSMEs have a tiktok account that is actively used as a sales medium, it can be seen from the large number of millennials who use tiktok accounts in selling goods and services, so that it can be information, (3) Instagram is owned by MSMEs in order to connect sales, (4) a financial system is applied in buying and selling that is data-based, so that product prices and financial coding of goods can be stored properly, it will facilitate access to sales, (5) the signboard of goyor weaving products is considered very important as a medium of information to

consumers, quickly consumers will get a number of information. So far, there are no goyor weaving MSMEs that have installed signboards as a sales media. (6) Facebook is very difficult to find for the owners of goyor MSMEs in Sragen, even though Facebook is very important as a sales medium, apart from WhatsApp, Facebook also contributes to high sales, (7) product catalogs must be owned by goyor MSMEs so that consumers understand the motifs, patterns and types of goyor weaving that are sold, including prices, product quality, and how to get goyor woven fabrics easily. (8) digital market as a medium for fast cyberspace information such as shopee and lazada, it is hoped that sales volume will increase, in terms of: (1) sales increase, (2) consumers increase, (3) profits increase, (4) production increases.

Besides the 8 strategies applied from the beginning, MSMEs must also pay attention to the importance of the elements inherent in goyor weaving products which contain: product quality, including: (a) what kind of yarn the goyor weaving material is made of; (b) features of weaving motifs; (c) the importance of reliability of weaving washed does not fade; (d) fabric size; (e) color combination; (f) branding of UMKM; (g) affordable prices. In a similar way, the price needs to be strategized in the form of: (a) selling price per piece; (b) payment system; (c) providing discounts for buyers; (d) stable prices between being sold in the market/store/online.

Furthermore, the quality of the promotion strategy is also maintained, including: (a) the importance of advertising on social media/internet, online/offline, electronic, MSME signboards; (b) sold in stores/boutiques, marketing personnel; (c) actively participating in events; (d) implementation of Corporate Social Responsibility; (e) advertising is widely recognized at home and abroad if needed for export. Distribution strategies include: (a) found in several stores in each district/; (b) delivery of goods on time for consumers; (c) sales through online stores; (d) goyor fabric products are sold or found in stores/outlets in and outside Sragen.

4. Conclusion

Based on the data analysis and results, it is concluded that the formulation of a sales media-based goyor woven fabric marketing strategy model is declared goodness of fit model based on CFA values and the application of sales media in Sragen goyor woven fabric MSME industry center. The marketing strategy model can be applied to entrepreneurs of goyor woven fabric and similar marketing.

Acknowledgements

To the Chairman of LRI and LPMPP UMS, all researcher team, the involving UMKM, students and field team mahasiswa who help in creating sales media account and everyone involves. May what we have done can be our good deeds and charity.

References

- Adcharina. Pratiwi,,A. L. Riani, M. Harisudin, and S. R. H. Pinta,,2020. Marketing Model For Creative Industry Batik Market Oriented In The Industria era 4.0). ISSN 04532198,” *Technol. Reports Kansay Univ.*, Japan.
- Adcharina.,Pratiwi, Suranto.,Nurgiyatna, E. Muslimah,,2021. Marketing Mix Model Increasing Sales Volume In Pandemi Era Covid 19: Rafida Batik Of Centra Batik Fabric Industry Indonesia. *Journal. International Journal of Economics, Business and Accounting Research (IJEBAR) Peer Reviewed – International Journal Vol-*

- 5, Issue-4, 2021 (IJEBAR) E-ISSN: 2614-1280 P-ISSN 2622-4771
<https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Ambarwati. Maylinda. 2013. Studi Kerajinan Tenun Ikat Sarung Goyor Bapak Sudarto Di Desa Kenteng Twangsari Sukoharjo. *Jurnal FKIP*. Vol 03. No 2. UNS. Surakarta.
- Daryono & Wahyudi. 2008. Analisis Kompetensi Produk Unggulan Daerah Pada Batik Tulis dan Cap Solo di Dati II Kota Surakarta. *Jurnal Eko-nomi Pembangunan*, 9(2): 184–197.
- Hengky, H. S. (2015). Image Analysis: Performance Gaps of Batik Craft in Yogyakarta Indonesia. *Journal Business Management Strategy*. 05 (02). 35–43.
<https://doi.org/10.5296/bms.v5i2.6766>
- Karthik. T. and R Muruguan. Volume. (2016). Optimization of Process variable ini rotor spinning for the production of cotton milkweed blendeed yarns. Volume 41. 2016 pp 263-269. September Indian Journal of Fibre and Textile Research.
- Kartika, D.S 2004. Seni Rupa Modern. Rekayasa Sains. Bandung
- Kartiwa, S. 1986. Kain Songket Indonesia. Djambatan. Jakarta
- Octavia, Ade. 2015. Model Export Marketing Orientation Produk batik Jambi. Prosiding Seminar Nasional. Jambi.
- Sarah R.,H.,P. 2013. Empowerment of Female Batik Worker on The Development of Batik Industry in Sragen: Case Study at Wisata Kliwonan Village Subdistric Masaran. *International Journal of Humanities and Social Science*, Vol 3, No 11, 2013.
- Sari, A.,W., R. Kardoyo., 2018. Jumlah Produksi Tenun Sarung Goyor di Perkirakan Dari Tenaga Kerja, Modal dan Kemampuan Kewirausahaan. *Economic Education Analysis Journal*. Vol 07, 01.
- Silaningsih, E., & Utami, P. (2018). Effect of Marketing Mix on Consumer Purchase Interest in Micro, Small and Medium Enterprises (SMEs) Processed Snack Products. *Social Humaniora Journal*. 9 (2): pp: 144-158.
- Soegoto, A. S., & S. Mandey., R. Y. Monintja. (2015). Analisis Merek, Promosi dan Harga Pengaruhnya terhadap Keputusan Pembelian di Gelael Swalayan Manado. *Journal Ekonomi Manajemen Bisnis dan Akuntansi*. 3 (4). 278–289.
<https://ejournal.unsrat.ac.id>
- Syarifah, H. A. & Nalau. M. Wasi. (2017). Brand Image Terhadap Loyalitas Pelanggan J.co Donut & Coffe di Plaza Mulia. *Journal Ekonomi*. 2 (4). pp. 89–100.
<http://digilib.esaunggul.ac.id>