

Marketing Performance: Survey on Business Local

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Abstract

Abstract This study is entitled "Analysis of Marketing Performance in Mukena Embroidery Products and Computer Embroidery". This study analyzes the effect of market orientation and product innovation on competitive advantage to improve marketing performance. The formulation of the problem is how to create competitive advantage to improve marketing performance. This research was conducted by interviewing border industry sites in Kawalu Tasikmaaya as a sample. The results of data analysis show that the research model has a good fit and all research hypotheses can be proven. The conclusion drawn is market orientation and product innovation have a positive and significant effect on competitive advantage and subsequently competitive advantage has a positive and significant effect on marketing performance.

Keywords Marketing Performance

Paper Type Research Paper

Introduction

To improve economic growth and prosperity of the people in Indonesia, the government makes policies one of them by prioritizing the industrial sector. Just as in Kawalu District, there is the potential of the embroidery industry that needs to be developed, both the manual brothel industry or the computer embroidery, the role of the creative embroidery industry can affect the added value to the economy in the City of Tasikmalaya. Therefore, it is necessary to identify the potential of the embroidery creative industry in order to find out some potential areas in Kawalu District to be developed as a centre for embroidery entrepreneurs. Based on this, the author intends to find out about the income figures generated by manual brothel entrepreneurs and computer brothel entrepreneurs in the Kawalu District of Tasikmalaya City. In Dutch, embroidery is known as embroidery which means the art is to make an object more beautiful (Qoriany, 2016). The term embroidery is very identical to embroidery because the word embroidery is taken from English namely embroidery (in-broide), which means embroidery. Many regions in Indonesia have unique and unique folk production based on local culture, such as Bali with its handicrafts, Bandung with its culinary tours, Yogyakarta and Solo with its batik and Tasikmalaya with its body.

History of Embroidery has been known and pioneered since 1925 and has played a role in encouraging increased revenue for Industrial Competition Public. In embroidery, pearl motifs are already popular in Japan. Embroidery was introduced by traders from China and continued by Indians, who came with the aim of trading missions. This skill was introduced to almost all corners of the archipelago. embroidery because the word embroidery is taken from English namely embroidery (in-broide), which means embroidery. Many regions in Indonesia have unique and unique folk production based on local culture, such as Bali with its handicrafts, Bandung with its culinary tours, Yogyakarta and Solo with its batik and Tasikmalaya with its body. Role in encouraging increased to a point where the products will be difficult to distinguish from one another. In order to win in a competition, the current marketing of the product is not only based on the quality of the product, but also depends on the strategy adopted by the company. Related to that there are two strategies that are generally used by companies, namely market orientation and innovation. Klick applique in addition to exclusive possession is also a product that must be preserved (Wulandari, 2011).

The results of the research prove that the price of a Mukena embroidery computer ranges from Rp 130,000 to Rp 450,000 and some even reach millions because the mukena embroidery computer product can produce variations that are far better than manual embroidery. While manual products can range from Rp. 80,000 to Rp. 300,000, it is also just a simple motif, especially if the results of manual border products can be more varied, the selling price will exceed the computer products, because it can't be confused with manual border products much tighter and smoother, while the product computer is not so fast. A company activity in introducing new products by informing, persuading or reminding consumers to buy products offered by the company with the aim of creating sales of marketed goods, both from a border computer or a manual border, that way the promotion must be equally balanced even though the level of computer embroidery sales is much higher compared to the manual (Listyawati, 2016).

Sales data from 2016-2020 Proceeds from sale of manual and computer embroidery products Tasikmalaya

Ranking	Year	M.B manual	M.Bkomputer
1	2016	70.000.000	750.000.000
2	2017	65.000.000	800.000.000
3	2018	60.000.000	850.000.000
4	2019	55.000.000	900.000.000
5	2020	50.000.000	950.000.000

Mukena embroidery businesses and computer embroidery mukena always provide the latest models to always provide satisfaction to consumers, so they must find ways to always create their own markets and come with different motives. Mukena business performers must know the desires of consumers both from the needs of use or from the trend of mukena with always new motives, so that consumers do not feel bored with the look of that motif alone. The progress made by most developed countries in the world is a result of the management and development of domestic industries so that they can drive the country's economy. As one form of computer embroidery business development, the types of computer embroidery products become very complex, especially for objects that have a use value. In the creation of products that have functional value, the usability and aesthetic factors of a product are the main priority as an attraction, because works that have the right functional value and adequate aesthetic quality will arouse market interest and tastes. Computer embroidery products are able to fulfill certain functions to meet the needs of the community. Not only for the people in Bukittinggi and its surroundings, but also for people outside the region.

Feldman divides the function of art into three parts, namely the personal function of art, social function of art and physical function. The social function of computer embroidery art the social functions, namely: 1) Artwork looks for or tends to influence the collective behaviour of many people, 2) The work was created to be seen or used (especially) in general situations, and 3) The artwork expresses or explains aspects of social or collective existence as opposed to a variety of personal and individual experiences. It states that there are three strategic generic that can be used in winning the competition (KARNANI, 1984), namely: 1) Cost Leadership i.e. excellence in costs that is reflected in the scale of production, thereby creating efficiency and reducing unit costs, 2) Differentiation by creating products that are unique or different from rivals, the uniqueness can be created from the design, appearance, packaging or functions of the product more than the rival products, 3) Focus Strategy is to specialize services to certain market segments that are considered appropriate or take advantage of existing niche markets / market niches so that they succeed in gaining profits without having to deal with market leaders. Based on this background, the problems that can be formulated are: 1) How do you introduce and promote mukena embroidery using manual embroidery techniques for the upper classes, 2) Why is the sales of brothel mukena products cheaper than manual embroidery mukena products?

Literature Review

Marketing performance Indicators of marketing performance include sales volume, number of customers, profits and sales growth (Utaminingsih, 2016). Companies will do everything they can to get customers and keep them for the survival of a business (Permana, 2019). To be able to introduce a computer mukena embroidery product and a manual mukena embroidery product one of them is a must have a target market determination strategy. Namely the selection of large or broad segments in accordance with the ability of a company to enter the segment. Most companies enter a new market by serving one single segment, and if proven successful, then, they add segments and then expand vertically or horizontally. In examining the target market must evaluate by examining three factors: 1) The size and growth of the segment, 2) Structural victory in segments, and 3) Objectives and resources. Target market determination strategies determination of market position is a strategy to seize the position of the minds of consumers, so this strategy concerns how to build trust, confidence, and competence for customers. Positioning is the activity of designing an image and positioning itself in the minds of consumers. Positioning is how to define the identity and personality of the company in the minds of customers. Research hypothesis based on the research paradigm above, the research hypothesis can be formulated as follows (Wibowo, Arifin, & Sunarti, 2016):

Ha: Sales performance for mukena embroidery by computer more higher than manual.

Methodology

The purpose of this study was to determine differences in marketing performance between manual and computer mukena border products. The number of samples in this study were 58 mukena border companies as icon of the Tasikmalaya community, based on the formula $N \geq 50 + 8i$ (Permana, 2020). Some of the issues examined include how the process of making embroidery motifs, how variations in the shape of motifs and how the meaning of embroidery motifs at the Kawalu embroidery centre in Tasikmalaya City. This research is important to be done to describe and archive the process of making embroidery motifs, variations in the shape of embroidered motifs including types of motifs, decorative patterns and colour combinations used, as well as the meaning of embroidery motifs in the Kawalu City of Tasikmalaya embroidery centre.

The results showed that there were two types of embroidery manufacturing processes, namely through manual embroidery for limited production and through computer embroidery for mass production. Tasikmalaya embroidery varies greatly in terms of shapes and motifs, but most types of Tasikmalaya motifs are dominated by naturalist motifs. Tasikmalaya embroidery is made to fulfill orders from consumers and is commercial in nature, this results in no special and symbolic meaning in the Tasikmalaya embroidery motif. Data netted using observation methods, namely by making observations directly to the object of research to see and observe closely the activities and cultural practices undertaken (Nero, Sofianto, Sutirman, & Suganda, 2019).

In addition, the data was also captured by making careful records, and directly came to the research site regarding the embroidery craft products in Tasikmalaya. Observation was also carried out by visiting the location of the research site and looking for sources, namely to find out the background of the existence of embroidery crafts in Tasikmalaya, the manufacturing process, knowing about the motives and types, colours and embroidery craft products in Tasikmalaya. To obtain comprehensive data, structured interviews were also conducted with informants in the study area. In supporting this community service program, direct observation is carried out at the partner business location (Whetyningtyas, 2015). Based on these observations, obtained some information related to MSMEs that need attention from the community service team. Among the observations are as follows: 1) With the close and strategic location of this MSME with the airport, station and other tourist attractions in Malang, besides the potential of local consumers, this MSME is also visited by tourists to buy souvenirs, 2) These MSME products have been known by the public to have very good quality, so business owners always strive to maintain the quality of their products. However, in the actual production process, it is often still found defective

products that are not in accordance with customer specifications, so the defective products must be discarded or reworked, resulting in quality costs (quality costs), and 3) The lack of awareness of the importance of satisfying customers and maintaining quality for all elements involved in MSMEs, especially from workers, causes the products produced to be found that there are still many defects that can harm MSMEs.

Therefore, the development of MSMEs is one of the government's strategies to improve the economy and emphasize poverty (Nurmalia, 2018). This study examines whether the ability to prepare financial reports and entrepreneurial spirit affect the operational performance of MSMEs (Whetyningtyas, 2015). Well-known product brands can be a special attraction for consumers From the analysis of the dominant factors on the survival of the manual embroidery business (Astuti, Catur W, & Sulistiyowati, 2014). The results of the analysis show that the survival factor of the manual embroidery business consists of management processes and business success.

Result & Discussion

The average income using a manual machine is 60.000.000 IDR and the income using a MSIN computer is 85 billion. Then the $t_{\text{value}} - 22,234$ in addition to the t test statistic Sig.(2-tailed) can be used as a reference. If the Sig. (2-tailed) > 0.05 then H_a is rejected, which means there is no difference in average income between manual machines and computer machines. Furthermore, if the Sig.(2-tailed) < 0.05 then H_a is accepted, which means there is a difference in the average income of manual machines and comp. Generally, income generated by a computer machine is 850.000.000. The correlation between manual and computer variables is $-1,000$. This means that manual and computer variables have a weak positive relationship.

Paired Samples Test								
	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
P manual - komputer	79000000,000000	86962635,65463	38890872,96526	897978373,88127	682021626,11873	20,4313	0,000	

Based on the table t_{value} is -20.313 . The findings of the research carried out by using statistical tests using SPSS, namely the marketing performance of Mukena embroidery computer products is much higher compared to manual products. Conclusion after analysing the theory and the results of previous studies, researchers get results to answer the research problem formulation with conclusion as follows: Based on the results of research and discussion the following conclusions can: 1) Business development planning efforts carried out by setting business development strategies (Wijaya, 2009). Based on the weaknesses that are owned by manual embroidery products and must improve business development strategies carried out in the field of marketing / promotion and products as well as those carried out by computer embroidery products (Ratna Prima Lita, 2010), 2) In product development, always making innovations and new variations in the products produced and controlling the quality of goods. In marketing development, doing promotions by attending bazaars, providing services between goods directly to consumers, and becoming a resource person together with the Regent of Tasikmalaya (Prastika, 2017).

Conclusion

The conclusion drawn is market orientation and product innovation have a positive and significant effect on competitive advantage and subsequently competitive advantage has a positive and significant effect on marketing performance. Based on the research results, it can be concluded that between the two factors that influence competitive advantage (market orientation and product innovation), it can be concluded that market orientation is the most dominant factor affecting the competitive advantage. Managerial implications that can be suggested by this research are policies that focus on the application of market orientation in companies. This study provides some limitations to the research and future research agenda that can be done in further research.

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