

THE MARKETING STRATEGY ANALYSIS OF AGATE CRAFTS AS SOUVENIRS OF BATURAJA REGION SPECIALTY

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Abstract

The aim of this research was analyzing the strategy which was used by the sellers of the gem stone in Baturaja. The data analysis technique used in this research was the qualitative descriptive analysis by combining marketing mix analysis consisting of place, product, promotion, and price, with analysis of Strength, Weakness, Opportunity, and Threat (SWOT). The method used in this research was cased study. The population of this research were the sellers of agate crafts in Baturaja, the sampling of this research was the gem stone association of Baturaja by using purposive random sampling. For data collection methods in this study used interviews, observation, and literature study. The result of the research provided recommendations for marketing strategies that could be used for the agate market to make agate a souvenir of the Baturaja region could exist and develop.

Keywords: Marketing Strategy, Agate, Souvenirs, Baturaja

INTRODUCTION

An item can be called a souvenir if it is able to have one of three elements, namely as an object, as a memory, or as a gift (Rohaeni, 2018). Souvenirs as mementos are able to make people come back to visit the place where the souvenirs came from so that souvenirs are considered as items that have a very high emotional value (Putri et al., 2015). Souvenirs have many forms, ranging from statues, clothes, t-shirts, hats, household utensils, handicrafts, or other forms that are tailored to the characteristics of a place (Wikipedia, 2019). In the Baturaja area, the most popular souvenirs that are even in great demand by national officials and artists are agate (Perdana, 2015). Agate is usually used as a ring, necklace, or bracelet juxtaposed with precious metals such as silver and gold (Hakim et al., 2015). Agate was chosen not without reason, apart from the abundant natural resources of agate, the quality of the agate in the Baturaja area is very good, as evidenced in 2015, and the blue spiritus agate from Baturaja was

chosen as a souvenir for the 109 heads of countries participating in the Asia-Africa Conference from around the world (Ernst, 2015).

Agate crafts in the Baturaja area come from local craftsmen who are handmade, so agate production cannot be instant or mass-produced quickly. This is both a weakness and an advantage for Baturaja agate, weakness due to the slow production process, but an advantage because the quantity is limited and scarce. In the city of Baturaja itself, agate has become a lifestyle because the government has issued a regional regulation requiring State Civil Servants to use agate so that it can be ascertained that all government service guests visiting Baturaja will get souvenirs in the form of agate (Gultom, 2017). With the popularity of tourist destinations in OKU Regency, it is not surprising that many tourists visit this area and become potential buyers of the agate souvenir market.

The large potential market for agate handicrafts as souvenirs must be followed

by the right strategy in order to be able to optimize sales. Through the right strategy, tourists and guests visiting the Baturaja area are increasingly motivated to buy agate. According to (Gultom, 2017) motivation has a significant effect on purchasing decisions for agate in the Baturaja area. One of the strategies that can be used by agate craftsmen is a marketing strategy through marketing mix analysis and SWOT analysis. The marketing mix itself means a group of sales tools that are combined to find out the desires of the target market; the marketing mix consists of 4 main things that are internal to the company, namely product, price, place, and promotion (Kotler, 2014). Meanwhile, the SWOT analysis itself means a comprehensive evaluation of 4 aspects, namely the strengths, weaknesses, opportunities, and threats that exist in the company (Kotler, 2014).

Through the use of the right marketing strategy, it is hoped that the sellers of agate crafts as souvenirs in the Baturaja area can maximize the market potential that comes from tourists visiting tourist destinations and guests who visit due to official events. The various phenomena that have been described above make researchers interested in conducting this research, with the hope that the results of this study can provide recommendations for appropriate marketing strategies and can be used for agate handicraft traders so that the existence of typical souvenirs of the Baturaja region can exist and develop.

RESEARCH METHOD

This type of qualitative descriptive research will be used in this research. The definition of qualitative research is a research method that uses a foundation of interpretive philosophy to examine the condition of natural objects with the researcher as a key instrument (Sugiyono, 2017). The method used in this research was cased study. The sampling technique in

this study used purposive sampling, where the sample was selected based on certain considerations (Sugiyono, 2017). In this study, the samples will come from agate sellers and craftsmen who are members of the agate community association or group in the Baturaja area. Data collection techniques in this study used interviews and literature studies. The type of interview used is an in-depth interview or in-depth interview to find problems more openly, where the interviewer can more freely ask for opinions and ideas from the interviewee (Sugiyono, 2017). The data analysis technique will use a qualitative descriptive analysis technique combined with a SWOT analysis approach.

To provide a limitation in this study, the definition of marketing strategy analysis will be defined as a process and an effort to explain possible marketing steps to be carried out based on data that has been processed using the SWOT matrix. Marketing here is only focused on agate products that are sold as souvenirs typical of the Baturaja area for tourists visiting tourist destinations and for guests from government agencies. Sources of data used in this study are primary data and secondary data. Primary data were obtained from interviews with agate sellers and craftsmen, while secondary data were obtained from data collected, processed, and published from various reference kinds of literature.

FINDINGS AND DISCUSSION

The results and discussion of this study will describe the strategy carried out by combining the marketing mix strategy and SWOT analysis, and finally, the marketing strategy with the SWOT matrix will be described. The four components that will be discussed in the marketing mix in this study are product, price, place, and promotion. The following is an analysis of the results of the marketing mix strategy.

Product

In terms of products, agate crafts are used as souvenirs from the Baturaja region to make rings, there are also other forms such as bracelets, pendants, and necklaces, but only a small part. The distinctive feature of Baturaja agate products is sky blue with types of spritus, lavender, and mid zones. Agate itself is made by many craftsmen who are scattered in various places in Baturaja, these craftsmen usually get the raw material supply for agate from miners who are scattered in several points such as, in the Lengkiti area and the Negeri sindang.

Price

In terms of price, the determination of the price value for souvenirs from the Baturaja area depends on the type, motif, and size. The most expensive type is mizone, while the cheapest stone is usually called a vegetable stone, while agate with medium to high prices is usually sky blue. For this pattern, it will be adjusted to the perception of the owner of the agate, if the agate motif resembles a certain object such as keris motifs, animal motifs, Arabic writing motifs, then the price of the agate will be more expensive. As for size, the bigger the agate will be the more expensive it is, but that doesn't mean the smaller it will be cheaper, because if the size is too small like for a pendant, the price is still expensive because the workmanship is much more complicated and detailed.

Place

In terms of location, agate for souvenirs can be found almost everywhere in the Baturaja area. Agate is traded starting from overhang traders in the market, an exclusive shop for agate, to do impromptu visits directly to the craftsmen in the alleys of residential areas. The number of variations of this place certainly determines the grade of the agate to be purchased. It will be easier to find lots of agate types of

vegetable stones in the overhang of the market, but if we go to an exclusive shop specifically for agate, there will be many types of agate that are sky blue, whereas if we go straight to the craftsmen, we will only find chunks of agate. that has not been honed and the quality of the final result cannot be ascertained. Different places will give different product results.

Promotion

In terms of promotion, agate currently uses two methods of product education, namely through traders and government intervention. traders usually carry out promotions by selling their products as much and as attractive in the hope that tourists want to stop and want to negotiate purchases, the power of price promotion and appearance are important factors when conducting this type of promotion. Meanwhile, the intervention from the government is to facilitate various agate communities to carry out agate contest events starting from the local level to the national level. However, this contest proved successful in increasing the purchase of agate in Baturaja because many tourists outside the city are interested in coming to see and take part in this agate contest.

After knowing the results of the descriptive analysis of the marketing mix, the next researcher will discuss the SWOT analysis of the marketing mix, the following will describe the research results of the two combination strategies.

Strength

The following will describe the results of the analysis of the strength of agate crafts as souvenirs from the Baturaja region. The strength of the product, Baturaja agate has a characteristic type of sky blue that cannot be found anywhere else. The strength of this product is also what ultimately made the Baturaja agate chosen as a souvenir for the heads of

countries participating in the Asia-Africa Conference. The strength in terms of price, baturaja agate has many variations because it depends on the type, pattern, and size. This price variation is very good because it is suitable for all groups, ranging from middle to lower class and upper class so tourists can choose their own types of agate that are suitable for souvenirs. The strength of the place, agate crafts are very easy to reach and can be found in every corner of the Baturaja area, making it easier for tourists to buy agate. Lastly, the strength in terms of promotion is the role of the government in supporting the implementation of agate exhibition activities up to the national level, thus attracting many new tourists and making Baturaja agate even more famous.

Weakness

The following will describe the results of the analysis of the weaknesses of agate handicrafts as souvenirs from the Baturaja region. The weakness of the product side is that the variety of product shapes is almost monotonous because it focuses on the ring shape only. There are still very few and it tends to be difficult to find variations in other forms of products such as pendants and bracelets, even though product innovation is needed to make products more existent in the future. The disadvantage in terms of price is that there is no standard for agate, sometimes it will be very expensive, especially for products with motifs of objects, animals, and Arabic writing. But sometimes it can be very cheap because it hasn't been selling for a long time and the seller needs money. The weakness of the place is the product display that is what it is, especially those located in traditional markets and overhangs, the place is left neglected and sometimes dirty so it doesn't make tourists feel comfortable buying. The weakness of the promotion side is that it still relies on conventional systems and government

intervention. It takes an active role of the agate community to create an online marketplace platform that makes it easier for people who want to buy to access and view products without any time and place restrictions.

Opportunity

The following will describe the results of the analysis of the weaknesses of agate handicrafts as souvenirs from the Baturaja region. Opportunity from the product side is strong government support and the very well-known quality of agate products from Baturaja which have become souvenirs of the head of state at the Asia-Africa Conference. The opportunity in terms of price is because sky bluestone products are only available in Baturaja, so even though the price offered is high; it will still attract consumers to buy due to the product scarcity factor. The opportunity from the place side is the availability and convenience of facilities provided by the government to make agate centers in Baturaja, which can be used by the agate community to come together and offer their products to make agate bazaars at any time. Opportunity from the promotion side is government support through government regulations regarding the obligation of the State Civil Apparatus to use agate while on duty to make agate indirectly promoted by thousands of people every day both inside and outside the city.

Threat

The following will describe the results of the analysis of the weaknesses of agate handicrafts as souvenirs from the Baturaja region. The threat from the product side is the emergence of many types of agate from other areas, such as Bacan, which has shifted the prestige of sky-bluestone products. In addition, product variations with the types of bracelets, necklaces, pendants have begun to be carried out by agate craftsmen in other

cities, while craftsmen in Baturaja only focus on ring shapes. The threat from the price side is the emergence of many artificial synthetic agate products from outside the region at very cheap prices and without defects. So that consumers who are very price-sensitive will prefer products with lower prices. The threat in terms of location is the absence of legal permits for traders who sell in the overhang of the market so that the place to sell can be evicted at any time by officers from the civil service police unit because they are considered to disturb order and create traffic jams. The threat from the promotion side is the large number of out-of-town traders selling various agates with an online system that is easily accessed using a Smartphone; this promotion is equipped with attractive photos, low prices, and a safe system, so this promotion system directly crushes agate customers in Baturaja.

After knowing the results of the combination of the descriptive analysis of the marketing mix and the SWOT analysis, the following will describe the strategy through the SWOT matrix which can later be carried out by craftsmen and agate sellers as souvenirs typical of the Baturaja area.

SO (Strength-Opportunity) Strategy

The following will describe the results of the SO (Strength-Opportunity) strategy analysis of agate crafts as souvenirs from the Baturaja region. The SO (Strength-Opportunity) strategy that must be carried out is to maintain the quality of the blue sky agate typical of the Baturaja region because it has been well known in various countries and has received full support from the government. In addition, it is necessary to regularly create an agenda for agate exhibition activities at the national level so that the existence of Baturaja agate is increasingly famous and attracts many tourists to buy.

ST (Strength-Threat) Strategy

The following will describe the results of the analysis of the ST (Strength-Threat) strategy of agate crafts as souvenirs from the Baturaja region. The ST (Strength-Threat) strategy that must be done is to increase the variety of types of agate and not only focus on ring products, but craftsmen must also be ready to innovate with various creative products that can be made from agate such as bracelets, necklaces, pendants, and various shapes. Other, In addition, the advantage of being easy to find agate traders can be used for education to tourists who want to buy related to the differences in the original agate from the Baturaja area and synthetic agate so that the threat of low prices from outside products can be overcome.

WO (Weakness-Opportunity) Strategy

The following will describe the results of the analysis of the WO (Weakness-Opportunity) strategy of agate crafts as souvenirs from the Baturaja region. The WO (Weakness-Opportunity) strategy that must be carried out is that the agate community should take the opportunity to collaborate with the government to make agate centers as souvenirs typical of the Baturaja area, considering that currently, many agate traders who sell overhangs in the market do not have a legality permit. , so it is very possible that the area was evicted by the civil service police unit due to disturbing order and creating traffic jams. The existence of an agate center will also strengthen the agate icon as a souvenir from the Baturaja area.

WT (Weakness-Threats) Strategy

The following will describe the results of the analysis of the WT (Weakness-Threats) strategy of agate crafts as souvenirs products typical of the Baturaja region. The WT (Weakness-Threats) strategies that must be done is to

immediately carry out additional promotions through online marketing and not only stick to conventional promotions and government intervention. Through an online promotion system, it will be easier for tourists and consumers to access products at any time without being limited to distance, place, and time. In addition, the presence of online promotions will provide clarity on product descriptions and prices which will certainly be used as basic considerations for consumers to buy.

CONCEPTUALLY-BASED PAPER

Strategy means tools used to achieve long-term and future-oriented goals (Saprijal, 2014). Meanwhile, the understanding of the marketing strategy itself is a tool used to achieve the goals set by the company by developing excellence continuously and by what the market wants (Putri, 2016). A marketing strategy can also mean the science or art of leading and using the leadership's power to achieve the desired goals (Tjiptono, 2012).

Meanwhile, according to (Kotler, 2014), marketing strategy is the marketing logic for companies that want to be able to create value for their customers and ultimately be able to create mutually beneficial relationships between the company and customers. The most important focus in implementing a marketing strategy is to allocate and coordinate the resources that are owned effectively to achieve the goals that have been made by the company in a specific market category product (Mullins et al., 2013). In general, to be able to see the best marketing opportunities can be done by expanding the demand for primary goods in the company while achieving the best growth can be obtained through efforts to expand selective demand (Kotler, 2014).

Definition of Marketing Mix

The marketing mix is also called the Marketing Mix which means a group of

sales tools that are combined to determine the desires of the target market; the marketing mix consists of 4 main things that are internal to the company, namely product, price, place, and promotion (Kotler, 2014). The marketing mix can also mean a strategy that is carried out to interfere with various marketing activities to find the maximum combination of components to get satisfactory results, all of which are product, place, price, and promotion (Alma, 2018). The translation of the marketing mix according to (Kotler, 2014) is as follows:

1. Products are everything that can be offered to the market to be owned, consumed, used, and considered to provide satisfaction with the needs and desires of consumers. Products can be services, places, people, physical objects, ideas, or organizations.
2. Price is the value given to consumers as a product image that affects purchasing decisions. Price is closely related to consumer income and affects the distribution of marketing and offers.
3. Place, is the easy access to products to be reached by consumers. Place concerns with the physical location of the building or the use of media which can increase accessibility and ease of reach for consumers.
4. Promotion is a method used to communicate the benefits of the product offered to consumers. In general, the promotion of goods and services is the same, but it takes a certain emphasis so that services can be seen more in the minds of consumers.

Definition of a SWOT Analysis

SWOT analysis is the identification of various factors that are carried out in a system that functions to formulate strategies that will be used by the company (Rangkuti, 2013). SWOT analysis can also mean a comprehensive evaluation of four aspects of the company, namely the

strengths, weaknesses, opportunities, and threats that exist in the company (Kotler, 2014). In more detail, the explanation of the SWOT strategy according to (Rangkuti, 2013) is as follows:

1. Strength is an internal condition in which the company can carry out all its business activities very well because the facilities and infrastructure required are complete and sufficient.
2. Weakness is an unfavorable internal company condition that can affect the ability to compete with competitors.
3. Opportunities are conditions outside the company that can be used as opportunities and opportunities for the company to optimize in gaining market share and greater profits.
4. Threats are conditions outside the company that is associated with challenges that arise as a result of an unfavorable development outside the company.

According to (Rangkuti, 2013), to evaluate internal and external factors in a SWOT analysis, a SWOT matrix will be used with the following explanation:

1. SO (Strength-Opportunity) strategy is carried out by utilizing all the strengths of the company to seize the market as much as possible.
2. The ST (Strength-Threats) strategy is carried out by utilizing the company's strengths to anticipate threats that occur.
3. The WO (Weakness-Opportunity) strategy is carried out by taking advantage of existing opportunities and minimizing weaknesses.
4. The WT (Weakness-Threats) strategy is carried out by minimizing company weaknesses and avoiding threats that occur.

CONCLUSIONS

1. Baturaja agate has world-class product quality and has great potential to be marketed and become a souvenir icon typical of the Baturaja region.

2. Agate Baturaja has received tremendous promotional support from the government through regional regulations and national-scale agate exhibition contests.
3. The potential of Baturaja agate needs to be increased by adding various types of agate products, online promotion, and staying focused on product quality results.
4. Synthetic agate and the legality of the place where agate traders are in the market are things that can disrupt the existence of the sale of agate as a typical souvenir of Baturaja.

SUGGESTIONS

1. It is hoped that the agate community in Baturaja will jointly build an agate center, this is done as a form of strengthening the agate icon as a typical Baturaja souvenir.
2. Sellers and craftsmen must begin to be literate with technology and start learning and accessing the online world so that agate can be marketed in cyberspace so that it is more easily accessible to tourists and guests who come to Baturaja.
3. Agate craftsmen should remain focused on maintaining and producing Baturaja's distinctive sky-blue stone and not be tempted to sell artificial synthetic stones which in the long run could negatively affect the agate icon as a souvenir of Baturaja.

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