

MARKETING STRATEGY OF THE *KAIN TENUN* MICRO, SMALL, AND MEDIUM ENTERPRISES IN *WISATA KAMPUNG TENUN*, SAMARINDA CITY

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ABSTRACT:

The Micro, Small, and Medium Enterprises “*Cahaya Samarinda*” is one of the pioneers in the weaving industry development in Samarinda. The *Cahaya Samarinda* only did their marketing through words of mouth. The purpose of this study was to determine and identify the marketing strategies used by *Cahaya Samarinda* in Tenun Tourism Village. This study used the 4P marketing concept by Philip Kotler. The four elements, which were product, price, place, and promotion, were used as an analytical framework to identify how *Cahaya Samarinda* as an MSME managed its *tenun* fabric products, determined selling prices, carried out promotional activities, and chose distribution channels. This research is descriptive qualitative, with informants selected by using purposive sampling. Data analysis includes data reduction, data presentation, and drawing conclusions. The results of the study showed that *Cahaya Samarinda* had advantages in product quality at affordable prices. However, this MSME still had room to widen the market range through the use of social media and participation in exhibitions. Although the location of the store was not strategic, high-quality products and good service became the main attractions for customers.

Keywords: Marketing Strategy, 4P Marketing Mix, MSME, Tenun Fabric

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1. INTRODUCTIONS

In 2012, a village, where woven fabric was largely produced, called *Kampung Tenun* was designated as a craft-based tourism area in Samarinda City by the Daily Chairperson of the National Crafts Council (Dekranas), and officially known as *Kampung Wisata Tenun Samarinda* (Hayuni & Syahbana, 2014). *Wisata Kampung Tenun* in Samarinda has become a center for local weaving fabric craftsmen, and Samarinda's typical woven fabric has developed because it successfully combines Bugis, Dayak, and Kutai motifs. Broadly speaking, the typical Samarinda woven fabric consists of several motifs, namely the Hatta, Soeharto, and Sari Pengantin motifs. Based on the data from the Tourism Office, the Industry Trade and Cooperative Office and the Samarinda City Culture Office (2017) these products are functioned at 4 levels of interests, including daily use, utilization at traditional ceremonies, such as birth, marriage and death, and gifts for guests.

Kain Tenun Micro, Small and Medium Enterprises comprises a group of businesses engaged in the production of woven fabrics typical of Samarinda which is centered in *Gang Pertenunan* and *Gang Muharam* on the banks of the Mahakam River, Samarinda Seberang District. To protect the existence and sustainability of *Kain Tenun* MSMEs in increasing woven fabric buyers, the government in Samarinda City involves *Kain Tenun* MSMEs in various major events as part of efforts to promote and preserve local crafts. Activities such as cultural festivals, exhibitions, and other promotional events are often a flatfrom for woven fabric MSMEs to showcase their products. It also provides an opportunity for local artisans to gain greater visibility and expand their market.

In line with that, the demand for the quality of woven fabric products is getting higher. The consequence of this expectation and appeal from the local government is that MSMEs of Samarinda Typical Woven Fabric must be more creative in making motifs (ornamental varieties), so that they do not give the impression of only certain motifs. In addition, marketing strategies also need to get the main attention, so that woven products can meet the needs of consumers in various interest groups. According to data from the Samarinda City Trade and Industry Office in 2023, there were around 152 registered MSMEs operating in Tenun Tourism Village (*Wisata Kampung Tenun*). Some of these MSMEs have varying numbers of workers, ranging from 2 to 25 people. More information on MSME data can be found in the Samarinda City MSME data table for 2023.

One of the MSMEs that is currently in the spotlight is *Cahaya Samarinda* MSME located in Gg. Muharam RT. 05 Tenun Village, Kec. Samarinda Seberang, Samarinda City. Its popularity has increased along with visits from various important parties, including the *Dharma Wanita Persatuan* of East Kalimantan Province (DWP Kaltim) and the Directorate General of Intellectual Property (DJKI) together with the East Kalimantan Regional Office of the Ministry of Law and Human Rights along with a team from the Japan International Cooperation Agency (JICA) Expert, Oka Hiroyuki. Although *Cahaya Samarinda* is not in a strategic location because it is not located on the main road, these visits signify recognition of the quality and potential of The *Cahaya Samarinda's* MSMEs. The standard price of the typical woven fabric of Samarinda ranges from IDR 250,000 to IDR 600,000, while the various accessories are within the price range of IDR 50,000 to IDR 300,000.

Based on the results of initial observations, researchers identified that *Cahaya Samarinda* has not maximized its marketing potential. The current marketing strategy is still very limited to words of mouth. Although it has advantages in building personal relationships with customers and creating trust from recommendations between individuals, this strategy has a very limited reach, and it is difficult to measure its effectiveness. *Cahaya Samarinda* has not utilized the power of social media as a platform to reach a wider range of customers, even though social media offers various features and a very effective platform for marketing that allows *Cahaya Samarinda* to display products in forms of attractive photos and videos. There is also a lack of information available online about *Cahaya Samarinda*, such as products offered and other important information, such as contact and location. This has the potential to hinder business growth because potential customers find it difficult to find information and make purchases online.

2. METHOD

This research was conducted in Wisata Kampung Tenun, Samarinda Seberang District, Samarinda City, East Borneo. This research was conducted by employing qualitative descriptive methods. The descriptive qualitative research method is focused on identifying the marketing strategies for *Cahaya Samarinda* MSME in determining effective products, prices, places, and promotions carried out by means of observation, interviews, and documents as data sources. The data used in this study are primary and secondary data. Data collection was carried out through direct observation and interviews with the owner of *Cahaya Samarinda*, weaving craftsmen who work at *Cahaya Samarinda*, buyers of woven fabric (*kain tenun*) and the Head of neighborhood (RT) 05. Determination of informants in this study was carried out using purposive sampling technique, namely taking informants or sources with a specific purpose according to the research topic because the person was considered to have the information needed for the researcher.

3. RESULT AND DISCUSSION

The *Cahaya Samarinda* MSMEs has implemented a mix marketing strategy (4P) in an effort to market its woven fabric products. The reference of the mix marketing (4P) is product, price, place, and promotion.

3.1 Product

Cahaya Samarinda MSME prioritizes product quality by using imported yarn from China and local yarn from Java. An efficient production process using synthetic dyes produces sarongs with a distinctive texture that is a favorite of many people. *Cahaya Samarinda* offers a variety of innovative products, such as skullcaps (*peci*), sarong (*sarung*), and bags as well as handicrafts such as beads. It serves requests for goods every day with peak demand around Eid al-Fitr or other big events.

In accordance with Philip Kotler's opinion, products are the core of all marketing activities. Each product has unique features that differentiate it from competitors' products. These features, such as design, quality, and benefits, are very important in attracting consumer attention. By understanding consumer needs and wants, companies can create products that not only have functions but also provide emotional satisfaction. A successful product is one that is able to build long-term relationships with consumers and contribute significantly to business success.

Picture 1. The best-selling sarong



Source: Author's documentation, 2024

The success of *Cahaya Samarinda's* weaving business cannot be separated from the reputation that has been built since the 1980s. *Cahaya Samarinda's* commitment to product quality has succeeded in creating high customer loyalty. High customer loyalty has been evidence that its product offers are able to meet customer expectations and provide sustainable satisfaction. *Cahaya Samarinda* always strives to be at the forefront of the weaving industry. By paying attention to new trends, it has managed to maintain the relevance of its products in the midst of intense competition. Continuous product innovation is the key to *Cahaya Samarinda's* success in attracting interest from customers.

3.2 Price

The selling price of Samarinda woven sarongs at *Cahaya Samarinda* MSME varies greatly based on the quality of raw materials and the size of the sarong. It provides special prices for resellers to expand the marketing network. *Cahaya Samarinda* is known for consistently maintaining product quality, so that customers remain loyal and loyal subscribers at Cahaya Samarinda's store.

This is in line with the opinion of Philip Kotler who states that the price is determined by calculating the amount of costs required, such as the cost of production, the cost of raw materials and the desired percentage of profit. The price of the products offered at Cahaya Samarinda's store is based on their type, such as songket woven sarongs priced from IDR 450,000 to IDR 600,000, while woven sarongs are usually around IDR 250,000. *Peci* is sold at IDR 100,000. Then necklaces and beaded tissue holders are sold starting from IDR 150,000, and beaded bags are sold at IDR 400,000. Regarding reseller prices, *Cahaya Samarinda* offers a minimum purchase of 20 pieces, and the resale price will be adjusted based on the type of product ordered. The price offered has been adjusted to the level of quality of the material and the level of difficulty in making the product. The product is still produced by maintaining artistic and distinctive value that has been passed down from generation to generation.

3.3 Promotion

Cahaya Samarinda MSME has a very personalized approach. It does not use social media or participate in exhibitions, but rather simple yet very effective word-of-mouth marketing. *Cahaya Samarinda* focuses more on quality and customer service. Every interested customer can directly see fabric samples at the Cahaya Samarinda's store.

This approach allows *Cahaya Samarinda* to build a more personalized relationship with each customer. Through direct interaction, the *Cahaya Samarinda* can explain in detail the advantages of woven products, such as high quality and various motifs and designs of Samarinda weaving at affordable prices, then answer customer questions related to the products offered and provide recommendations in accordance with the wishes or needs of customers. This is expected to increase the level of customer trust and recommend Samarinda sarong products to other people.

It is in line with the opinion of Kotler and Armstrong (2012) that promotion is a communication effort that aims to explain the benefits of certain products and encourage buyers to buy these products. The purpose of promotion is to convince potential buyers of the products offered; this makes more people aware of the existence of a product.

Cahaya Samarinda MSME consciously chooses not to utilize E-commerce platforms such as Instagram, Shopee, or other Marketplaces as a channel for promoting its products. Also, *Cahaya Samarinda* decides not to participate in events or fairs because the stand rental costs are high and considered not comparable to the benefits obtained. This is the reason why *Cahaya Samarinda* prefers to do direct promotion to customers, such as in stores. It feels that woven fabrics need to be seen and touched directly, so that customers know the quality

of the woven fabric itself. Although it does not rely on E-commerce platforms, *Cahaya Samarinda* managers utilize Whatsapp as an efficient communication tool to interact with customers outside the region.

3.4 Place and Distribution

Cahaya Samarinda MSME has several production locations, such as Samboja and Sanggata, but the main production activities are centered in Samarinda City. Although its location is a bit hidden, *Cahaya Samarinda* which has been established for a long time, has a strong customer base because customers who have bought the products tend to be loyal customers, because they are satisfied with the quality of the products and services provided. Moreover, up until now it has no plans to open new branches in other locations.

Cahaya Samarinda also implements an efficient direct distribution system. Most of their products are distributed through direct collection by resellers, which in turn provides benefits for consumers, because products can reach customers faster. Kotler's opinion says that distribution is a marketing strategy that aims to facilitate producers in channeling their goods into the hands of consumers and ensuring that these goods are used in accordance with the intended purpose.

4. CONCLUSION

The *Cahaya Samarinda* MSME has successfully positioned itself as a producer of superior quality woven fabrics typical of Samarinda. The advantages offered by *Cahaya Samarinda* are typical Samarinda woven fabric products that are still made in the traditional way using Non-machine Weaving Tools (ATBM) and product designs that are diverse and rich in cultural values, so that its products are able to attract tourists and traditional fabric lovers. In addition to offering woven fabric products, they also offer finished products, such as caps or skullcaps, and various processed beads, such as tissue holders, bags, necklaces, and tablecloths. *Cahaya Samarinda* also accepts special orders to fulfill customer wishes.

The selling price of woven products offered by *Cahaya Samarinda* MSME varies greatly depending on the quality of the raw materials used and the level of complexity of the design. The size of the fabric also determines the selling price and the number of orders. However, they are committed to prioritizing product quality at affordable prices.

Cahaya Samarinda management chooses not to rely on e-commerce such as Instagram, Shopee, and other marketplaces in promoting its products. It also never participates in events or fairs because the cost of renting a stand is quite high. *Cahaya Samarinda* prefers to interact directly like in a shop, to customers to ensure that customers get products according to their needs. For customers outside the area, they only utilize Whatsapp as a means of communication. Then it also thinks that word-of-mouth strategy is still very effective in the digital era like now. Customers who are satisfied with the woven products from *Cahaya Samarinda* actively recommend them to friends and family.

Cahaya Samarinda MSME has proven that by prioritizing product quality, providing good service, and implementing effective distribution strategies, it can overcome location limitations and build a loyal customer base. *Cahaya Samarinda's* success shows the important role of external factors, such as word-of-mouth recommendations and market trends in supporting business growth.

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