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MARKETING MIX ANALYSIS BUSINESS SUCCESS CEREMONIAL MEANS FIBER-BASED IN BRESELA VILLAGE, GIANYAR

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ABSTRACT

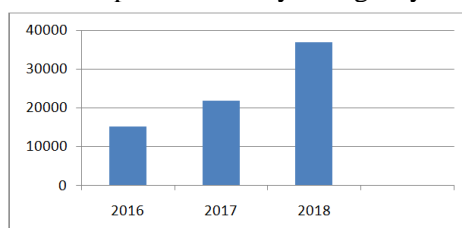
Bresela village is a business center for fiber ceremony facilities in Gianyar district. The success of the business in the village of Bresela is influenced by several factors, one of which is marketing mix. The purpose of this study was to determine the business development of fiber-based ceremonial facilities in Bresela Village and to analyze the implementation of Marketing Mix in the success of the business. This research is qualitative research with data collection techniques through observation, interviews and documentation studies. Determination of informants in this study using purposive sampling technique and using data triangulation techniques. The results of the study explained that the business development of fiber-based ceremonial facilities in Bresela Village has increased in terms of the number of businesses, profitability, total production, market share and an increase in the number of workers. Marketing implementation means in the business success of fiber-based ceremonial facilities in Bresela Village through the aspects of product, price, place and promotion can increase sales volume so that it determines business success.

Key word: marketing Mix, business success

1 INTRODUCTION

In various regions of Gianyar Regency began to spread many small and medium enterprises, based on data from the Department of Industry and Trade Gianyar Regency can be seen the development of the number of craft businesses in Gianyar regency:

Figure 1
The grow of Small and Medium Enterprises in Gianyar Regency



Resource : epartment of Industry and Commerce Gianyar Regency 2018

From these data can be seen that the development of handicraft business in Gianyar Regency is increasing, in 2016 there were 15,149 business units, in 2017 as many as 21,757 business units and in 2018 as many as 36,890 business units.

Small and Medium Enterprises are the backbone of developing countries' economies. According to Cahya Ningsih and Indrajaya (2015), small industries and handicrafts are the main components in the development of the local economy, especially in rural areas, because small industries and handicrafts are included in the informal sector as a place to absorb labor

Bali which is famous for Culture and a series of ceremonies opens business opportunities for the community. The developing business is the business of

making ceremonial facilities. Now there have been more modern techniques for making ceremonial instruments with reproductive techniques, namely printing techniques using chemicals. With the reproduction technique, many artisans switch to producing products such as dulang (wanci), sokasi (keben), using printing techniques.

The many activities of traditional and religious ceremonies, and the high desire of the community to have ceremonial facilities of various shapes and types, give high motivation to crafters to create more unique and interesting ceremonial facilities (Karuni et al, 2018). The ceremonial handicraft business that developed in the village of Bresela, Payangan sub-district, produces many types of dulang, bokoran, keben, place, kapar using wood raw materials and feber glass. The shape and type of craft art is very varied with beautiful motifs and colors.

The increasing number of entrepreneurs means ceremonies made of Feber glass, the more intense competition between these businesses, this requires the business people feber glass ceremony facilities to further improve marketing and maintain the quality of its products. From the results of interviews with the Bresela Village Perbekel, Mr. Made Budiassa, almost 65% of the villagers of Bresela became business artisans at the ceremony facilities.

One indicator to measure the success of a business that is the easiest to observe is the profits that entrepreneurs get, according to Albert Wijaya (Suryana, 2006: 168) stating that the company's operating profit is still a critical goal and a measure of the success of a company said to be very important because if the company does not get a profit, the company cannot provide benefits to stakeholders, which means it cannot increase salaries, cannot provide dividends to shareholders, cannot expand business and cannot pay taxes.

In connection with this, the implementation of the marketing mix is one of the important factors for achieving business success. Companies with a lot of sales must have a great and planned marketing strategy. But the ability of businesses to adapt to existing technology is more value for marketing the business they are engaged in. Because the future of a business can be seen from the extent to which business people can utilize existing technology

2. LITERATUR REVIEW

2.1 Marketing Mix

Marketing Mix is a marketing strategy that combines several elements in the marketing mix itself that is carried out in an integrated manner. To achieve business success / business success, complex skills are needed in the process of managing the business. Not only have quality products, many other factors also need to be considered. One of them is the marketing or marketing line.

According to Sumarni, et al (2010: 274), the definition of marketing mix is a combination of variables or activities that are the core of the marketing system, namely products, prices, promotions, and distribution. In other words the definition of marketing mix is a collection of variables that can be used by companies to influence consumer responses. The marketing mix aspects are as follows:

1. Product

What is meant by products are things that we sell in a business including goods or services that have use values and are needed by consumers. The main key of a product that is goods or services must be able to meet the needs or desires of consumers. In addition, more value is needed than other products so that our products are more easily accepted by consumers.

2. Price

Price is money that must be given by consumers to get goods or services sold. Price becomes a very important aspect because generally consumers make prices as the main consideration before buying

3. Place

The place of business is the location where we will carry out the process of buying and selling. For conventional business this aspect is indeed very important. business actors must pay attention to whether the location is strategic and easily visited by consumers.

4 Promotion

Promotion is a business activity that has a goal so that consumers can get to know and be interested in a product. In this activity, business people must be able to change consumer perceptions to be positive about their business. To do so many good promotional techniques manually through face to face promotion to online promotions that are now growing rapidly.

2.2 Business Success

Henry (2007: 397) argues that "Business success is essentially the success of a business achieving its goals, a business is said to be successful when it earns a profit, because profit is the goal of someone doing business.

According to Zimmerer (Fenny FD, 2007: 8) factors that influence business success are:

- a. Entrepreneurship Behavior
- b. Skills
- c. Educational background
- d. Service quality

In addition, according to Tulus Tambunan (2002: 14) there are many factors that influence business success both from internal and external factors. Internal factors that influence business success are

- a. Capital Strength
- b. Quality of HR
- c. Mastery of Technology
- d. Management system

- e. Business Network with outside parties
- f. Entrepreneurship Level

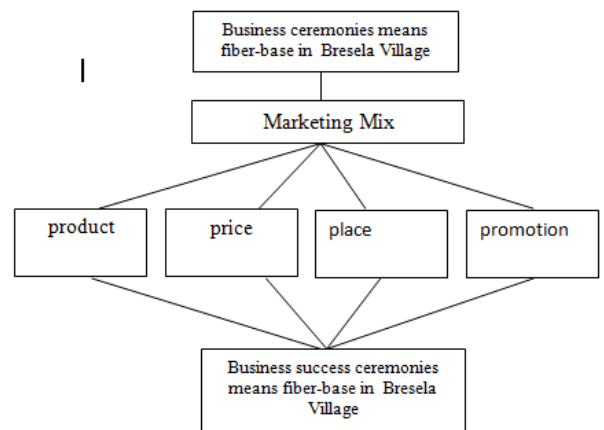
While external factors that influence business success are:

- a. Economic Policy
- b. Economic system
- c. Labor System and labor conditions
- d. Community Education Level
- e. Global Environment

From the above factors that are considered dominant in influencing the success of micro-enterprises are internal factors, namely the level of entrepreneurship that will shape entrepreneurial behavior of entrepreneurs to manage their business using different ways and more efficient ways to support the success of the business they wish to achieve. As we know, owners of micro businesses crawl as managers and also workers so that the business role is very decisive in managing their business, therefore high entrepreneurship is needed which is characterized by positive entrepreneurial behavior possessed by entrepreneurs as the basis for managing their business.

3. RESEARCH FRAMEWORK

Figure 2
Research framework



Based on the framework of the research problems can be formulated as follows:

1. What is the business development of fiber-based ceremonial facilities in Bresela Village?
2. What is the Marketing Mix Implementation in the success of fiber-based ceremony facilities in Bresela Village?

4. RESEARCH METHODOLOGY

This study uses a type of qualitative research. Sugiyono (2010: 15) states that qualitative research is a research method based on the philosophy of postpositivism used to examine natural object conditions, researchers as key instruments for sampling data sources by purposive and snowball, collection techniques with triangulation, inductive data analysis / qualitative, and the results of qualitative research emphasize the meaning rather than generalization. The type of research approach used in this study is qualitative descriptive research. After all the data is collected, then data analysis is carried out to get conclusions. Data analysis is the process of compiling data so that it can be interpreted. Arranging data means classifying patterns, interpretations or categories of interpretations means giving meaning to analysis, explaining patterns or categories, looking for relationships between various concepts. Data analysis was carried out through qualitative analysis of data instead of numbers, and quantitative analysis (statistics) of data in the form of numbers. The steps of data analysis in this study using the Miller and Huberman data analysis there are three steps, namely, data reduction, data presentation and conclusions (Suprayoga and Tabroni, 2001; 193-195):

1. Data reduction

Data reduction means as a process of selection, concentration, attention and simplification, abstracting, rough data transformation that emerges from field notes

2. Presentation of data

Presentation of data is the presentation of a set of structured information and allows for the conclusion of data and taking action.

3. Withdrawal Conclusion

The next activity is drawing conclusions which are part of an activity from a complete configuration.

5. RESEARCH RESULTS AND DISCUSSION

5.1 Development of the success of Fiber Glass Ceremony Facility Business in Bresela Village

The ceremonial effort of fiber in Bresela Village began to be seen in 2009. According to the informant, I Made Suanta said, before the people in Bresela village were involved in this ceremonial facility made from fiber, the dominating business was wooden crafts for candle holders. The craft was exported abroad During the financial crisis, many entrepreneurs went bankrupt and many switched to fiber ceremony facilities, but not all uparaca entrepreneurs made from fiber in the Bresela village came from bankrupt wood entrepreneurs, there were also young people who have never worked in the field of crafts to become entrepreneurs in fiber crafts.

Similar information was also obtained from other informants, one of whom was Mrs. Ketut Ayu Mas and her husband, Mr. Wayan Subrata. This business they lakoni from 2010. Before working in the industry made from fiberglass, they were originally working on other businesses, namely as makers of wood-based souvenirs. Because the more days the demand for wooden souvenirs decreases this causes them and other surrounding communities who work on the same business to go out of business. This product is seen as having a great opportunity because this product is made from low-cost, attractive

carving designs, and light. By seeing the business opportunity of Dulang Fiber is very bright, the owner decided to switch business.

According to the Bresela Village Perbekel, Mr. Made Budiasa, in 2016 there were 100 families who were in the business of ceremonies of glass fiber, and by 2019 almost 65% of the population in the village of Bresela had become entrepreneurs of the fiber glass ceremony or around 350 families .

Based on the results of observations and interviews until May 2019, the average entrepreneur of fiber glass ceremonies in the village of Bresela has 20 to 40 employees, with a profit of 10,000,000 rupiah to 50,000,000 rupiah per month.

Where at first each business only has 3-5 employees. The more widespread the market share, the number of productions is increasing, which is followed by an increase in the number of employees.

Judging from the development of its business, the effort of the glass fiber ceremony in Bresela Village was successful. Based on the indicators of business success according to Suryana (2003: 85) the success of the business consists of capital, income, sales volume, production output and labor

Buchari Alma (2010: 23) Entrepreneurs of the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychological, and social risks and receiving the rewards of monetary and personal Satisfaction.

From the definitions above, it can be concluded that entrepreneurship is said to be a process of doing something (creative), (innovative), and risk-taking. A creative entrepreneur is related to ability and tenacity to develop new ideas by combining the resources that are owned, where they always observe the situation and previous problems that are not or less attention. In

addition, they tend to have many alternatives to certain situations and are empowered to use emotional mental powers under the subconscious to create something or new products or new ways and so on.

Business people using fiber ceremony facilities in Bresela Village always make innovations to differentiate their products from competitors of similar products both in terms of motifs, colors and shapes. Besides innovation, risk-taking is also part of the determinant of success in Bresela Village. Many of the business actors are not yet brave enough to take risks, so their ability to increase sales volume is still limited. From the results of interviews with business people, it can be known that ahead of major holidays such as Galungan and Kuningan, orders for fiber ceremony facilities will increase dramatically, business people will be overwhelmed in fulfilling the market, because they do not have sufficient stock and limited time in the process. The reason business people have not dared to bear the risk of loss because it has not been supported with sufficient capital.

5.2. Implementation of Marketing Mix in the Success of Fiber-Based Ceremony Means Business in Bresela Village

5.2.1 Products

Fiber ceremony facilities in Bresela Village have good product quality. Every business uses carved molds that they make themselves because they admit that carvings are designed differently from the others that are characteristic of each fiber business.

One informant who has a distinctive product design is Ibu Ayu Mas, not only dulang, ayu mas has other products such as bokor, tamas and keben. In addition, the owner always strives to innovate on products beyond the quality of products that are always maintained. In a number

of times, the owner tried to put creativity in the form of innovations from carvings made different themes, the size of which was originally only a size of 32 cm diameter then innovated by making a size of 20cm, a form that was originally round in shape innovating with a rectangular shape and innovating with the original level without the current level, a level 3 and level 6 model is made, and the colors are made different but without leaving the characteristics of Ayu Mas products. This is done so that consumers are not bored and are always provoked to buy the latest products from Ayu Mas so that the sales volume can always increase.

Figure 3

Products made from fiber ceremonies in the village of Bresela



Source: 2019 researcher documentation
From the results of interviews with entrepreneurs, it can be seen that the average work on 1 fiber tray takes about 30 minutes. Beginning the printing process, basic materials such as resin, fiber, talc and catalyst are mixed and stirred for 2 minutes. Next the dough is poured or applied over a rubber mask in the form of the product to be made. After being applied evenly, the prints are waited for 15 minutes to dry. The dried mold is then sanded and covered, before entering the finishing process. In the finishing process, there are two stages in the finishing process, first, all parts of the bone are given red paint, then they

are painted according to the design. After all the products go through the finishing process, then the bone is dried by drying it under sun exposure and in the oven before the products are packaged and sent to the customer.

Whereas for bokor products, business people take more of these products from factories in Java because the demand for fiber bok can reach 1500 in a day and if done manually it takes a long time, therefore for bokor products employees only do finishing in the form of painting. Within a day employees can paint up to 1000 pcs / person for 200 rupiah / pcs.

As a result, when it is crowded, demand can reach 1500 in a day, with an average turnover of 50 million in a month, if ahead of the Galungan holiday, business people claim that income can be more than that.

5.2.2 PRICE

According to the explanation of several informants, the price of fiber ceremonial products in Bresela Village can still compete in the market because the materials used are not too expensive such as wood or silver dulang. The price of wood at that time was expensive, namely 1 wood lojor worth 3 million rupiah, while at a cost of 30 million it could produce 60pcs dulang fiber, therefore with cheap raw materials the products produced could also compete even the cheapest with other basic ingredients. stability of the price of the bone in the market, Mr. Gung Raka gave the same price for all of the resellers, both taking a lot and a little. So that the price of the product can still compete with other fiber-based ceremonial products.

5.2.3 Place

Production activities of ceremonial materials made from fiber in the village of Bresela are mostly carried out in the homes of business owners. Large land and easy-to-reach locations support the business success of fiber ceremony facilities in the village of Bresela. Along

the way in the village of Bresela, you can easily find these fiber ceremony facilities.

5.2.4 Promotion

The high demand for fiber dulang is not only from Bali, but also from Sumatra, Sulawesi, Kalimantan and Lombok. This booming demand has been felt since the owner used social media as a promotional media. Before getting to know the internet, business people from fiber ceremony facilities admitted that they had difficulty in marketing their products, especially at that time, fiberglass made from ordinary people was still common in society, plus rivals with other basic ingredients were still the people's prides such as wood, silver and others. The marketing was initially by depositing in stores that were paid if the product was sold, therefore the demand was still a narrow coverage, only from Bali. Some businesses also market these products by utilizing social media such as Instagram, Facebook, whatshap, and market places such as shopee, tokopedia and bukalapak.

6. CONCLUSION

Based on the results of the study it can be concluded as follows:

1. The purpose of fiber ceremonial facilities in the Bresela Village of Gianyar has developed from year to year, the increase in the number of profits, the number of employees, market expansion and the increase in the number of production is an indication of the success of the business. Masi has several business barriers such as the large number of business people who have not dared to take the risk by providing large quantities of stock, so that the market surge during holidays cannot be fulfilled, besides the ability of capital is also an obstacle for some businesses in Bresela village.
2. The implementation of the marketing mix is a determinant of the success of the business facilities at the Gianyar Bresela Village. Through the application

of 4 P, product, price, place and promotion of businesses in the village of Bresela can be more developed and increase sales.

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