

Marketing Strategies for Expanding the Market of Crocodile Leather Craft Business (Case Study of Qualitative and Quantitative Methods)

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Abstract

This research is designed to compile and discuss marketing strategies that are suitable to be applied to the business of mas leather crocodile leather in supporting market access and determining the sequence of strategies that can be applied in marketing mas leather crocodile leather products in an effort to promote the market. The research method used is qualitative and quantitative methods. The results of the SWOT matrix analysis obtained six alternative strategies, namely: (1) taking various exhibitions in the city and outside the city, (2) Promotion through social media, (3) Obtained from the network provider of raw materials, (4) make crocodile breeding itself, (5) offer cooperation with local government. Based on the QSPM analysis, the right alternative strategy and can be done by the mas kullit crocodile leather handicraft business are (1) Joining Various Exhibitions in the city or outside the city (STAS: 9.20), (2) Promotion through Social Media (STAS: 7.15), (3) Making Own Crocodile Breeding (5.32), (4) Expansion of Cooperation Networks of Raw Material Providers (STAS: 5.14), (5) Taking seminars with training assistance held as a means of promotion (STAS: 5.06) (6) Cooperation visit with local government (STAS: 4.48)

Keywords: *marketing strategies; applied to the business*

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INTRODUCTION

Buaya Mas Leather is a leather craft business located in Merauke City. Where the crocodile skin craft business produces wallets, belts and bags, it is very popular with the people of Merauke city and people outside Merauke city and is used as a typical Merauke souvenir. The mashid crocodile skin craft business is a small business that manages crocodile skin from crocodile farms in Merauke district and makes products that have high economic value. This product utilizes the results of captive crocodiles which are widely bred in Merauke district and is a typical product in Merauke district. This business is located on Jalan Seringgu Buti, Samkai sub-district, Merauke district.

Currently, the leather craft business is growing and more and more competitors are competing to get a larger market share (Jayatanti et al., 2022). This requires Buaya Mas Skin to develop appropriate marketing strategies to be able to compete and survive in the market. The main problem with Buaya Mas Leather is the increasingly fierce competition in the leather craft market. There are many competitors who offer similar products at cheaper prices or better quality (Syarifuddin et al., 2022). This makes Buaya Mas Skin have to try hard to attract consumers and retain old customers.

According to a survey from the Indonesian Leather Craft Industry Association (ASKINDO) in 2020, the number of leather craft businesses in Indonesia increased to 4,000 companies, while the number of workers involved reached 100,000 people (Ernawati et al., 2021). This shows that competition in the leather craft industry is getting tighter and companies need to have an effective marketing strategy to compete in the market. In addition, a survey conducted by PwC Indonesia in 2019 shows that Indonesian consumers are increasingly smart and critical in choosing products (Susanti, 2018). They prioritize product quality, competitive prices, and a pleasant shopping experience. Therefore, leather craft companies, including Buaya Mas Leather, need to innovate and adapt their marketing strategies to consumer needs and desires. Apart from that, today's consumers are increasingly smart and critical in choosing products, they prioritize product quality, competitive prices, and a pleasant shopping experience (Rich, 2003). Therefore, Buaya Mas Skin needs to innovate and adapt their marketing strategy to consumer needs and desires (Trivedi et al., 2018).

Another problem is limited marketing access, especially for consumers outside the city or abroad. This could limit the growth of Buaya Mas Skin's business and affect their sales performance. Therefore, appropriate marketing strategies need to be developed to increase product visibility and expand market reach (Al-Surmi et al., 2020).

In order to maintain the sustainable competitive advantage of small businesses, an appropriate marketing strategy is needed so that small businesses can continue to survive and develop amidst intense business competition (Mukonza & Swart, 2020) (Hardiyono et al., 2023). According to Mukonza & Swarts (2020) marketing strategies are effective marketing efforts that help businesses determine the right strategy in facing rapid changes in the business environment and competition. Rapid changes in business factors, both internal and external, can influence marketing strategies for This requires appropriate company strategy efforts to deal with and anticipate it. (Uematsu & Mishra, 2011)

Based on interviews with owners of gold crocodile leather craft businesses, it shows that there are problems in marketing their products to consumers, because sales are only limited to consumers who visit their place of business. (Ellis, 2010)

Based on the problems above, the expected aim of this research is to analyze, develop and recommend appropriate marketing strategies to be applied to the gold crocodile leather craft business in an effort to expand market access.

METHODOLOGY

The research was conducted at the Mashid crocodile leather craft business located on Jl. Often Buti Merauke lasts for 2 months. This research uses a descriptive qualitative approach, and the data sources used are primary data and secondary data. The data collection techniques

in this research are; Interviews, and delivery of questionnaires to respondents. In this research, there were 3 respondents, who were considered to be most familiar with the gold crocodile skin craft business. Data analysis techniques using (1) Internal Factors Evaluation Matrix, and Eksternal Factors Evaluation Matrix, 2) SWOT Matrix, and (3) Quantitative Stratgies Planning Matrix are excellent tools for assimilating and prioritizing key internal, external, and competitive information needed to develop effective strategic plans (Gupta, 2015).

RESULTS AND DISCUSSION

The results of the SWOT Matrix Analysis can be seen in Table 1 SWOT Matrix.

Table 1. SWOT Matrix

	<u>Strength (S)</u>	<u>Weakness (W)</u>
Internal Factors	1. diverse products and many choices 2. Has complete production facilities. 3. Good quality product. 4. spacious and comfortable business premises. 5. have skilled employees	1. difficulty getting raw materials 2. The company has not carried out research and development. 3. Large production costs 4. Production prices are relatively high 5. Sales are only made at the place of business.
Eksternal factors		6. have not carried out promotions via social media
<u>Chance (O)</u>	<u>SO Strategy</u>	<u>WO Strategy</u>
1. Improving the lifestyle of some consumers towards crocodile skin products.	1. Participating in various exhibitions in the city and outside the city (S1, S2, S5, O1, O2).	1. Expansion of the Raw Material Provider Collaboration Network (W1, W3, O4).
2. Increasing community economic growth.	2. Promotion via Social Media (S1, S5, O3, O4, O5)	2. Making Your Own Crocodile Farm (S2, S3, S4, O1, O2)
3. Technological advances that simplify production and operations.		
4. Customer demand continues to grow.		
5. Technological advances in the field of marketing		

<u>Threat (T)</u>	<u>ST Strategy</u>	<u>WT Strategy</u>
1. Lack of attention from the government (Politics).	1. Offer cooperation with local government (S5, T1)	1. Attend seminars and training held as a means of promotion (W1, T4)
2. Inconsistent regulations by the government (politics).		
3. prohibition of illegal (Legal) rawhide exports.		
4. Intense competition between the crocodile skin industry (Similar Industry Competition)		

Table 2. QSPM Analysis Results

NO	Number of Strategy Alternatives	Total number of attraction scores (STAS)
1	Participating in various exhibitions in the city and outside the city	9,20
2	Promotion via Social Media	7,15
3	Create Your Own Crocodile Farm	5,32
4	Expansion of the Collaboration Network for Raw Material Providers	5,14
5	Attend seminars and training held as a means of promotion	5,06
6	Offers cooperation with local government	4,48

The results of the QSPM analysis in table 1.2 show that the most appropriate and suitable strategy to apply is: participating in various exhibitions in the city and outside the city with the highest STAS of 9.20. The resulting strategy sequence is as follows: (1) Participating in various exhibitions in the city and outside the city, (2) Promotion via social media, (3) Creating your own crocodile farm, (4) Expanding the collaborative network of raw material providers, (5) Participating in seminars and training held as a means of promotion, (6) Offering cooperation with the local government. For qualitative research, the results section contains detailed sections in the form of sub-topics that are directly related to the research focus and categories.

Based on the identification of external and internal environmental factors, the crocodile mas leather craft business produces a SWOT matrix. S-O strategy, S-T strategy, W-O strategy, W-T strategy are the results of SWOT analysis which is divided into 4 strategy cells.

S-O strategy is a strategy that uses existing strengths to gain opportunities. Several strategies that can be implemented include participating in various exhibitions in the city and outside the city and promotions via social media. An alternative that can be done with the S-T strategy is offering cooperation with the local government. Apart from that, you can use the

W-O Strategy, which is a strategy to take advantage of opportunities with your weaknesses. The alternative W-O strategy used is expanding the cooperative network of raw material providers and creating its own crocodile farm. Another alternative is to use the W-T Strategy. The W-T Strategy is a strategy that uses business weaknesses and avoids threats. The strategy used is attending seminars and training held as a means of promotion.

From the results of the SWOT analysis, four alternative marketing strategies were obtained that could be carried out by the crocodile gold skin craft business. From the four strategies obtained, proceed to choose the most appropriate and suitable strategy using QSPM (Quantitative strategy planning matrix) analysis.

QSPM Matrix Analysis is the final stage in determining and selecting the best and most suitable strategy from several alternative strategies

CONCLUSION

Based on the results and discussion, it can be concluded that the results of the SWOT matrix analysis obtained six alternative strategies, namely (1) Participating in various exhibitions in the city and outside the city, (2) Promotion via social media, (3) Creating your own crocodile farm, (4) Expansion Collaboration network for Raw Material Providers, (5) Participating in seminars and training held as a means of promotion, (6) Offering cooperation with the local government. Based on the QSPM analysis, alternative strategies are appropriate and can be carried out by the gold crocodile skin craft business on a regular basis. sequentially, namely (1) Participating in various exhibitions in the city and outside the city (STAS: 9.20), (2) Promotion via Social Media (STAS: 7.15), (3) Creating your own crocodile farm (STAS: 5.32) , (4) Expanding the cooperation network for Raw Material Providers (STAS: 5.14), (5) Participating in seminars and training held as a means of promotion (STAS: 5.06), (6) Offering cooperation with the local government (STAS: 5.06). 4.48)

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