



Marketing Communication Strategy for Female Weavers in Increasing Sales of Woven Songket in the Weaving Tourism Villages Batu Bara Regency North Sumatra Province

Rizqha Syaffira^{1*}, Dewi Kurniawati², Nurbani³

Program studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik,
Universitas Sumatera Utara

Corresponding Author: Rizqha Syaffira rizqhasyaffira05@gmail.com

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ABSTRACT

This research aims to analyze marketing communication strategies, identify obstacles in marketing communication strategies, and find a model for marketing communication strategies. The research method used is qualitative with a qualitative descriptive approach. The subjects in this study consist of five main informants who are female weavers and marketers of woven songket fabric in Batu Bara, and there are two triangulation informants, namely the head of tourism and the chairman of the Tourism Awareness Group (Pokdarwis). This research utilizes communication theories with data collection methods including observation, in-depth interviews, and documentation. The results of this study indicate that female weavers have implemented the 4Ps approach: Product, Price, Place, and Promotion. The obstacles faced by the weavers include physical barriers, status barriers, and cultural barriers. The researcher also found a model in the marketing communication strategy used by the weavers, namely a marketing communication model in the form of face-to-face sales, where sales are made directly to potential buyers followed by community engagement by building good relationships with buyers, fellow weavers, and related parties. Followed by direct marketing divided into offline and online marketing, advertising on social media, and finally conducting sales promotions by offering discounts or promotions on a product.

INTRODUCTION

The role of women in the MSME sector in general related with field trade and industry processing. One of MSME sector that can be explored more in namely in the field craft weaving songket which is in Batu Bara Regency, North Sumatra Province. North Sumatra Province has 25 regencies and one of regency the is Batu Bara Regency.

Weaving songket is part most importantly in fashion Malay. Weaving songket too show something glory and dignity the user. Term snitching means weave with thread gold and silver songket is cloth weaving the usual luxury used moment feast, celebration or party. Songket worn wrapped around body or as House dress nor climb that is decoration bond head. Climb is a kind of decorative hat head made from cloth weaving common songket worn by Malay sultans. Woven fabric songket is type cloth weaving traditional Malay in Indonesia. It says one weaver namely Mrs. Ratna who was met researcher on May 10 2023 he say that only there is two cloth weaving from North Sumatra, namely Ulos cloth and cloth weaving songket originating from Batu Bara Regency as well can stated that cloth the is the only one cloth weaving songket Malay native to North Sumatra Province.

Generally in the Village Tour the every woman own skills weave. Previously tradition cloth weaving songket only can woven by girls or teenager will but the more development over time This moms in the village that too join in as well as in work this. Almost each Woman in the village the profession as weaver weaving songket Batu Bara. In the middle progress industry textile Now this , with machines modern and sophisticated weaving, no shake the weavers in the village the For guard authenticity product with the manufacturing process still underway use tool traditional and still done Manually. Weaver songket now try creating new, more modern motifs with choice more color lots. This matter as effort to weave songket always keep up with the times and are popular with the public wide. The products sold are also diverse variety depends from the needs sought by the candidate consumer . Price each cloth weaving the resulting songket also varies range between 300 thousand to millions of rupiah hanging request consumer to type material standard What will used.

This is very interesting for researched moreover if linked with communication strategy marketing weaver Woman in increase sale weaving songket in the village tour weaving Batu Bara Regency. It said that weaver songket Batu Bara has its communication strategy separately in matter increase marketing weaving in the village tour Coal weaving. Firstly, communication strategy marketing carried out nature monotonous like only promote product the in store nor introduced from mouth to mouth However Now along walking time weaver already very literate towards the media is proven with shifting communication strategies initial marketing nature traditional Now changed into the digital era. Even a number of House production sell product the to one of the e-commers/market places up to reach turnover until dozens million per month. That's why communication strategy proper marketing is needed for support success promote something product to public. From monitoring communication

strategies This later will useful for the parties concerned in the management village tour this Coal weaving such as craftsmen, as well other parties concerned.

Access Marketing also has an influence on women own access information low marketing. Concluded that obstacle development businessman woman is due to gender stereotypes (gender stereotypes) between woman and man in environment patriarchy. (Widowati, 2012). Whereas woman no lost important in the world of marketing. In fact 97% of purchases influenced by women. Then strength women in the realm business the more big. From time to time amount working women the more lots. In this New Wave era, women are also the right target market. Fellow girls like it the most interact one each other so possible happen buy and sell product between they.

THEORETICAL REVIEW

Communication Strategy Marketing

Tjiptono (in Tasnim et al., 2021: 3) stated that communication marketing must supported with careful planning. In the planning process must determine the media used as channel communication marketing, so through use various media, then fill from communication or message can accepted by all group public. Use various media can also be used increase consistency from a the message conveyed, trust, optimal profits besides impact outside target normal. Tasnim et al., 2021: 3 stated that in communication marketing, information or packaged message must complete and available reach realm cognitive, affective and psychomotor consumer.

Communication marketing (marketing communication) is means in which the company try inform, persuade, and remind consumer in a way direct nor no direct about products and brands sold. The word "Communication Marketing" has two element The main points are: Communication : The process by which thinking and understanding be delivered between individual, or between organization with individual. Communication as a delivery process message which is idea or information sender through a medium to recipient to be able to understand Meaning sender. Marketing : a bunch activity where company or organization other transfer values (exchange) about information products, services and ideas among others they with his customers.

Of two meaning of the word can we conclude that communication marketing (language English : marketing communications / marcomm) is means in which the company try inform, persuade, and remind consumer in a way direct nor no direct about products and brands sold. Communication marketing presenting the "voice" of the company and its brand as well as is means where company can create dialogue and build connection with consumer. Communication marketing for consumers, yes telling you or show to consumer about how and why something product used, by people like that what, as well as where and when.

Communication Marketing Can will so powerful if combined with effective and efficient communication. How interesting consumer or audience become aware, familiar and willing buy something product or service through channel communication is No something easy. Communication is a business for convey message positive or negative with meaning something someone does to

other people through the media used. Definition short this possible can describe with more clear about what that communication. Temporary that 's marketing is all efforts made in provide goods for the market, start from formulate product until promote product the to public. Two matter this although different, will but very related.

Communication Business

By terms, communication taken from Language Latin, namely "comunico" which means share. With more meaning wide again, "divide" in matter this form share ideas or idea between one person to another. According to himstret, et al (2009), communication is an information exchange process between individual through a normal system Good with symbol or codes, signals, etc behavior or action. Whereas other definitions are mentioned that communication is the process of sending and receiving message (Bovee, 2014). By general communication done two people or more and the transfer process you can also get the message done with using method normal communication done by someone verbally good through oral or writing, or non-verbal language .

Definition business is all activity or businesses that have objective for create profit (profit). In definition others, business is a process or form activities carried out by the company or combining industries factors production in frame create product form goods or services, so can obtain expected profit. Besides that's business can also interpreted as activities that provide product form goods or required services or desired by consumers (Griffin and Ebert, 2007). Whereas according to dictionary Big Indonesian (KBBI), business is business commercial in the world of trade, field effort, or business trade.

METHODOLOGY

Study this use approach qualitative according to (Moleong 2014:7) research qualitative is a research used For understand something from facet process, used for research related matters background behind subject, and constitute a form research that can give understanding behavioral and motivational. According to Jane Richie (Moleong, 2017:6) Research qualitative useful for serve the reality of the social world and existing perspectives inside it in form concepts, behavior, perceptions and problems other. Study qualitative based on the efforts made for build a detailed view, in words, a comprehensive and complex picture.

RESULT

Communication Model Marketing

Communication model marketing is one of factor success something marketing. Mrs Maisyarah say that method he selling from year year actually no far differentie still promote product weaving songket in a way directly and face to face advance only just because current developments result informant specifically try luck from convenience existing sales moment this. Informant relationships create with customers are also connected with good. With method give information in detail about price then material as well as time processing so the customers feel get true information they need. Mrs Maisyarah confess that he was very scared disappointing his customers because if customers are also

disappointed in a way automatic customer the don't want any more buy in the same place. Informant explain that incoming customers most is customer new compared customer still. The role of social media is also very influential in matter this. Customer new arrival most because get information via social media.

Communication Strategy Marketing

Moment that hope biggest informant is own a gallery weaving songket for more interesting interest customer for stop by and thank you dream the has materialized, besides that informant explain that hospitality in selling is very important thing in a marketing. It means good customer the only just stop by must be served with good.

DISCUSSION

Communication Strategy Analysis Marketing Women Weavers in Increase Sale Weaving Songket

Activity marketing said effective if each element marketing already planned and coordinated with good. Whereas plan marketing is explanation on series action or specified activities with based on goals a business. So that position plan marketing is as limitation not quite enough answer nor action that will done therein load goals, objectives, and sources power will allocated for do activity marketing. Implementation carried out by weavers Batu Bara songket is something effort for interesting sympathy public specifically public in the North Sumatra region.

From the results observation, interviews and studies documentation, yes described that communication strategy marketing that occurs covers mix marketing. In the develop a communication strategy effective marketing weaver songket Batu Bara noticed mix marketing consisting of the 4 Ps (Product, Price, Place, and Promotion). Mix first form product (product), which one something product is the most important thing for weaver, because in the face competitor nor increase consumer quality the product is the most influential naturally with still guard quality product they. Each weaver provide a number of product made from base weaving songket Batu Bara namely product bags, clothes, cloth shawls, accessories then nape, cap, cloth side, bed sheet etc. However between products those are the most popular is will be clothes.

The most important part in matter this that is analyze desired profit consumer as well as measure to what extent consumers know a product. This matter done to use makes the determination process easier objective communication. Analyze targets and market areas activity marketing will be very useful for give plan strategies and tactics that will be used in take consumers' hearts and prepare self face competitors. In implementing a strategy is also necessary held cooperation between weavers other as well as to participating parties as well as in management weaving songket this.

Weaver songket in the village tour weaving the actually each other cooperate however still compete in a way healthy. Collaboration that exists that is in form for example weaver a does not has a motive that customers want so weaver a recommend weaver B order the customer the get the desired motif. No seldom a request for a motive for something product certain not usually made by weavers such as animal motifs and so on. Can said that competition business is happening

between weaver intertwined in a way Good because weaver the believe that sustenance no will swapped, so weavers in the village `tour the remains solid because the number remaining a little. Besides that cooperation with parties the related issues are also very well connected. Then in a business/ sales also requires positioning/ differentiation different products from existing competitors for every segments that have determined.

Differentiation is a effort For create significant differences from a business. From the fifth informants who are researchers interview only one more informants dominate a the sales ie informant second. Informant second the of course more focus sell product cap the songket even in a month once producing 2000 peci. However for other informants did not there is significant differences, overall informant sell various type product without highlight one sale. Second namely the price of each weaver set price in a way varies depends from product what to buy. Each product own range their respective prices, for example cap range price 50 thousand - 80 thousand, then will dress with range price start from 350 thousand up to 4 million, there are also bags that don't lost that's good with existing brands there is ie around 450 thousand up to 500 thousand. Mix marketing third is used that is place. Election strategic place will influence sale of each product sold by the weavers to include more lots target desired audience.

Target audience or can interpreted as candidate buyer product, user product, determinant decision or influencing parties decision. Target audience weaver Batu Bara songket is all over public with various background rear as well immediately want to own a cloth weaving songket traditional typical of coal. With set price products that are accessible to everyone circles. Fourth Promotion (Promotion) sales is incentive period short for push purchase or sale something product. Through promotion sales, weavers can interesting customer new, influencing his customers for try product new, pushing customer buy more many, as well increase impulse buying (purchases without plan previously).

CONCLUSIONS AND RECOMMENDATIONS

Based on results findings and discussion so following is possible conclusions obtained in research this :

Communication strategy marketing that is with apply mix marketing with pay attention to which product each weaver own various type products sold to prospective customers buyer later can choose what just be needs, then price, namely weaver set price in a way varies depends product what to buy so that can covers all circles community, then place (place) is located right on the road big towards Coal City so possible exists buyer because street crowded passed besides That weavers also make a gallery songket to make it interesting interest candidate buyer For stop by and buy products, and finally promotion (promotion) of course through the social media used in marketing product like give piece price and so on.

FURTHER STUDY

Every research certainly has limitations. Limitations in the sense of research limitations that influence the researcher's ability to explore the data being studied, limited data available, or external research factors such as limited time and resources. So further research is needed to complete this research.

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