

## **MARKETING MIX STRATEGY OF CALLIGRAPHY, PAINTING, FRAME MSMEs Mr. IDRIS, BULAK KLENDER**

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### **ABSTRACT**

The potential of productive small industries is small industries that are mainly engaged in souvenirs/handicrafts. MSMEs that have a large role in exports are MSMEs that rely on handmade skills, such as jewelry crafts, wood carvings and including Calligraphic Figura Crafts. In the process of determining the quality of raw materials directly handled by themselves based on their own experience, but still need to be improved in maintaining the quality of materials, because of the impact on the quality of the final result. The results of observations at calligraphy MSMEs, explained that to ensure the quality of the products produced, MSMEs have based on a sense of trust with parabuyer, meaning that consumers have trusted the quality of the products produced by calligraphy MSMEs. The partner in this activity is Mr. Idris' Calligraphy, Painting and Frame UMKM. The partner's problems are: (1) Lack of promotion, especially utilizing free promotion on social media. (2) Lack of capital, so the products are not many. (3) Inadequate space, utilizing the front yard of the house. (4) There is no logo as the identity of Mr. Idris' MSME business, (5) Products are made by Mr. Idris himself from raw materials to finished products. (6) Lack of information on the tastes of today's consumers, so that the products produced are not sold out quickly. This community service activity offers a solution. The first solution provides an explanation of knowledge to Mr. Idris about the marketing promotion mix that can increase sales results by counseling. The second solution provides an explanation of examples of the marketing mix as reference material, so that it is easily understood with casual conversation. The third solution is to collaborate with Calligraphy, Painting, and Frame MSMEs that have developed, so as to increase the knowledge and development of Mr. Idris' MSME business.

**Keywords:** Calligraphy, Marketing Mix, Strategy, Painting, Frame, MSMEs

### **1. INTRODUCTION**

Mr. Idris as a partner has a calligraphy, painting and frame business in the MSME category. The business is located in a residential area on Jalan KH. Maisin I RT.005 RW.015, Bulak Klender, East Jakarta. It is also close to Klender Mall and Bulak Klender market. Mr. Idris is actually a native Betawi from Bulak Klender village with a low education. For capital, Mr. Idris once received MSME funds from the village, but it did not develop, so that the capital was used up for raw materials and daily needs. For paintings, some are self-made or repack (buy paintings, then add colors or other ornaments), for the price of self-made canvas calligraphy, there are IDR 350 thousand, IDR 750 thousand, depending on the size and art. For wax calligraphy, IDR 750 thousand depending on the size and frame.

The products produced are not many and wait for consumer demand. Promotion is only through Facebook or WA group (the name of the group is soul color) and people who visit Mr. Idris' house. Products are made by Mr. Idris himself, with his own knowledge, without training. The place only utilizes a small and simple home page as a gallery. The diverse, creative and innovative tastes of consumers are a reference for making products that can adjust market demand so that they are not left behind by other calligraphy, painting and frame MSME businesses. Being creative and innovative can have high competitiveness, so that the products produced have their own charm that can meet consumer tastes.

In marketing management there is a strategy called the marketing mix. The marketing mix has a very important role in influencing consumers to buy products or services offered in the market. Marketing activities are determined by a concept called the marketing mix. According to Kotler and Armstrong (2014) "Marketing mix is a good marketing tool is a set of products, pricing, promotion, distribution, combined to produce the desired response of the target market". (Marketing mix is a good tool for organizing products, prices, distribution, a combination of products that are the response of the target market), while according to Sumarni and Soeprihanto (2010) explain that "The marketing mix is a combination of variables or activities that are the core of the marketing system, namely product, price, promotion, and distribution.

In increasing competition, each company must be able to win the competition, one way to win market competition is through tactical planning. This tactical planning uses the concept of marketing mix, the variables contained in the marketing mix are Product, Price, Promotion, and Place (Place or Distribution Channel) (Wangarry et al., 2018). Companies must know and understand what consumers need and want. The task of the marketing department of a company is to understand consumer behavior and prevailing influences. During need recognition, consumers recognize problems or needs that can be satisfied by products or services in the market (Prabowo et al., 2017). To meet customer satisfaction, companies must prioritize product quality that has high quality, affordable prices, in order to maintain a good brand image in the eyes of consumers, so that they can repurchase products consumed from the company (Kartika & Santosa, 2019). In the process of delivering products to customers and achieving company goals in the form of optimal product sales, marketing activities are used as a benchmark by every company. Before launching its product, the company must be able to see or know what consumers need. If a marketer is able to identify consumer needs well, develop quality products, set prices, and promote products effectively, then his products will sell well in the market (Syaleh, 2017; Yusuf et al., 2022).

In general, the purpose of this activity is to make Mr. Idris' Calligraphy, Painting, Frame MSME business more developed and competitive with competitors - competitors of other Calligraphy, Painting, Frame MSME Craftsmen. Specifically, the objectives of this activity are:

1. Increase Awareness of Mr. Idris' Calligraphy, Painting, Frames MSME business.
2. Increase sales of calligraphy, paintings and frames with online promotion.
3. Recommend to participate in exhibitions with facilities and infrastructure facilitated by the government.
4. Recommend collaborating with other Calligraphy, Painting, Frame MSME Craftsmen.
5. Recommend joining an MSME organization, so as to stay informed and keep up with market developments and changing consumer tastes.

## **2. METHODOLOGY**

This activity is divided into three stages. First, to provide Mr. Idris with knowledge about the marketing mix (price, product, promotion, and distribution), to improve his work and sell quickly with counseling. The second is to explain examples of the marketing mix (price, product, promotion, and distribution), as reference material, so that it is easy to understand with a casual chat while looking at Mr. Idris's work. The third stage is a simulation of establishing cooperation or partnerships, becoming a member of the Calligraphy, Painting, Framing MSME organization, and participating in similar exhibitions.

The method approach used in this activity is :

1. Workshop After the presentation of the material, then a question and answer discussion about the marketing mix strategy (price, product, promotion, distribution). From the price, what price is offered by Mr. Idris and the market price. The product or work of Mr. Idris, is there any characteristic that distinguishes it from other works. What promotion is done by Mr. Idris, does it take advantage of free online promotion. The location that utilizes an inadequate residential yard, whether it has tried assistance from the government or joined the Calligraphy, Painting, Frame MSME organization to obtain additional capital.
2. Simulation Simulations are carried out by making stages of cooperation plans with craftsmen, becoming members of organizations, participating in exhibitions of Calligraphy, Painting, Frame MSMEs

## **3. RESULTD AND DISCUSSION**

### **3.1 Preliminary Activity**

1. Licensing On June 2, 2022 the abdimas team sent a letter of request for community service to partners about the Marketing Mix Strategy of Calligraphy, Painting, Framing MSMEs of Mr. Idris, Bulak Klender.
2. Confirm the availability of time and place with Mr. Idris, for the implementation of community service activities on October 21, 2022.

### **3.2 Field Observation (October 19-20, 2022)**

1. Meeting with Mr. Idris and crew at his calligraphy, painting and framing workshop, Bulak Klender, East Jakarta. We conducted this activity to gather data and information about the manufacturing process, availability of raw materials, promotion and sales capabilities as well as the problems they face.
2. Partner Problem Analysis From the findings of data and information, obstacles or problems are generated in terms of:

- a) Lack of promotion, especially utilizing free promotion on social media.
- b) Lack of capital, so that the product yield is not much.
- c) Inadequate place, which is utilizing the front yard of the house.
- d) There is no logo as the identity of Mr. Idris' MSME business.
- e) The products are done by Mr. Idris himself from raw materials to finished products.
- f) Lack of information on current consumer tastes, so that the products produced are not sold quickly.

### 3.3 Realization of Abdimas Activities (October 21, 2022)

The community service team provided counseling material regarding the Marketing Mix Strategy for the Calligraphy, Painting and Frame MSME categories. The counseling material is in the form of oral explanations and questions and answers between the abdimas team and Mr. Idris, so that useful feedback is obtained. The material presented contains at least:

- a) How to increase Awareness (awareness) of the Calligraphy, Painting, Frame MSME business owned by Mr. Idris.
- b) How to increase sales of calligraphy, paintings and frames with online promotion.
- c) The importance of participating in exhibitions with facilities and infrastructure facilitated by the government.
- d) The importance of collaborating with other Calligraphy, Painting, Frame MSME Craftsmen.
- e) And the importance of joining MSME organizations, so as to get information that is not left behind and can keep up with market developments and changing consumer tastes.



Figure 1. Community Service Activities

Based on the analysis of the situation and problems found in partners, this community service activity offers solutions. The first solution provides an explanation of knowledge to the owners of Calligraphy, Painting, Frame MSMEs about marketing strategies, namely the marketing mix (product, price, promotion and distribution) with counseling.

The second solution provides an explanation of examples of marketing mix strategies as reference material, so that it is easy to understand with a casual chat in Mr. Idris' yard while looking at the results of calligraphy, paintings, frames. The third solution is to establish cooperation or partnerships with other Calligraphy, Painting, Frame MSMEs for business development, become members of Calligraphy, Painting, Frame MSME organizations to obtain up-to-date information, such as capital, consumer tastes, what products are most in demand, participate in exhibitions to find out market prices and can be known by the wider community.

## 4. CONCLUSION

Although it is still not fully achieved the expected targets and outcomes, this community service activity has made a positive contribution to efforts to increase knowledge and abilities in knowing and knowing entrepreneurship through social media to Mr. Idris. This activity has gone well and can be concluded as follows:

1. Mr. Idris as the owner of calligraphy, frame and painting MSMEs in Bulak Klender, East Jakarta was very enthusiastic in the implementation of this community service activity and began to develop an interest in learning entrepreneurship through social media.
2. Mr. Idris will create and run an entrepreneurial marketing program through social media from the counseling provided using social media, so that Mr. Idris can increase sales. Promotion through social media is expected to increase public awareness of Mr. Idris' calligraphy, framing and painting MSME businesses. By frequently participating in exhibitions and joining similar MSME associations or communities, it is hoped that the products produced by Mr. Idris will be glimpsed by other MSMEs that have greater capital, so that they can help in terms of Bp Idris's finances in developing the business.

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