

Strategy Analysis of Ceca Craft Batik Business Development North Minahasa

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Abstract: *The purpose of this study was to determine the business strategy of Batik Ceca Craft. As one of the SMEs, Ceca Craft batik has certain characteristics with motifs taken from plants typical of northern Minahasa. However, this batik is not widely known by the general public, so that sales are still low, production and market segments are limited and human resources are still low, this is in stark contrast to the development of MSMEs which are very vital in supporting the Indonesian economy. The research method used is descriptive qualitative. The primary data in this study were obtained through in-depth interviews and direct observation of operations and management at MSME Ceca Craft, and secondary data used were literature studies, journals and websites. Data was collected by purposive sampling and data analysis using marketing mix analysis (4 P: Product, Price, Place and Promotion). The results of this study indicate that the Ceca craft business has used a marketing mix strategy that prioritizes product quality by paying attention to price policies that are affordable by consumers, and is marketed in areas closer to tourist attractions with simple promotions, namely through FB, WA and events. North Minahasa Regency Tourism Office.*

Keywords: *Strategy. Business Development, SMEs.*

I. Introduction

Micro, Small and Medium Enterprises (MSMEs) have a strategic role in national economic development, because apart from playing a role in economic growth and employment, they also play a role in the distribution of development outcomes. In the economic crisis that occurred in our country since a few years ago, where many large-scale businesses stagnated and even stopped their activities, the Micro, Small and Medium Enterprises (MSME) sector proved to be more resilient in facing the crisis. But there are also weaknesses of MSMEs, namely in accessing information, it is suspected that it is directly related to the condition of internal factors. MSMEs, which actually have a fairly large market share in the international world, are not widely known by consumers.

Batik is a noble Indonesian cultural heritage. Almost every regions in Indonesia have their own batik art and motifs. North Minahasa Regency is no exception, which has Ceca Craft. The problem faced by Ceca Craft is the existence of this batik which is less known by the wider community due to constraints on marketing and human resources. The characteristics of Batik Ceca Craft are still very limited because it is only about the flora that characterizes the North Minahasa district. The problems faced by small entrepreneurs can be overcome if there is a balance between internal and external improvement efforts. The external side is by improving the quality of human resources (especially entrepreneurs), so that entrepreneurs are able to improve business management. The most important external side is the need to create a healthy business climate, implement balanced and mutually beneficial partnerships, evenly and continuously flow of information, and increase the role of supporting institutions, whether associations, government, or other institutions. From this description, Batik Ceca Craft SMEs need to implement appropriate business development strategies to be able to face competition so that they can be known and in demand by the wider community. Therefore, the authors are interested in researching "STRATEGY ANALYSIS OF BUSINESS DEVELOPMENT OF BATIK CECA CRAFT MINAHASA UTARA".

Strategy

Strategy is the action plan that guides top management decisions and the company resources that make them a lot of work. In addition, the strategy also affects the life of the organization in the long term, at least for five years. According to (Rachmat, 2014) The nature of the strategy is future-oriented. Strategy has multifunctional or multivisional consequences and in its formulation it is necessary to consider internal and external factors faced by the company. According to David (2011) strategy is a shared means with long-term goals to be achieved. Business strategies include geographic expansion, diversification, acquisitions, product development, market penetration, tightening, divestment, liquidation, and joint ventures. While Rangkuti (2013) cites the opinions of several experts including:

- a. Chandler who said that: Strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs, and priority allocation of resources.
- b. Learned, Christensen, Andrews and Guth argue that: Strategy is a tool to create competitive advantage. Thus one of the strategic focuses is to decide whether the business should exist or not.
- c. Argyris, Mintzberg, Steiner and Miner formulate: Strategy is a continuous and adaptive response to external opportunities and threats as well as internal strengths and weaknesses that can affect the organization.
- d. Porter said: Strategy is a very important tool to achieve competitive advantage.
- e. Andrews, Chaffe: Strategy is a motivating force for stakeholders, such as stakeholders, debtholders, managers, employees, consumers, community, government, and so on, who directly or indirectly receive the benefits or costs incurred by all actions taken by the company.
- f. Hamel and Prahalad: Strategy is an action that is incremental (constantly increasing) and continuously carried out based on the point of view of what customers expect in the future. Thus, strategic planning almost always starts from “what can happen”, not from “what happens”. The speed of innovation in new markets and changes in consumer patterns require core competencies. Companies need to look for core competencies in the business they do.

The definitions above show that strategy is a tool to achieve a goal or competitive advantage by looking at the company's external and internal factors. The company takes actions that can make profits both for the company and other parties under the auspices of the company. In principle, strategies are grouped based on three types, namely: management strategy, investment strategy, and business strategy.

- a. Management Strategy. Management strategy includes strategies that can be carried out by management with a macro strategy development orientation, such as product development strategies, pricing strategies, acquisition strategies, market development strategies, strategies regarding finance.
- b. Investment Strategy. This strategy is an investment-oriented activity. For example, whether the company wants to carry out an aggressive growth strategy or is trying to penetrate the market, a survival strategy, a rebuilding strategy for a new division or a divestment strategy and so on.
- c. Business strategy. This strategy is called a functional business because this strategy is oriented to the functions of management activities, such as marketing strategy, production and operational strategy, distribution strategy, organizational strategy and strategy related to finance.

Strategy Formulation

Strategy formulation is the process of preparing the next steps

which is intended to build the vision and mission of the organization, set the company's strategic and financial goals, and design strategies to achieve these goals in order to provide the best customer value. According to Hariadi (2011), several steps need to be taken by companies in formulating strategies, namely:

1. Identify the environment that the company will enter in the future and determine the company's mission to achieve the vision that is aspired to in that environment.
2. Conduct an analysis of the internal and external environment to measure the strengths and weaknesses as well as the opportunities and threats that will be faced by the company in carrying out its mission.
3. Formulate the key success factors of the designed strategies based on the previous analysis.
4. Determine measurable goals and targets, evaluate various alternative strategies by considering the available resources and external conditions faced.
5. Choose the most appropriate strategy to achieve short-term and long-term goals.

Internal Environmental Analysis

The internal environment is everything owned by the company in the form of company strengths and weaknesses. Strength is all the potential that the company has that can be used to take advantage of opportunities and overcome threats. Weaknesses are all limitations and shortcomings that the company has and must continue to be improved in order to be able to compete in the market. In a functional approach the company's internal environment consists of: management and organizational aspects, marketing aspects, financial aspects, production and operations aspects, and human resources. According to David (2011), internal factors related to functional activities, namely:

a. Management and Organizational Aspect: Management and organization aspects are aspects that discuss management and organization in order to carry out certain projects. The management aspect is an integral part of several aspects of the study in a business feasibility study report.

The success of an activity that has been declared feasible to be developed is strongly influenced by the role of management in achieving the objectives of the activity. The management aspect in the business feasibility study involves general management functions, which include planning, organizing, directing and supervising.

b. Marketing Aspect: In order for the position in the market to be as expected, the factors that need to be considered include: market share, distributor control, marketing work unit conditions, promotions, product prices, customer loyalty and new product policies.

c. Financial aspect: Financial condition is often considered as an inverse measure of a company's competitive position and overall attractiveness of investors. The factors that need to be considered are: the company's ability to obtain short-term and long-term capital, good relations with investors, management of the lack of working capital structure, reliable accounting system.

d. Production and Operation Aspects: The company's production and operations can be seen from the application of efficiency and productivity principles. The production function of a company is seen from all the company's activities in converting inputs into outputs. Production and operating activities are the largest part of assets and capital. Factors that need to be considered are relationship with suppliers, good logistics system, proper location of facilities, utilization of technology, quality control.

e. Human Resources: Humans are the most important resource in a company. Therefore, managers need to strive to realize positive behaviour among company employees. Good quality of human resources (HR) can improve company performance and is seen as a valuable asset for the company. Factors that need to be considered are: skills and work motivation, productivity and reward system.

External Environmental Analysis

According to Hunger and Wheelen, (2012), the analysis of the external environment consists of variables (opportunities and threats) that are outside the organization and are not specifically within the short-term control of top management. These variables shape the circumstances in which the organization lives. External environmental analysis emphasizes identifying and evaluating trends in events that are beyond the control of a company. An analysis of the external environment reveals the key opportunities and threats facing an organization, so that managers can formulate strategies to take advantage of opportunities and avoid/reduce the impact of threats. The purpose of an external environmental analysis is to develop a finite list of opportunities that the company can exploit and threats that must be avoided. External environmental analysis is not aimed at developing a long and exhaustive list of every possible factor that could affect a business, instead it is aimed at identifying key variables that offer a feasible response. Companies must be able to respond both by attacking and defending against factors by formulating strategies that take advantage of external opportunities or minimize the threat of potential impacts. According to David (2004), external forces are divided into five broad categories, namely:

1. Politics: The direction, policies, and political stability of the government are important factors for entrepreneurs. An unfavourable political situation will have a negative impact on the business world, and vice versa. Political factors that need to be considered in order for a business to thrive are environmental and labour laws, regulations, foreign trade, government stability, regulations on occupational safety and health, and the tax system.

2. Economy: According to Umar (2003), the economic conditions of a region or country can affect the business climate of a company. The worse the economic conditions, the worse the business climate. Therefore, the government and all levels of society should jointly maintain and even improve the economic conditions of their regions for the better, so that companies can move forward in their business. Several key factors that need to be considered in analyzing the economy of a region or country are: business cycle, energy availability, inflation, interest rates, investment, product and service prices, productivity and labour.

3. Social: The social conditions of society are changing. The company should anticipate social changes that affect the company. This social condition has many aspects, such as attitudes, customs, and habits of people in the company's external environment, culture, demographics, religion, and ethnicity.

4. Technology: Technological strengths describe the main opportunities and threats that must be considered in formulating strategies. Technological advances can dramatically affect products, services, markets, suppliers, distributors, competitors, customers, manufacturing processes, marketing practices and competitive position. Technological advances can create new markets, result in the development of new and better products, change the relative competitive cost position in an industry and make existing products and services obsolete. Technological change can reduce or eliminate cost barriers between businesses, create shorter production chains, create technical skills shortages and result in changes in the values and expectations of employees, managers and customers. Advances in technology can create competitive advantages that are more efficient than existing advantages.

5. Industrial Environment: The industrial environment is the level of the company's external environment that produces components that normally have relatively more specific and direct implications for the company's operational activities. According to Porter in David

(2006) put forward the concept of Competitive Strategy which analyzes business competition into five main aspects called the five competitive forces, namely:

a. New comer Threat: The entry of a company as a new challenger will have a number of implications for existing companies, such as increased capacity, the struggle for market share, and the struggle for limited production resources. Conditions like this pose a threat to existing companies.

b. Competition Between Companies in the Industry: Competition in the industry will affect the company's policies and performance. In an oligopoly competitive situation, the company has a large enough opportunity to influence the market. Whereas in a perfectly competitive market, it will usually force the company to become a follower, which is included in the price.

c. Threat of Substitute Products: Companies in a particular industry will also compete with substitute products. The threat of substitute products is strong if consumers are faced with low switching costs and if the substitute product has a lower price or the same quality, even higher than the products of an industry.

d. Bargaining Power of Buyers: Buyers with the power they have, are able to influence the company to lower product prices, improve service quality, and pit the company against its competitors.

e. Bargaining Power of Suppliers: Suppliers can influence the industry through their ability to increase prices or reduce the quality of products and services. Bargaining power of suppliers affects the intensity of competition in an industry, especially if the number of suppliers is large, if there are only a few good substitute raw materials, or if the cost of replacing batik materials is very high.

2.5. Business development: The development of a business is the responsibility of every entrepreneur or entrepreneur who requires foresight, motivation and creativity. If this can be done by every entrepreneur, then there is great hope to be able to turn a small business into a medium scale and even become a big business. Starting a new business, the main capital that must first be an idea, both an idea to develop and an idea to create something new and different. After having an idea, you should immediately conduct a business feasibility analysis such as an analysis of strengths, weaknesses, opportunities and threats. Furthermore, there are things that must be considered in managing a business, namely business planning, financial management, business strategies and business development techniques (Suryana, 2013). To be able to develop a business requires a good understanding of the marketing mix.

Marketing Mix : A total system of business activities designed to plan, price, promote and distribute want-satisfying goods and services to both current and future consumers, potential consumers.

1. Product (Product): One of the most important components of the marketing mix is the product. Where this product is the result of the production of a company. Marketing activities are said to be successful if the company or seller is able to persuade consumers and finally consumers decide and finally consumers decide to buy the products offered.

2. Price (price): In the marketing mix, price is an important factor in determining the marketing domain allocated by a company. Of the four factors that determine the marketing mix, price is the only element that provides income or income for the company.

3. Promotion (promotion): Promotion is one of the most important marketing mix variables that is carried out to open new market shares or expand marketing networks. As Hurriyati (2010) says, promotion is a marketing activity that seeks to disseminate information, influence/persuade or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

4. Place (place): In the combination of the marketing mix which includes four marketing components, one of which is the element of place or in some books it is mentioned as a distribution aspect. 2.6. Definition of Micro, Small, and Medium Enterprises (MSMEs)

The definition of Micro, Small and Medium Enterprises (MSMEs) stated in Law Number 20 of 2008 is "A company classified as an MSME is a small company owned and managed by a person or owned by a small group of people with a certain amount of wealth and income." Sanjaya and Nuratama (2021) In this Law what is meant by: Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law. Small Businesses are productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become a part either directly or indirectly of a Medium or Large Business that meets the criteria of a Small Business as intended in this Law. Medium Enterprises are productive economic businesses that stand alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with Small Businesses or Small Businesses. Large with the amount of net worth or annual sales proceeds as regulated in this Law. (<https://www.jogloabang.com/library/uu-20-2008-usaha-micro-small-medium>).

II. Research Methodology

According to Djaali (2020) Qualitative research is research that is directed at a particular case, is exploratory and inductive in nature, non-positivistic. The data collection in this study was carried out in more depth and equipped with triangulation techniques to produce qualitative data in the form of descriptive narratives that describe the actual facts that are the focus of the research. The location of this research is: Batik Ceca Craff Business, Lembean Village, North Minahasa Regency. The population of this research are all consumers of Batik Ceca Craft and the sample in this study are customers who have purchased Ceca Craft batik products several times. Data source. The data used in this study are: Primary data is data obtained from the first source either from individuals or individuals, such as interviews or filling out questionnaires that are usually done by researchers and secondary data obtained by researchers indirectly or through intermediary media (obtained and recorded by other parties). The data used in this research is data from literature studies, journals. related to these business activities. Research Instruments: In-depth interviews and direct observations on operations and management as well as documentation on the Ceca Craft batik business in North Minahasa Regency. This research has been carried out with the following stages: Conducting initial observations on SMEs Ceca Craft, Conducting an interview with the owner of the MSME Ceca Craft, Conduct an interview with the marketing department at MSME Ceca Craft, Conducting interviews with SME consumers of Ceca Craft, Draw conclusions from the results of the comparison of these strategies, Provide advice for the owners of MSMEs Ceca Craft as consideration for improving the marketing capabilities of this business.

III. Results And Discussion

Based on the results of field observations, interviews and documentation analysis conducted by researchers, it turns out that the owners of this MSME have developed a marketing mix strategy, known as the 4Ps (Product, Price, Place and Promotion), although it is still at a simple level. This effort to develop MSMEs has also received support from the North Minahasa district government by providing training, involving these MSMEs at district and regional level exhibitions, as well as various other promotions.



Figure 2. Ceca Craft Batik Products, North Minahasa.

1. Batik Ceca Craft Product Strategy: These Batik Ceca craft products are shopping goods, where the goods are characteristically compared by consumers based on prices, quality and styles that are comparable or suitable. Creativity and innovation in producing this batik is a very effective strategy in providing various choices for consumers in deciding to purchase this batik product.

2. Price Strategy for Batik Ceca Craft: Based on the owner's statement, it can be seen that, indeed this business was started from scratch. The products offered are only two products, namely Batik Cap and Batik Tulis. However, with the passage of time, Ceca Craft tries to create new innovations in various regional motifs. MSME Batik Ceca Craft also always prioritizes quality in producing batik, starting from raw materials such as fabrics and dyes that have different values or qualities. Price is the amount of money needed to get the maximum number of products and services. Achieving appropriate and competitive prices will affect the success of a business in conducting marketing activities. This is in accordance with what was found by the owner of Ceca Craft which stated that: "Determining the price of batik products at affordable prices. Pricing is adjusted to the level of difficulty of batik, the quality of batik products and the purchasing power of consumers. In setting the price, it also compares the selling price of similar batik competitor products. Based on this statement, it can be seen that in determining the price of a Ceca Craft MSME product, we also look at the price of raw materials, the level of complexity in batik, product. quality, consumer purchasing power and the selling price of similar competitor products.



Figure 3. Making Eco Print Batik in Ceca Craft Batik Business

This statement is also supported by a statement by the marketing department employee which states: "In determining the selling price of our products, we make a benchmark from the price of batik raw materials and the selling price of competitor products that are similar to ours, this is done so that our products are not less competitive with similar competitor products and in accordance with the purchasing power of consumers".

3. Place Batik Ceca Craft strategy: A place or marketing distribution channel with a name that is easy to remember, easy to find and located in a strategic location will greatly assist in the marketing activities of a business and make it easier for consumers to reach the location of the business. This is in accordance with what the owner of Ceca Craft stated: "In determining the marketing location for Batik Ceca Craft SMEs, we chose a place in the North Minahasa district because of this location, we were able to get consumers from Manado and Bitung and Likupang which are Special Economic Tourism Zones that are being developed, while making it easier for consumers to reach Batik Ceca Craft locations.

The statement above explains that the owner of the Batik Ceca Craft UMKM in choosing a location or place is expected to make a very effective contribution to increasing the volume of batik sales and can also attract customers not only from the region but also from outside the region. This is also supported by a statement from the marketing department employee which states: "Our business location is in a strategic area and right on target in the sense that our target is people from various circles in Manado, North Minahasa and Bitung.

4. Promotion Strategy for Batik Ceca Craft. According to the data obtained, it is known that MSME Batik Ceca Craft always tries to increase sales of its products in the market by strengthening promotion aspects, advertising that is more effective and varied according to the target market.



Figure 4. Motifs and Colors of Ceca Craft Batik.

Advertising and promotion is the most important aspect in a business, because through advertising and promotion of a product at a particular company will be better known by consumers. This is in accordance with what was stated by the owner of Batik Ceca Craft who stated: "Our promotion starts through internet media, namely the social networking site Facebook and through certain events that we often participate in with the aim of promoting our products to consumers. North Minahasa district but also those around it such as Manado, Bitung and Likupang. Promotion through the virtual world, namely the face book, which is not only cheap, is also very effective in introducing this batik to the public, besides that, the UMKM Batik Ceca Craft also promotes it through certain events held by the North Minahasa Regency Tourism Office, batik exhibitions and batik making education on Public. Promotion through talks from consumers who have bought to other potential customers is also very helpful in increasing our sales volume.

Based on the results of research that has been carried out at SMEs Ceca Craft, the researchers conclude that the strategy used in developing the Ceca Craft batik business is the Marketing Mix Strategy. The owner of MSME Batik Ceca Craft said that in the marketing strategy, MSME Ceca Craft tried to maximize quality products, competitive prices, and market products as well as possible. This situation shows that the product, price, and how to market the product are part of the elements of the marketing mix. This is done by the owner of the Batik Ceca Craft UMKM with the aim of attracting consumers to buy the resulting product.

UMKM Batik Ceca Craft in producing goods and services while maintaining product quality and batik motif innovation. By maintaining the quality of the products produced, it will have an impact on consumer satisfaction and trust in these SMEs. Product improvement carried out by SMEs Batik Ceca Craft by adding variations and batik motifs, as well as selecting the quality of raw materials for the products produced is done in order to increase turnover or sales volume. SMEs Batik Ceca Craft in determining motifs and colours using natural materials and still prioritizing the quality of the products produced. It is also an attraction for consumers and customers. MSME Batik Ceca Craft also provides services to consumers who want to buy with several batik options available. The purpose of this service is for consumers to have an idea about the type, colour and quality desired. This fact is in accordance with the opinion expressed by Herlambang, (2014: 34) that the product is a combination of goods and services produced by the company and offered to the target market. Variables in the product mix are quality, characteristics, style, shape, brand, packaging, service and guarantee. Products made must be useful, patterned and innovative for consumers. This is in accordance with what was expressed by the owner of the Batik Ceca Craft UMKM as follows: "In producing goods, we always prioritize quality, starting from raw materials, colours and batik motifs, we adjust them to the demands desired by consumers. Because customer satisfaction will be our motivation to always improve our service because it will add customers for us

which in turn will increase our product sales turnover. The statement by the manager of the MSME Batik CecaCraft shows that there is a match between the products produced and the theory put forward by the researcher. That marketing activities are said to be successful if the company or seller is able to persuade consumers and finally consumers decide and finally buy the products offered. The company's products that are always maintained in quality and contain creativity in products can attract consumer interest. Fulfillment of consumer needs is also a company's consideration in attracting consumer interest in addition to the company's goal of getting profit.

The marketing mix strategy in terms of price also has an important role in consumer attractiveness and satisfaction. Affordable prices and quality products are also the main attraction for consumers. Determination of the price applied by SMEs Batik Ceca Craft to consumers refers to the quality of a product depending on the raw materials and difficulties in the production process. The different raw materials and the difficulty of working on the product also affect the price level set by the company. MSME Batik Ceca Craft strives with good quality raw materials to be able to provide affordable prices for consumers. So that the pricing of the product can be accepted by consumers. This is in accordance with what was expressed by consumers of UMKM Batik Ceca Craft: "I have bought this Ceca Craft batik product several times and I usually buy products with lower or moderate prices according to my financial capabilities, because the quality of the products is good so they are not inferior to other brands which are more expensive. The above statement is in accordance with the theory put forward by the researcher that price is an important factor in determining the marketing domain allocated by a company. Appropriate pricing can increase sales volume and attract consumer interest in MSME Batik Ceca Craft. The pricing is done by MSME Batik Ceca Craft by considering the quality of the raw materials used and the difficulty of the process.

One of the marketing mix strategies that play an important role in a business is place/distribution. Place is a marketing channel used so that its products can be channel to consumers with the right target. The distribution carried out by MSME Ceca Craf is direct distribution, namely consumers can directly come to the place of production, in addition, direct distribution can also be done by delivering batik products to consumers so that the owners of MSME Batik Ceca Craft can reach the right marketing channels. Direct distribution is beneficial for the owners of MSME Batik Ceca Craft so that their products can be channel in a directed manner to potential consumers. This fact is in accordance with the opinion expressed by Kotler (in Keller, 2009: 241) Direct marketing can reach potential customers at the right time and be read by customers who have more prospects.

Promotion is an activity carried out by UMKM Batik Ceca Craft to try to introduce products to be known by the wider community. Product introductions carried out by the company in this case include promotions through local product exhibitions, collaboration with the tourism office of North Minahasa Regency, and word of mouth promotion. This promotional activity is expected to increase the number of consumers to be able to buy the resulting product. This fact is in accordance with the opinion of Wijayanti, (2012: 79) promotion is one of the very important marketing mixes in the success of a product or product or service or any business. The purpose of promotion is so that all consumers know about the products or services that we offer, either directly or indirectly. Promotion is essentially an art to seduce customers and potential consumers to buy more of the products produced by the company. MSME Batik Ceca Craft promotes its products through good and smooth communication through face-to-face (personal selling), namely through word of mouth so that Batik Ceca Craft products are quickly heard in the ears of consumers, so that consumers can continue to do the same thing, namely providing information about Batik Ceca Craft. from mouth to mouth. Promotion by communicating directly and convincing consumers about the advantages of the company's products. The products produced have also been included in local product exhibitions which are held every year. These activities are expected to introduce products to the wider community or more with the term publicity. This fact is in accordance with the opinion of Herlambang, (2014: 34) promotion is an activity carried out by companies to communicate the benefits of their products and convince target consumers to buy. The variables contained in the promotion mix are advertising, personal selling, sales promotion and publicity. The marketing department of Batik Ceca Craft SMEs stated: "The most basic way of promotion that we do when a customer comes to order batik is, we usually explain about the quality and advantages of our batik products. We do that so that our products can be known by word of mouth through consumers." Based on the statement of the owner of the UMKM Batik Ceca Craft, there is a match with the theory put forward that promotion is a marketing activity that seeks to disseminate information, influence/persuade or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. One form of promotion carried out

to convince consumers about product quality can be achieved by word of mouth promotion. In its application, consumers are not only functioned as buyers, but also convince other consumers to buy products from this MSME. In addition, SMEs Batik Ceca Craft also promotes their products directly through social media such as: Facebook and WhatsApp.

IV. Conclusions And Recommendations

CONCLUSIONS

Based on the results of research and discussions that have been carried out by researchers, it is concluded that SMEs Batik Ceca Craft in developing their business implements or uses a Marketing Mix strategy or better known as the Marketing Mix, namely through product strategy, price strategy, place strategy and promotion strategy. The product strategy carried out by MSME Batik Ceca Craft is to prioritize product quality in terms of the raw materials used and the production process. In addition, providing various kinds of motifs and making leaf motifs as a characteristic that has competitiveness and is able to attract consumer interest.

□ Determination of prices made by SMEs Batik Ceca Craft refers to the difficulty of the production process and the raw materials used in order to achieve the right price.

□ Distribution activities carried out by UMKM Batik Ceca Craft are direct distribution, among others, by communicating orders directly to consumers and serving direct sales from product stock in the batik gallery.

□ SMEs Batik Ceca Craft also often participates in exhibitions, bazaars or certain events. In addition, the promotional strategy carried out is by individual selling, namely, direct contact with consumers, advertising namely business cards, and social media such as; Facebook and WhatsApp also apply discounts, and word of mouth promotions.

SUGGESTION:

From the conclusions above, some suggestions can be made as follows:

□ The quantity of products that are still limited because they are made only to order, should be changed to mass products that can be used by all consumers

□ Pricing should be lower than the price of batik companies that have long been known by the public

□ The chosen place of business, preferably in a more strategic place.

□ To further expand the promotion, use social networks more intensely, not only fb, but also Whats app, Instagram, etc.

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