

# E-Business-Based Marketing Strategy in the Silk Fabric Industry of Non-Machine Weaving Equipment (ATBM) in Wajo Regency

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## ABSTRACT

This study aims to identify and analyze e-business-based marketing strategies in the non-machine woven silk fabric industry (ATBM). This research method uses qualitative research methods. This research was conducted on non-machine loom silk fabric entrepreneurs (ATBM) in Wajo Regency. Data collection is based on secondary primary data while the research instrument utilizes the results of previous studies sourced from journals, internet and books. Data collection techniques using observation and interviews. Based on the results of the study, it shows that in the non-machine weaving tool (ATBM) silk fabric industry, there are activities or stages carried out by entrepreneurs on ATBM silk fabrics, namely, e-product, e-production, e-procurement, e-payment, e-commerce, and e-finance that have a positive impact on the marketing of ATBM silk fabrics in Wajo Regency.

**Keywords:** Marketing Strategy, E-business, Silk Fabric, ATBM

## 1. INTRODUCTION

Wajo Regency is one of the level II regions in the South Sulawesi province, Indonesia. The capital of Wajo Regency is Sengkang City, which is known as the City of Silk. Silk cloth is a characteristic of Sengkang City which is well known in various regions. In the manufacture of this woven fabric industry, many people in Wajo Regency still use traditional non-machine weaving tools (ATBM) which are often found under the houses of the residents. The making of silk cloth in Wajo Regency has become one of the livelihoods of the people to meet their daily needs. Although the marketing techniques are still lacking, so there is still minimal production of silk fabrics.

Strategy is a design created in a business or company, which is made by taking into account various things that can become obstacles in the future because the purpose of making a strategy within the company is so that the company can survive under any circumstances and in the future obtain maximum results in accordance with what has been planned. or what you want to achieve later in the company. Marketing is an activity to introduce goods or services to the general public or to the public, and in this marketing activity

there will be a process to obtain, communicate and get consumers who then these consumers as a reference to fulfill their desires so that they are satisfied with what we have provided. so that we too will get a profit from the sale. Marketing is a term used to describe information and advertising [1] In carrying out a marketing strategy, entrepreneurs or business actors must have good communication skills. Communication strategies or communication skills are factors that can affect performance [2].

Marketing strategy consists of a series of integrated decisions that enable companies to make critical choices about marketing activities in specific markets and segments, with the aim of creating, communicating, and delivering value to customers in return for achieving financial goals and other specific goals [3]. Marketing strategy activities are very important for the sustainability of a business because this marketing strategy is an activity to determine future plans in notifying a product or marketing to consumers so that many consumers are interested and we will benefit, because the marketing strategy is good. Marketing strategy is one of the main activities carried out by businesses to maintain business continuity, to develop, and to earn profits [4].

Silk cloth marketing activities are very important to build an industrial business as a whole because it can advance the production of silk cloth. Looking at the current situation, the marketing of silk fabrics is becoming more difficult due to the lack of demand. The demand for this silk cloth is minimal or small, so that a lot or less greatly affects the incomes of the silk cloth producers.

The marketing of silk fabrics using traditional looms or Non-Mesian Weaving Equipment (ATBM) in Wajo Regency is very low, this is due to the lack of quality of the silk fabrics, many obstacles or factors that result in the lack of quality of silk fabrics, ranging from the quality of the threads used is not good, lack of expertise or knowledge in making or designing silk fabrics, lack of capital owned by producers or silk fabric makers, and what is also an obstacle is business management. The appearance of the silk cloth then becomes a decrease or lack of interest of consumers or the public to buy it. Not only that, the traditional tools used or Non-Machine Weaving Tools (ATBM) are located under people's homes which are far from the center of the economy so that not many consumers know about it.

By looking at the problems that exist in the marketing of the non-machine woven silk fabric industry (ATBM), we must have good marketing strategies in order to advance the level of sales of silk fabrics. Seeing that the place of production of silk fabrics is far from the center of the economy or far from consumers, therefore we must use marketing that can reach the entire Wajo Regency and even to various other outside areas. Now there are many marketing activities that use the internet to make it easier for people to find out about these goods, one of which is E-marketing. E-marketing is a new digital economy powered by the internet and ICT introducing a wide range of marketing tools, which are now becoming more available and affordable for any company, including small companies [5]. Digital marketing is marketing that is done using internet access, using social media and utilizing other digital devices [6]. According to [7] The development of information technology has an impact on people's lives. As for one aspect that is very influential significantly due to the existence of information technology, namely from the business sector.

E-business makes a company to perform data processing that connects to the internet connection better and very efficiently. Which is an example of this e-business activity, namely by conducting online sales activities [8]. According to [9] E-business is a strategic asset and can provide high profits if the e-business can be used as well as possible. In doing a marketing, especially for the E-business marketing strategy, entrepreneurs must have good and effective communication skills in order to process, maintain and advance their business. Communicating well and

effectively is very important for business continuity and even affects consumer demand, if entrepreneurs have the ability to communicate effectively it will attract the interest of consumers and even greatly affect business performance. Electronic business, usually called E-business, can briefly be described as a place to take advantage of the development of information and communication technology, which is used to support a business or business [10]. There are various definitions of E-business from several experts. E-business involves all aspects of business, which are based on the use of an informatics approach and computer networks [2]. E-business is an activity that uses technology to improve the business or business being run [11]. E-business is a business activity that relies on information systems. E-business requires more than just having a website or portal, but also using technology as a means to change and optimize current business activities such as sales and marketing, manufacturing, new product development [12]. By leveraging the abundance of information available on the internet, social media, and other digital technologies (e.g., websites, financial data, comments), companies will pay more attention to their products [11].

The progress of a science that is included with technology is now widely used by business people to market their business or products. The right form of sales promotion can attract consumers' interest and increase their enthusiasm [13]. Therefore, the silk fabric industry using Non-Machine Weaving Equipment (ATBM) can also use E-business activities as a strategy to market its fabrics, so that it can add buyers and many consumers know about it. The purpose of this study is to develop the productivity level of ATBM silk cloth by using E-business, so that it can improve the economy of the people of Wajo Regency.

Based on the above theory, the author is interested in conducting a study on "E-business-Based Marketing Strategy in the Silk Fabric Industry of Non-Machine Weaving Equipment (ATBM) in Wajo Regency".

## **2. METHOD**

This study uses a qualitative method approach. Qualitative descriptive research is intended to describe the phenomenon in an orderly, real and careful manner regarding e-business-based marketing strategies in the silk fabric industry of non-ATBM machines in Wajo district. In this study, the researcher acts as an instrument that carries out planning, data collection, and analysis activities and then reports the results. Other instruments that are also used are interview guidelines and observation guidelines to support the validity of the study. The population of this study are silk cloth entrepreneurs. The total population is 5 people and the samples taken by the researchers are 2 silk fabric entrepreneurs.

Data collection is based on primary and secondary data as well as for the study instrument using the results of the previous study sourced from journals, internet and books. Data collection techniques in this study are [1] observation, to generate information on e-business-based marketing strategies in the ATBM silk fabric industry and other focus of studies; [1] interviewing informants, namely people who work as silk cloth entrepreneurs in Wajo Regency.

This study uses data analysis techniques that include (a) data reduction, which is an activity to simplify data, by summarizing, selecting, focusing on important findings; (b) data display (data display), which is an activity of presenting data in a narrative manner after going through the reduction process; and (c) drawing conclusions (conclusive), which presents and analyzes data based on empirical facts in a narrative manner to answer the formulation of the problem. The presentation of this data uses all the data sets that have been obtained so that it is easy to read and understand in the form of narrative text.

### **3. RESULTS AND DISCUSSION**

The silk fabric business in the Wajo area has developed since using e-business, starting from facilitating the buying and selling process, increasing turnover, broad marketing coverage. Electronic business, usually called E-business, can briefly be described as the use of information and communication technology (ICT) in supporting all business activities [4].

Mr. M. Ridwan's silk business, the application of silk cloth marketing through e-business consisting of ATBM silk cloth traders. Mr. M. Ridwan's business has been around for a long time, this business is actually a hereditary business, but M. Ridwan started this business for about 20 years. M. Ridwan's silk fabric business started implementing and implementing e-business around 2019. Silk fabrics produced using ATBM have good product quality and produce many kinds of interesting motifs and colors. Silk fabrics that have been processed or worked on will then be marketed by e-business. MSME actors already know what e-business is and what its benefits are. By carrying out E-Product activities, namely sending images to consumers or suppliers. Inventories of goods or silk fabrics are arranged and managed using E-Production. Determination of the price of silk cloth is based on the quality of the silk cloth and the difficulty in making it. Promotional activities carried out online using shopee and facebook media. If then the buyer has agreed and is sure of the price that has been set in the marketing media, then E-Procurement activities are carried out, namely purchasing activities with internet access. In the payment process, the buyer is given the convenience of paying or it is called E-Payment. Purchases that are

made definitely need proof, therefore there is an E-Commerce activity or the provision of proof of purchase or sale online. The distribution process is through social media, and products can reach buyers using JNT services. E-Finance or recording of purchases and sales will be made after the purchase process. The six stages or services that will be carried out by sellers and buyers. With good e-business services, it will greatly affect the increase in sales and demand.

This statement is in accordance with a previous study conducted [14], that e-business sales and marketing services are a favorite for MSME consumers, because of the convenience offered and can encourage more buying and selling transactions for MSMEs. In addition, e-business marketing is also considered fast, easy and satisfying for customers [15]. According to E-business is a strategic asset and can provide high profits if the e-business can be used as well as possible [9].

According to Ridwan, since the existence of e-business, the demand has increased which automatically increased turnover than before. After the existence of e-business, marketing of ATBM silk fabrics became easier. Spoken from the two informants.

*"...the use of e-business greatly affects the level of sales, demand, and turnover..."*

*"...while using e-business my income has increased even more..."*

Regarding the answer from the interview, it is in line with the previous study conducted which stated that MSMEs adopted online applications for business continuity [15]. The use of this online application ultimately becomes a media for promotional and sales transactions that help entrepreneurs reach customers and expand their marketing area, given the wide network that online applications can apply. The right form of sales promotion can attract consumers' interest and increase their enthusiasm [13].

Wahida's silk business has been running for about 15 years and started using e-business in marketing for about 3 years. The quality of silk fabric products using ATBM is different from ATM, but there are also many enthusiasts for wahida silk fabrics. The implementation of e-business activities related to product images and designs on E-Products. The supply of silk fabrics is then managed through E-Production activities. In determining the price of the product, it is in accordance with the quality of the silk fabric and the type of silk motif. Marketing activities are then carried out by selling in the central market and using online media in the form of Instagram, Facebook and WhatsApp. Purchasing activities carried out using internet access prove that the silk fabric entrepreneur or seller has implemented E-Procurement activities. Payment is then given convenience or called E-Payment. Distribution activities or delivery processes are carried out or sent

directly by employees to the buyer's place. After making a purchase, there must be an E-Commerce activity or the provision of proof of purchase or sale online. The recording of sales activities is then carried out on a book or purchase document that proves that E-Finance activities have been implemented.

MSME actors are aware of the development of e-business digitization and often use it. In addition, the use of e-business has many benefits, one of which is stated by Wahida.

*"...The benefit that I know of is being able to market the product with a wider range..."*

With good service, it can bring in many buyers and can also increase sales turnover. Because if the buyer is satisfied and feels comfortable with the services provided, it will increase demand or sales. This statement is in line with the study which said that communication strategy or the ability to communicate in service is a factor that can affect sales [17].

E-business innovation is one of the services that make it easier for this business. Service innovation is the development of new services that are considered new and useful [18]. The development of information technology has an impact on people's lives [19]. Researchers have concluded that the main benefits of e-business innovation are greater, than those of smaller firms [20]. E-business requires more than just having a website or portal, but also using technology as a means to change and optimize current business activities such as sales and marketing, manufacturing, new product development [21]. Government policies in increasing MSMEs include policies related to the ease of obtaining capital by involving banks or financial institutions, supporting partnerships with various MSMEs and systems in developing innovation and technology. Government policy is a solution in answering various problems faced by business actors [22].

Trading partners with very less cost e-business, finally expanding globally [9]. Marketing strategy is one of the main activities carried out by businesses to maintain business continuity, to develop, and to earn profits [4]. The use of e-business marketing is favored by customers because it is easier. Marketing is a term used to describe information and advertising [23]. The entrepreneur stated that the implementation of e-business marketing has been carried out well, by paying attention to product quality and improving services, it can affect the level of sales. A product must have advantages over other products in terms of quality, design, shape, size, and packaging, service, warranty, and taste in order to attract consumers to try and buy the product [24]. The difference between after and before using e-business, where the seller does marketing around the residents' homes, but has used e-business in the end, buying and selling transactions are easier.

## 4. CONCLUSION

Based on the results of the study, it is shown that in the non-machine weaving tool (ATBM) silk fabric industry, there are activities or stages carried out by entrepreneurs using e-business strategies in the ATBM silk fabric industry, namely, e-product, e-production, e-procurement, e-payment, e-commerce, and e-finance that have a positive impact on the marketing of ATBM silk fabrics in Wajo district. The marketing strategy with e-business can develop the business of silk fabric entrepreneurs by providing various benefits and being able to improve their performance, especially in increasing turnover. The perpetrator admitted that by implementing e-business, sales had increased which would automatically increase turnover. With the presence of e-business-based marketing, sales have developed and increased.

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