



DEVELOPMENT OF MODELING INDUSTRIAL OBJECTS IN MICRO SMALL AND MEDIUM POTTERY ENTERPRISES USING THE SOSTAC METHOD

Jesi irwanto
Economic Management
Institut Teknologi dan Bisnis
Widya Gama Lumajang
Lumajang, Indonesia
jesyrwanto@gmail.com

Via Lailatul Rizky
Economic Management
Institut Teknologi dan Bisnis
Widya Gama Lumajang
Lumajang, Indonesia
vilalailaturrizki@gmail.com

Sukma Irdiana
Economic Management
Institut Teknologi dan Bisnis
Widya Gama Lumajang
Lumajang, Indonesia
sukmawiga@gmail.com

Abstract—This research aims to develop modeling of pottery industrial objects in micro, small and medium enterprises (MSMEs) in Lumajang district using the (SOSTAC) method. The use of a qualitative method approach is an approach to research where the data used are the results of participant observations in research which are used to obtain the essence of existing phenomena. The research carried out was "Development of Modeling of Pottery Industrial Objects in MSMEs Using the SOSTAC Method in Lumajang Regency". In this research, the lack of resources to understand the mechanism for developing product models is a core problem that must be resolved as soon as possible. This requires an increase in product model development through appropriate and consistent training activities for MSMEs in the District. Lumajang. This research is limited to developing models of pottery products for MSMEs in the District. Lumajang. The results of this research are used to standardize the development of other products that are still relevant. So the results of this research have many benefits for all pottery business actors in developing product models, either directly or indirectly

Keywords—Development, economic, Pottery Enterprises, Sostac

I. INTRODUCTION

After Covid in 2022, there will be a weakening of the economy in communities in all regional areas, including Europe, America, Africa and Asia. This condition also occurs in Indonesia. Covid 2019 has had a significant decreasing effect on the economic lifeblood of Indonesian society, especially at the grassroots. The effects of this weakening economy will be felt until 2023, many micro, small and medium businesses will be affected by this pandemic. To maintain their business, they must have good product development innovation, so they need to develop good product modeling to attract consumers. The business development association in Indonesia submitted data regarding the impact of this pandemic, including that 36.7% of people's business products did not experience growth in product sales. As many as 60% of business actors experienced problems in the availability of raw materials and loan installments, and 26% of business actors experienced a decline in product sales (Indonesian Floating Services Association 2023). On the other hand, MSMEs are the foundation of the Indonesian economy, most of the products produced are processed products, one of which is pottery. This condition also occurs in the district. Lumajang, some of whom are involved in the pottery business

The East Java Province MSME data shows that of the total of 9,782,262 MSMEs, 287,778 are located in Lumajang Regency. This shows that the population of the district. Lumajang numbered 1,127,094 in 2022, so it can be said that Lumajang's economy is quite dependent on the MSME-based economy, especially after the Covid19 pandemic. (Lumajang B. P., 2022). Based on some of these data, a mechanism for developing pottery modeling is needed for pottery business actors in Lumajang Regency, so that it can attract consumer interest in getting the products produced. Post-Covid, pottery business actors in Lumajang Regency immediately need to carry out a transformation in the development of modeling of objects for the pottery industry and in the aspect of product sales.

Saving businesses after the Covid 19 pandemic requires an intake of ideas in business development in the form of short-term product development ideas to long-term product development ideas [3]. Application of modeling of pottery industrial objects to MSME business actors in the District. Lumajang can be used as an accelerated means of product development, accelerating product transformation to consumers. Apart from that, by using the deforms approach in product modeling, various variations of industrial products can be produced using spatial structures [4]. Several strategies that can also be applied to developing modeling of pottery products for MSMEs in Lumajang district after the pandemic occur include selling products directly through online media, developing product models, improving product quality, improving service, and establishing good relationships with consumers [5]

Post-pandemic business recovery is highly recommended for every MSME so that it can survive. There are still very few MSMEs that implement this strategy, the results of observations that have been implemented are that almost all MSMEs in East Java, especially in Lumajang district, do not have a good strategy. [6]

Some previous data still shows that many have not applied the concept of modeling industrial objects as a medium for innovation in developing pottery products. So it is hoped that the results of this research can be used as a guide or reference for relevant MSMEs in East Java province. [7]

II. RESEARCH METHODS

This research uses a qualitative phenomenology approach where the researcher collects data as a participant to understand the essentials. Meanwhile, the research method used in this research is "SOSTAC" which consists of 6 stages including; Analysis of situations, goals, strategies, tactics, actions, and controls [2]

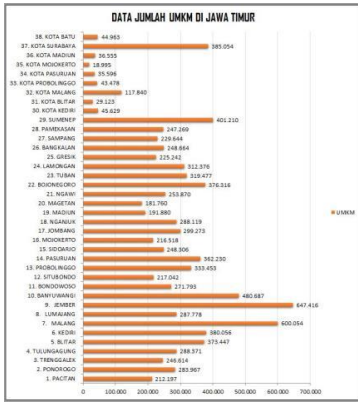


Fig.1 Data on MSMEs for East Java Province 2022

Based on Figure 2, several stages used in SOSTAC analysis are outlined, there are 6 stages including

III. SITUATION ANALYSIS

Situation analysis was used to obtain an overview and condition of pottery MSMEs in Lumajang Regency. The results of the analysis are used to create product development and product marketing strategies that will be carried out. The purpose of this stage is to analyze current conditions and future conditions that will be carried out. In this stage, use analysis tools such as SWOT, competition analysis and demand analysis. SWOT is used to understand the regional conditions of all pottery MSMEs in the district. Lumajang in 2023 from internal aspects (Strength and Weakness) and external aspects (Opportunity and Threat). The results are used for planning and to help find goals to be achieved [1]

Objective

Obejektifitas dipakai dalam menemukan apa yang ingin dicapai untuk perusahaan. Dalam tahap ini diperlukan penekanan yang harus dilakukan yaitu 5S antara lain; Sell, Serve, Speak, Save dan Sizzle

Strategi

Objectivity is used in finding what the company wants to achieve. In this stage, emphasis must be placed on 5S, including; Sell, Serve, Speak, Save and Sizzle

Tactics

At this stage several actions are developed that will be used in developing the product modeling system. So that the right formulation is found based on the strategy that has been determined.

Action

This stage is carried out if the strategy and tactics have been obtained.

Control

At this stage, monitoring and evaluation is carried out on the action process that has been carried out, whether it is in accordance with the plan to achieve the objectives so that good results are obtained.

Results and Discussion

The following stages are the most important part in implementing the SOSTAC method. This is because before developing a product development and marketing strategy, pottery MSMEs in Lumajang Regency must understand the current condition of their business, how it is performing, what are the problems in the business. This section is used to understand their business environment. This stage uses SWOT analysis [2]

Table 1. SWOT Analysis

Strength		Weakness	
Cheap Products		Sales Still Conventional	
Unique Products	Product model not yet Variations		
Focus on just one product	Resource Humans Don't KnowOnline		

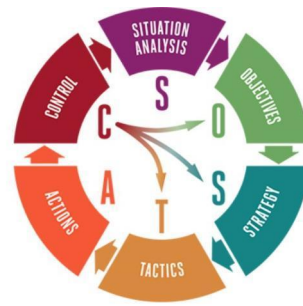


Fig.2. SOSTAC flowchart (Rifai, 2021)

Objective

This stage sets campaign objectives related to modeling development and product marketing based on the previous stage. Goal setting is based on situations and conditions that are guided by the 5 S's which include: Sell, Serve, Save and Sizzle [8]

Table 2. Objectives of Analysis

Objective	
<i>Sell</i>	Improving the Marketing Process by Promotin Products on Social Media
<i>Serve</i>	Developing product models by creating produc variations
<i>Speak</i>	Interact with consumers via Social Media
<i>Save</i>	Development of offline and online promotio processes
<i>Sizzle</i>	Increased Brand Awareness

Strategy

This stage determines the strategy using STP (Segmentation, Targeting and Positioning). Based on the results of research and previous stages, the following strategy was produced:

- a. Planning Product Modeling
- b. Planning Place
- c. Promotion Planning [9]

Tactics

This stage combines several stages to ensure the strategy used is successful. At this stage, the 7 Ps of the marketing mix are carried out [10]

Table 3 Tactics Analysis

tactics	
Product	Lumajang district pottery products have several type of models with good quality
Promotion	Provide information and contacts that consumers ca contact
Price	Providing affordable and stable prices in line wit market prices
Place	Placing marketing through social media
Consumer	Target market segmentation with an age range of 17-6 years, as well as providing digital marketing training t employees so they can carry out maximum sustainabl promotions
Process	The process of developing product and marketin models by providing contacts registered on the websit with social media as well as creating content and post that can help in the production process
Physical Evidence	Strategic location that can be reached by consumers

Action

In this stage, several actions are carried out to achieve the goals that have been set. The objectives that have been achieved include:

- a. Modeling Foundations

In this case, the modeling basis includes modeling spatial objects using geometric aspects that are applied to industrial objects, thereby making product model variations more varied.

	Raw Materials Easy to obtain	Marketing Not Yet Use Digital Facilities
Opportunity	Strategy So	WO Strategy
Local Market, National and International the big one	Use of Digital Marketing To Reach Marketing wider	Develop Digital Marketing strategy
Lumajang district pottery products attract consumers' attention	Good Use of Social Media	
Threat	ST Strategy	WT Strategy
Substitute Products which are more affordable	Product prices are more competitive and maintain product quality	Collaborating with souvenir and pottery shops at the District CenterLumajang.
Products from outside the region similar quality and Valuable Affordable	Provide discounts on There are quite a lot of consumers who buy products	

b. Marketing Foundation

In this case, the marketing foundation which includes personal, positioning, messaging was taken by researchers because at this point it is the basis for marketing products.

c. Live Content Strategy

In this case, Live Content aims to ensure that the content created can attract consumers, such as creating articles, as well as good quality content. [11]

Control

In this case, observations and analysis are carried out in carrying out the strategy. This is quite beneficial in carrying out this research. By controlling activities, the implementation of actions is in accordance with previously determined plans.

IV. DISCUSSION

In this section, we will discuss the results of research that has been carried out by looking at the essence and looking at the results of previous research.

- a. In the aspect of situation analysis, the results of research that has been carried out using SWOT analysis show that the majority of the situation characteristics of pottery MSMEs in Lumajang district are similar. This is certainly a phenomenon that needs to be resolved appropriately.
- b. In the aspect of objectivity, the research results show that MSMEs in Lumajang have implemented the 5 S (sell, serve, speak, save, sizzle). This shows that a business will be able to maximize its marketing if it fulfills the 5 S and this is also in line with the research that has been carried out. [2]
- c. The results of the research carried out related to the STP strategy, gave good results, this needs to be done considering that STP is the minimum standard that needs to be implemented in the SOSTAC model.
- d. Several components of the research results are related to tactics. shows that the choice of these tactics provides satisfactory results for MSMEs. This is of course in line with research that has been conducted previously.
- e. The research proves that the treatment that has been carried out has obtained good results in the model development and marketing sectors. This is in line with research that has been carried out [8]
- f. This research shows that control has a good impact on research results. This shows that in the SOSTAC model control must be carried out well in order to achieve the expected goals.

V. CONCLUSION

The construction process of modeling strategies for industrial objects and marketing of pottery MSMEs in Lumajang applies the SOSTAC method. This started by analyzing micro, small and medium business units in Lumajang Regency. This action will identify the root of the problem using SWOT analysis. Next, continue with objectives, strategies, tactics, actions and control. In the implementation process, pottery MSMEs in Lumajang district were given training related to construction modeling of industrial objects and digital marketing development. Social media is used and utilized in digital marketing strategies. The results of this research provide an increase in the variety of pottery products and increased product marketing skills

REFERENCES

- [1] Ulfa Rachmawati. (2021, November) SIsstem Informasi polije Respository Aset. [Online]. <https://sipora.polije.ac.id/7740/>
- [2] Zanuair Rifai, "SOSTAC Method for Preparing Digital Marketing Strategies for MSMEs in Facing the Pandemic and Post-Pandemic," *Jurnal sains dan manajemen*, pp. 87-94, 2021.
- [3] G. S Wahyudi, "SOSTAC Method for Analyzing Social Media in Order to Design E-Marketing Strategies," *Jurnal Informatika dan Komputasi*, pp. 45-51, 2019.
- [4] W Supritianingsih, "MODELING A FAN BY COMBINING SPACE GEOMETRIC OBJECTS RESULTING FROM BALL AND TUBE DEFORMATION," *Jurnal Teknik Mesin*, pp. 111-114, 2021.
- [5] A A, "Analysis of MSME Strategies in Facing the Crisis in the Covid 1 Pandemic Era," *Jurnal Inovasi penelitian*, pp. 201-207, 2020.
- [6] Syahrul Syahrul, Yasinta Dewi Pradina Yohannes Don Bosco Doho, "'Pay-as-you-wish" Program As Marketing Communication Strategy Using SOSTAC On Indonesian MSME Business," *Journal of Research on Business and Tourism*, vol. 2 , no. 1, pp. 41-65, june 2022.
- [7] Adhie Thyo Priandika Stevan Corry Polanco, "Rancang Bangun Aplikasi E-Marketing Berbasis Web Menggunakan Metode Sostac (Studi Kasus: PT. Dimitra Adi Wijaya Bandar Lampung)," *journal of technology and information systems*, vol. 3, no. 1, pp. 71-76, maret 2022.
- [8] T Diana, *Marketing Essentials And Applications*. jakarta: salemba, 2016.
- [9] Sarmini, Anisa Aulia Rahmah Dwi Krisbiantoro, "Designing a Digital Marketing Strategy for MSME Batik Jati Kusuma using the Sostac Method," *International journal informatics and informations system*, vol. 6, no. 3, pp. 114-119, july 2023.
- [10] Y Pogorelova EV, "Saving Micro, Small and Medium Enterprises from the Impact of Covid 19," *international journal of environmental education and science*, pp. 71-76, 2016.
- [11] Ayouvi Poerna Wardhanie Onastatia Sahartian, "INSTAGRAM DIGITAL MARKETING STRATEGY USING SOSTAC FRAMEWORK TO INCREASE TURNOVER OF HONEY GOODS CONSUMER," *Jurnal sistem informasi Univ. serang raya*, vol. 9, no. 2, pp. 34-40, November 2022.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

