

## Branding Strategy of Blacksmith Small and Medium Enterprise in Sukosari Village, Jember

Rokhani, Nurul Dwi Novikarumsari<sup>a)</sup>, Sofia, Anik Suwandari

Universitas Jember, Jember, Indonesia

<sup>a)</sup>Corresponding author : [nuruldwin@unej.ac.id](mailto:nuruldwin@unej.ac.id)

### Abstract

The community services was conducted in Sukosari Village, Jember Regency. This activity was held due to the marketing activities of SMEs in Sukosari Village are still using conventional marketing strategy, with potential markets in the Jember itself and outside cities such as Banyuwangi and Bali. The customers who have often ordered products from these subscription craftsmen, while new customers only get information by other customers. These buyers are collectors and polish craftsmen. Most of the craftsmen produce items such as knives, sickles, and wedung every day. However, there is one craftsman who specializes in producing sharp weapons with special quality as ordered by the buyer. Regarding that background, the community services team from Universitas Jember were formulated program to: 1) Recognition of MSMEs by marking the location of the blacksmith business, which includes marking the location by marking the location on google maps for the Pandebesani MSME area in Sukosari Village, Sukowono District, Jember 2. Branding Development MSMEs related to digital branding Pandebesani in Sukosari Village, Sukowono District, Jember Regency.

**Keywords:** branding, iron craft, SMSE, e-commerce

### INTRODUCTION

Village Building Index/IDM data (2019) show that the total number of Family Heads in Sukosari Village, Sukowono District, Jember District have 3,284 families, which 36 families have micro, small and medium enterprises (MSMEs), namely Blacksmith businesses in specialization sharp weapons. The Iron craft business products in Sukosari Village consist of knives, sickles, wedungs, and other types of sharp weapons. The location of this iron craft business is spread over two hamlets in Sukosari Village. Srino Hamlet is the hamlet with the largest number of craftsmen, in which the craftsmen are spread over two locations, namely Pendukuhan Srino and Pendukuhan Pandean. Meanwhile, there is one craftsman who is located in Patemon Hamlet, Pendukuhan Sumber Tengah. The raw materials for Pandebesani SMEs are obtained from scrap/scrap metal collectors who are still around the Sukowono area, as for some craftsmen who bring in raw materials from areas outside Sukowono, namely the Ambulu area. The raw materials for the knife scabbard are obtained from leather scabbard craftsmen from another area, namely Ballet Baru Village, which is still in the same sub-district as Sukosari Village.

Blacksmith business has been running for generations and the majority are classified as family businesses. According to one informant, he explained that since 1962, he had been working on this pandebesani craft and long before he had started the business. Pandebesani SMEs in Sukosari Village have not had significant product diversification in their business. There is not yet a strong institution (such as an association) that oversees MSMEs in Pandebesani, there is only an informal group that was formed temporarily for program intervention from one of the agencies/offices in Jember Regency. Blacksmith craft business has also not been integrated into a Village Owned Enterprise (Bumdes) business because the iron craft business is purely a family business.

The marketing activities of SMEs in Sukosari Village are still using conventional marketing strategy, with potential markets in the Jember itself and outside cities such as Banyuwangi and Bali. The customers who have often ordered products from these subscription craftsmen, while new customers only get information by other customers. These buyers are collectors and polish craftsmen. Most of the craftsmen produce items such as knives, sickles, and wedung every day. However, there is one craftsman who specializes in producing sharp weapons (in Bahasa we

call its sajam) with special quality as ordered by the buyer. Regarding that, the community services team from Universitas Jember were formulated program to: 1) Recognition of MSMEs by marking the location of the blacksmith business, which includes marking the location by marking the location on google maps for the Pandebesi MSME area in Sukosari Village, Sukowono District, Jember, 2) Branding Development MSMEs related to digital branding Pandebesi in Sukosari Village, Sukowono District, Jember Regency.

## METHOD

This community service activity starts from (1) preparation; This stage begins with a preliminary study that aims to explore existing problems in the community, determine activity targets, and plan solutions to these problems. (2) implementation. The activity is adjusted to the schedule of community service team activities. This activity has been carried out for one month, this month. (3) evaluation, this activity is carried out after the implementation of the activity. The activities method through an empowerment approach to the community. The location of the activity was carried out in Sukosari Village, Sukowono District, Jember Regency. The activity time is carried out for three months, starting from October to December.

This community service activity starts from (1) preparation; this stage begins with a preliminary study that aims to explore the problems that exist in the community, determine activity targets, and plan solutions to the problems. (2) implementation. The activities are adjusted to the schedule of the community services team activities. This activity has been carried out for one , this month. (3) evaluation, this activity carried out after implementation activities.

## RESULTS

The community services was conducted on October until December 2020 in Sukosari village. The first activity is Focus Group Discussion. Focus Group Discussion (FGD) was conducted in advance to coordinate with various related parties, both the sub-district, village assistants, village heads, village secretaries, and hamlet heads regarding the SDSD program. From the head of the hamlet, data with high validity were obtained even though it was stated in language related to the condition of the craftsmen, a study from the historical aspect. According to the Building Village Index/IDM (2019) data, the total number of Heads of Families in Sukosari Village, Sukowono District, Jember Regency is 3,284 families. Of the number of households, 36 of them have micro, small and medium enterprises (MSMEs), namely Blacksmith handicrafts with a specialization in sharp weapons. From the results of the FGD, information was obtained that the blacksmith business in Sukosari Village consisted of knives, sickles, wedungs, and other types of sharp weapons. The location of this pandebesi business is spread over two hamlets in Sukosari Village, namely Srino Hamlet and Patemon Hamlet. Srino Hamlet is the hamlet with the largest number of craftsmen, in which the craftsmen are spread over two locations, namely Srino Hamlet and Pandean Hamlet. Meanwhile, there is one craftsman who is located in the Patemon Hamlet, Dusun Sumber Tengah.

The raw materials for blacksmith SMEs are obtained from scrap/ scrap metal collectors who are still around the Sukowono area, while some craftsmen bring in raw materials from areas outside Sukowono, namely the Ambulu area. The raw materials for the knife scabbard are obtained from leather scabbard craftsmen from other areas, namely Balletbaru Village, which is still in the same sub-district as Sukosari Village. Susatyo (2014), marketing is an activity in the economy that helps create an economic value. Economic value itself determines the price of goods and services. Important factors in creating such value are production, marketing and communication. Marketing is the link between production and consumption activities. Therefore, marketing must be done as well as possible so that there is good interaction from service providers to consumers and the target of service providers can be achieved. According to Kotler (2000).

## DISCUSSION

According to the village head of Sukosari, Sukosari village is also potential for collectors so that the raw materials and manufacture of sarongs do not depend on other villages. Blacksmith MSME products marketing in Sukosari Village so far still uses conventional product marketing (by other person) with potential markets in the Jember Regency itself and outside the city such as Banyuwangi and Bali. The majority of buyers are customers who have often ordered products from these subscription craftsmen, while new customers only get information directly. On average, these buyers are collectors (local term traders) and polish craftsmen. Most of the craftsmen produce items such as knives, sickles, and wedung every day. However, there is one craftsman who specializes in sharp weapons with special qualities according to the buyer's order. Product promotion, both goods and services, can take advantage of advances in information technology in this era (Oktarianti, *et al.*, 2022). Social media is a product of information technology that provides optimal benefits for business actors.

FGD's result show that reviewing the document in the form of IDM and in-depth interviews with blacksmith craftsmen, two MSME assistance programs were formulated, namely: (1) MSME recognition by marking the business location of pandebesi, which includes marking location by marking location on google maps for the Pandebesi MSME area in Sukosari Village, Sukowono District, Jember Regency; (2) Related assistance (Branding Development) by way of mentoring and fostering MSMEs related to blacksmith digital branding in Sukosari Village, Sukowono District, Jember Regency.

The second activity is observation and collecting data. The third activity is socialization of the program. The socialization give to blacksmith MSMEs and the last activity is making flyer and social media maintain, this activities: a. making an Instagram account that is used as an icon or branding image of the blacksmith center in Sukosari Village, Sukowono District, Jember Regency and uploading flyers that have been made to the Instagram account of the blacksmith center of Sukosari Village.



Figure 1. Flyer of blacksmith products

E-marketing is a development of traditional marketing, where traditional marketing is a marketing process through offline communication media such as through the distribution of brochures, advertisements on television and radio, and so on. After the rise of the internet and the ease of communication it offers, the application of marketing in companies began to adopt internet media, which was then referred to as e-marketing or digital marketing (Pradiani, 2017). According to Setiadai (2013), consumer behavior is an act of consumers who are directly involved in the process of obtaining, consuming, and disposing of products or services, including the decision processes that precede and follow these actions. Peter and Olson (2010), consumer behavior involves the interaction between thoughts, feelings, actions of people, and the environment.

Schiffman and Wisenblit (2015), consumers in their daily lives will fulfill their needs and desires in life through the buying process. According to Rumondang *et al.*, (2020), digital

marketing strategy is basically a marketing channel strategy that is integrated with other copies as part of multichannel marketing. Brand is a means for companies to develop and maintain customer loyalty. A strong brand will produce an attractive price and become a barrier to the entry of competitors (Susanto and Wijanarko, 2004).

### CONCLUSIONS AND SUGGESTIONS

Marketing through the internet is more focused on the purpose of introducing the blacksmith center in Sukosari Village, Sukowono District, Jember Regency to the outside community. Branding development or image development is one solution to support online marketing activities. Making attractive flyers is done as a form of branding to package product information properly and full of information, which flyers can be used to send to various sites on the internet.

### ACKNOWLEDGEMENTS

The authors would like to express their deepest gratitude to LP2M, University of Jember, which has funded the implementation of this activity.

### REFERENCES

- Engel, J.F., R.D. Blackwell, dan P.W. Miniard. 1992. *Consumer Behavior*. Sixth Edition. Chicago: The Dryden Press. Terjemahan oleh F.X Budiyo. 1994. *Perilaku Konsumen Jilid 1*. Cetakan Pertama. Jakarta: Binarupa Aksara.
- Kotler, P. Dan G. Amstrong. 2000. *Dasar-Dasar Pemasaran, Edisi Bahasa Indonesia Jilid 1*. Jakarta : Prenhallindo.
- Oktarianti R, Setyati D, Utami ET, Suwandari A. 2022. Marketing Strategy for Pottery Products in Kesilir Village-Wuluhan-Jember Regency Through Digital Marketing Strategies Efforts to Overcome the Impact of the Covid-19 Pandemic. *Jurnal Pengabdian UMTAS: Jurnal Pengabdian Kepada Masyarakat* (5):1 (2022).
- Peter, J. P. Dan Olson, J. C. 2010. *Consumer Behaviour & Marketing Strategy*. New York: McGraw-Hill.
- Pradiani, Theresia. 2017. Pengaruh Sistem Pemasaran *Digital Marketing* Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. *JIBEKA*, 11(2): 46-53.
- Rumondang, A., A. Sudirman, S. Sitorus, A. H. Perdana Kusuma, M. M. A. Sudarso, J. Simarmata, D. H. Tasnim, dan N. F. Arif. 2020. *Pemasaran Digital dan Perilaku Konsumen*. Medan: Yayasan Kita Menulis.
- Sangadji, E.M., dan Sopiah. 2013. *Perilaku Konsumen: Pendekatan Praktis*. Yogyakarta : CV. Andi Offset.
- Schiffman, L. G. Dan Wisenblit, J. L. 2015. *Consumen Behaviaour: Eleventh Edtion*. USA: Pearson Education Limited.
- Setiadi, N.J. 2013. *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. Jakarta: Kencana.
- Susanto, A. B. dan H. Wijanarko. 2004. *Power Branding : Membangun Merek Unggul dan Organisasi Pendukungnya*. Jakarta Selatan: Quantum Bisnis & Manajemen.
- Susatyo, Herlambang. 2014. *Basic Marketing (Dasar-Dasar Pemasaran) Cara Mudah Memahami Ilmu Pemasaran*. Yogyakarta : Gosyen Publishing.