



The Promotion Mix Strategy of Craft Business : A Case Study In Naturalan.id

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ABSTRACT

The rapid development of the arts and crafts business at this time has created intense competition among art and craft producers in Indonesia. Companies must compete to seize and dominate market share by providing the best service for consumers. Promotion strategy has an essential role in the success of a business. Without a promotional plan, consumers will not buy and even knowing the uses and advantages are one of the primary considerations for consumers to purchase a product. Naturalan.id is one of the well-developed arts and crafts businesses. To retain its customers, Naturalan.id carries out a promotional mix strategy that can increase sales. This research focuses on determining how Naturalan.id carries out the promotional system Kasongan Art Market in growing sales. The data collection used is utilizing observation, interviews, and documentation. The author uses a qualitative method with a case study approach to analyse the data. The results showed that Naturalan.id's promotional strategy was carried out by advertising, personal selling, sales promotion, and publicity. The strategy that has been carried out by Naturalan.id has been and is quite effective in developing and increasing sales and increasing the number of visitors.

Keywords: Promotion, Naturalan.id, Kasongan Art Market, Promotion mix

INTRODUCTION

The rapid development of the arts and crafts business at this time has created intense competition among art and craft producers in Indonesia. Companies must compete to seize and dominate market share by providing the best service for consumers. In the face of intense competition, companies need the right, targeted and planned strategy that can maintain the company position. In this case, promotion is one component of the marketing mix that plays an essential role for the company to attract as many consumers or customers as possible and maintain the viability of the company.

Promotion strategy has an essential role in the success of a business. Without a promotional plan, consumers will not buy and even know the uses and advantages, which are one of the primary considerations for purchasing a product. Thus, a promotional strategy becomes a must for a business in the right way to meet effective targets in achieving the right goals to be implemented. Promotion

is one of the spearheads in every industry to achieve this goal. This applies in all business fields to obtain optimal profits. In the book *Creative Promotion Strategies and Case Analysis*, Freddy Rangkuti explains, "The biggest challenge in developing creative promotional strategies and making promotional programs in the form of integrated communication is determining which strategies and programs are the most effective; to produce a huge impact on sales" (Rangkuti, 2013)

The effects of promotional activities cannot be obtained directly or, in other words, are not immediately visible, but it takes time before sales occur. The greater the costs incurred by the company for promotional activities, it is expected to increase the number of consumers and ultimately increase sales volume. Therefore, the implementation of promotional activities for most companies is a continuous process.

Naturalan.id as a trading shop must compete with other business actors. Based on the results of the initial

observations of the study, it was found that Naturalan.id is one of the shops that has been around for a long time. With the condition of a sufficient length of business, Naturalan.id has experienced significant development. All Naturalan.id products are made using natural materials, so of course they are environmentally friendly, from chairs and baskets to chair cushions found at the Naturalan.id store and the product arrangement makes the store look instagenic. Naturalan.id products are also made by hand by craftsmen who are experts in their fields. Currently, Naturalan.id products have penetrated the export world by marketing their products to the European market.

However, with the same number of business actors, Naturalan.id requires a different promotional strategy in order to attract as many consumers as possible. In Naturalan.id's sales promotion research in Kasongan Tourism Village, where Kasongan Tourism Village is a village that is in great demand by tourists offering handicrafts from pottery and other materials, one of the ways Naturalan.id is promotion. With promotions, Naturalan.id can convey quality, price, brand and other information. Promotion can also be done to invite and convince consumers to want to buy the products offered. Naturalan.id has carried out its promotional activities through electronic media, namely using Instagram ads and FB Ads. Based on the explanation above, this research has the title "Promotion Mix Naturalan.Id Kasongan Art Market".

METHOD

The research method is a scientific way to obtain data with a specific purpose and use. This study uses qualitative research methods. The qualitative research method is based on the philosophy of postpositivism, used to examine the condition of natural objects. In other words, this research method intends to understand the phenomenon of what is experienced by the research subject holistically, and by means of description in the form of words and language, in a special natural context and by utilizing various scientific methods. This research uses a case study qualitative method. This research focuses intensively on a particular object studied as a case. Case study data can be obtained from all parties concerned. Data collection techniques are carried out in 3 ways, namely:

Observation

Observation is a data collection technique carried out through observation, accompanied by notes on the state or behaviour of the target object.

In this study, observations were made by visiting the Naturalan.id store directly and calling the Naturalan.id website and social media to get a more detailed picture of the promotion process and system carried out by Naturalan.id.

Interview

An interview is a data collection technique through an oral question and answer process that takes place in one direction, meaning that the questions come from the interviewer and the interviewee gives the answers. The study used a structured interview method to collect data in this study. Structured interviews are questions that lead to solutions in the pattern of questions raised. So the interviewer has prepared complete and detailed questions regarding the promotion strategy by Naturalan.id. Interviews were conducted as a form of proof of references obtained based on observations that have been made. This study conducted interviews with the Marketing Team from Naturalan.id.

Documentation

Documentation is a method used to obtain data and information in the form of books, archives, documents, written numbers and pictures in the form of reports and information that can support research. Documentation is one-way qualitative researchers can get an image from the subject's point of view through a written medium and other documents written or made directly by the matter in question. With this method, researchers collect data from existing Naturalan.id documents so that authors can obtain records related to Naturalan.id's promotional strategies.

RESULT AND DISCUSSION

Naturalan.id is a business located in Kasongan Art Market. Naturalan.id is a family business that was founded in 2018. The owner of Naturalan.id is Rahmat Ilham, a craft artist. Armed with his abilities, relationships with several artisans and suppliers, and his interest in the craft, Rahmat Ilham was inspired to start a business in the form of home decor. Initially, Naturalan.id was engaged in exporting or marketing its products to the export market (Europe). After being deemed to have a strong European market, Naturalan.id has just sold its products domestically by setting up a store at the Kasongan Art Market. This business is in a strategic position, namely Jalan Kasongan No.3, Karangpule, Tirtonirmolo, Kec. Poor thing, Bantul, Special Region of Yogyakarta. The location is considered strategic because it is close to the crowd and is the centre of the handicraft business centre in Yogyakarta. In addition, this location is a recreational area usually used as a destination for tourists in Yogyakarta.

This business is engaged in the home decor product craft industry. As the name implies, all products traded by Naturalan.id are made using natural materials to make them environmentally friendly. Products sold include woven stools, wall decorations, lanterns, baskets, chairs, bags, and chair cushions with basic materials derived from nature such as rattan, water hyacinth, and other natural materials. The resulting product has a unique shape and aesthetic value. The prices offered start from 30,000 to hundreds of thousands of rupiah. Naturalan.id usually sells its products individually or in a package consisting of chairs, baskets, wall decor, etc.

Naturalan.id targets the middle and upper class of the market. This is because the price given by Naturalan.id is relatively expensive. After all, they prioritize quality over product quantity. Naturalan.id said its products are more targeted at family consumers than students. Therefore, the products offered are usually a set of family home decor.



Figure 1. Store Naturalan.id

Naturalan.id Promotion Strategy

Promotion is one of the elements in the marketing mix. Because with the promotion, the products produced by a company will be known by the public or the target market. According to Peter and Olson, marketers combine promotions to communicating information about their products and influence consumers to buy them. There are four main types of promotion: advertising, sales promotion, personal selling and publicity (Peter, Paul, & Olson, 2014). Although the effect produced by a company is advantageous if it is not promoted correctly, then the product is not known by consumers, so the product will not be known for its benefits and probably will not be purchased by consumers. For this reason, the company needs to determine the promotion strategy that will be car-

ried out to support the success of the marketing activities that will be carried out. In deciding a promotion strategy, companies must use a combination of elements or promotional tools (promotion mix) such as advertising, sales promotion, direct marketing and publicity. Naturalan.id emphasizes strategy by utilizing digital media to maximize its promotion. The following is the promotion strategy carried out by Naturalan.id using promotion mix analysis.

1. Advertising

According to Peter and Olson, Advertising is the presentation of non-personal information about a product, brand, company, or store for a certain fee (Peter, Paul, & Olson, 2014). Naturalan.id uses Instagram ads and FB ads. as an advertising medium because it is considered the most effective compared to other advertising media. In addition, advertising is also done by way of endorsement.

a. Instagram ads dan Facebook ads

Instagram is a social media application created by Kevin Systrom and Mike Krieger, launched on October 6, 2010. It is undeniable that today's society cannot be separated from the use of social media. Almost everyone always uses social media in their daily life. Instagram is one of the social media platforms that is experiencing rapid user growth in the community. One of the services of this application is Instagram ads, which are paid ads on the Instagram application that businesses can use, digital marketers or advertisers to reach more extensive and targeted consumers. Business people like Naturalan choose Instagram ads as a means of advertising. Instagram ads. Can quickly introduce Naturalan.id products because millions of pairs of eyes can see the ads being promoted. This can increase opportunities in capturing the market because anyone can see our ads. Naturalan.id uses Instagram ads with video ads and stories ads.

By using Instagram ads. and Facebook ads. Advertisements are more targeted because they can make arrangements for consumers to be reached based on data on gender, age, occupation, hobbies, and consumer interests. The potential to get the right consumers is even more significant by setting a transparent target market. The target audience of Naturalan.id is women (mothers) aged 26-40 years and in specific locations (Jabodetabek, Central Java, West Sumatra). Naturalan.id's Instagram account is @naturalan.id and has more than 197k followers. For every ad placed on Instagram, people who see it

can give or respond directly to the uploaded ad, so we have indirectly interacted with customers. Advertisements are carried out by Naturalan.id in 2 ways, the first through the Facebook Ads Manager (connecting the business Facebook page account with the installed Instagram ads) and the second through the Instagram application directly.

b. Endorsement

The influence of endorsements cannot be underestimated anymore, and many business people use endorsement methods in their promotional strategies, one of which is Naturalan.id. The benefits of doing advertising through endorsements can not only increase revenue. But you will also get other benefits from endorsements, such as product introduction and brand branding, to gain the trust of potential customers. Naturalan.id has collaborated with several celebrities and celebrities, namely Zaskia Adya Mecca, Sari Nila, Shannon Gabriela, and Ryvanda Syafriza Putri. These accounts already have many followers. Zaskia Adya Mecca has 19.2 million followers, Sari Nila has 794 thousand followers, Shannon Gabriela has 542 thousand followers, and Ryvanda Syafriza Putri has 25.5 thousand followers. In choosing an endorser, there are several considerations made by Naturalan.id, namely adjusting to the target market. This is done by ensuring that the followers owned by the endorser are the same as the desired target market because otherwise, the endorsement will be in vain. Another consideration is that endorsers can create excellent and unique content. Naturalan.id chooses an endorser who can create content that can captivate their audience and is supported by a caption that invites the audience to do what the endorser does. That way, the endorsement made will reach the audience.

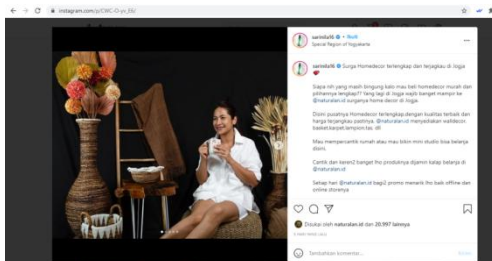


Figure 2. Endorsement Selebgram

2. Personal selling

Apart from advertising and sales promotion, personal selling is the next aspect in the promotion mix. Personal selling is a person's communication that can be more flexible than other promotional tools. This is due to direct personal interaction between a buyer and a seller so that the seller can find out the desires, motives and behaviour of consumers and see consumer reactions to the products offered by the company. At Naturalan.id, personal sales are carried out using Retail Selling.

Retail Selling is a way of promotion by implementing a sales force system to make sales by serving consumers who come to the store or company. So that visitors who come can see the product directly at the Naturalan.id store. This is done by Naturalan.id because it will create an intense relationship so that consumers will be comfortable and quickly get information from the products offered. The sales team from Naturalan.id will later explain what products consumers need. Naturalan.id also has a strategy for loyal visitors who have made regular purchases to receive gifts and thanks from Naturalan.id. This is done as a strategy to build long-term relationships with consumers so that consumers will feel comfortable.

3. Sales Promotion

When conducting sales promotions, producers must be able to package an offer such as discounts, prizes, sweepstakes and others that are considered to attract consumer buying interest. In addition, producers can also carry out sales promotions by holding activities such as exhibitions, entertainment, product demonstrations, etc. Naturalan.id conducts sales promotions through various media, namely Instagram, Marketplace and Tiktok. Sales promotion on Instagram is done by uploading feed, stories, and live content. The uploaded feed content is a product photo displayed in a room. The Instagram content presented must be exciting and oriented to other Instagram users.

Naturalan.id provides captions for each content using words that attract attention, such as "what are you doing at home this weekend? Watch out for Naturalan, right... because at Naturalan, there are lots of promos... and discounts, of course." Using the words 'promo' and 'discount' will attract consumers forever. In addition, using a caption that describes the best products from the store, "Are you really bored at home?? Let's just go for a walk. Before going out, don't forget to wear a bag and hat from Naturalan. This bag made of full pure material with a beautiful

and attractive design can make you look better, you know.” These captions will indirectly persuade consumers to know more about the products we are promoting. This caption will also cause curiosity and interest in people who see it. In addition to photos, content from Naturalan.id is also in the form of best-selling product videos, new collection videos, and product explanation videos.

Call-to-action content. A call to Action (CTA) is an invitation from content owners to their audience to do something. The call to action taken by Naturalan.id is directing the audience to open the link in the bio to place an order directly.

Naturalan.id often holds weekly promos for specific products. The beginning of the month becomes Naturalan.id's promo time because the beginning of the month is the time when workers get their salaries. Promos and discounts are also carried out during certain moments such as Heroes' Day, Youth Pledge Day, Independence Day, Eid al-Fitr, and others. At that time, usually, the level of sales will increase than usual. The more attractive the discount promo is, the more customers are interested in shopping at Naturalan.id. Promos are also carried out during live Instagram and TikTok. Usually, Naturalan.id will give promos on new item products during live. Promotion of new products or new items usually does not always run efficiently. Because new products have not yet won consumers' trust, the way Naturalan.id does it is to provide discounts for newly launched products. Promos and discounts will usually be notified by Naturalan.id through Instagram stories. Determination of discount or promo prices is done by taking the median price. The median price is determined from the average retail price and reseller price (overseas exports). Retail price is the price set for marketing goods or services carried out individually or in retail directly to consumers for their personal or household needs, so they are not for resale. At the same time, the reseller price is the price set on certain products from distributors/suppliers for later resale of the goods, either wholesale or retail. So, the price determined for the promo or discount is the average of the two prices.



Figure 3. Promo dan Diskon Produk

Another sales promotion strategy carried out by Naturalan.id is Giveaway. Giveaway is carried out by Naturalan.id by distributing its products as gifts or giving other gifts to customers with certain conditions that must be met. The Giveaway is promoted by uploading Instagram stories, and the Giveaway winners are also announced through Instagram stories by marking the winner's account.

Customers who frequently make purchases of Naturalan.id products will be treated more special than ordinary consumers, such as by providing discounts when purchasing. This is done to keep the consumers owned by Naturalan.id not moving. This is the reason why these customers are treated special.

4. **Publicity**

Publicity is the number of information about a person, thing or person disseminated to the public through the media free of charge or without supervision and sponsorship. This publicity activity for Naturalan.id is the cheapest method and can reach all levels of society or Naturalan.id's target market. The communication conveyed is in the form of news, not advertisements so that publicity can provide several benefits to Naturalan.id, namely because of the form of reporting in the mass media, the public can trust it. Publicity carried out by Naturalan.id is done in 2 ways, namely using Instagram Naturalan.id and collaborating with several news providers online. Instagram Naturalan.id is used as the initial medium for branding and the initial introduction of the Naturalan.id business because it does not require a fee. At the beginning of its establishment, Naturalan.id only used Instagram as a promotional medium because it did not cost anything. Only after developing into a big business did Naturalan.id collaborate with several online news providers. Here are some online news providers who do publicity about Naturalan.id:

a. *Mommeys.id*

The article on this website discusses home decor from wood with the title "Recommendations for Local Homedecor Online Stores made of Wood, Classic and Modern". The website states that "the types of handicraft products offered by Naturalan.id are very diverse, ranging from baskets, carpets, lampshades, to food mats. All of these products are made with high precision, so Naturalan.id products are of high quality."

b. *99.co*

The article on this website discusses references in decorating a room with the title "6 Rustic Style Online Furniture Stores| Come on, Pinterest-style room decoration! This article references several shops that he thinks can be an inspiration in decorating a room, one of which is Naturalan.id. This article was published on September 6, 2020.

c. *Tempatwisataseru.com*

The article on this website is about recommendations for typical Jogja souvenirs for tourists who come to Jogja with the title "39 Most Popular & Hits Typical Jogja Souvenirs, Food, Souvenirs, Snacks". This article recommends to tourists some souvenir shops, whether it's food, souvenirs, or snacks that are currently popular, one of which is Naturalan.id. This article was published on December 3, 2021.

d. *Artikelrumah123.com*

The article on this website page discusses the recommendation of a furniture store with a local brand in the title "12 Recommendations for a Local Online Furniture Store with a Modern Minimalist Rustic Style". This article recommends several minimalist and contemporary shops that can be an inspiration in decorating a room, one of which is Naturalan.id. This article was published on July 7, 2020.

ideas, goods or services. The interview concludes that Naturalan.id uses electronic media, namely Instagram ads and FB ads because they are considered the most effective compared to other advertising media. Besides that, advertising is also done by way of endorsement. The influence of advertising on sales can introduce their products in a broad scope.

2. Personal Selling

Personal Selling is one component of the promotion mix in addition to advertising, sales promotion and publicity, which emphasizes persuasive communication to arouse the possibility of consumers to make purchases. The interview concludes that personal Selling is done using Retail Selling. Prospective consumers who come can immediately see the products directly in the store. This is done by Naturalan.id because it will create an intense relationship so that consumers will feel comfortable and quickly get information from the products offered. The sales team from Naturalan.id will later explain what products consumers need.

3. Sales Promotion (Sales Promotion)

Sales promotion is a short-term sales activity that is not carried out repeatedly and not routinely and is intended to encourage a more robust market response. The interview's conclusion is to carry out sales promotions through various media, namely Instagram, Marketplace and Tiktok. Sales promotion on Instagram is done by uploading feed, stories, and live content. The uploaded feed content is product photos that are displayed in a room. The Instagram content presented must be exciting and oriented to other Instagram users.

4. Publicity

Publicity is the number of information about a person, thing or person disseminated to the public through the media free of charge or without supervision and sponsorship. The interview concludes that the publicity activities carried out by Naturalan.id use the cheapest method and can be reached by all levels of society, namely in 2 ways, using Instagram Naturalan.id and collaborating with several news providers online. Instagram Naturalan.id is used as the initial medium for branding and the initial introduction of the Naturalan.id business because it does not require a lot of money.

CONCLUSIONS

1. Advertising (Advertising)

Advertising (Advertising) is all costs incurred by sponsors to make non-personal presentations and promotions in the form of

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