



ANDROID-BASED TAPIS CRAFT MARKETING STRATEGY AS AN EFFORT TO INCREASE THE EMPOWERMENT OF HOUSEWIVES AND TEENAGERS IN BATURAJA WAYLIMA VILLAGE

Mustika Dewi

¹Departement of Information Systems, Faculty of Technology and Computer Science,
Bakti Nusantara Institute, Lampung

¹Wisma Rini Street No. 09 Pringsewu Lampung

E-mail: trii.mustika3114@gmail.com

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Abstract

Tapis is one of Lampung's traditional products with a special motif pattern of gold and silver threads, the process of making tapis cloth is quite complicated and must be done manually so it takes weeks. This is what makes tapis fabric have a relatively expensive price. In Baturaja Waylima Village, there is still limited and lack of understanding about online marketing. The strategy that will be carried out in increasing production and how to market production in the digital era is by means of several stages of activities, namely including preparation, market surveys, production processes. In doing promotion, several promotional strategies will be carried out, namely with Instagram, Brochure, and other online media. This study aims to describe the marketing strategy of android-based tapis crafts as an effort to increase the empowerment of housewives and teenagers in Baturaja Waylima Village.

I. INTRODUCTION

Batu Raja Village is the main village in Way Lima district. Batu Raja Village consists of 7 (seven) hamlets and 14 (fourteen) RTs. In Batu Raja Village, Way Lima District, there are several business potentials such as BUMDes and MSMEs. In Batu Raja Village, Way Lima District, there are several promising regional potentials, such as agricultural potential that produces medium-quality rice. These agricultural products are sold around markets and stalls in Batu Raja village. In addition, the majority of residents in Batu Raja village have land to grow various vegetables both at home and in the fields so it can be said that the villagers are not consumptive. Not only that, in Batu Raja Village there are also handicrafts, namely lampung tapis crafts such as kebung tikhai, serving hoods, peci and a set of Lampung traditional

clothes wrapped in gold thread. Tapis is a typical Lampung custom that can be used at any age [1].

Tapis is a symbol of the culture of the Lampung people, not only as clothing. Each motif that appears from the Tapis Cloth symbolizes the implied meaning of values related to the philosophy of life to the economy of the people of Lampung. The art of making Tapis fabric requires skilled hands in their fields, because this fabric has a high artistic value. This is made by women, both housewives and girls. This tapis fabric is still made in a home industry, does not yet have a container to further improve promotion, information and good product marketing, so there is a marketing lethargy that harms the managers of the Home industry. Marketing Tapis Lampung fabric must have good prospects to be developed with a unique, rare, and time-keeping product design and is widely liked by all circles of society at an affordable price. [2][3][4]

Khoiriyah (2017) Product strategy carried out by CV ikat weaving craft business owners. Silvi MN Paradila is to maintain product quality, namely by choosing ingredients that have good quality, the promotional strategy carried out is by personal selling, namely, face to face with consumers, advertising, namely, through business cards, and social media such as; Email, WhatsApp, Instagram, Facebook. Mukaromah and Amelia (2019) Ninda Tapis Lampung application applies the Brute Force String Matching Algorithm on the search box to find the desired tapis product name. Rozi (2017) Djawa Batik Solo product marketing strategy is to make products according to the wishes and needs of consumers as well as the creations of home industry batik makers in Solo. The price strategy carried out is relatively cheaper than the price of batik on the market because of the high-quality materials and design creativity. [5][6][7]

The strategy of android-based Tapis marketing is a way to make direct observations that are useful for obtaining information data regarding, Tapis fabric production process, Types of Tapis fabric products produced, Prospects for Tapis fabric in the future, Problems experienced by entrepreneurs with the scope of promotion and marketing. The goal and objective are that efforts to increase this promotion can be realized in an Android-based container that can showcase and trade the tapis cloth. So that it can help improve the economy and reduce unemployment, especially for mothers and adolescents. Teenagers are deliberately involved so that in the future they will have the next generation. To design and build an android-based online sales application that provides convenience for consumers or customers in the Tapis ordering process and provides information about tapis products sold. Providing convenience for consumers to be able to shop and other transactions within 24 hours throughout the day. The more customers the more profit you get.

II. LITERATURE REVIEW

2.1 Marketing Strategy

According to Philip Kotler (2004, 81): "Marketing Strategy is a marketing mindset that will be used to achieve its marketing objectives. A marketing strategy contains a specific strategy for the target market, positioning, marketing mix and the size of marketing expenditure." According to tjiptono (2002, 6): "A marketing strategy is a fundamental tool that is planned to achieve a company by developing a sustainable

competitive advantage through the entered market and the marketing programs used to serve that target market." Kotler and Armstrong (2008). Both experts consider this strategy to be marketing logic in which the business unit hopes to create value as well as benefit from its relationships with consumers.

It can be inferred from the opinion of experts that marketing strategy is a marketing mindset that will be used to achieve its marketing goals. Marketing strategy contains a specific strategy for the target market, positioning, marketing mix and the magnitude of marketing expenditures, Marketing strategy is a fundamental tool that is planned to achieve the company by developing a sustainable competitive advantage through the entered market and marketing programs used to serve the target market.

The concept of marketing strategy is based on 5 (five) namely market segmentation, market positioning, market entry strategy, marketing mix strategy, and timing strategy. The five concepts of marketing strategy have their own goals, but in general the purpose of marketing strategies is to improve the quality of coordination to the marketing team. Measure marketing results according to applicable achievement standards. Provides a reasonable basis in every decision-making.

2.2 Craft

The notion of craft is an item produced through hand skills. Crafts produce works that attach importance to the value of beauty as decoration or usefulness. Crafts are part of the applied art whose production involves manual skills in making objects of life needs. Handicraft production is designed for functional purposes (usability) while having beauty value. The craft products made certainly have a purpose. In addition to decoration and practical use, there are also other purposes.

Here are some of the purposes of crafts summarized from the Ministry of Education and Culture's book: As a decoration, crafts made solely as decorations on objects or as displays, do not have a certain meaning. As wearables, crafts are made based on the purpose to be used as daily necessities. As a ritual necessity, crafts contain certain symbols and serve as magical objects regarding beliefs and spirituality. As a symbolic necessity, traditional crafts usually serve to symbolize certain things related to the spiritual. As a constructive need, the craft serves as a support for a building.

Although the purpose of the craft is different, it still has economic value. Which craft itself can add to the selling value of a product.

2.3 Tapis Crafts

Tapis Lampung is a traditional kerajinan because the equipment used in making basic fabrics and ornamental motifs is still simple. According to Sujadi (2012) that "Tapis is a traditional craft of the people in harmony between their lives, the environment, and the Creator of the Universe." The same thing was also echoed by Hamy and Sutyanawan (2011), Tapis is a traditional craft of the Lampung people that is taught for generations and born as a "suggestion" in order to harmonize community life with the surrounding environment and the creator.[1]

Various types of Tapis Lampung are Tapis Jung Sarat, Tapis Raja Medal, Tapis Balak, Tapis Anak Tuho, Tapis Raja Tunggal, Tapis Laok Andak, Tapis Silung,

Tapis Laok Linau, Pucuk Rebung, Tapis cucuk Andak, Tapis Limar Sekebar, Tapis cucuk pingger, Tapis Agheng, Tapis Inuh, Tapis Dewosano, Tapis Bintang, Tapis Bintang Pirak, and Bidak cukkil. Not only that, but Tapis has also now been made not only in the form of a sarong, but there have been many creative works made of tapis fabric such as bags, shoes, peci, clothes, hijab and much more so that customers can have more choices.

2.4 Android

According to Teguh Arifianto (2011: 1), Android is a mobile device on the operating system for linux-based cellular phones. Android according to Nazaruddin (2012: 1) is an operating system for mobile phones based on Linux. Android provides an open platform for developers to create their own apps for use by a variety of mobile devices. Android is commonly used in smartphones as well as tablet PCs. It functions the same as the Symbian operating system in Nokia, iOS in Apple and BlackBerry OS.

It can be concluded that Android according to both experts, namely Android, is a mobile operating system for linux-based mobile phones. Android provides an open platform for developers to create their own apps for use by a variety of mobile devices. Android is commonly used in smartphones as well as tablet PCs. It functions the same as the Symbian operating system in Nokia, iOS in Apple and BlackBerry OS

2.5 Community Empowerment

According to Sumaryadi (2005: 11), community empowerment is an effort to prepare the community along with efforts to strengthen community institutions so that they are able to realize progress, independence, and welfare in an atmosphere of sustainable social justice. According to Adisasmita (2006:35), community empowerment is an effort to utilize and manage rural community resources more effectively and efficiently, such as: Aspects of inclusion or input (Human resources, equipment funds, or facilities, data, plans, technology), Process Aspects (implementation, monitoring, and supervision), Aspects of output or output (achievement, goals, effectiveness, and efficiency).

2.6 Baturaja Village

With the expansion of the village, in 1987 Baturaja Village was separated from Banjar Negeri. The beginning of Baturaja Village was with the existence of a large stone located in the area around Baturaja. The first village head was Hj. Abdul Khodir (Sebatin Baturaja) who at that time the system was directly appointed. And the 2nd Village Head is Aris (Hj. Abdul Khodir's biological son). The 3rd and 4th are Job (The younger brother of Aris). In 2006 M. Zen became the next village head who at that time fought his own son, Wilda Marleni. And in 2013 the Village Head was Murizal who was replaced by Mr. Amrullah in 2018 because Mr. Murizal during his term passed away in 2018. Where the northern boundary of Baturaja Village is Panjer Rejo and Wates Villages, South of Gading Rejo and Way Harong, West is Sindang Garut & Pare Rejo, East is Kuta Dalam and Paguyuban.

III. RESEARCH METHODS

3.1 Data Collection

a. Observation

The observation method is a data collection technique by making observations and accompanied by recording an event or state on the behavior of the target object. Namely by observing directly with the owner of the lampung tapis handicraft business to get information about the production and marketing activities of tapis products and seeing firsthand the types of tapis products that are or have been produced.

b. Interview

The interview method is a method of collecting data by conducting a Q&A or interview. Interviews were conducted directly with the owner of the lampung tapis handicraft business to get information about the history of the start of the tapis craft business, the types of tapis products produced and the marketing system for tapis products that have been used.

a. Literature Study

Data collection by collecting, studying, and analyzing materials in the form of books, scientific journals that support and relate to this research.

b. Design Model

The system design method that will be used is the waterfall method. The waterfall method is a software design model that is carried out in sequence and systematically.

c. Data Analysis

One of the data analysis models used is the waterfall method. The waterfall method according to Ian Sommerville (2011, p30), the waterfall method has the main stages of the waterfall model that reflect basic development activities. There are 5 stages in the waterfall method, namely:

System Design

System Planning (Planning) System planning is the initial stage where at this stage the author identifies the system to be used and developed, as well as determines the goals to be achieved.

System Analysis

System Analysis System analysis is the second stage where problem identification, problem solving proposals and system needs analysis are carried out focused on software creation. At this stage, the author describes the intact information system into its component parts that aim to identify and evaluate the problems and expected needs [8]

System Design

The specifics of the needs from the previous stage will be studied in this phase and the system design prepared. System design helps in determining hardware and system requirements and also helps in defining the overall system architecture.

Coding

Coding At this stage, the author applies the design results into a computer-readable form. The results of the design began to be translated into machine languages through programming languages.

System Implementation

At this stage the author carries out the implementation of a pre-planned system.

System Maintenance (Maintenance)

The final stage in the waterfall model. Ready-made software, run as well as performed maintenance. Maintenance is included in fixing errors not found in the previous step. Improvement of system unit implementation and improvement of system services as new needs.

IV. DISCUSSION

4.1 Planning

The design stage aims to meet the needs of using the system regarding a clear picture of the system design to be created and implemented using Use case Diagrams, Class Diagrams, Entity Relationship Diagrams (ERD).

Use Case Diagram

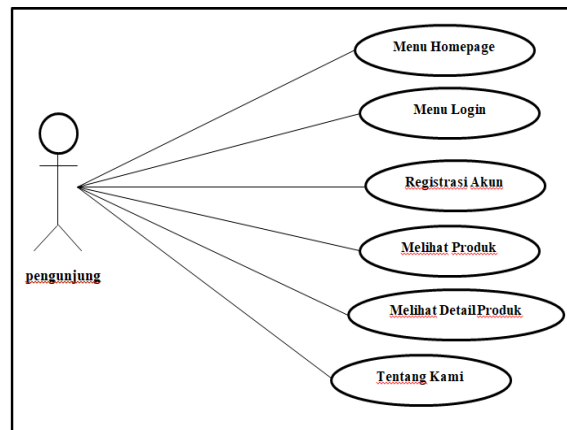


Figure 2. Use Case Diagram Visitors

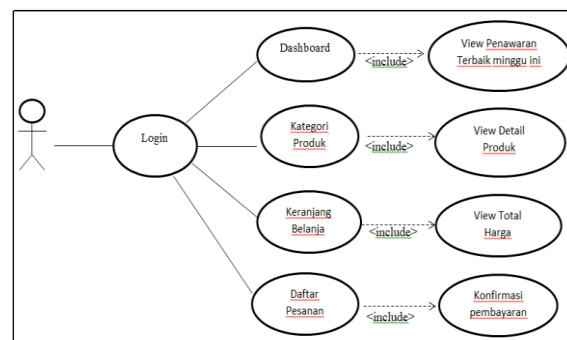
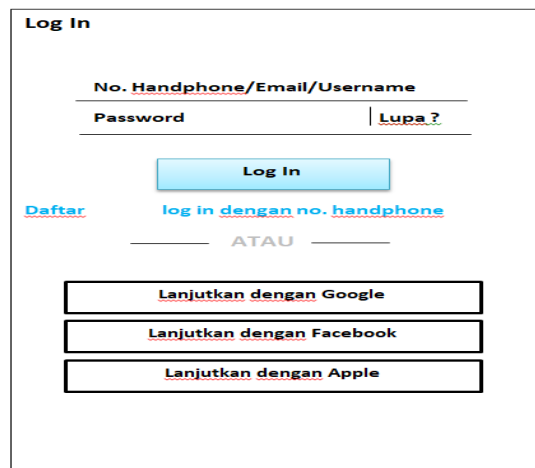


Figure 3. Use Case Diagram Customer

Customer Login Design

The Customer Login design is used by customers to be able to access and enjoy the features in the application used. Before the customer enters the application or system, the customer must first input the username and password if they already have an account, if they do not have an account, they must register themselves in order to access the application or system that will be used as user validation. After validation is complete, users can already enjoy the features in the e-commerce application system. As shown below:



The screenshot shows a login form titled "Log In". It contains two input fields: "No. Handphone/Email/Username" and "Password". A link "Lupa?" is positioned to the right of the password field. Below the fields is a blue "Log In" button. Underneath the button are links for "Daftar" and "log in dengan no. handphone". A separator "ATAU" is followed by three social login buttons: "Lanjutkan dengan Google", "Lanjutkan dengan Facebook", and "Lanjutkan dengan Apple".

Figure 4. Customer Login Design

Customer menu design

The customer menu design serves to make it easier for customers to choose and see the types of products needed and can make transactions easily. As shown below:



Figure 5. Customer Menu Design

4.3 Implementation

After the display design stage is complete, the next process, namely the program writing process, is carried out by translating the program design that has been created using a predetermined programming language code and adjusted to the design that has been made. [8] Creating software for an online sale using the main program languages used are HTML, PHP, JavaScript, CSS using the Sublime Text application as an editor and XAMPP to apply the results of the program that has

been written. The interface implementation serves to display the front interface of a system so that it is easy to use, efficient, and can make users feel happy while interacting with the system [9].

Main Page Implementation

The design on the main page of the application, the display on the main page displays the business profile, login page and the types of products sold as shown below:

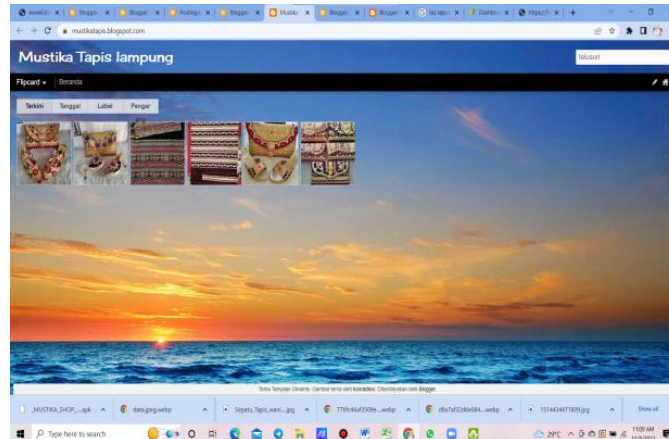


Figure 6. Main Page View

Implementation of the Item Detail Page

Design this shopping page after the customer searches and sees the types of goods on the main page, if the customer gets the goods needed customer can see in detail both from the price and from the type of goods.

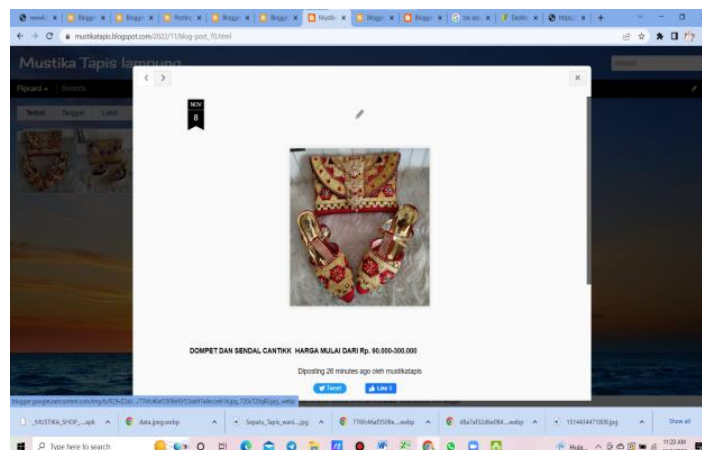


Figure 7. Item detail view

Admin page implementation

The design of the admin page serves to manage what products will be sold seeing sales statistics, responding to customer inquiries, arranging delivery, and arranging payment methods.



Figure 8. Android app view

4.4 Discussion

In this section is the implementation of the system test results of all the pages of the system that have been created. Where sellers can see product data, orders and payments. From such systems it is tested whether it is running or not. If it runs then running if not then the error. The following is a table of analysis of the results of the system test below:

Table 2. Admin Process Design

No	Tested menu	System test results		Information
		Run	Error	
1	The main thing	Run		Contains multiple products
2	Login thing	Run		Username: gmail account
3	Business profile terms	Run		Business owner profile
4	Customer thing	Run		User profiles
5	Hal home	Run		Home page
6	Product thing	Run		Contains quality, stock and price
7	Product category thing	Run		Contains a wide range of products
8	Booking terms	Run		Contains bookings

V. CONCLUSION

Tapis is one type of culture of the people of Lampung. Tapis is the ancestral heritage of the ancestors of the Lampung people in the form of woven sarongs. Tapis is a symbol of the culture of the Lampung people, not only as clothing. Each motif that appears from the Tapis Cloth symbolizes the implied meaning of values related to the philosophy of life to the economy of the people of Lampung.

The design and implementation of the Mustika tapis application, where android-based tapis Lampung sales are sold, can make it easier for consumers or customers to make buying and selling transactions online which can be accessed anytime and anywhere using their smartphones. This online tapis sales media displays information about the name of the tapis product, product description, product category, product price along with discounts on each tapis product. So that it can make it easier for consumers or customers to choose the products to order and reduce miscommunication between sellers and buyers.

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