

Electronic-Based Marketing Strategies in Building Competitive Advantages in Silk Weaving Small Businesses in Wajo District

Ilma Wulansari Hasdiansa*¹, Sitti Hasbiah²

¹²Universitas Negeri Makassar, Indonesia
e-mail: Ilma.wulansari@unm.ac.id*¹, Sitti.hasbiah@unm.ac.id²

(Received: 24 March 2023; Accepted: 25 May 2023; Published: 27 May 2023)

ABSTRACT

This study aims to determine the internal and external constraints on silk artisans. This research uses a qualitative descriptive method. The data used in this study are primary and secondary data, this data was obtained by researchers through observation, interviews, and documentation. The results of this study indicate that the electronic-based marketing strategy in building competitive advantages in small silk artisan businesses in Wajo Regency is by conducting a product marketing mix, determining the selling price of products based on the price of Production Operating Costs, a strategic and easily accessible business place, and promotions carried out, namely offline and online promotions. While the obstacles experienced by silk entrepreneurs in carrying out marketing strategies through Facebook social media are internal and external obstacles. The solution to overcome internal obstacles is to carry out an order system, self-taught learning through youtube media. for external obstacles is to provide affordable prices by using quality materials, be more creative and provide the best service, provide rich writing bounty marks on every picture posted, provide clear information, especially the prices offered.

Keywords: *electronic-based marketing, marketing strategy, building competitive advantages*

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



1. INTRODUCTION

The development of information technology in the current era of globalization has contributed greatly to the high rate of information. The need for information is needed regardless of time and place, information must be accessible anytime and anywhere. The rapid development of technology makes business competition in any field more varied. Many ways are done by a company to attract consumer interest. Starting from giving bonuses, installing, distributing brochures to marketing products through electronic media. Many electronic-based marketing activities are carried out. To do marketing of a product or service using electronic media builds a good connection between Small and Medium Enterprises (SMEs).

Silk weaving small businesses in Wajo District face various challenges in building competitive advantages, including limited resources, lack of access to markets, and low levels of technology adoption. To overcome these challenges, electronic-based marketing strategies can be implemented to improve market access, increase sales, and enhance competitiveness. This introduction will explore the importance of electronic-based marketing strategies in building competitive advantages for silk weaving small businesses in Wajo District.

Research has shown that electronic-based marketing strategies can be effective in improving the performance of small businesses. For example, Abdurrohman & Ramdan (2022) found that online marketing was crucial for the survival of small businesses during the COVID-19 pandemic. Similarly, Tantri et al. (2022) and Isma et al. (2020) emphasized the importance of digital marketing strategies in accelerating economic recovery for household businesses. These studies highlight the potential of electronic-based marketing strategies in improving the performance of small businesses.

Marketing is essential for small businesses to survive and grow (Hogarth-Scott et al., 1996). Hogarth-Scott et al. (1996) identified several key topics that small businesses need to focus on, including customer focus, competitive advantage, marketing communications, and marketing planning and strategy. By implementing electronic-based marketing strategies, small businesses can improve their marketing efforts and build competitive advantages.

Entrepreneurial marketing is another approach that can be used to improve the performance of small businesses. Nagaty & El-Menawy (2023) found that entrepreneurial marketing strategies can improve the sustainability of small and medium-sized enterprises in Egypt. Similarly, Fiiwe et al (2022) found that innovativeness in entrepreneurial marketing can improve the financial performance of small and medium-scale enterprises in Nigeria. These studies suggest that entrepreneurial marketing can be an effective approach for small businesses to build competitive advantages.

Innovation is also important for small businesses to build competitive advantages. Business model innovation, as discussed by Bell (2022), can help small businesses adapt to changing market conditions and maintain competitiveness. Similarly, technology-based marketing innovations, as discussed by Endrawati et al. (2022), can help small businesses optimize their product and service marketing. These studies highlight the importance of innovation in building competitive advantages for small businesses.

Finally, having a well-thought-out formalized marketing strategy can help small businesses build competitive advantages. Emphasized the importance of adapting marketing strategies to the conditions of the enterprise to take advantage of the strategic advantages of small businesses, such as flexibility and adaptability. Ruslina et al. (2022) also highlighted the importance of digital transformation in building competitive advantages for small and medium-sized enterprises.

Electronic-based marketing strategies can be effective in building competitive advantages for silk weaving small businesses in Wajo District. By focusing on customer needs, adopting innovative approaches, and developing well-thought-out marketing strategies, small businesses can improve their performance and build competitive advantages.

Silk Craftsman is one of the small businesses in Wajo Regency which is engaged in selling original and original silk sarongs. With a mission to introduce the original silk sarong from long ago which is famous for its quality. Silk sarong obtained from the production of silk sarong then buy and resell it. The constraints of silk craftsmen lie in marketing that is not widespread and marketing silk sarongs with material prices that always go up for a while so that they experience an increase in sales decline.

Most small businesses in Indonesia have some of the same problems, one of which is the lack of knowledge about marketing caused by limited information about the market. Electronic media is currently considered to be a limitless marketing solution that can be accessed by others from anywhere. Based on the background that has been described, the authors are interested in conducting research to find out the electronic-based marketing strategies used in building competitive advantages in small businesses by taking the title "Electronic-Based Marketing Strategies in Building Competitive Advantages in Silk Weaving Small Businesses in Wajo Regency".

2. METHOD

Type this study is study field (field research) namely, observation directly on the object under study to use get relevant data. This study including study qualitative where stated no form questionnaire. Researchers choose type study qualitative this so you can more make it easy get information in a manner actual. Source of data as for the source of the data obtained namely (1) direct primary data from object research and informants who will interviewe; (2) secondary data obtained from a number of literature like journal scientific studies, books, theses and

publications other related with a marketing strategy based electronic for build superiority competing.

As for who became technique determination and taking target so called research informant study is in a manner purposive sampling. Purposive sampling is technique taking sample from source data with weighted certain. As for who became determination informant in this study are owner craftsmen silk on Wajo District. Research design is study qualitative. Descriptive qualitative is type research using descriptive data in the form of written words or oral from people and actors who can observed. With election method this expected can give description about marketing strategy based electronic in build superiority competing in business small craftsmen silk in the Wajo District.

2.1 Literature Review

a. Marketing Strategy

Inside strategy a business world needed for achievement vision and mission that has been implemented by the company, as well as for achievement target or purpose. Good objective period short nor objective period long. Marketing strategy is effort promote something product, fine that goods or service with use pattern plans and tactics certain so that amount sale become higher. Marketing strategy according to Kotler & Armstrong (2008), marketing strategy is logic marketing where are the units business hope for create mark and earn profit from relationship with consumer. According to Fandi Tjiptono, marketing strategy is designed fundamental tools for reach objective company with develop superiority power sustainable competitiveness pass through the target market. Strategic planning is an ongoing process something organization for determine strategy or directions, as well made up my mind for allocate resources including capital and resources power man for achieve strategy. Various technique analysis business can used in this process, including SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), PEST (Political, Economic, Social, Technological), or STEER (Socio-cultural, Technological, Economic, Ecological, Regulatory).

SWOT analysis is method strategic planning used for evaluating strengths weaknesses opportunities and threat in something project or something speculation business. Purpose and benefits SWOT analysis is for blend four factor or composition in a manner appropriate about share prepare strength, overcome weakness, found opportunities and coping strategies diverse threats. Fourth factor that's what forms where is the acronym SWOT the application is how strength, capable take profit (advantage) from opportunities, that exist, how method overcome weakness, that prevents advantage of opportunities that exist, he continued how strength capable face existing threats, and finally how method overcome weakness capable make threats to be real or create a threat snow. This technique made by Albert Humphrey, who presided over project research at Stanford University in the 1960s and 1970s with use data from fortune 500 companies. In knowledge marketing, marketing mix more known with marketing mix name. Marketing strategy beginning of the marketing program, the marketing mix is variables that can controlled by the company for satisfy the target market. Variables the are:

1. Product is bid for satisfying need from company bid this can shaped goods, services, or mixture both. Products describe how company create right product for the target market. related with product is gift brand, packaging, guarantee, development product new, quality products and lines existing product.
2. Place is how company make product/service available in the right amount and location when consumer need product/service for simpler, place here can understand as channel distribution to be used by companies in distribute the product, related with place is wholesalers (including distributors, traders large), retailers and logistics.
3. Promotion is how company communicate product/service to channel distribution and target market for influence attitude and behavior them. Promotion distinguished be 3, is sale personal selling, mass selling and sales promotions.

4. Price is necessary amount of money paid consumer for get bid company. If company see price as income, then consumer see price as cost. Which is necessary noticed is objective determination price, policy prices used, and how set prices in the business world.

b. Based Electronic Media

Electronic media is a conveying medium something that has shape electronics. Examples of electronic media are TV, radio, and cellphones (Hand Phones) as well as the internet. Electronic media can interpret as device technology that can replace the usual paper media used, device technology also has excess than ordinary paper media used like device technology easy use and get help work become faster, and the device technology no use up many places if work has piled up with many. Everywhere electronic media easy for got, because exists and is available everywhere. Electronic media can say as source main information for us and even for all people in this world. With existence of electronic media that, can know information about what's going on around you us and even can know information that is happening around the world. As for example, telephone cellular or HP (Hand Phone) which was very popular in Indonesian, at first just tool communication replacement phone, which has superiority from facet mobility (practical and easy brought everywhere). But HP now not only as tool for chatting or each other sending SMS (Short Message Service). HP has various functions variety. Start from calculator, notepad (for make writing), create presentation, perform transaction banking, replace normal computer role for surf the internet, send and receive e-mail, receive, and send news, ratio, MP3 even accept broadcast television.

3. RESULTS AND DISCUSSION

a. Marketing Strategy Based Electronic in Build Superiority competing in Business Small Craftsmen Silk in the Wajo District

After do observation and research on craftsmen silk regarding the marketing strategy undertaken researcher will analyze data from results his observations. Under this will explained in a manner detailed regarding marketing strategy based electronics made by craftsmen silk in the Wajo District in build superiority competing :

Table 1. Marketing Mix Craftsmen Silk in the Wajo District

Results	Information about Results
Product	Product strategy craftsmen silk that is with create product form new more unique and attractive with current trends as well as use quality material. And deep promote the product always post picture product in accordance with original no exaggerated and not through the editing process
Price	Price is draft in marketing strategy, in determine craftsmen silk see quality and shape big its small product. That myself and take profit 40% of total cost of production As well as in gift price enough standard affordable all circles compared with other competitors are doing marketing via online
Promotions	Promotions carried out by craftsmen silk with post picture product furniture in 2-3 times a day on social media Facebook, Instagram, line, BBM and Whatsapp

Source: Data Processed, 2022

b. Obstacles and Solutions this Experienced By Craftsmen Silk in Carry out Marketing Strategy Based Electronic Via Facebook Social Media

The obstacles encountered craftsmen silk in executing a marketing strategy based electronic such as the internet through social media in increase turnover sale that is internal obstacles and external obstacles.

Table 2. Internal Obstacles and External Obstacles

Aspect	Information about Obstacles	Solutions For Obstacles
Internal Obstacles	<ol style="list-style-type: none"> Limited availability product Lack of knowledge and ability in field of appearance design, editing and photography in use of social media 	<ol style="list-style-type: none"> Solutions done with many order whereas available items the friday little, then that is done craftsmen silk that is with use system orders to consumers who want the product Solution done with study in a manner self-taught through the media youtube for design graphics, editing, photography used in marketing through social media Facebook
External Obstacles	<ol style="list-style-type: none"> Competition, in matter competition, because moment this lots once people with a similar endeavour competing promote results production through social media specifically Facebook. For reasons costs incurred for marketing this far cheaper with many competitions usually price bid and compare Taking product pictures (plagiarism), by other parties another obstacle experienced by craftsmen silk in carry out a marketing strategy through social media Facebook that is plagiarism (take picture products by other parties later recognized and imitated as production) Fraud by prospective consumers besides obstacles competition, plagiarism, in carry out a marketing strategy through social media Facebook craftsmen silk also experienced a obstacle that are not can avoidable and considerable losses lots that is fraud committed by the candidate consumer. Fraud this done with pretend order. However, moment goods already so and want delivered all tool communication blocked 	<ol style="list-style-type: none"> With many competitions the solution is made during this give more price cheap than competitor but still give quality materials, more product models creative as well as give the best service like fast and friendly response, so consumer will be interested with products offered and also loyal to craftsmen s products silk by other parties' solutions that are carried out in constraint taking picture product then recognized and imitated as production (plagiarism) is with give craftsman sign silk at each posted pictures on Facebook Fraud By Prospective consumers for overcome constraint fraud committed by the candidate consumer so party craftsmen silk make policy with request transfer part price offered especially first and ask address clear goals

Source: Data Processed, 2022

4. CONCLUSIONS AND SUGGESTION

4.1 Conclusions

- a. Electronic-based marketing strategies in building competitive advantages in small silk artisan businesses in Wajo Regency, namely by conducting a product marketing mix in the form of silk fabrics and sarongs, prices in determining the selling price of business owner products based on the highest BOP (Production Operating Costs) price, a strategic and easily accessible business place because it is in a silk business association in Wajo Regency, and promotions carried out, namely offline and online promotions.
- b. The barriers experienced by silk entrepreneurs in carrying out marketing strategies through Facebook social media are internal barriers including limited product availability, lack of knowledge and skills in the field of display design, editing and photography in the use of social media. External barriers include competition, taking pictures of products (plagiarism) by other parties, fraud committed by potential customers.
- c. The solution that silks craftsmen do to overcome internal constraints is to carry out an order system, self-taught learning through YouTube media. External constraints are to provide affordable prices by using quality materials, be more creative and provide the best service, provide rich writing of bounty signs on every picture posted, provide clear information, especially the prices offered.

4.2 Suggestion

- a. For owner craftsmen silk (1) should expand business sale sarong the silk with add branches in various area. Because remember consumers from various outside city, order consumers easy for reach it; (2) often holding promotions for the community more interested for shop at craftsmen silk ; (3) should party craftsmen silk list price at each posted products, someone's order more interested with price offered; (4) expand marketing with using marketing media that provide service as place for sell buy such as, Bukalapak, Tokopedia, so will expand range marketing product. (5) should add amount employees to be in service can be maximum with add employee can optimizing availability more products and deliveries fast that has been ordered consumer.
- b. For library Faculty of Economics, from the results this study expected can be beneficial for add knowledge and insight. As well as expected, can made as addition references and documentation for party library as material reference research to be come especially for student Faculty of Islamic Economics and Business in particular majoring in Islamic Economics. Besides it is expected party library more add reference, fine in form journal, book, or something other about marketing strategy via social media.
- c. For researcher furthermore, from the results this study expected can made as reference nor study related sequels with same problem so that can perfect results research already writer thorough.

REFERENCES

- Abdurohim, D., & Ramdan, A. M. (2022). Survival Strategies and Online Marketing in the Time of the COVID-19 Pandemic of Bandung City SME: A Case Study of the Cibaduyut Shoe Center. *Quantitative Economics and Management Studies*, 3(6), 944-957.
- Adisasmita, Rahardjo. (2011). *Management Regional Government*. Yogyakarta: Graha Knowledge.
- Armstrong, Gary., & Kotler, Philip. (2008). *Principles Marketing Edition 12*. Jakarta: Erlangga.
- Bell, R. (2022). Innovating to survive in competitive markets: business model innovation of Chinese digital businesses. *International Journal of Innovation Science*, (ahead-of-print).
- David, Fred R. (2011). *Strategic Management*. Book 1. Edition 12. Jakarta.
- Deliyanti, Oentoro. (2012). *Management Marketing*. Yogyakarta: Lakbang Pressindo.
- Darmesta., & Irawan. (2005). *Azaz-Azaz Marketing*. Yogyakarta: Liberty.

- Endrawati, T., Sutjiatmo, B. P., Murti, A. K., Widodo, A., & Nawiyah, N. (2022). Technology-Based HR Management to Optimize MSME Product and Service Marketing. *Technology-Based HR Management to Optimize MSME Product and Service Marketing*, 5(3), 143-150.
- Fiiwe, J. L., Egele, A. E., Ozo, J. U., & Komene, G. L. (2022). Impact of Innovativeness Dimension of Entrepreneurial Marketing on the Financial Performance of Small and Medium Scale Enterprises in Nigeria. *Glob Acad J Econ Buss*, 4(6), 182-193.
- Gordon, B Davis. (2003). System Information Management. Yogyakarta: Andi Offset.
- Hariyanto. (2013). Strategy Promotion, Quality Product, Quality Services Against Satisfaction Fast Restaurant Customer Saji McDonald's. Thesis. Department of Economics, University of Education Indonesian.
- Hendra, Permana Putra. (2011). Mix Strategy Promotions Implemented By Small Businesses. *Journal Faculty of Economics*.
- Hunger J, David., & Wheelen L, Thomas. (2001). Management Strategi.
- Hogarth-Scott, S., Watson, K., & Wilson, N. (1996). Do small businesses have to practise marketing to survive and grow?. *Marketing intelligence & planning*, 14(1), 6-18.
- Indrawan, Yudi. (2004). Marketing Strategy of PT Karomah Bunti Wasesa Jakarta Dalam Face Competition . Thesis Bachelor (No published).
- Isma, A., Hidayatullah, A., Winarno, A., & Hermawan, A. (2020). Marketing Strategy for Welding Workshops in the New Normal Era after the Covid-19 Pandemic. *Pinisi Business Administration Review*, 2(2), 123-134.
- Kotler, Philip., & Kevin Lane Keller (2008). Management Marketing Edition 13 Volume 2. Jakarta: Publisher Erlangga.
- Nagaty, S. A., & El-Menawy, S. M. A. (2023). Does Entrepreneurial Marketing Impacts Business Sustainability? New Evidence from Small and Medium-Sized Enterprises in Egypt., 43(1), 121-156. *التجارة والتمويل*
- Nur, Afni Mardiyanti. (2016). Influence of Marketing Strategy To Sale Silk Fabrics in Cemetery Sabbangparu Regency Wajo. Thesis. Study Program Education in Economics, Faculty of Economics, Makassar State University.
- Pearce., & Robinson. (1997). Management Marketing, Analysis, Planning, Implementation and Control. Jakarta: Asara Visual Construct.
- Ruslina, E., Rastuti, T., & Sjam, Z. A. (2022). Reconstruction of the People's Economic Model: Development of Micro, Small and Medium Businesses Based on Digital Transformation as a Strengthening Economy Post-Covid-19 Pandemic. *Law and Humanities Quarterly Reviews*, 1(4).
- Rogers, Everett M. (1986). Communication Technology The New Media in Society. London: The Free Press.
- Satria, Mirsya Affandy Nasution. (2011). Analysis of Deep Marketing Strategy Increasing Competitiveness Through SWOT Analysis PT. AXA Financial Medan Branch. Thesis. Faculty Economics General Sudirman.
- Setiawati. (2017). *Strategy Influence Online Marketing Against Enhancement Profit*. Thesis. Department of Islamic Economics, Faculty of Sharia, Sultan Syarif Kasim Riau State Islamic University, Pekanbaru.
- Tantri, S., Riyani, E., Muktiyanto, A., Widiastuti, Y., & Prasetyo, A. (2022). Implementation of Digital Marketing for Household Businesses in the Context of Accelerating Economic Recovery During the Covid-19 Pandemic. *Engagement: Jurnal Pengabdian Kepada Masyarakat*, 6(2), 516-532.