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THE IDENTIFICATION OF MARKETING AKTIVITIES IN ENBROIDERY SMALL MEDIUM ENTERPRISES IN PADANG CITY

UNDERGRADUATE THESIS



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THE IDENTIFICATION LEVEL OF MARKETING ACTIVITY IN EMBROIDERY ENTERPRISES IN PADANG CITY

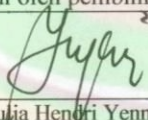
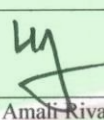
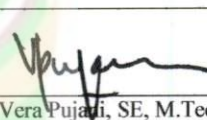
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ABSTRACT

Small and medium enterprise play important role in economic development especially in developing country like Indonesia. Development of small and medium enterprise depends on marketing strategy that implemented in SME's itself. Carson (1990) offers a model which marketing activities are classified into three levels, first is non marketing, second is the implicit marketing, and third is sophisticated marketing. This research investigates the implementation of level of activity Carson's model in 10 small and medium enterprises in Padang City especially in embroidery business. The objective these researches are to identify the level of marketing activity in small medium enterprises. The research naturally is qualitative research with structure interview used to collect the data and information. The result of this research found that six samples can be defined as non marketing level of activity and four samples can be defined as implicit marketing level of activity

Skripsi ini telah dipertahankan di depan sidang penguji dan dinyatakan lulus pada tanggal 10 Agustus 2011.

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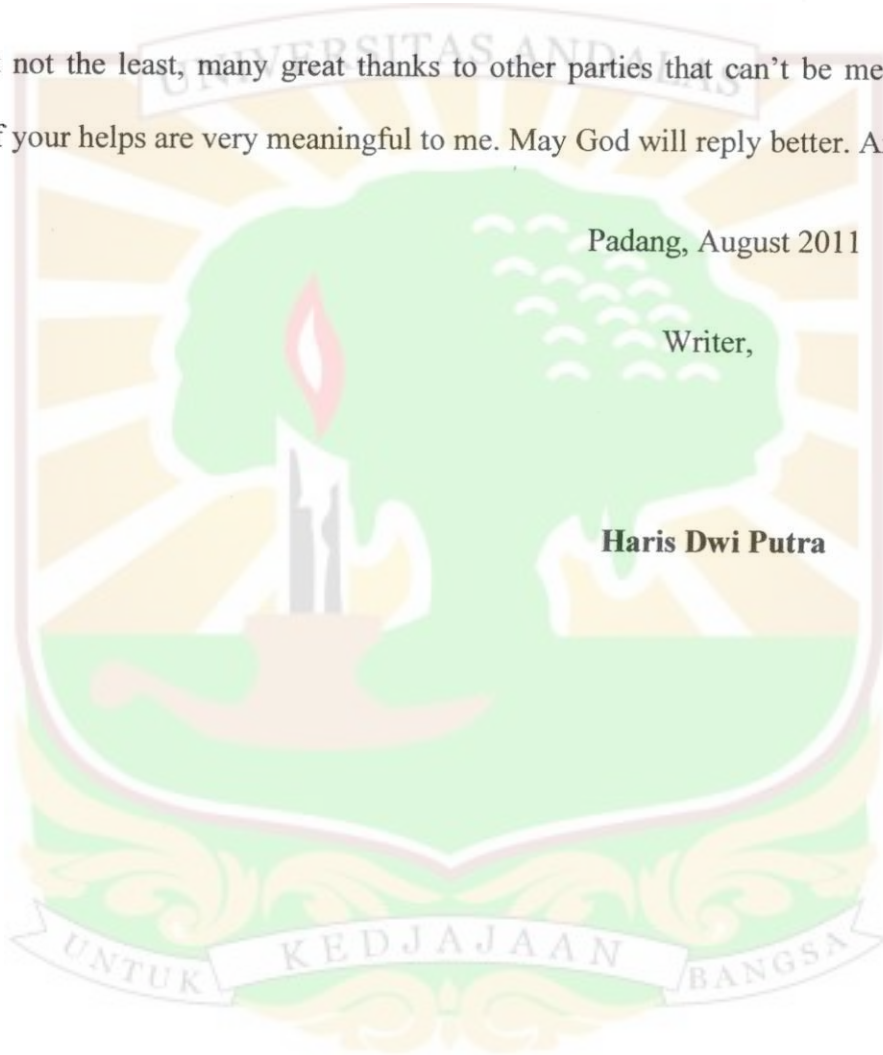


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Appendix 1 Interview Question

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Soestrisno (2003) mentioned that Indonesia SMEs need an additional around 20 million units SMEs to face 2020. Because SMEs are important sector that give more contribution for Indonesia's economic. However, marketing aspect play important role for SMEs itself, based on Chaston & Mangles (2002), marketing theory and development in SMEs has been somewhat limited and often relies on the application of classical marketing models used in big businesses to smaller businesses. Basically, there are so many definitions of marketing given in standard book. For example: Marketing is the management process for identifying, anticipating, and satisfying customer requirements profitably (Chartered institute of Marketing, UK, Wilson and Giligan, 1999, p. 4; Brassington and Pettitt, 2003, p. 4).

Marketing is an organizational function and set of processes for creating, communicating and delivering value to customers and for managing relationship in ways that benefit the organization and its stakeholders (American Marketing Association, 2006; McDaniel et al, 2006, p. 6). Most of definitions of marketing suggest a strategic and operational approach to marketing that has been interpreted in terms of the activities that larger organizations undertake when doing marketing.

However, there is no definition of marketing for small and medium size enterprise (SMEs) can be readily found in the literature and those attempts at definition or discussion often link marketing with entrepreneurial behavior (Carson et al, 1995; Reynolds, 2002).

Implementation of marketing at small medium enterprise is contentious issue among academics and practitioners for more than twenty years (Brodie et al, 1997; Gilmore et al, 2001; Cromie, 1990). Actually, small firms are perceived to be valuable to the economy, but they have been shown to have inherent weaknesses with respect to capitalization and marketing awareness and practice, which make small firms vulnerable (McCarton-Quinn and Carson, 2003; Kirby, 2003). Beaver and Harris (1995) also argue that SMEs tend to focus on short term goals rather than long term objectives because of time constraints. Prefer actions rather than planning (Matthews and Scoots, 1995).

Leppard and McDonald (1987) stated that the presence of the owner had a significant impact on every aspect of the marketing activities of SMEs. Davis et al (1985) argued that the basic principle of marketing is universal and applies equally to all kinds of companies regardless of size, age and other characteristics. Meanwhile, the development of theories to explain the behavior of SMEs towards marketing have generally been qualitative and descriptive (Carson, 1990). Mendham and Bannock (1982) argue that the most significant difference between big and small firm is not their size, but the real differences concern objectives, management style, and

marketing. Although marketing is an important business function, its role within the organization and its relevance with regard to the business environment in which the company operates has a complex relationship (Moller and Anttila, 1987).

Besides that, Carson (1990) offers a model which marketing activities are classified into three levels, first is non marketing, non marketing level is level where the company didn't have any knowledge nor has little knowledge about their market. Second is the implicit marketing, implicit marketing level is level where the company or organization can define their market in terms of size and location, and third is sophisticated marketing, sophisticated marketing is activity where the company has full understanding of its market. Some of researchers from various countries use this model to see the profile of small business marketing activities. In fact, it is so complex that many other strategies and orientations seem to be equally successful in SMEs (Huang and Brown, 1999; Carter et al., 1994). This makes investigating marketing in SMEs and relating these marketing activities to business performance extremely problematic.

Based on the results of observations at several locations in West Sumatra, marketing is also a problem faced by embroidery business that is one mainstay of SMEs in West Sumatra. This condition is similar to the problems in SMEs in developed countries (Reynolds 2002). Seeing some of the important role of SMEs for developing countries like Indonesia, particularly West Sumatra in the framework of economic recovery after the earthquake that hit several towns, and driven by the

desire to overcome the limitations of marketing literature on SMEs, the researcher try to analyze the activities and marketing strategy by analyze the level of marketing from Carson's model.

In line with the description above, this research is intended to address issues related to:

"The implementation level of activities from Carson's model in small and medium enterprise"

1.2 Problem Statement

After we found studies that related to marketing in small medium enterprise still limited. However this issue needs to be explored further and widely researched. This study will analyze aspect from the level of activity from Carson's model and the main question needs to be answered is: how is the identification level of marketing activities in embroidery business in Padang city?

1.3 Research Objectives

With reference to the research problem, this study seeks to achieve the following objectives:

1. To explain the overview of knowledge related to marketing in small medium enterprise
2. To identify level of marketing activity in small medium enterprises

1.4 Contribution of Research

Understanding the activities and marketing strategy in small medium enterprise are absolutely needed for the SMEs itself. Furthermore, these may lead towards the SMEs performance. SMEs in west Sumatra need the information regarding this issue. This research is expected to give contribution in describing the real implementation and strategy marketing in SMEs. Therefore, SMEs not only in Padang but also in other SME will be able to understand more and implement activities and marketing strategy in order to get more profit for SME itself.



CHAPTER II

REVIEW OF LITERATURE

2.1 Small Medium Enterprise Definition

There are many definitions about small medium enterprise. SMEs in Indonesia are under the Department of Cooperatives and SMEs. According The Ministry of Cooperatives and Small and Medium Enterprises, SME is that what is meant by small enterprises (SEs), including Micro Enterprises (UMI), is a business entity that has a net worth of Rp 200,000,000, excluding land and building, and has annual sales of Rp 1,000,000,000.

SME definition from Central Bureau of Statistics (BPS), this definition is SMEs based on quantity of labor. Small businesses are business entities which have a total workforce five to 19 people, while medium enterprises are businesses that have entity labor 20 to 99 people. According to Presidential Decree no. 99 of 1998 Small Business sense is economic activity of the people that small-scale businesses that are majority are small businesses and need to be protected to prevent unhealthy competition. Besides that, Small Business definition referred to laws No.9 of 1995 is a small-scale productive enterprises and net worth criteria most Rp200.000.000, 00 (two hundred million rupiah), excluding land and buildings have a place of business or the sale of most of Rp1 .000.000.000,00 (one billion rupiah) per year and can

receive maximum credit from banks over 50.000.000, - (fifty million rupiahs) up to Rp.500.000.000, - (five hundred million rupiah). The characteristics of small business are

1. Type of goods / commodities traded mostly been fixed is not easy change;
2. Location / place of business generally has been settled does not move;
3. In general, the financial administration was doing while it's still simple, finance companies have started to be separated with the family finances, has made the business balance sheet;
4. Already have a business license and other legal requirements including TIN;
5. Human resources (entrepreneurs) have experience in business berwira;
6. Some have access to banking in terms of capital requirements;
7. Most have not been able to make good business management such as business planning.

Here, some examples of small businesses based on laws no 9 of 1995 are

1. Farming as individual landowners who have a workforce;
2. Wholesale market traders (agents) and other traders;
3. Artisan food and beverage industry, Furniture industry, wood and rattan industry, household equipment, apparel industry and handicraft industry;

4. Chicken farms, duck and fishing;

5. Small-scale cooperatives.

However, the definition of medium Enterprises is referred Presidential Directive No.10 of 1998 is a productive enterprise that meets the criteria of net business wealth greater than Rp200.000.000, 00 (two hundred million rupiahs) up to the maximum amount of 10,000,000,000, 00, (ten billion rupiahs), excluding land and buildings business and can receive credit from the banks of Rp.500.000.000, 00 (five hundred million dollars) s / d Rp.5.000.000.000; 00 (five billion rupiah). The characteristics of medium businesses are

1. In general, management and organization has a better, more regular and even more modern, with a clear division of tasks among others, the finance department, marketing department and production department;
2. Has made financial management with implementing an accounting system with a regular, making it easier for auditing and assessment or examination including by banks;
3. Have made the rules or management and labor organizations, there has been
4. Already have all the requirements of legality among other neighbors permission, business license, permit place, TIN, environmental management
5. Had access to bank funding sources;

6. In general already have human resources who are trained and educated.

Some examples of medium businesses, type or medium-range effort almost worked on commodities from almost all sectors perhaps almost equally based on Presidential Directive No. 10 of 1998,

1. Agriculture, animal husbandry, plantation, forestry medium scale;
2. Trade (wholesale), including export and import;
3. Business services EMKL (Expedition Load KapalL aut), garment and taxi and bus transport services between propinsi;
4. Food and beverage industry, electronics and metal;
5. Stone Mountain mining business for construction and artificial marble.

2.2 Small Medium Enterprise marketing in practice

Small medium enterprises different with large organization, these differences include advantages such as greater flexibility, innovation, and lower overhead costs and in term of disadvantages, SME are limited by their market power, capital, and managerial resources (McCarton - Quinn and Carson, 2003). Carson (2001) and Sui and Kirby (1998) traced the evolution of marketing and the various approaches to SME marketing. SMEs characteristics influence the ways in which they informally implement the marketing planning process. SMEs tend to focus on short-term goals rather than long-term objectives due to time constraints (Beaver and Harris, 1995) and prefer action rather than planning (Matthews and Scott, 1995). Sui et al. (2004), Julien & Ramangalahly (2003) and Brethon et al. (2008) showed how strategic

marketing practices such as knowledge of current market conditions and consumer tastes were positively related to SME performance. Becherer et al. (2003) examined internal environment factors such as the background and decision processes efforts, was found to be key influence in performance of SMEs (Wood, 2006). Market orientation as a driver of SME business performance has also generated scholar interest (Blankson & Stokes, 2002; Fillis, 2002; Pacitto et al. 2007).

According to Gilmore *et al.* (2001) marketing in SMEs is likely to be haphazard, informal, loose, unstructured, spontaneous and reactive and conform to industry norms. Marketing in practice in small firms seems to rely on personal contact networks (Hill and Wright, 2001; Gilmore *et al.* 2001; Brodie *et al.* 1997) and is often driven by the particular way in which an owner-manager does business. Gilmore *et al.* (2001) showed that as a result of networking there was much more communication between the SME owner-manager and his/her competitors than is usually reported in the literature and that competing firms may be quite supportive of each other. Hence, SMEs owner-managers recognized that building relationships was vital to a company's success and they invested considerable time and effort in maintaining good relations with regular clients (Gilmore *et al.* 2001). The creation and existence of effective networking was concerned with maximizing marketing opportunities and ensuring the enterprise's survival and development (Gilmore *et al.* 2001). Besides that, Romano and Ratnatunga (1995) admit that the categorization of

marketing in SMEs is somewhat arbitrary and invited the reader to devise their own categories.

2.3 Marketing models for SMEs

Research on small and medium businesses and their marketing activities has been largely limited to explanation of certain types of behavior observed in small and medium businesses (Hannon and Atherton, 1998; Smith and Whittaker, 1998; Huang and Brown, 1999), or on the search for factor that are missing or present barriers in smaller businesses, accounting for their apparent inability to apply and use marketing ideas and concepts that were often developed for larger businesses (Barber et al, 1989; O'Brien, 1998; Freel, 2000). However, theory development in SMEs research seems to be somewhat limited in general. The work that has been done is more applied in nature, taking the form of perspective and descriptive frameworks and models, on how to apply certain business and management theories to the smaller business (e.g. Carson, 1990; Brooksbank, 1996; Valos and Baker, 1996; Brooksbank, 1999).

Work specifically on marketing models in SMEs has resulted in six interlocking exploratory and qualitative models (Carson, 1990). Hannon and Atherton (1998) suggested a matrix relating strategic awareness to planning effectiveness. None of these models resemble the role and relevance model since they do not tackle the same variable and dimension of marketing. These framework and models all

make intrinsic sense of situation in SMEs and other organizations. However, these frameworks and models are not to our knowledge, “proven” or tested in any formal way and so could be regarded as descriptive in nature. Carson (1990) emphasized the importance of marketing planning and how it must be adapted to the circumstances of the business. Carson (1990) saw the six models forming an "interlocking network revolving round the hub of marketing planning".

Table 2.1

The Carson’s Model and Classification Categories

Models	Classification Categories		
Marketing limitations (expenditure, expertise, impact)	Minimal, self help, minimal	Limited, appreciation level, limited	Substantial, indepth, substantial
Level of generalization	General concepts	Industry specific	Situation specific
Planning versus operation	Minimal	balanced	
Marketing planning adapted	Limited adaptation	Substantial adaptation	
Stages in marketing development	reaction	Entrepreneurial tinkering	Expertly proactive
Levels of activity	Little or no marketing	Implicit - simple	Explicit – sophisticated

Source: Peter B Fuller; 1994

2.3.1 Carson’s Model 1: Marketing Limitations

Model 1 describes three types of constraint affecting the way in which small firms undertake marketing.

- (1) Limitations of expenditure relate to resources and are described in terms of time and money devoted to marketing. Expenditure is classified as:

- Minimal--where the firm spends the minimum amount of money necessary to communicate with its customers;
- limited--where money and resources are expended with the sole objective of increasing sales;
- Substantial--applies to a market-driven firm in which the owner-manager spends most time dealing with markets and customers.

(2) Limitations of expertise outline the marketing background of the firm's management, which can be described in one of three categories:

- Self-help--where managers have taught themselves marketing through private study;
- Appreciation level--where marketing has been studied as part of a general supervisory management program;
- In-depth--describes managers who have undergone long-term company-specific action learning program in marketing.

(3) Limitations of impact arise from the limitations of expenditure and expertise.

A judgment has to be made on the extent to which a firm and its products are known in the marketplace. Three levels have been identified to describe this:

- minimal impact;
- limited impact;

- Substantial impact.

2.3.2 Carson Model 2: Levels of Generalization

Model 2 examines how the general principles of marketing are adapted to the situation in which a firm is operating. Three levels are identified:

- (1) General concepts apply where a firm's marketing is in accordance with general concepts as described in text books, but is not carried through into implementation.
- (2) Industry-specific describes the situation where the firm follows the norms and practices of its industry.
- (3) Situation-specific can be applied to a firm carrying out innovative marketing to suit its circumstances.

2.3.3 Carson's Model 3: Planning versus Operations

Model 3 is based on the broad distinction between two different types of marketing decision. Those which involve thinking about the future, forecasting, setting objectives and developing strategies are regarded as planning decisions. Others, giving instant results to an immediate problem, are operational. The model focuses on the extent to which there is a balance between the two in a firm's marketing. The categories are:

- minimal--where operations dominate; and
- Balanced--where there is a balance between planning and operations.

2.3.4 Carson's Model 4: Marketing Planning Adapted for Small Firms

This model looks at the extent to which a firm adapts broad marketing planning concepts and applies marketing techniques to suit its circumstances. Limited adaptation is found where a firm uses marketing techniques unsuitable to its needs. Substantial adaptation, on the other hand, arises where the techniques have been refined to suit the characteristics of the firm and its environment.

2.3.5 Carson's Model 5: Stages of Marketing Development

Model 5 is derived from the evolution of marketing practices in the firm from the date of its establishment to the point at which it achieves a breakthrough to medium size. Four stages have been identified:

- (1) Reactive which is usual for new firms and describes a situation where all customers are personally known to the owner and business tends to develop through word-of-mouth recommendation based on product, price and delivery.
- (2) Tinkering marketing--the spontaneous and spasmodic attempts to increase sales, perhaps through occasional local advertising, brochures or sponsorships.

- (3) Entrepreneurial marketing--instinctive marketing carried out as the owner-manager learns about marketing and recognizes its value in generating extra sales. Owner-managers often have a craft or production background, which can lead to an approach incompatible with the marketing concept.
- (4) Proactive marketing--professional marketing carried out by a marketing expert in a co-ordinate and integrated manner.

2.3.6 Carson's Model 6: Levels of Activity

Model 6 examines the techniques and operations of marketing in the context of marketing planning. This model draws on the dimensions surrounding the other models and classification can be made on the basis of both external and internal considerations. It differentiates three levels of marketing activity. There are three level of activity Carson's Model. First, The non marketing firms or organization define its market in very general terms such as "young people" has no plans for future and has a little idea who customer are (Carson, 1990). Few promotional tools are employed, cost plus pricing are used, and customer service is equated with complaints, with after sales services are unnecessary (Carson, 1990).

Second, Carson (1990) explained that implicit marketing firms or organization define its market in term of segments, size, and location, although segment is not fully developed, targeting is carried out. It is aware of the number of customers and size of its customer base and can differentiate between key and normal customer.

Marketing has increasingly become an instinctive activity with the use of numerous complementary sources of market information applied in an informal and balanced manner to gain a competitive edge. These firms fully understand significant market events and their impact on the firm can explain how competitive advantage set the firm apart from competitors and has area or market under consideration for future expansion (Carson, 1990). Implicit marketing utilizes several proactive promotion methods and is to skillfully mix the 4Ps of marketing. Price is based on what the market will bear competitor charges and customer's perception of value and the firm is able to use price to compete the products. Service is viewed as an opportunity

And the last, the firm or organization with sophisticated marketing practices undertakes marketing activities as part of fully coordinated and integrated program of activities. Carson (1990) explained that the sophisticated firm is one that has a full understanding of its own market, has well developed market segments and carefully designed targeting techniques and has a long term strategic marketing plan. It can define its competitive position and how its own offering defeats those of competitors; it has undertaken detailed competitor analysis, consider competitor in other sectors and fully understand their strength and weaknesses. The sophisticated firm also has a computerized customer database which segment customers (Carson, 1990). Marketing communications as integrated, proactive and effective and pricing is used to compliment the marketing mix.

2.4 Review of Previous Studies

2.4.1 Marketing in Small Hotel: a qualitative study (Moriarty & Rosalind Jones, 2008)

This research contributes to the understanding of marketing in small hotel specifically, and more generally, to the area of SME or entrepreneurial marketing. A deductive – inductive approach based on interviews with 15 small hotels managers and three in depth cases study interviews, was used to provide a profile of marketing activities in small hotel in North Wales. The application of level of activity model to characterize and classify the marketing strategy and activities of the respondents suggested that for these small hotel an additionally category would be helpful in characterizing marketing activities. These findings suggest that whilst the search for a definition of entrepreneurial marketing is useful in articulating the difference between what SMEs do and marketing theory.

CHAPTER III

RESEARCH METHODS

3.1 Research Design

This research naturally is qualitative researches which describes, analyze, and explains the phenomenon of the research variables. It explains the activities and marketing strategy in specific small medium enterprises by analyzing the level of activity from Carson's model. The whole relevant documents will be analyzed in this research. There was three variable being researched in this research, first is to identify SMEs as non marketing activity, implicit marketing, and sophisticated marketing.

A qualitative approach was adopted because it was deemed to be the most appropriate way to develop an understanding of marketing in the study context because it offer the opportunity to listen to owner/managers and to engage in dialogue. Moreover, qualitative method is accepted as appropriate for inquiry into SME and entrepreneurial marketing (Stokes, 2000).

3.2 Population and Sample

There are lots of SMEs in west Sumatra which focuses in many aspects. As the case in this research, researcher took specific SME which focus in embroidery business. The sample of this research is small medium enterprises in Padang city,

West Sumatra who focus in embroidery business. In the multiple-case approach there is no ideal number of cases, but between 4 and 10 is often recommended (Eisenhardt, 1991; Perry et al., 1998; Yin, 1994). In this research there are only ten small medium enterprises as the sample in this research. These ten SMEs are in the same type of business which is embroidery business. However, these ten SMEs are considered to be able to represent the whole SMEs in Padang City. Therefore, researcher has decided to choose those ten SMEs as the sample of the research.

3.3 Data

Data used in this research was both primary source of data and secondary source of data. For primary source of data, researcher obtained from structured interview with owner of the SME. It was very important to explore deeply all information regarding the activities and marketing strategy implementation in small medium enterprise. That is why structured interview is considered as an appropriate way to collect that information.

Apart from primary source data, researcher also adopt secondary source of data. Researcher used books, statistical data, and other published information that supported the primary source of data in conducting this study. Secondary data is information gathered from source already existing (Sekaran, 2003). Secondary data is require to strengthen and gaining wider picture about the activities and marketing strategy implementation in SME.

3.4 Research Variable

The purpose of this research is researcher want to identify the level of marketing activities in embroidery business in Padang City. This research has several research variables, researcher identifies seven marketing activities in embroidery businesses which are market knowledge, competitors, customer, competitive advantages, price, promotion, and after sale service. After identify all marketing activities, researcher identify level of marketing activities which are non marketing level, implicit marketing, and sophisticated marketing.

3.5 Data Collection Method

Data collection method used in this research includes structure interviews with the owner of SME. A qualitative approach where the aim is to explain rather than predict phenomena (Leavy, 1994) and an in-depth qualitative study using case study methodology, with multiple sources of data collection was used to compile a qualitative database (Fombrun, 1982; Lincoln & Miller, 1979). Carson (1990) an interview based qualitative approach was adopted in order to capture a profile of the marketing approaches of each of the respondents, and thereby to classify their activities on the basis of Carson's level of activity module.

In gathering the data and material for the analysis for this research, a structured interview is built in the form of questionnaire as the guideline. This method is aimed to interview the certain/ chosen respondents by asking open

questions in order to collect the information which represents and relates to the issued/ topics being discussed (Mikkelsen, 1990). In its implementation, the way and process of the interview are conducted in a participative way by giving change/ opportunities for the interviewees to express their opinions.

Interviews will be conducted on an individual basis so that the interviewees could express what they think openly and freely without intervention from other parties. Interviews will be conducted within approximately 45 minutes for each of the interviewees. To keep this qualitative approach can be trusted and the subject of analysis (trustworthiness) (Sandberg, 2005), all interviews will be recorded and all the interviewees answers will be checked again in the interview to avoid possible misunderstanding of questions and answers given. For example by asking for details or examples of their statements, and make sure there is no contradiction in the interviewees answers. In accordance with the characteristics of structured interviews, although the questions in the questionnaire which being asked will assist in guiding the interview, it is very possible to appear the emergence of other questions, even that is spontaneous from the interview process.

3.6 Data Analysis

Since the research design was qualitative research method with the data collection method using face to face structure interview. The data is processed by comparing the real fact and the theories of level of marketing activity Carson's Model

that closely have a relation with the research. The comparison actually is relevant between the theories and the programs that are used by the company in doing their activity in order to make it clearly understood (Carson, 1990). Researcher analyzes the data based on theory of level of marketing activity Carson, the theory of marketing activity explained in table below;

Table 3.1
Level of Marketing Activity Carson's Model

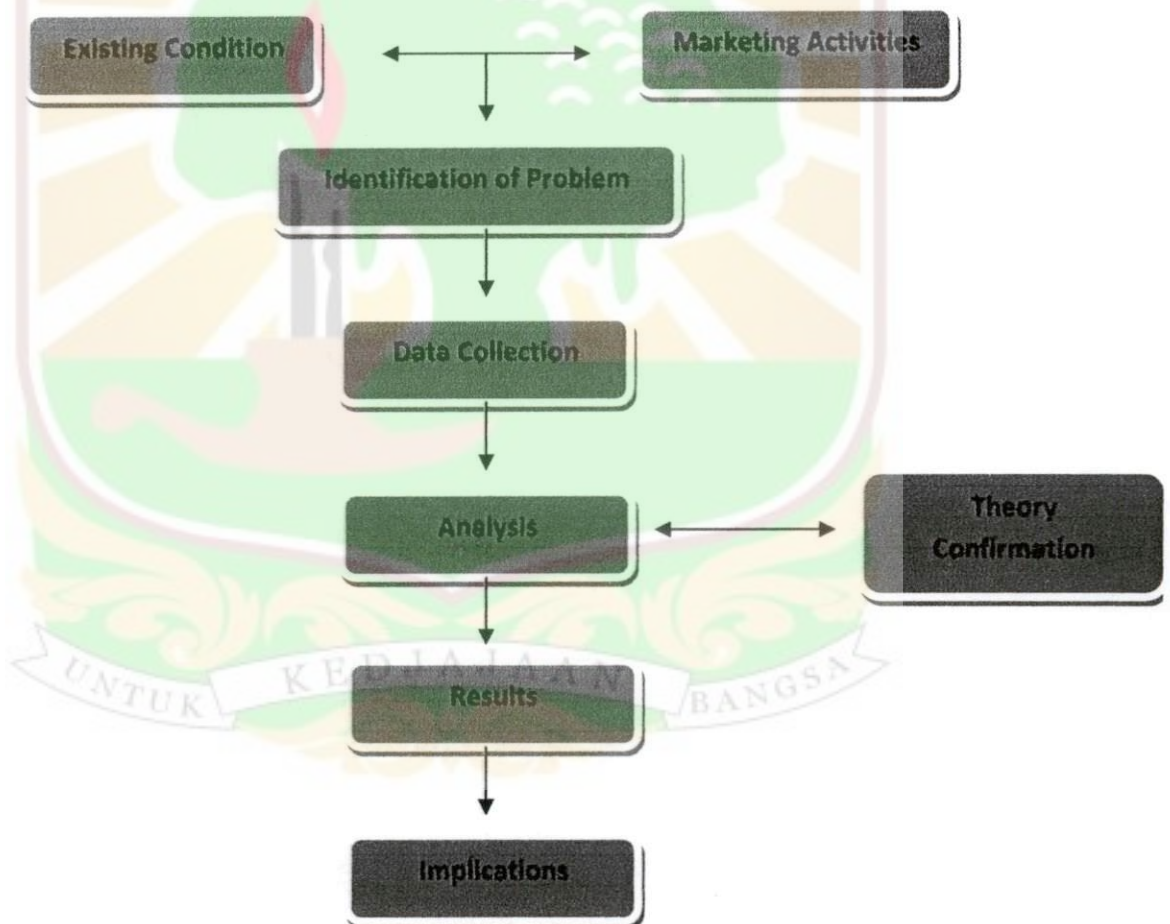
Marketing Activity	Non Marketing	Implicit Marketing	Sophisticated marketing
Market Knowledge	Very general – no plans	Defines market in terms of size, locations, and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
competitors	Consider immediate competitor only	A more in dept knowledge of close competitor, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
customers	Little knowledge of who customer are	Aware of size and segment in customer base, and differentiates between key and other customers, possibly with aid of CRM database	Customer relationship managed through sophisticated CRM system. Loyalty schemes often used
Competitive advantage	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitors
price	Based on cost plus pricing	Based on the market will bear, competitor changes, and customer value	Used to complement the marketing mix, adding perceptions of value of prestige
promotion	Few tool used	Use several proactive promotions methods	Is integrated proactive and effective
After sale service	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship

Source: Jane Moriarty and Rosalind, 2008

This data analysis tool includes summarizing and categorizing the research phenomenon. The analysis process is done by taking some data from the SMEs by using an interview, observation, and taking some written data that related and support the process of analysis. This data analysis method will show and conclude the result of each interview and reveals the comparison and relation of the research result.

3.7 Research Flow

Researcher did several action steps to get best result from this research. The are several research flow that researcher did during this research.



First, identify the existing condition in embroidery business in Padang City. Second, researcher provides information about marketing activities based on literature review. After that, researcher defined the problem that happened in current condition. Then, researcher did data collection by having interview to the owner of SMEs sample. After interview, researcher analyzed the result of interview and confirm with theory about marketing activities. Researcher got the research results after analyze the result of interview and confirmation with theory literature, and last, researcher made implication from this research results.



CHAPTER IV

RESULT AND DISUSSION

4.1 General Description of Research Object

The research was conducted to 10 small medium enterprises that focus in embroidery business in Padang, West Sumatra. The small medium enterprises that include in this research are;

Table 4.1

Name of SMEs and the addresses

NO.	NAME OF SMEs	ADDRESS
1	Sekuntum Bunga	Jl Kampung Jua Bt Taba no 34 Padang
2	Sulaman Benang Emas Mar	Jl. Bt Taba no 24 Padang
3	Sulaman Benang Emas Usaha Ibu	Jl Raya Lubuk Begalung no 2 Padang
4	Pelaminan Dona Gita Nabila	Jl. Bt Taba no 15 Padang
5	CV Modelman	Jl. Raya Bandar Buat no 18 Padang
6	Rumah Songket Nelvy	Jl. Ratulangi no 5 Padang
7	Wen Pelaminan	Jl. Kubu Saiyo Bt Taba Kampung Jua Padang
8	CV Shirikie	Jl. Aur no 5 Padang
9	Syaf	Jl. Pasar Baru no 42 Padang
10	Cahaya Baru	Jl. Bt Taba no 20 Lubeg Padang

Source: primary and secondary data

General description of each small medium enterprise can be described by the identity of the small medium enterprises.

Table 4.2

Identity of SMEs Samples

Name of SME	Scale of Business	Employee	Length of Operation	Form of Legal Entity	Area of Operation
Sekuntum Bunga	Medium	20	27	none	Padang and Jakarta
Sulaman Benang Emas Mar	Small	10	40	none	West Sumatra
Sulaman Benang Emas Usaha Ibu	Medium	30	39	CV	National and Global
Pelaminan Dona Gita Nabila	Small	6	15	CV	West Sumatra
CV Modelman	Medium	31	49	CV	National
Rumah Songket Nelvy	Medium	75	20	none	National and Global
Wen Pelaminan	Small	18	6	none	City
CV Shirikie	Small	17	22	CV	National and Global
Syaf	Small	18	39	none	West Sumatra
Cahaya Baru	Small	5	20	none	West Sumatra

Source: primary and secondary data

From the table 4.2, researcher found that four samples identify as medium business and six samples identify as small business in term of scale of business. Researcher also found that there are only four samples that have form of legal entity as CV and the rest of sample didn't have any form of legal entity. Besides that, most of the samples already exist in embroidery business for more than 20 years.

4.1.1 Profile of Small Medium Enterprise

SEKUNTUM BUNGA

Sekuntum Bunga is one of small medium enterprise in west Sumatra. Sekuntum Bunga focus in embroidery business since 1984 and located in jalan kampung jua Bt Taba no 34. Sekuntum Bunga has several products such as sulaman bayang, sulaman bordir and shawl. This SME also has 20 people who work as

employees in sekuntum bunga. Sekuntum Bunga also had several award from government about sulaman benang emas in 2009. Sekuntum Bunga assumed that they have own market in embroidery business, so they didn't spend their time a lot to think about their competitor. One of promotion strategy is by joined in exhibitions, so they can promote their products. Sekuntum Bunga customer is not only from local city, but also from other city like Jakarta.

SULAMAN BENANG EMAS MAR

Sulaman Benang Emas Mar was established since 40 years ago and located in jalan Bt Taba no 24 Padang, West Sumatra. Sulaman Benang Emas Mar is one of small medium enterprise that focuses in embroidery business. Now, this SME has 6 people who work as employess in Sulaman Benang Emas Mar. Sulaman Benang Emas Mar has several products such as kelambu, ankin – ankin, and also wedding stuffs. This SME tried to grab their customer by giving product catalog to customer, so customer can choose what product that they want it. Sulaman Benang Emas Mar customers are not only from local city but also another city in west Sumatra.

SULAMAN BENANG EMAS USAHA IBU

Sulaman Benang Emas Usaha Ibu is one of popular SME in west Sumatra, this SME focus in embroidery business since 1972. Sulaman Benang Emas Usaha Ibu located in jalan raya lubuk begalung no 2 Padang, West Sumatra. Sulaman Benang Emas Usaha Ibu has several products such as wedding stuffs (with sulaman benang emas and without sulaman benang emas), dance clothes, and other products. Sulaman Benang Emas Usaha Ibu has 30 people who work as employees in this SME. Sulaman Benang Emas Usaha Ibu has form legal entity and recognized as CV. The owner of Sulaman Benang Emas Usaha ibu also got several award about embroidery from government, private company, and ministry of industry. This SME has special target market which is upper middle people and area of distribution already to some cities in Indonesia and overseas country such as Malaysia

PELAMINAN DONA GITA NABILA

Pelaminan Dona Gita Nabila is one of small medium enterprise in west Sumatra that focuses in embroidery business. This SME was established since 15 years ago and located in jalan Bt Taba no 15 Padang, West Sumatra. Pelaminan Dona Gita Nabila has several products such as bed cover, wedding stuffs with sulaman benang emas, dance clothes, and other products. Pelaminan Dona Gita Nabila has form legal entity and recognized as CV. This SME has 6 people work as employees in Pelaminan

Dona Gita Nabila. Pelaminan Dona Gita Nabila already distributes their product to other city in west Sumatra.

CV MODELMAN

CV Modelman is small medium enterprise that focuses in embroidery business in west Sumatra. CV Modelman established in 1962 and already exists in this business for almost 50 years. This SME located in jalan raya Bandar buat no 18. CV Modelman has several products such as wedding stuffs, wedding dress, and other products. CV Modelman has 31 people who work as employees in this SME. This SME also has form legal entity and recognized as CV. The owner of CV Modelman got several award related to this business such as upakarti award, sidha karya award, rotary international award, and ekuator award. CV Modelman has area of distribution to several cities in Indonesia, and already has several branches in some cities in Indonesia.

RUMAH SONGKET NELVY

Rumah Songket Nelvy is one of small medium enterprise in padang, West Sumatra. This SME focuses in embroidery business and located in jalan ratulangi no 5A. Rumah Songket Nelvy established in 1991 and already exists in embroidery business

for 20 years. This SME has several products such as mukena, moslem clothes, shawl, and other products. There are 75 people who work as employees in Rumah Songket Nelvy. Owner of this SME also got several award related this business such as province government about sulaman benang emas. Products from Rumah Songket Nelvy distributed to local cities, several cities in Indonesia, and also Malaysia.

WEN PELAMINAN

Wen Pelaminan is one of small medium enterprise in padang, west Sumatra, located in jalan kubu saiyo Bt Taba Kampung Jua. Wen Pelaminan established since 2005 and exists in this business for almost 6 years. This SME focuses in embroidery business and wedding stuffs. Wen Pelaminan has several products such as wedding clothes with sulaman benang emas, dance clothes, kebaya, and other products. Wen Pelaminan has 18 people who work as employees in this SME. This SME also has market distribution in local cities (Padang).

CV SHIRIKIE

CV Shirikie located in jalan aur no 5 padang, west Sumatra. CV Shirikie established since 1989 and focuses in embroidery business. This SME has several products such as kerancang clothes, kebaya, and moslem clothes. Owner of CV Shrikie got several

award related with her business such as award from governor, award from rotary club, and the best small business in province level. CV Shirikie already distributes their product to some cities in Indonesia and some countries such as Netherlands, Japan, Singapore, Malaysia, and UEA.

SYAF

Syaf is one of small medium enterprise located in jalan pasar baru Padang, West Sumatra. Syaf established on 1972 and exists in this business for almost 40 years until now. Syaf has several products such as wedding stuffs, sulaman pandai sikek, sulaman koto gadang, and other products. This SME has 18 people who work in Syaf. Syaf has market distribution to some cities in Indonesia and Malaysia.

CAHAYA BARU

Cahaya Baru is one of small medium enterprise who focuses in embroidery business and located in Jl. Bt Taba n0 20 Lubeg, west Sumatra. This SME established since 25 years ago and exists until now. Cahaya Baru has several products such as wedding stuffs, wedding clothes, embroidery products, and other products. Cahaya Baru managed by Mrs. Nuraini and has around 5 employees who work in this SME,

besides that this SME just focus in selling the products. Cahaya Baru has market distribution in Padang and some cities in west Sumatra.

4.2 Research Result

4.2.1 Level of Marketing Activity

As mentioned at the beginning, Carson (1990) explained about marketing model and classification categories. There are six models in Carson's models that explain the importance marketing planning in business world (Carson, 1990). One of models is level of activity, these models explain about marketing planning in business (Carson, 1990). There are three categories in level of activity Carson's Model which are little or no marketing; implicit or simple marketing; and explicit or sophisticated marketing. In this research, the owners of small medium enterprises that focus in embroidery business were interviewed by researcher. Researchers tried to find out all of the information from 10 samples, the information used to analyze whether the SME applied one of level of activity Carson's model. Researcher explained each activity in samples in order to identify the level of activity Carson Model in small medium enterprises of sample.

1. SEKUNTUM BUNGA

Researcher did semi structured interview to the owner of Sekuntum Bunga in order to get any information about Sekuntum Bunga. There are 7 information's that needed in order to analyze the level of activity of Carson' Model. First is information about market knowledge.

Table 4.3

Level of marketing activity related to Market Knowledge of Sekuntum Bunga

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Very general – no plans	Defines market in terms of size, locations, and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Sekuntum Bunga	Owner knows current trend in market and has some targeting market and no plans for future		

Source: primary data and secondary data

From the information that explained in table 4.3, researcher found the market knowledge of Sekuntum Bunga can be defined as non marketing. Based on Carson analysis, company or organization that can be define as non marketing marketing is company who knows in general about market and didn't have any plan for future. Sekuntum Bunga only knows about the current trend in market, this SME also didn't have any plan for their business future.

Second, researcher explained information about competitor in Sekuntum Bunga.

Table 4.4

Level of marketing activity related to competitor of Sekuntum Bunga

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Consider immediate competitor only	A more in dept knowledge of close competitor, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Sekuntum Bunga		Owner knows how many competitors in this business and knows the competitor competitive advantage	

Source: primary data and secondary data

From the information that explained in table 4.4, researcher found the competitor knowledge of Sekuntum Bunga can be defined as implicit marketing. Based on Carson analysis, company or organization who can define as implicit marketing is company or organization that knows the knowledge of close competitor and understanding of competitive advantage. Sekuntum Bunga knows well about their competitor, this SME knows how many competitors that they have in this business. Besides that, Sekuntum Bunga knows the competitive advantage of competitors.

Third, researcher explained the information about customer in Sekuntum Bunga.

Table 4.5

Level of marketing activity related to customer of Sekuntum Bunga

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Little knowledge of who customer are	Aware of size and segment in customer base, and differentiates between key and other customers, possibly with aid of CRM database	Customer relationship managed through sophisticated CRM system. Loyalty schemes often used
Sekuntum Bunga	owner just assumed that they have loyal customer, but owner didn't know of who customer are		

Source: primary data and secondary data

From the information that explained in table 4.5, researcher found the customer knowledge of Sekuntum Bunga can be defined as non marketing. Sekuntum Bunga assumed that they have own customer, but the owner didn't know of who customer are.

Fourth, researcher explained the information of competitive advantage in Sekuntum Bunga.

Table 4.6

Level of marketing activity related to competitive advantage of Sekuntum Bunga

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitors
Sekuntum Bunga		Owner can describe the competitive advantage (design and quality)	

Source: primary data and secondary data

From the information that explained in table 4.6, researcher found the competitive advantage of Sekuntum Bunga can be defined as implicit marketing. Sekuntum Bunga can describe their competitive advantage that they provide to customer. This SME assumed that they provide high quality and good design to customer.

Fifth, researcher explained the information about price in Sekuntum Bunga.

Table 4.7

Level of marketing activity related to price of Sekuntum Bunga

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Based on cost plus pricing	Based on the market will bear, competitor changes,	Used to complement the marketing mix
Sekuntum Bunga	SME set price based on raw material cost		

Source: primary data and secondary data

From the information that explained in table 4.7, researcher found the information about price in Sekuntum Bunga can be defined as non marketing. Sekuntum Bunga has own standard price and this SME didn't follow the competitors price.

Sixth, researcher explained the information about promotion in Sekuntum Bunga.

Tabel 4.8

Level of marketing activity related to promotion activity of Sekuntum Bunga

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Few tool used	Use several proactive promotions methods	Is integrated proactive and effective
Sekuntum Bunga	This SME only joined in exhibition and never use other media promotion		

Source: primary data and secondary data

From the information that explained in table 4.8, researcher found the information about promotion activity in Sekuntum Bunga can be defined as non marketing. Sekuntum Bunga only joined in exhibition to promote their product and never use other media promotion such as newspaper or radio.

Seventh, researcher explained the information about after sale service in Sekuntum Bunga.

Table 4.9

Level of marketing activity related to sale service of Sekuntum Bunga

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship
Sekuntum Bunga	This SME didn't know well about after sale service		

Source: primary data and secondary data

From the information that explained in table 4.9, researcher found the information about after sale service in Sekuntum Bunga can be defined as implicit marketing. This SME provide after sale service to their customer.

After getting information about the marketing activity in Sekuntum Bunga, researcher can conclude the level of activity of Carson' Model in Sekuntum Bunga in following table.

Table 4.10

Conclusion of marketing activity of Sekuntum Bunga

Marketing Activity	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge	V		
Competitors		V	
Customers	V		
Competitive advantage		V	
Price	V		
Promotion	V		
After sale service	V		
Average	5	2	

Source: primary data

From information that shown in table 4.10, researcher found that there are five marketing activities that can be define as non marketing and three of marketing activities can be define as implicit marketing. So, researcher conclude that Sekuntum Bunga can be define as non marketing SME based on level of activity Carson' Model.

2. SULAMAN BENANG EMAS MAR

Semi structured interview was conducted to the owner of Sulaman Benang Emas Mar. The purpose of interview is researcher want to get any information about Sulaman Benang Emas Mar. There are 7 information's that needed in order to analyze the level of activity of Carson' Model. First is information about market knowledge.

Table 4.11

Level of marketing activity related to market knowledge of Sulaman Emas Mar

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Very general – no plans	Defines market in terms of size, locations, and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Sulaman Benang Emas Mar	Owner didn't have future plan for this business		

Source: primary and secondary data

From the information that explained in table 4.11, researcher found the market knowledge in Sulaman Benang Emas Mar can be defined as implicit marketing. Sulaman Benang Emas Mar knows the current condition in market and also the owner has future plans for this business.

Second, researcher explained the information about competitor in Sulaman Benang Emas Mar.

Table 4.12

Level of marketing activity related to Sulaman Benang Emas Mar

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Consider immediate competitor only	A more in dept knowledge of close competitor	Full awareness of close and peripheral competitors which informs development
Sulaman Benang Emas Mar	Owner knows some competitors and owner assumed that there is no competition between their competitor		

Source: primary and secondary data

From the information that explained in table 4.12, researcher found the competitor knowledge in Sulaman Benang Emas Mar can be defined as non marketing. Sulaman Benang Emas Mar only knows several competitors in this business, and the owner assumed that there is no competition between the competitors and Sulaman Benang Emas Mar.

Third, researcher explained the information about customer knowledge in Sulaman Benang Emas Mar.

Table 4.13

Level of marketing activity related to customer of Sulaman Benang Emas Mar

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Little knowledge of who customer are	Aware of size and segment in customer base, and differentiates between key and other customers, possibly with aid of CRM database	Customer relationship managed through sophisticated CRM system. Loyalty schemes often used
Sulaman Benang Emas Mar	Owner know little knowledge about their customer		

Source: primary and secondary data

From the information that explained in table 4.13, researcher found the information about customer knowledge in Sulaman Benang Emas Mar can be defined as non marketing. Sulaman Benang Emas Mar didn't have specific target market, owner said that the customers are only people who come for the several time to buy the product in Sulaman Benang Emas Mar.

Fourth, researcher explained the information about competitive advantage in Sulaman Benang Emas Mar.

Table 4.14

Level of marketing activity related to competitive advantage of Sulaman Mar

	<i>Non Marketing</i>	<i>Implicit Marketing</i>	<i>Sophisticated Marketing</i>
Carson Model	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitors
Sulaman Benang Emas Mar	Owner didn't know the value of competitive advantage		

Source: primary and secondary data

From the information that explained in table 4.14, researcher found the information about competitive advantage in Sulaman Benang Emas Mar can be defined as implicit marketing. Sulaman Benang Emas provide good design to customers; owner assumed that if they provide good design, so customer will buy the products.

Fifth, researcher explained the information about price in Sulaman Benang Emas Mar

Table 4.15

Level of marketing activity related to price of Sulaman Benang Emas Mar

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Based on cost plus pricing	Based on the market will bear, competitor changes, and customer value perception	Used to complement the marketing mix, adding perceptions of value of prestige
Sulaman Benang Emas Mar	Owner decide price based on the raw material cost		

Source: primary and secondary data

From the information that explained in table 4.15, researcher found the information about price in Sulaman Benang Emas Mar can be defined as non marketing. Sulaman Benang Emas Mar decide price based on the raw material cost. Owner didn't set the price based on the competitors.

Sixth, researcher explained the information about promotion activity in Sulaman Benang Emas Mar.

Table 4.16

Level of marketing activity related to Sulaman Benang Emas Mar

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Few tool used	Use several proactive promotions methods	Is integrated proactive and effective
Sulaman Benang Emas Mar	Owner just provide catalog		

Source: primary and secondary data

From the information that explained in table 4.16, researcher found the information about promotion activity in Sulaman Benang Emas Mar can be defined as non marketing. This SME only use catalog to promote the product.

Seventh, researcher explained the information about after sale service in Sulaman Benang Emas Mar:

Table 4.17

Level of marketing activity related to sale service of Sulaman Benang Emas Mar

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship
Sulaman Benang Emas Mar	Owner didn't really aware with after sale service		

Source: primary and secondary data

From the information that explained in table 4.17, researcher found the information about after sale service in Sulaman Benang Emas Mar can be defined as implicit marketing. Owner of this SME provide after sale service to customers.

After getting information about the marketing activity in Sulaman Benang Emas Mar, researcher can conclude the level of activity of Carson' Model in Sulaman Benang Emas Mar in following table.

Table 4.18

Conclusion of marketing activity in Sulaman Benang Emas Mar

Marketing Activity	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge	V		
Competitors	V		
Customers	V		
Competitive advantage	V		
Price	V		
Promotion	V		
After sale service	V		
Average	7		

Source: primary data

From information that shown in table 4.18, researcher found that there are seven marketing activities that can be define as non marketing and there is no activities can be define as implicit marketing. So, researcher conclude that Sulaman Benang Emas Mar can be define as non marketing SME based on level of activity Carson' Model.

3. SULAMAN BENANG EMAS USAHA IBU

There are 7 information's that needed in order to analyze the level of activity of Carson' Model. Researcher did semi structured interview to the owner of Sulaman Benang Emas Usaha Ibu in order to get any information about marketing acitivity Sulaman Benang Emas Usaha Ibu.. First is information about market knowledge.

Table 4.19

Level of marketing activity related to market knowledge of Sulaman Emas Usaha Ibu

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Very general – no plans	Defines market in terms of size, locations, and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Sulaman Benang Emas Usaha Ibu		Owner knows well about their market.	

Source: primary data and secondary data

From the information that explained in table 4.19, researcher found the information about market knowledge in Sulaman Benang Emas Usaha Ibu can be defined as implicit marketing. This SME really know about their market, owner also said that there are two type of market that becomes their target.

Second, researcher explained the information about competitor in Sulaman Benang Emas Usaha Ibu.

Table 4.20

Level of marketing activity related to competitor of Sulaman Emas Usaha Ibu

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Consider immediate competitor only	A more in dept knowledge of close competitor, related to understanding of competitive advantage	Full awareness of close and peripheral competitors
Sulaman Benang Emas Usaha Ibu		Owner knows their competitor in this business and can explain about their competitive advantage	

Source: primary data and secondary data

From the information that explained in table 4.20, researcher found the information about competitor knowledge in Sulaman Benang Emas Usaha Ibu can be defined as implicit marketing. Sulaman Benang Emas Usaha Ibu knows their competitor in this business; this SME also assumed that they have high competitive advantage compare with competitors.

Third, researcher explained the information about customer in Sulaman Benang Emas Usaha Ibu.

Table 4.21

Level of marketing activity related to customer of Sulaman Emas Usaha Ibu

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Little knowledge of who customer are	Aware of size and segment in customer base, possibly with aid of CRM database	Customer relationship managed through sophisticated CRM system.
Sulaman Benang Emas Usaha Ibu	Owner know about their customers but didn't have CRM database		

Source: primary data and secondary data

From the information that explained in table 4.21, researcher found the information about customer knowledge in Sulaman Benang Emas Usaha Ibu can be defined as implicit marketing. Sulaman Benang Emas Usaha Ibu has own loyal customer, besides that the owner can differentiate key customer with other customer.

Fourth, researcher explained the information about competitive advantage in Sulaman Benang Emas Usaha Ibu.

Table 4.22

Level of marketing activity related to competitive advantage of Sulaman Usaha Ibu

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitors
Sulaman Benang Emas Usaha Ibu		Owner really their competitive advantages compare to other competitor	

Source: primary data and secondary data

From information that explained in table 4.22, researcher found the information about competitive advantage in Sulaman Benang Emas Usaha Ibu can be defined as implicit marketing. This SME really understands about their competitive advantage compare with other competitors.

Fifth, researcher explained the information about price in Sulaman benang Emas Usaha Ibu.

Table 4.23

Level of marketing activity related to price of Sulaman Benang Emas Usaha Ibu

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Based on cost plus pricing	Based on the market will bear, competitor changes, and customer value perception	Used to complement the marketing mix, adding perceptions of value of prestige
Sulaman Benang Emas Usaha Ibu	Owner set the own price for the products		

Source: primary data and secondary data

From the information that explained in table 4.23, researcher found the information about price in Sulaman Benang Emas Usaha Ibu can be defined as non marketing. This SME set the own price for their products, owner didn't set the price based on price in market and competitors.

Sixth, researcher explained the information about promotion activity in Sulaman Benang Emas Usaha Ibu.

Table 4.24

Level of marketing activity related to promotion of Sulaman Benang Emas Usaha Ibu

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Few tool used	Use several proactive promotions methods	Is integrated proactive and effective
Sulaman Benang Emas Usaha Ibu		Owner used some proactive promotion such as newspaper, radio, and television	

Source: primary data and secondary data

From the information that explained in table 4.24, researcher found the information about promotion activity in Sulaman Benang Emas Usaha Ibu can be defined as implicit marketing. This SME use several proactive promotion such as newspaper, radio, and television to promote their products.

Seventh, researcher explained the information about the after sale service in Sulaman Benang Emas Usaha Ibu.

Table 4.25

Level of marketing activity related to after sale service of Sulaman Emas Usaha Ibu

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship
Sulaman Benang Emas Usaha Ibu		This SME provide after sale service to customers	

Source: primary data and secondary data

From the information that explained in table 4.25, researcher found the information about after sale service in Sulaman Benang Emas Usaha Ibu can be defined as implicit marketing. Sulaman Benang Emas Usaha Ibu provides after sale service to their customers.

After getting information about the marketing activity in Sulaman Benang Emas Usaha Ibu, researcher can conclude the level of activity of Carson' Model in Sulaman Benang Emas Usaha Ibu in following table.

Table 4.26

Conclusion of marketing activity in Sulaman Benang Emas Usaha Ibu

Marketing Activity	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge		V	
competitors		V	
customers	V		
Competitive advantage		V	
price	V		
promotion		V	
After sale service		V	
Average	2	4	

Source: primary data

From information that shown in table 4.26, researcher found that there are five marketing activities that can be define as implicit marketing and two of activities can be define as non marketing. So, researcher conclude that Sulaman Benang Emas Usaha Ibu can be define as implicit marketing SME based on level of activity Carson' Model.

4. Pelaminan Dona Gita Nabila

Semi structured interview was conducted to the owner of Pelaminan Dona Gita Nabila to get information about marketing activities in Pelaminan Dona Gita Nabila. There are 7 information's that needed in order to analyze the level of activity of Carson' Model. First is information about market knowledge.

Table 4.27

Level of marketing activity related to market knowledge of Pelaminan Dona Nabila

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Very general – no plans	Defines market in terms of size, locations, and segments.	Full understanding of its market and peripheral markets
Pelaminan Dona Gita Nabila	Owner only know in general about market		

Source: primary data and secondary data

From the information that explained in table 4.27, researcher found the information about market knowledge in Pelaminan Dona Gita Nabila can be defined as non marketing. Owner of Pelaminan Dona Gita Nabila only know in general about market in this business, besides that this SME didn't have any plans for this business.

Second, researcher explained the information about competitor in Pelaminan Dona Gita Nabila.

Table 4.28

Level of marketing activity related to competitor of Pelaminan Dona Nabila

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Consider immediate competitor only	A more in dept knowledge of close competitor, related to understanding of competitive	Full awareness of close and peripheral competitors
Pelaminan Dona Gita Nabila		Owner know about competitors and understand with competitive advantage of the competitors	

Source: primary data and secondary data

From the information that explained in table 4.28, researcher found the information about competitor in Pelaminan Dona Gita Nabil can be defined as implicit marketing, because the owner know about their competitor and understand about competitive advantage of the competitors.

Third, researcher explained the information about customer in Pelaminan Dona Gita Nabila.

Table 4.29

Level of marketing activity related to customer of Pelaminan Dona Gita Nabila

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Little knowledge of who customer are	Aware of size and segment in customer base, and differentiates between key and other customers, possibly with aid of CRM database	Customer relationship managed through sophisticated CRM system. Loyalty schemes often used
Pelaminan Dona Gita Nabila	Owner didn't have any specific customers		

Source: primary data and secondary data

From the information that explained in table 4.29, researcher found the information about the customer knowledge in Pelaminan Dona Gita Nabila can be defined as non marketing. Pelaminan Dona Gita Nabila didn't have any specific customer as a target market.

Fourth, researcher explained the information about competitive advantage in Pelaminan Dona Gita Nabila.

Table 4.30

Level of marketing activity related to competitive advantage of Pelaminan Dona Nabila

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitors
Pelaminan Dona Gita Nabila		Owner provide unique products to attract customers	

Source: primary data and secondary data

From the information that explained in table 4.30, researcher found the information about competitive advantage can be defined as implicit marketing, Pelaminan Dona Gita Nabila provide unique products to attract more customer.

Fifth, researcher explained the information about price in Pelaminan Dona Gita Nabila.

Table 4.31

Level of marketing activity related to price of Pelaminan Dona Gita Nabila

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Based on cost plus pricing	Based on the market will bear, competitor changes, and customer value perception	Used to complement the marketing mix, adding perceptions of value of prestige
Pelaminan Dona Gita Nabila		Owner set the price based on market and competitor	

Source: primary data and secondary data

From the information that explained in table 4.31, researcher found the information about price in Pelaminan Dona Gita Nabila can be defined as implicit marketing. Owner of Pelaminan Dona Gita Nabila set the price based on the market and competitors.

Sixth, researcher explained the information about promotion activity in Pelaminan Dona Gita Nabila

Table 4.32

Level of marketing activity related to promotion of Pelaminan Dona Gita Nabila

	<i>Non Marketing</i>	<i>Implicit Marketing</i>	<i>Sophisticated Marketing</i>
Carson Model	Few tool used	Use several proactive promotions methods	Is integrated proactive and effective
Pelaminan Dona Gita Nabila	Owner just used catalog to promote their products		

Source: primary data and secondary data

From the information that explained in table 4.32, researcher found the information about promotion activities in Pelaminan Dona Gita Nabila can be defined as non marketing, because this SME only provide products catalog to promote their products to customers

Seventh, researcher explained the information about after sale service in Pelaminan Dona Gita Nabila.

Table 4.33

Level of marketing activity related to after sale service of Pelaminan Dona Gita Nabila

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship
Pelaminan Dona Gita Nabila	Owner didn't have after sale service to customers		

Source: primary data and secondary data

From the information that explained in table 4.33, researcher found the information about after sale service in Pelaminan Dona Gita Nabila can be defined as non marketing, because the owner didn't provide any after sale service to customers.

After getting information about the marketing activity in Sulaman Pelaminan Dona Gita Nabila, researcher can conclude the level of activity of Carson' Model in Pelaminan Dona Gita Nabila in following table.

Table 4.34

Conclusion of marketing activity in Pelaminan Dona Gita Nabila

Marketing Activity	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge	V		
competitors		V	
customers	V		
Competitive advantage		V	
price		V	
promotion	V		
After sale service	V		
Average	4	3	

Source: primary data

From information that shown in table 4.34, researcher found that there are four marketing activities that can be define as non marketing and three of activities can be define as implicit marketing. So, researcher conclude that Pelaminan Dona Gita Nabila can be define as non marketing SME based on level of activity Carson' Model.

5. CV Modelman

Researcher did semi structured interview to the owner of CV Modelman in order to get any information about marketing activities in CV Modelman. There are 7 information's that needed in order to analyze the level of activity of Carson' Model. First is information about market knowledge.

Table 4.35

Level of marketing activity related to market knowledge of CV Modelman

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Very general – no plans	Defines market in terms of size, locations, and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
CV Modelman		CV Modelman know about their market in this business and have plans for this business	

Source: primary data and secondary data

From the information that explained in table 4.35, researcher found the information about market knowledge in CV Modelman can be defined as implicit marketing. CV Modelman know their market and have segment their customer, besides that this SME has plans for this business.

Second, researcher explained the information about competitor knowledge in CV Modelman

Table 4.36

Level of marketing activity related to competitor of CV Modelman

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Consider immediate competitor only	A more in dept knowledge of close competitor, related to understanding of competitive	Full awareness of close and peripheral competitors which informs development of competitive position
CV Modelman		Owner know competitive advantage of close competitor	

Source: primary data and secondary data

From the information that explained in table 4.36, researcher found the information about competitor knowledge in CV Modelman can be defined as non marketing. CV Modelman only knows one competitor in this business.

Third, researcher explained the information about customer knowledge in CV Modelman.

Table 4.37

Level of marketing activity related to customer of CV Modelman

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Little knowledge of who customer are	Aware of size and segment in customer base, and differentiates between key	Customer relationship managed through sophisticated CRM system.
CV Modelman		CV Modelman has loyal customer	

Source: primary data and secondary data

From the information that explained in table 4.37, researcher found the information about customer in CV Modelman can be defined as implicit marketing; because of CV Modelman has loyal customers who buy the products in CV Modelman.

Fourth, researcher explained the information about competitive advantage in CV Modelman.

Table 4.38

Level of marketing activity related to competitive advantage of CV Modelman

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitor.
CV Modelman		Owner has own design and different with other design in market	

Source: primary data and secondary data

From the information that explained in table 4.38, researcher found the information about competitive advantage in CV Modelman can be defined as implicit marketing. CV Modelman assumed that they have own product design and different with other design in market.

Fifth, researcher explained the information about price in CV Modelman.

Table 4.39

Level of marketing activity related to price of CV Modelman

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Based on cost plus pricing	Based on the market will bear, competitor changes, and customer value perception	Used to complement the marketing mix, adding perceptions of value of prestige
CV Modelman	Owner set price based on raw material cost		

Source: primary data and secondary data

From the information that explained in table 4.39, researcher found the information about price in CV Modelman can be defined as implicit marketing. CV Modelman set the price based on price in the markets.

Sixth, researcher explained the information about promotion activities in CV Modelman.

Table 4.40

Level of marketing activity related to promotion of CV Modelman

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Few tool used	Use several proactive promotions methods	integrated proactive and effective
CV Modelman		Owner use several promotion such as radio and internet	

Source: primary data and secondary data

From the information that explained in table 4.40, researcher found the information about promotion activities in CV Modelman can be defined as implicit marketing. CV Modelman uses several promotions such as radio, exhibitions, and internet to promote their products.

Seventh, researcher explained the information about after sale service in CV Modelman.

Table 4.41

Level of marketing activity related to after sale service in CV Modelman

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship
CV Modelman	Owner didn't provide after sale service		

Source: primary data and secondary data

From the information that explained in table 4.41, researcher found the information about after sale service in CV Modelman can be defined as non marketing. CV Modelman didn't provide any after sale service to customers.

After getting information about the marketing activity in CV Modelman, researcher can conclude the level of activity of Carson' Model in CV Modelman in following table.

Table 4.42

Conclusion of marketing activity in CV Modelman

Marketing Activity	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge		V	
competitors		V	
customers		V	
Competitive advantage		V	
price	V		
promotion		V	
After sale service	V		
Average	2	5	

Source: primary data

From information that shown in table 4.42, researcher found that there are five marketing activities that can be define as implicit marketing and two of activities can be define as non marketing. So, researcher conclude that CV Modelman can be define as implicit marketing SME based on level of activity Carson' Model.

6. Rumah Songket Nelvy

Researcher did semi structured interview to the owner of Rumah Songket Nelvy in order to get any information about marketing activities in Rumah Songket Nelvy. There are 7 information's that needed in order to analyze the level of activity of Carson' Model. First is information about market knowledge.

Table 4.43

Level of marketing activity related to market knowledge of Rumah Songket Nelvy

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Very general – no plans	Defines market in terms of size, locations, and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Rumah Songket Nelvy		Owner knows product that trend in market and can target their market	

Source: primary data and secondary data

From the information that explained in table 4.43, researcher found the information about market knowledge in Rumah Songket Nelvy can be defined as implicit marketing. Owner of Rumah Songket Nelvy knows products that trend in market and can target their market.

Second, researcher explained the information about competitor knowledge in Rumah Songket Nelvy.

Table 4.44

Level of marketing activity related to competitor in Rumah Songket Nelvy

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Consider immediate competitor only	A more in dept knowledge of competitor, understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Rumah Songket Nelvy		Owner know the competitive advantage of competitors	

Source: primary data and secondary data

From the information that explained in table 4.44, researcher found the information about competitor in Rumah Songket Nelvy can be defined as implicit marketing. Owner of Rumah Songket Nelvy know what is the competitive advantage of competitors.

Third, researcher explained the information about customer knowledge in Rumah Songket Nelvy.

Table 4.45

Level of marketing activity related to customer of Rumah Songket Nelvy

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Little knowledge of who customer are	Aware of size and segment in customer base, and differentiates between key and other customers, possibly with aid of CRM database	Customer relationship managed through sophisticated CRM system. Loyalty schemes often used
Rumah Songket Nelvy		Owner has loyal customers and has good relationship with customers	

Source: primary data and secondary data

From the information that explained in table 4.45, researcher found the information about customer in Rumah Songket Nelvy can be defined as implicit marketing. Rumah Songket Nelvy has loyal customer and owner has good relationship with customers.

Fourth, researcher explained the information about competitive advantage in Rumah Songket Nelvy.

Table 4.46

Level of marketing activity related to competitive advantage of Rumah Songket Nelvy

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitors
Rumah Songket Nelvy		Owner has competitive price and good quality products and service	

Source: primary data and secondary data

From the information that explained in table 4.46, researcher found the information about competitive advantage in Rumah Songket Nelvy can be defined as implicit marketing. Owner of Rumah Songket Nelvy has competitive price and good quality products.

Fifth, researcher explained the information about price in Rumah Songket Nelvy.

Table 4.47

Level of marketing activity related to price of Rumah Songket Nelvy

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Based on cost plus pricing	Based on the market will bear, competitor changes, and customer value perception	Used to complement the marketing mix, adding perceptions of value of prestige
Rumah Songket Nelvy		Owner set the price based on the market	

Source: primary data and secondary data

From the information that explained in table 4.47, researcher found the information about price in Rumah Songket Nelvy can be defined as implicit marketing, because of the owner set the price based on the price in market.

Sixth, researcher explained the information about promotion activities in Rumah Songket Nelvy.

Table 4.48

Level of marketing activity related to promotion of Rumah Songket Nelvy

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Few tool used	Use several proactive promotions methods	Is integrated proactive and effective
Rumah Songket Nelvy	Owner only joined in exhibitions in promote the products		

Source: primary data and secondary data

From the information that explained in table 4.48, researcher found the information about promotion activities in Rumah Songket Nelvy can be defined as non marketing. Owner only have one promotion activities which is joined in exhibitions to promote their products.

Seventh, researcher explained the information about after sale service in Rumah Songket Nelvy.

Table 4.49

Level of marketing activity related to after sale service of Rumah Songket Nelvy

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship
Rumah Songket Nelvy		Owner provide after sale service to customer	

Source: primary data and secondary data

From the information that explained in table 4.49, researcher found the information about after sale service in Rumah Songket Nelvy can be defined as implicit marketing; because of the owner provide after sale service to customers.

After getting information about the marketing activity in Rumah Songket Nelvy, researcher can conclude the level of activity of Carson' Model in Rumah Songket Nelvy in following table.

Table 4.50

Conclusion of marketing activity in Rumah Songket Nelvy

Marketing Activity	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge		V	
competitors			
customers		V	
Competitive advantage		V	
price		V	
promotion	V		
After sale service		V	
Average	1	5	

Source: primary data and secondary data

From information that shown in table 4.50, researcher found that there are six marketing activities that can be define as implicit marketing and one of activities can be define as non marketing. So, researcher conclude that Rumah Songket Nelvy can be define as implicit marketing SME based on level of activity Carson' Model.

7. Wen Pelaminan

There are 7 information's that needed in order to analyze the level of activity of Carson' Model. Researcher did semi structured interview to the owner of Wen Pelaminan in order to get any information about marketing activities in Wen Pelaminan. First is information about market knowledge.

Table 4.51

Level of marketing activity related to market knowledge of Wen Pelaminan

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Very general – no plans	Defines market in terms of size, locations, and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Wen Pelaminan	Owner knows in general about market and didn't have any plans for this business		

Source: primary data and secondary data

From the information that explained in table 4.51, researcher found the information about market knowledge in Wen Pelaminan can be defined as non marketing. Owner of Wen Pelaminan knows in general about market and this SME didn't have any plans for this business.

Second, researcher explained the information about competitor in Wen Pelaminan.

Table 4.52

Level of marketing activity related to competitor of Wen Pelaminan

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Consider immediate competitor only	A more knowledge of competitor, understanding competitive advantage	Full awareness of close and peripheral competitors
Wen Pelaminan		Owner realize with competitive advantage of competitor	

Source: primary data and secondary data

From the information that explained in table 4.52, researcher found the information about competitor in Wen Pelaminan can be define as implicit marketing, because of the owner know about competitor in this business and realize with competitive advantage.

Third, researcher explained the information about customer knowledge in Wen Pelaminan.

Table 4.53

Level of marketing activity related to customer of Wen Pelaminan

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Little knowledge of who customer are	Aware of size and segment in customer base, and differentiates between key and other customers, possibly with aid	Customer relationship managed through sophisticated CRM system. Loyalty schemes often used
Wen Pelaminan		Owner can targeting their customers	

Source: primary data and secondary data

From the information that explained in table 4.53, researcher found the information about customer in Wen Pelaminan can be defined as implicit marketing. Owner of Wen Pelaminan can targeting their customers.

Fourth, researcher explained the information about competitive advantage in Wen Pelaminan.

Table 4.54

Level of marketing activity related to competitive advantage of Wen Pelaminan

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitors
Wen Pelaminan		Owner provide up to date products and different with products in market	

Source: primary data and secondary data

From the information that explained in table 4.54, researcher found the information about competitive advantage in Wen Pelaminan can be defined as implicit marketing. Owner provide up to date products and different with product in market.

Fifth, researcher explained the information about price in Wen Pelaminan.

Table 4.55

Level of marketing activity related to price of Wen Pelaminan

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Based on cost plus pricing	Based on the market will bear	Used to complement the marketing mix
Wen Pelaminan	Owner set price based on negotiation		

Source: primary data and secondary data

From the information that explained in table 4.55, researcher found the information about price in Wen Pelaminan can be defined as non marketing. The owner of Wen Pelaminan set the price based on negotiation with the customer.

Sixth, researcher explained the information about promotion activities in Wen Pelaminan.

Table 4.56

Level of marketing activity related to promotion of Wen Pelaminan

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Few tool used	Use several proactive promotions methods	Is integrated proactive and effective
Wen Pelaminan	This SME didn't have any promotion tools to promote their products		

Source: primary data and secondary data

From the information that explained in table 4.56, researcher found information about promotion in Wen Pelaminan can be defined as non marketing. This SME didn't have any promotion tools/media to promote their products.

Seventh, researcher explained the information about after sale service in Wen Pelaminan.

Table 4.57

Level of marketing activity related to after sale service of Wen Pelaminan

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship
Wen Pelaminan	Owner didn't know about the value of after sale service		

Source: primary data and secondary data

From the information that explained in table 4.57, researcher found information about after sale service in Wen Pelaminan can be defined as non marketing. This SME didn't know about the value of after sale service, although thw owner provide after sale service to their customer

After getting information about the marketing activity in Wen Pelaminan, researcher can conclude the level of activity of Carson' Model in Wen Pelaminan in following table.

Table 4.58

Conclusion of marketing activity in Wen Pelaminan

Marketing Activity	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge	V		
competitors		V	
customers		V	
Competitive advantage		V	
price	V		
promotion	V		
After sale service	V		
Average	4	3	

Source: primary data and secondary data

From information that shown in table 4.58, researcher found that there are three marketing activities that can be define as implicit marketing and fours activities can be define as non marketing. So, researcher conclude that Wen Pelaminan can be define as non marketing SME based on level of activity Carson' Model.

8. CV Shirikie

Semi structured interview was conducted to the owner of CV Shirikie to get any information about marketing activities in CV Shirikie. There are 7 information's that needed in order to analyze the level of activity of Carson' Model. First is information about market knowledge.

Table 4.59

Level of marketing activity related to market knowledge of CV Shirikie

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Very general – no plans	Defines market in terms of size, locations, and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
CV Shirikie		Owner has some target market and know trend product in market	

Source: primary data and secondary data

From the information that explained in table 4.59, researcher found the information about market knowledge in CV Shirikie can be defined as implicit marketing. Owner joined in small business association that helps CV Shirikie to know the trend in market. Besides that, owner has some target market who will buy their product.

Second, researcher explained the information about competitor knowledge in CV Shirikie.

Table 4.60

Level of marketing activity related to competitor of CVShirikie

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Consider immediate competitor only	A more in dept knowledge of close competitor, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
CV Shirikie		Owner know about their competitor in this business and also owner has understanding about competitive advantage	

Source: primary data and secondary data

From the information that explained in table 4.60, researcher found the information about competitor in CV Shirikie can be defined as implicit marketing. Owner of CV Shirike know about their competitor in this business, besides that, owner has good understanding about competitive advantage.

Third, researcher explained the information about customer knowledge in CV Shirikie.

Table 4.61

Level of marketing activity related to customer of CV Shirikie

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Little knowledge of who customer are	Aware of size and segment in customer base, and differentiates between key and other customers, possibly with aid of CRM	Customer relationship managed through sophisticated CRM system. Loyalty schemes often used
CV Shirikie		Owner has target customer which is upper middle level customer	

Source: primary data and secondary data

From the information that explained in table 4.61, researcher found the information about customer in CV Shirikie can be defined as implicit marketing. CV Shirikie has target customer which is upper middle level customer.

Fourth, researcher explained the information about competitive advantage in CV Shirikie.

Table 4.62

Level of marketing activity related to competitive advantage of CV Shirikie

	<i>Non Marketing</i>	<i>Implicit Marketing</i>	<i>Sophisticated Marketing</i>
Carson Model	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitors
CV Shirikie		Owner provide modern design and up to design to customers	

Source: primary data and secondary data

From the information that explained in table 4.62, researcher found the information about competitive advantage in CV Shirikie can be defined as implicit marketing. Owner of CV Shirikie provide modern design and up to date design to attract customers.

Fifth, researcher explained the information about price in CV Shirikie.

Table 4.63

Level of marketing activity related to price of CV Shirikie

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Based on cost plus pricing	Based on the market will bear, competitor changes, and customer value perception	Used to complement the marketing mix, adding perceptions of value of prestige
CV Shirikie	Owner has own standard price		

Source: primary data and secondary data

From the information that explained in table 4.63, researcher found the information about price in CV Shirikie can be defined as non marketing, because of the owner has own standard price.

Sixth, researcher explained the information about promotion activity in CV Shirikie.

Table 4.64

Level of marketing activity related to promotion of CV Shirikie

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Few tool used	Use several proactive promotions methods	Is integrated proactive and effective
CV Shirikie		Owner uses several promotions method such as fashion show, exhibitions, and news paper	

Source: primary data and secondary data

From the information that explained in table 4.64, researcher found the information about price in CV Shirikie can be defined as implicit marketing. Owner of CV Shirikie uses several promotions method such as fashion show, exhibitions, and news paper.

Seventh, researcher explained the information about after sale service in CV Shirikie.

Table 4.65

Level of marketing activity related to after sale service of CV Shirikie

	<i>Non Marketing</i>	<i>Implicit Marketing</i>	<i>Sophisticated Marketing</i>
Carson Model	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship
CV Shirikie		Owner provide after sale service to customer	

Source: primary data and secondary data

From the information that explained in table 4.65, researcher found the information about after sale service in CV Shirikie can be defined as implicit marketing. CV Shirikie provides after sale service to their customers.

After getting information about the marketing activity in CV Shirikie, researcher can conclude the level of activity of Carson' Model in CV Shirikie in following table.

Table 4.66

Conclusion of marketing activity in CV Shirikie

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge		V	
competitors		V	
customers		V	
Competitive advantage		V	
price	V		
promotion		V	
After sale service		V	
Average	1	6	

Source: primary data and secondary data

From information that shown in table 4.66, researcher found that there are six marketing activities that can be define as implicit marketing and one activity can be define as non marketing. So, researcher conclude that CV Shirikie can be define as implicit marketing SME based on level of activity Carson' Model.

9. Syaf

There are 7 information's that needed in order to analyze the level of activity of Carson' Model. Researcher did semi structured interview to the owner of Syaf in order to get any information about marketing activities in Syaf. First is information about market knowledge.

Table 4.67

Level of marketing activity related to market knowledge of Syaf

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Very general – no plans	Defines market in terms of size, locations, and segments.	Full understanding of its market and peripheral
Syaf	Owner know in general about market and didn't have any plan		

Source: primary data and secondary data

From the information that explained in table 4.67, researcher found the information about market knowledge in syaf can be defined as non marketing. Owner of Syaf knows in general about market in this business, this SME also didn't have any plan for this business.

Second, researcher explained the information about competitor knowledge in Syaf.

Table 4.68

Level of marketing activity related to competitor of Syaf

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Consider immediate competitor only	A more in dept knowledge of competitor, understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Syaf	Owner didn't really know about their competitor		

Source: primary data and secondary data

From the information that explained in table 4.68, researcher found the information about competitor in Syaf can be defined as non marketing. The owner didn't really know who their competitors in this business are.

Third, researcher explained the information about customer knowledge in Syaf.

Table 4.69

Level of marketing activity related to customer of Syaf

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Little knowledge of who customer are	Aware of size and segment in customer base, and differentiates between key and other customers, possibly with aid of CRM database	Customer relationship managed through sophisticated CRM system. Loyalty schemes often used
Syaf	Owner has little knowledge about their customer and cannot differentiate between key customers and other customers		

Source: primary data and secondary data

From the information that explained in table 4.69, researcher found the information about customer in Syaf can be defined as non marketing. Owner of Syaf only has little knowledge about their customer and cannot differentiate between key customer and other customer.

Fourth, researcher explained the information about competitive advantage in Syaf.

Table 4.70

Level of marketing activity related to competitive advantage of Syaf

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitors
Syaf		Owner provide cheap price and high quality products to customers	

Source: primary data and secondary data

From the information that explained in table 4.70, researcher found the information about competitive advantage in Syaf can be defined as implicit marketing. Syaf provides cheap price and high quality products to their customers.

Fifth, researcher explained the information about price in Syaf.

Table 4.71

Level of marketing activity related to price of Syaf

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Based on cost plus pricing	Based on the market will bear, competitor changes, and customer value perception	Used to complement the marketing mix, adding perceptions of value of prestige
Syaf	Owner set the own price		

Source: primary data and secondary data

From the information that explained in table 4.71, researcher found the information about price in Syaf can be defined as non marketing. Owner of Syaf set the own price to their customers.

Sixth, researcher explained the information about promotion activities in Syaf.

Table 4.72
Level of marketing activity related to promotion of Syaf

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Few tool used	Use several proactive promotions methods	Is integrated proactive and effective
Syaf	Owner only use newspaper to promote their products		

Source: primary data and secondary data

From the information that explained in table 4.72, researcher found the information about promotion in Syaf can be defined as non marketing, because of the owner only use newspaper as media promotion to promote their products.

Seventh, researcher explained the information about after sale service in Syaf.

Table 4.73

Level of marketing activity related to after sale service of Syaf

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship
Syaf		Owner provide after sale service to customers	

Source: primary data and secondary data

From the information that explained in table 4.73, researcher found the information about after sale service in Syaf can be defined as implicit marketing. Owner of Syaf provides after sale service to customers.

After getting information about the marketing activity in Syaf, researcher can conclude the level of activity of Carson' Model in Syaf in following table.

Table 4.74

Conclusion of marketing activity in Syaf

Marketing Activities	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge	V		
competitors	V		
customers	V		
Competitive advantage		V	
price	V		
promotion	V		
After sale service		V	
Average	5	2	

Source: primary data and secondary data

From information that shown in table 4.74, researcher found that there are five marketing activities that can be define as non marketing and two activityies can be define as implicit marketing. So, researcher conclude that Toko Syaf can be define as non marketing SME based on level of activity Carson' Model.

10. Cahaya baru

Semi structured interview was conducted to the owner of Cahaya Baru in order to get any information about marketing activities in Cahaya Baru. There are 7 information's that needed in order to analyze the level of activity of Carson' Model. First is information about market knowledge.

Table 4.75

Level of marketing activity related to market knowledge of Cahaya Baru

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Very general – no plans	Defines market in terms of size, locations, and segments. Conduct some targeting	Full understanding of its market and peripheral markets, with well developed market segments and targeting
Cahaya Baru	Owner knows in very general about market in this business and didn't have any plan		

Source: primary data and secondary data

From the information that explained in table 4.75, researcher found the information about market knowledge in Cahaya Baru can be defined as non marketing. This SME knows in general about their market and didn't have plan.

Second, researcher explained the information about competitor knowledge in Cahaya Baru.

Table 4.76

Level of marketing activity related to competitor of Cahaya Baru

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Consider immediate competitor only	A more in dept knowledge of close competitor, related to understanding of competitive advantage	Full awareness of close and peripheral competitors which informs development of competitive position
Cahaya Baru		Owner knows about their competitor in this market and understand about competitive advantage	

Source: primary data and secondary data

From the information that explained in table 4.76, researcher found the information about competitor in Cahaya Baru can be defined as implicit marketing. Owner of Cahaya Baru know about their competitor in this market and understand about competitive advantage.

Third, researcher explained the information about customer knowledge in Cahaya Baru.

Table 4.77

Level of marketing activity related to customer of Cahaya Baru

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Little knowledge of who customer are	Aware of size and segment in customer base, and differentiates between key and other customers,	Customer relationship managed through sophisticated CRM system.
Cahaya Baru	Owner knows little knowledge about their customer		

Source: primary data and secondary data

From the information that explained in table 4.77, researcher found the information about customer in Cahaya Baru can be defined as non marketing. Owner only knows little knowledge about their customer.

Fourth, researcher explained the information about competitive advantage in Cahaya Baru.

Table 4.78

Level of marketing activity related to competitive advantage of Cahaya Baru

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Poor awareness and articulation	Understand the value of their competitive advantage	Can clearly define competitive position and how is offering defeats those of competitors
Cahaya Baru		Owner provide modern design to their customer	

Source: primary data and secondary data

From information that explained in table 4.78, researcher found the information about competitive advantage in Cahaya Baru can be defined as implicit marketing. Owner of Cahaya Baru provide modern design to their customers.

Fifth, researcher explained the information about price in Cahaya Baru

Table 4.79

Level of marketing activity related to price of Cahaya baru

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Based on cost plus pricing	Based on the market will bear, competitor changes, and customer value perception	Used to complement the marketing mix, adding perceptions of value of prestige
Cahaya Baru	Owner set own standard price to customers		

Source: primary data and secondary data

From the information that explained in table 4.79, researcher found the information about price in Cahaya Baru can be defined as non marketing. Cahaya Baru set the own price to their customers.

Sixth, researcher explained the information about promotion activities in Cahaya baru.

Table 4.80

Level of marketing activity related to promotion of Cahaya Baru

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Few tool used	Use several proactive promotions methods	Is integrated proactive and effective
Cahaya Baru	Owner didn't have any promotion		

Source: primary data and secondary data

From the information that explained in table 4.80, researcher found the information about promotion in competitive advantage can be defined as non marketing. Owner didn't have any promotion in order to promote their products.

Seventh, researcher explained the information about after sale service in Cahaya Baru.

Table 4.81

Level of marketing activity related to after sale service of Cahaya Baru

	Non Marketing	Implicit Marketing	Sophisticated Marketing
Carson Model	Deemed unnecessary	Viewed as opportunity for proactive engagement with customer	Viewed as an opportunity to interact with the customers, gathers information and build relationship
Cahaya Baru	Owner didn't provide after sale service to customers		

Source: primary data and secondary data

From the information that explained in table 4.81, researcher found the information about after sale service in Cahaya Baru can be defined as non marketing. Owner of cahaya baru didn't have any after sale service to customers.

After getting information about the marketing activity in Cahaya Baru, researcher can conclude the level of activity of Carson' Model in cahaya Baru in following table.

Table 4.82

Conclusion of marketing activity in Cahaya baru

Marketing Activity	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge	V		
competitors		V	
customers	V		
Competitive advantage		V	
price	V		
promotion	V		
After sale service	V		
Average	5	2	

Source: primary data and secondary data

From information that shown in table 4.82, researcher found that there are five marketing activities that can be define as non marketing and two activities can be define as implicit marketing. So, researcher conclude that Cahaya Baru can be define as non marketing SME based on level of activity Carson' Model.

However, researcher also found the information of level of marketing activity of sample from each of activities. For detail information about level of marketing activity of sample from each activity explained in following table.

Table 4.83

Level of marketing activity of sample of each activity

Marketing Activities	Non Marketing	Implicit Marketing	Sophisticated Marketing
Market Knowledge	<ul style="list-style-type: none"> • Sekuntum Bunga • Sulaman Benang Emas Mar • Pelaminan Dona Gita Nabila • Wen Pelaminan • Syaf • Cahaya Baru 	<ul style="list-style-type: none"> • Sulaman benang emas usaha ibu • CV Modelman • Rumah Songket Nelvy • CV Shirikie 	
Competitor	<ul style="list-style-type: none"> • Sulaman Benang Emas Mar • Syaf 	<ul style="list-style-type: none"> • Sekuntum Bunga • Sulaman benang emas usaha ibu • Pelaminan Dona Gita Nabila • CV Modelman • Rumah Songket Nelvy • Wen Pelaminan • CV Shirikie • Cahaya Baru 	
Customer	<ul style="list-style-type: none"> • Sekuntum Bunga • Sulaman Benang Emas Mar • Sulaman benang emas usaha ibu • Pelaminan Dona Gita Nabila • Syaf • Cahaya Baru 	<ul style="list-style-type: none"> • CV Modelman • Rumah Songket Nelvy • Wen Pelaminan • CV Shirikie 	
Competitive Advantage	<ul style="list-style-type: none"> • Sulaman Benang Emas Mar 	<ul style="list-style-type: none"> • Sekuntum Bunga • Pelaminan Dona Gita Nabila • CV Modelman • Rumah Songket Nelvy • Wen Pelaminan • CV Shirikie • Syaf • Cahaya Baru • Sulaman benang emas usaha ibu 	
Price	<ul style="list-style-type: none"> • Sekuntum Bunga • Sulaman Benang Emas Mar • Sulaman benang emas usaha ibu • CV Modelman • Wen Pelaminan • CV Shirikie • Syaf • Cahaya Baru 	<ul style="list-style-type: none"> • Pelaminan Dona Gita Nabila • Rumah Songket Nelvy 	
Promotion	<ul style="list-style-type: none"> • Sekuntum Bunga • Sulaman Benang Emas Mar • Rumah Songket Nelvy • Pelaminan Dona Gita Nabila • Wen Pelaminan • Syaf • Cahaya Baru 	<ul style="list-style-type: none"> • Sulaman benang emas usaha ibu • CV Modelman • CV Shirikie 	
After Sale Service	<ul style="list-style-type: none"> • Sekuntum Bunga • Sulaman Benang Emas Mar • Pelaminan Dona Gita Nabila • CV Modelman • Wen Pelaminan • Cahaya Baru 	<ul style="list-style-type: none"> • Sulaman benang emas usaha ibu • Rumah Songket Nelvy • CV Shirikie • Syaf 	

Source: primary data

There were 10 small medium enterprises as sample in this research. Researcher found the information that there are six sample can be define as non marketing and four sample can be define as implicit marketing based on level of activity Carson Model. For detail information about non marketing level of marketing activity explained in following table.

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Table 4.84

Non Marketing Level SMEs

Small Medium Enterprises	Scale of Business	Area of Operation	Level of Marketing Activity
Sekuntum Bunga	Medium	Padang and Jakarta	Non Marketing
Sulaman Benang Emas Mar	Small	West Sumatra	Non Marketing
Pelaminan Dona Gita Nabila	Small	West Sumatra	Non Marketing
Wen Pelaminan	Small	City	Non Marketing
Syaf	Small	West Sumatra	Non Marketing
Cahaya Baru	Small	West Sumatra	Non Marketing

Source: primary data

Based on the result that shown in table 4.84, researcher found that there are five sample categorized as small business and one sample categorized as medium business that can be define as non marketing. However, most of non marketing sample categorized as small business. One of sample categorized as medium business which is Sekuntum Bunga defined as non marketing. This case happened because of area of operation of Sekuntum Bunga only in Padang and Jakarta and this SME didn't have any form of legal entity.

However, researcher found four samples can be defined as implicit marketing. For detail information about implicit marketing level of marketing activity explained in following table.

Table 4.85
Implicit Marketing SMEs

Small Medium Enterprises	Scale of Business	Area of Operation	Level of Marketing Activity
Sulaman Benang Emas Usaha Ibu	Medium	National and Global	Implicit marketing
CV Modelman	Medium	National	Implicit marketing
Rumah Songket Nelvy	Medium	National and Global	Implicit marketing
CV Shirikie	Small	National and Global	Implicit marketing

Based on result that shown in table 4.85, researcher found that there are three samples categorized as medium business and one sample categorized as small business can be defined as implicit marketing. Most of implicit marketing of sample categorized as medium business. However, one of sample categorized as small business which is CV Shirikie defined as implicit marketing. This case happened because of this SME has area of distribution to national and global, besides that, the owner of CV Shirikie also active in embroidery organizations in national level, so this SME has more knowledge about market, and all of implicit SMEs of sample has form of legal entity as CV.

CHAPTER V

CONCLUSION, IMPLICATION, LIMITATION, AND SUGGESTION

5.1 Conclusion of The Research

Based on the result of the research as well as analysis and discussion about the characteristic of level of activity Carson's Model in the small medium enterprises sample in Padang City, it can be concluded that the characteristic of level of activity Carson's Model of the sample of SMEs in West Sumatra have various characteristic, which include: non marketing and implicit marketing in level of marketing activity Carson's Model. From this research, researcher found 4 of sample can be defined as implicit marketing and 6 of sample can be defined as non marketing. None of the sample can be defined as sophisticated marketing.

5.2 Implication of the Research

The result of this research can be the guidelines for owner in the small medium enterprises in Padang City to understand their level of marketing activities. Furthermore, this guideline can also be use not only by the owner of the small medium enterprises, but also by the entire practitioner of marketing in SMEs. It is very important for the owners of small medium enterprises, to be aware of marketing activities because marketing activities is very important for small medium enterprises

to grow, develop, and improve the SME performance. All analysis and discussion in this research can be utilized by the owner of SME to be able to understand well about how to implement marketing activities which is needed by the organization. The owner of SME is expected to bear relevant marketing activities in order to be able to respond the challenge from competitors. Besides that, government can take the result of the research to know the current condition in small medium enterprises. However, government needs to give contribution in order to develop SMEs in Padang city such as create exhibition regularly, etc.

5.3 Limitation of the Research

This research is aimed to describe the characteristics of level of activity Carson's Model and education level of owners in the sample take in SMEs in West Sumatra. However, there are several limitations appear in this research such as:

1. This research only took ten small medium enterprises as the object. Therefore, the analysis of characteristic level of activity Carson's Model only focused on those ten small medium enterprises.
2. The sample of this research is not proportional, because of there are 4 sample categorized as medium business and 6 sample categorized as small business.
3. Limited source of secondary data leads limited analysis of this topic.

4. Limited access to several important data, such as financial data and other internal document of the SME, which may support the result and the accuracy of this research, leads this research to a single-direction research.

5.4 Suggestion for Future Research

Limitations that exist in this research should be a reference for subsequent research to get perfection in giving a picture and a wider contribution started from the same study. Several suggestions and recommendations can be given to further researcher, such as:

1. Future researchers are expected to take more samples in order to develop more comprehensive and deeper study.
2. Future researchers are suggested to combine both quantitative and qualitative analysis. Quantitative analysis which was not used in this research can generalize the result of this research
3. Future research may added several factors such as commitment of owner and age of SMEs and combine with level of acidity Carson's Model to produce an accurate and comprehensive description and explanation regarding the marketing activities implementation in the organizations.

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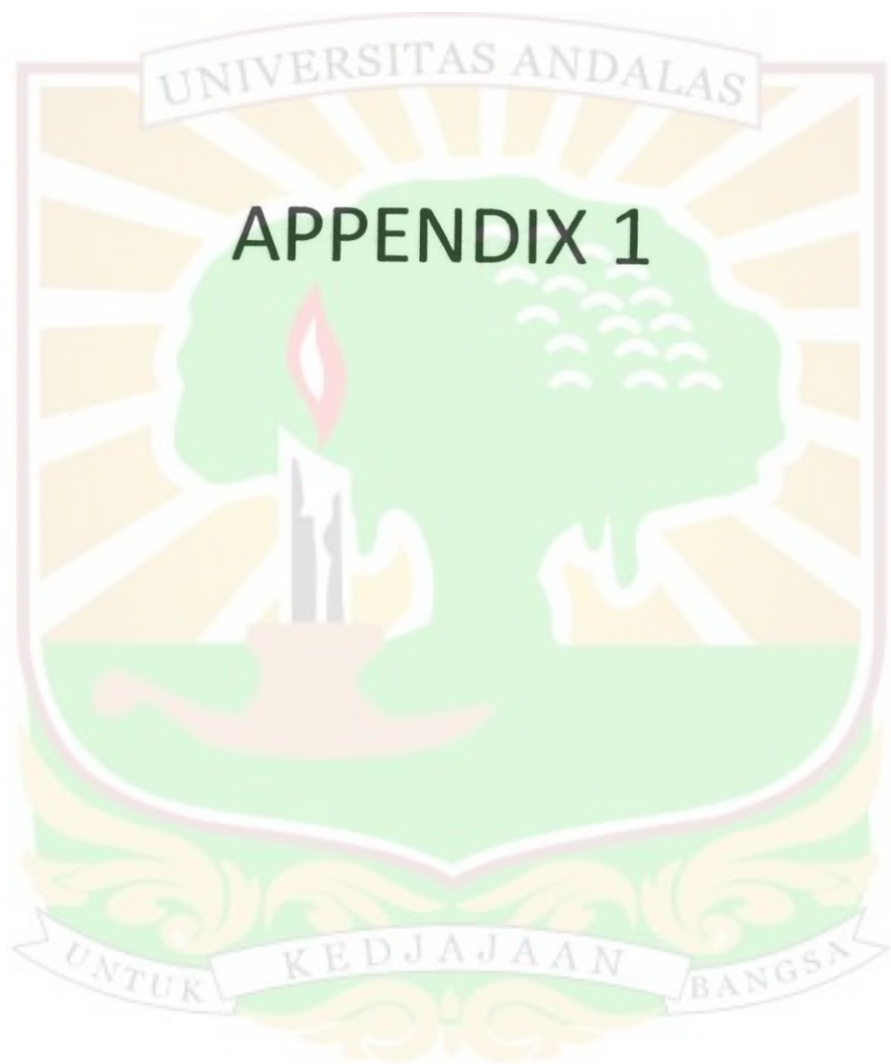
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APPENDIX 1

Hari / tanggal:

Lokasi wawancara:

A. Profil Usaha

1. Nama Usaha :
2. Alamat :
3. Jenis usaha :
4. Berapa Jenis produk yang dihasilkan:
5. Skala usaha :
6. Jumlah karyawan :
7. Usia Usaha/kapan berdiri :
8. Bentuk Kepemilikan :
9. Bentuk badan hukum :
10. Daerah/skala Operasi :

B. Profil Pemilik

1. Nama pemilik :
2. Alamat :
3. Jenis kelamin :
4. Umur :
5. Hobi :
6. Pekerjaan :
7. Pendidikan terakhir :
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti:
9. Penghargaan/Prestasi terkait usaha :
10. Pengalaman kerja terkait usaha :
11. Sumber Modal :

C. Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- a. apa saja yang bapak/ibu ketahui tentang pasar
- b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
- c. apa saja yang bapak/ibu ketahui tentang pasar sasaran

2. Pemahaman terhadap pesaing

- a. Sejauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
- b. Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
- c. Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu (bordir tasik malaya)?

3. Pengetahuan terhadap pelanggan

- a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
- b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ? (puas/tidak puas

4. Informasi pemasaran

Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

- o Seperti: observasi, wawancara dll

5. Pendapat UKM sehubungan dengan peristiwa penting

- a. Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?
- b. Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

- c. Bagaimana dengan momentum lebaran, hari libur (kalender merah)?

6. Pemahaman tentang keunggulan bersaing

- a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?
- b. Mengapa konsumen lebih memilih produk dari pada produk lain

7. Penetapan harga

- a. Bagaimana bpk/ibu menentukan penetapan harga?
- b. Berapa persen kenaikan setelah bahan mentah dan jasa terhadap suatu produk ?
- c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- a. Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?
- b. Media apa yang digunakan untuk berpromosi

9. Mengetahui pelayanan purna jual

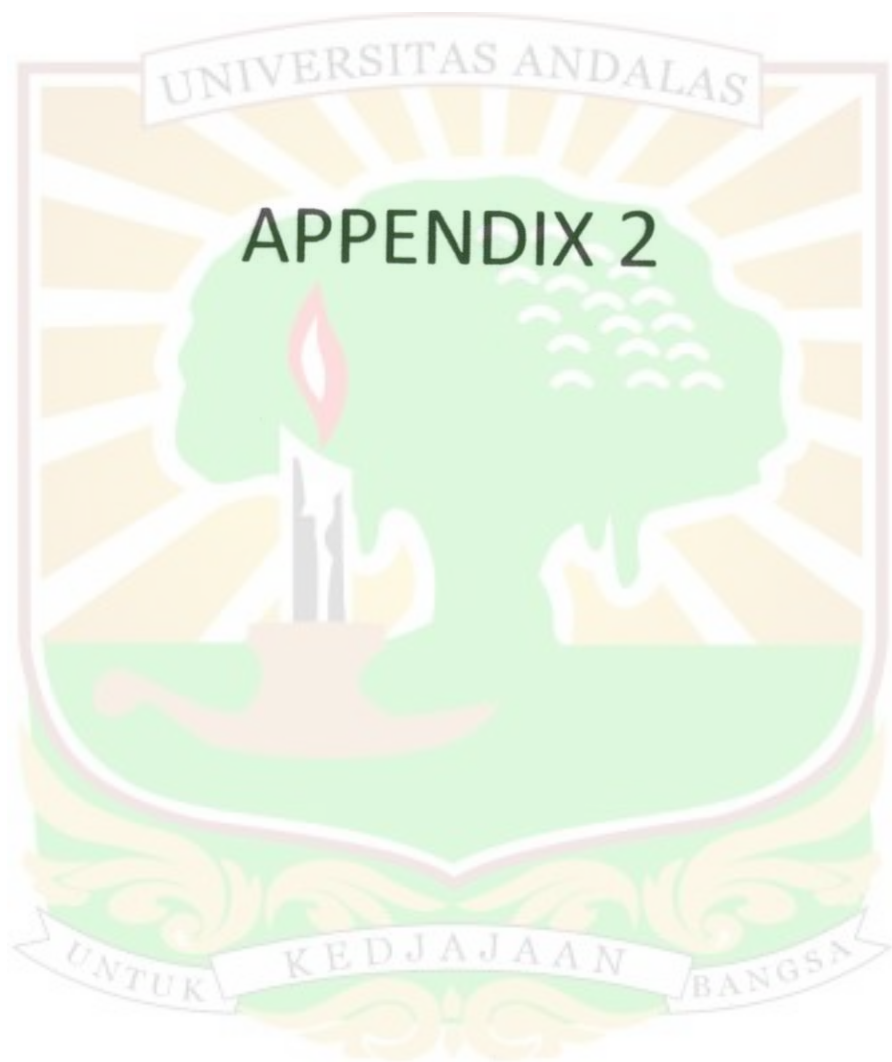
- a. Jelaskan yang ibu ketahui tentang pelayanan purna jual
- b. Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

10. Mendapatkan informasi tentang pemahaman terhadap produk

- a. Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?
- b. Produk apa saja yang lagi dicari ?

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?
- b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?
- c. Cara pemasaran:



Hari / tanggal: Selasa, 12 July 2011

Lokasi wawancara: sekuntum bunga jalan kampung jua bt taba no 34

A. Profil Usaha

1. Nama Usaha : sekuntum bunga
2. Alamat : jalan kampung jua bt taba no 34
3. Jenis usaha : bordir dan sulaman
4. Berapa Jenis produk yang dihasilkan: 5 produk
5. Skala usaha : menengah
6. Jumlah karyawan : 1. Tetap = 20 orang
7. Usia Usaha/kapan berdiri : 1984
8. Bentuk Kepemilikan : perseorangan
9. Bentuk badan hukum : tidak ada
10. Daerah/skala Operasi : padang dan jakarta

B. Profil Pemilik

1. Nama pemilik : Hj. Mayar Zainun
2. Alamat : jalan kampung jua bt taba no 34
3. Jenis kelamin : perempuan
4. Umur : 71 tahun
5. Hobi : menyulam
6. Pekerjaan : ibu rumah tangga
7. Pendidikan terakhir : SMA
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: pelatihan keuangan, design, dan manajemen
9. Penghargaan/Prestasi terkait usaha : dari inacraft dan bumh
10. Pengalaman kerja terkait usaha : tidak ada

C. Pertanyaan Terkait UKM

1. Mengetahui gambaran tentang pengetahuan terkait dengan pasar, seperti:

- a. apa saja yang bapak/ibu ketahui tentang pasar
 - pasar tetap jalan, pelaminan benang emas dan bordir susah tapi ada juga ada yang pesan, dari skala murah sampai mahal ada

- b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - dari dulu murah tapi bagus yang diinginkan konsumen, menurut kita tidak bagus tapi orang suka, tapi sekarang cenderung orang maunya murah tapi bagus

- c. apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - kita punya konsumen masing masing, biasanya kita punya langganan.

2. Mengetahui pemahaman terhadap pesaing

- a. Sejauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?

- Rasanya tidak punya pesaing, kalau negative thinking berarti ada pesaing, tapi karna punya konsumen sendiri jadi tidak merasa pesaing. Umumnya disini banyak, lebih dari 10 di lubeg

- b. Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?

- Lebih baik positif thinking saja, jangan sampai ada unsur iri. Palin suka lihat produk orang lain, tapi jangan ada unsur iri

c. Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu?

- Kalau dari pelaminan dibidang jasa produksi langsung jalan, tapi kalau kita khusus produksi saja. Umumnya orang produksi juga jasa sekalian

3. Mengidentifikasi pengetahuan terhadap pelanggan

a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?

- Sulaman bayang dicari, selendang juga, sulaman bordir juga dicari, perhiasan juga dicari

b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ? (puas/tidak puas)

- Alhamdulillah puas, ada balik lagi kesini

4. Mengetahui cara mendapatkan informasi pemasaran

a. Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

- Seperti: observasi, wawancara dll
- Teman teman banyak, terus kita bisa melihat majalah mode

5. Mengetahui pemahaman tentang keunggulan bersaing

a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

- Kualitas, design

b. Mengapa konsumen lebih memilih produk dari pada produk lain

- Insya allah tepat waktu

6. Memperoleh penjelasan tentang pendapatan harga

- a. Bagaimana bapak/ibu menentukan penetapan harga?
 - **Harga punya standard sendiri, tidak melihat orang lain**
- b. Berapa persen kira-kira kenaikan setelah biaya bahan mentah dan jasa terhadap suatu produk?
 - **Karna prosesnya lama, jadi persentasenya juga besar. Bikinnya tidak bisa cepat, naiknya bisa sekitar 100%**
- c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga
 - **Harga benang, dan bahan pokok lainnya**

7. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- a. Sejauh ini promosi apa saja yang telah bapak/ibu lakukan dalam menarik pelanggan ?
 - **Pameran – pameran**
- b. Media apa yang digunakan untuk berpromosi
 - **Koran tidak, dulu pernah ikut Telkom, tapi tidak pengaruh. Dulu disarankan bu vera untuk menggunakan facebook.**

8. Mengetahui pelayanan purna jual

- a. Jelaskan yang ibu ketahui tentang pelayanan purna jual
 - **Tidak tahu**
- b. Adakah pelayanan/servis seperti garansi terhadap produk bapak/ibu yang sudah dibeli?

- Cuman kalau sebelum diambil, masih bisa diperbaiki, tapi kalau sudah sama orang, kalau ada rusak akan dibikin baru lagi

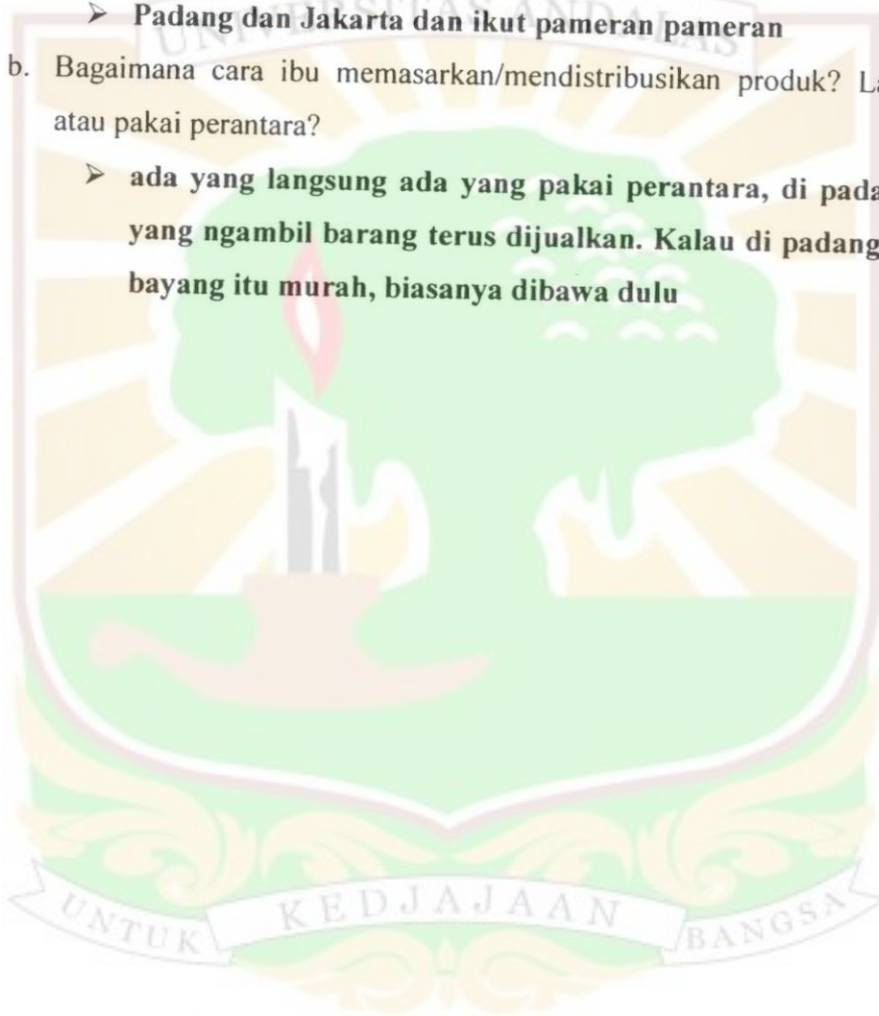
9. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

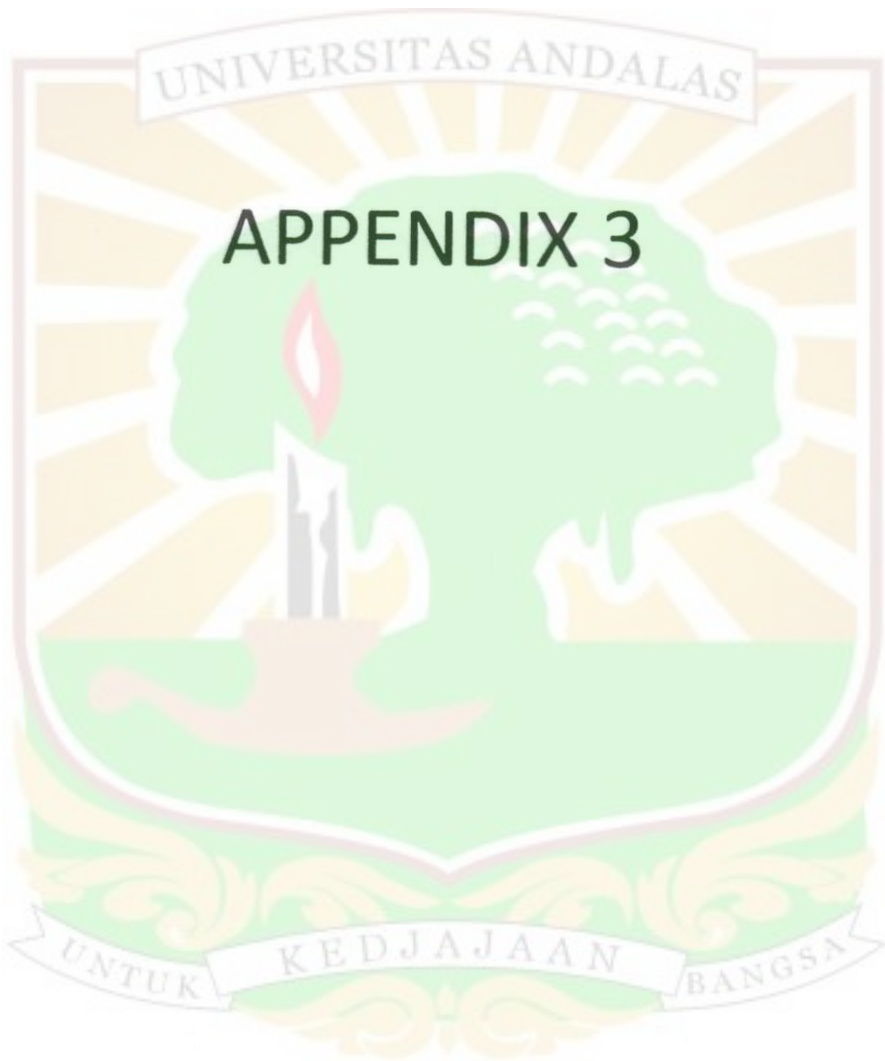
a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

- Padang dan Jakarta dan ikut pameran pameran

b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

- ada yang langsung ada yang pakai perantara, di padang ada yang ngambil barang terus dijualkan. Kalau di padang, sulam bayang itu murah, biasanya dibawa dulu





APPENDIX 3

Hari / tanggal: Selasa, 12 July 2011

Lokasi wawancara: Sulaman Benang Emas Usaha Mar

A. Profil Usaha

1. Nama Usaha : Sulaman Benang Emas Usaha Mar
2. Alamat : jalan bt taba no 24
3. Jenis usaha : bordir dan sulaman
4. Berapa Jenis produk yang dihasilkan: lebih kurang 10 produk
5. Skala usaha : menengah
6. Jumlah karyawan : 1. Tetap = 6 orang 2. Tidak tetap= 4 orang
7. Usia Usaha/kapan berdiri : 40 tahun
8. Bentuk Kepemilikan : perseorangan
9. Bentuk badan hukum : tidak ada
10. Daerah/skala Operasi : propinsi Sumatra barat

B. Profil Pemilik

1. Nama pemilik : ibu Mar
2. Alamat : jalan bt taba no 24
3. Jenis kelamin : perempuan
4. Umur : 65 tahun
5. Hobi : menjahit
6. Pekerjaan : ibu rumah tangga
7. Pendidikan terakhir : SMP
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: tidak ada
9. Penghargaan/Prestasi terkait usaha : penghargaan dari pemda tentang sulaman indah benang emas
10. Pengalaman kerja terkait usaha : tidak ada

C. Pertanyaan Terkait UKM

1. Mengetahui gambaran tentang pengetahuan terkait dengan pasar, seperti:

a. apa saja yang bapak/ibu ketahui tentang pasar

- kalau membeli sekarang agak kurang, sekarang ini pesanan dibawa ke Jakarta, ke Duri. Tapi kalau untuk dijual tidak ada, kalau dipesan baru bikin

b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen

- bordir yang banyak, kalau sulaman benang emas itu mahal, kalau bordir cepat siapnya. Tapi ibu bikin juga benang emas, tapi tidak banyak

c. apa saja yang bapak/ibu ketahui tentang pasar sasaran

- yang membeli biasanya orang yang pernah datang kesini karna atau dari orang lain atau orang yang mau baralek

2. Mengetahui pemahaman terhadap pesaing

a. Sejauh ini seberapa banyak pesaing yang bapak/ibu ketahui bergerak di bidang usaha yang sama?

- Kurang dari 10, orang sudah banyak mempunyai sekarang. Kalau waktu ibu muda, pesanan ke luar bisa, tapi sekarang tenaga kurang

b. Bagaimana tanggapan bapak/ibu terhadap pesaing yang ada di pasar saat ini?

- Tidak ada persaingan

c. Apa saja menurut bapak/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bapak/ibu?

- Tidak ada kelebihan, sama saja

3. Mengidentifikasi pengetahuan terhadap pelanggan

- a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
 - Kelambu, ankin ankin, untuk pelaminan dipesan sama orang, dulu ibu bikin rumah ada untuk baralek, sekarang sudah tidak ada
- b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ? (puas/tidak puas)
 - Alhamdulillah puas, balik kesini lagi. Disini banyak pabrik, jadi anak jahit bekerja di pabrik sehingga tidak ada tenaga untuk menjahit

4. Mengetahui cara mendapatkan informasi pemasaran

- a. Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?
 - Seperti: observasi, wawancara dll
 - Saya kasih contoh ke calon pembeli. Orang memesan dan member motif dan kita menjahit

5. Mendapatkan Informasi tentang pendapat UKM sehubungan dengan peristiwa penting

- a. Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?
 - Memang turun, orang lebih baik renovasi rumah orang karna gempa

b. Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

- Kalau disekitar sini banyak pabrik, jadi anak jahit itu sekarang kebanyakan bekerja di pabrik. Jadi untuk menjahit sekarang agak kurang tenaganya

c. Bagaimana dengan momentum lebaran, hari libur (kalender merah)?

- Penjualan ada meningkat, kadang kadang ada. Tapi kita tidak menjahit

6. Mengetahui pemahaman tentang keunggulan bersaing

a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

- Kalau motifnya cukup bagus pasti orang suka membeli

b. Mengapa konsumen lebih memilih produk dari pada produk lain

- Karna pembeli itu akan membuka toko sendiri, jadi orangnya memesan ke saya, dan saya akan membuatnya

7. Memperoleh penjelasan tentang pendapatan harga

a. Bagaimana bpk/ibu menentukan penetapan harga?

- Tidak bisa ditetapkan, karna harga benang itu turun naik.. Saya ambil benang sekali banyak soalnya. Selain benang, saten dan poring juga.

b. Berapa persen kira-kira kenaikan setelah biaya bahan mentah dan jasa terhadap suatu produk?

- Kalau sekarang banyak naiknya, yang besar itu usaha ibu naiknya. Kalau kita sekitar 100 %

c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga

➤ **Harga benang, saten, dan poring juga**

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

a. Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

➤ **Kita ada contoh yang bisa dilihat oleh pelanggan. Kalau dari mulut ke mulut ibu kurang tahu, kalau dia suka disini dia akan beli disini**

b. Media apa yang digunakan untuk berpromosi

➤ **Tidak ada, tapi ada disuruh anak untuk iklan. Orang saja yang jadi radio (mulut ke mulut)**

9. Mengetahui pelayanan purna jual

a. Jelaskan yang ibu ketahui tentang pelayanan purna jual

➤ **Tidak tahu**

b. Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

➤ **Kalau ada yang rusak kita bersedia untuk memperbaikinya karna itu barang kita.**

10. Mendapatkan informasi tentang pemahaman terhadap produk

a. Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?

➤ **Tahu, Orang yang tahu dengan barang**

b. Produk apa saja yang menjadi dicari atau favorit

➤ **Sulaman dengan benang emas untuk baralek**

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

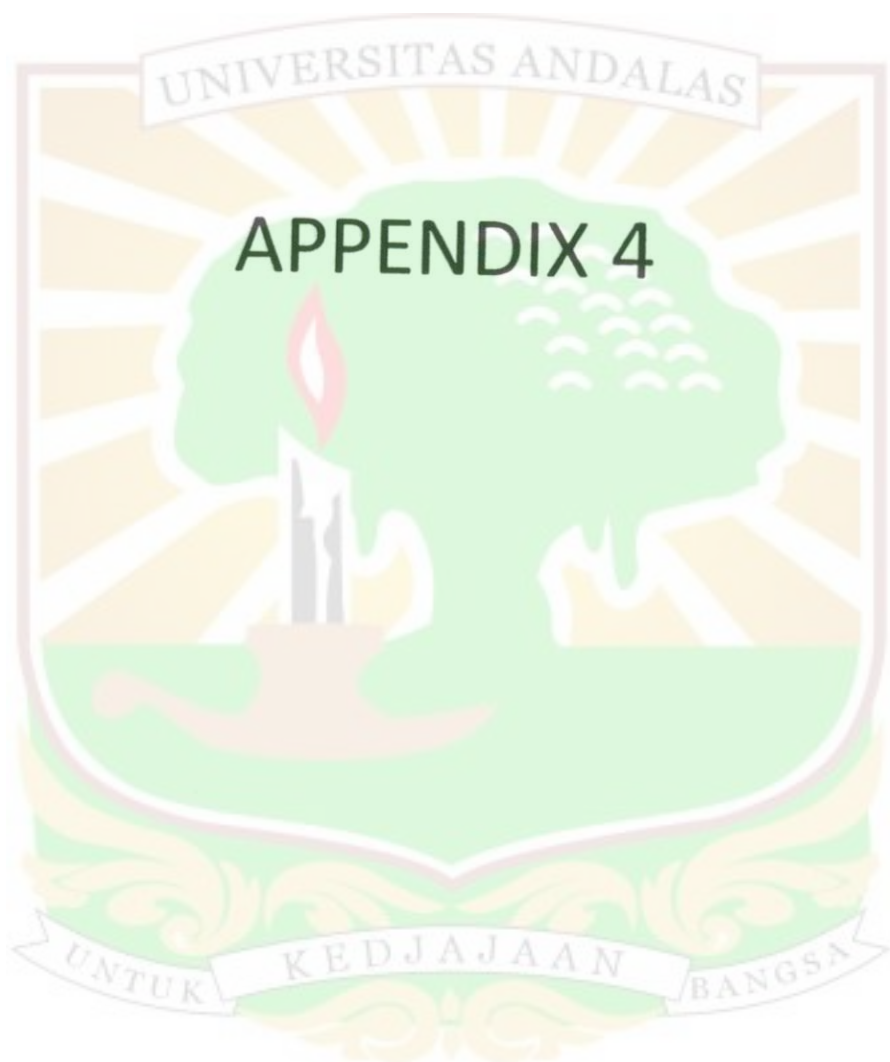
a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

➤ **Bukittinggi, padang, solok, duri, rengat, sangir**

b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

➤ **Pembeli yang langsung kesini, saya tidak ada pergi kemana mana. Saya juga tidak tahu darimana orang itu tahu. Sekarang sudah tua, jadi tidak ada kemana mana.**





APPENDIX 4

Hari / tanggal: sabtu, 2 july 2011

Lokasi wawancara: Sulaman Benang Emas Usaha Ibu

A. Profil Usaha

1. Nama Usaha : Sulaman Benang Emas Usaha Ibu
2. Alamat : jalan raya lubeg no 2
3. Jenis usaha : bordir dan sulaman
4. Berapa Jenis produk yang dihasilkan: lebih kurang 15 produk
5. Skala usaha : menengah
6. Jumlah karyawan : Tetap = 30 orang
7. Usia Usaha/kapan berdiri : 1972
8. Bentuk Kepemilikan : perseorangan
9. Bentuk badan hukum : CV
10. Daerah/skala Operasi : nasional dan global (tapi tidak dalam partai banyak)

B. Profil Pemilik

1. Nama pemilik : ibu Hj. Suarni
2. Alamat : jalan raya lubeg no 2
3. Jenis kelamin : perempuan
4. Umur : 50 tahun
5. Hobi : menjahit
6. Pekerjaan : ibu rumah tangga
7. Pendidikan terakhir : SMA
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: pelatihan dari kementerian koperasi dan instansi instansi
9. Penghargaan/Prestasi terkait usaha : penghargaan dari pemda, kementerian perindustrian, dan swasta
10. Pengalaman kerja terkait usaha :

C. Pertanyaan Terkait UKM

1. Mengetahui gambaran tentang pengetahuan terkait dengan pasar, seperti:

- a. apa saja yang bapak/ibu ketahui tentang pasar
 - lumayan lah, soalnya orang banyak yang baralek, tiap minggu orang baralek sekarang, jadi kan kita pasarnya itu. Selain itu anak-anak yang mau menari, biasanya mengambil bajunya disini
- b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - ada dua permintaan, ada yang tidak ingin menghilangkan kebudayaan kita atau ingin tradisionalnya dan ada yg ingin modernnya.
- c. apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - kalau disini orang menengah keatas menjadi pasar kita

2. Mengetahui pemahaman terhadap pesaing

- a. Sejauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
 - Pesaing itu banyak, tapi kita beda dari yang lain, punya kita khusus, apapun permintaan orang kita siap menyediakan. Kita disini membuat, kita punya stock banyak. Dengan itu mungkin orang puas. Kita tidak ingin memasang asal-asalan, kita menjaga mutu. Kalau tidak bagus, kita tidak senang, sama juga dengan orang yang melihatnya
- b. Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
 - Kita disini membuat, kita punya stock banyak. Dengan itu mungkin orang puas. Kita tidak ingin memasang asal-asalan,

kita menjaga mutu. Kalau tidak bagus, kita tidak senang, sama juga dengan orang yang melihatnya

c. Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu?

- Tidak ada saya rasa, insya allah mungkin belum ada. Tapi tidak pasti, kalau pasti tuhan yang tahu

3. Mengidentifikasi pengetahuan terhadap pelanggan

a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?

- Ada dua permintaan, yang tidak mau menghilangkan tradisi yaitu dengan sulaman benang emas. Dan ada yang modern

b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ? (puas/tidak puas)

- Alhamdulillah, banyak yang kembali lagi kesini

4. Mengetahui cara mendapatkan informasi pemasaran

a. Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

- Seperti: observasi, wawancara dll

- Biasanya bertanya dengan konsumen yang langganan serta melihat majalah mode

5. Mendapatkan Informasi tentang pendapat UKM sehubungan dengan peristiwa penting

a. Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

- Pengaruh, ada yang sudah booking tapi tidak jadi karna gedung rusak. Dan ada juga yang batal, kita hanya bisa menerima
- b. Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut
 - Tidak ada
- c. Bagaimana dengan momentum lebaran, hari libur (kalender merah)?
 - Kalau orang puasa atau lebaran banyak, tidak ada waktu untuk interview sekarang ini

6. Mengetahui pemahaman tentang keunggulan bersaing

- a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?
 - Kita disini membuat, kita punya stock banyak. Dengan itu mungkin orang puas. Kita tidak ingin memasang asal asalan, kita menjaga mutu. Kalau tidak bagus, kita tidak senang, sama juga dengan orang yang melihatnya
- b. Mengapa konsumen lebih memilih produk dari pada produk lain
 - Karna service dan layanan serta kualitas produk kita bagus

7. Memperoleh penjelasan tentang pendapatan harga

- a. Bagaimana bpk/ibu menentukan penetapan harga?
 - Kalau kita Tinggi dari orang dengan kualitas dan mutu sebagai jaminan.
- b. Berapa persen kira-kira kenaikan setelah biaya bah terhadap suatu produk?
 - Sekitar 100 % naiknya kalau dari dulu. O
sekali, tapi orang sekrang tau kualitas yg

- c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga
- Kalau bahan naik, tu harga barang juga naik. Harga bahan baku seperti benang, benang emas itu lebih mahal. Kalau bahan mentah naik, kita juga harus naik

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- a. Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?
- Dari orang ke orang, orang pendatang akan memberi tahu ke orang lain.
- b. Media apa yang digunakan untuk berpromosi
- Radio, Koran, padang tv. Orangnya yang datang dan mempromosikan usaha ibu

9. Mengetahui pelayanan purna jual

- a. Jelaskan yang ibu ketahui tentang pelayanan purna jual
- Tidak tahu
- b. Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?
- Kalau barang rusak dari kita, kita siap menggantinya

10. Mendapatkan informasi tentang pemahaman terhadap produk

- a. Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?
- Orang yang tahu barang yang membeli disini. Orang yang bisa membedakan barang yang bagus, krna barang yang sama banyak dijual di pasaran. Barang yang kita jual siap pakai,

kalau diluar itu kerja dua kali, tidak siap pakai dan menambah energy

b. Produk apa saja yang menjadi dicari atau favorit

- Baju penganten dengan sulaman benang emas. Pelaminan dengan sulaman benang emas.

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

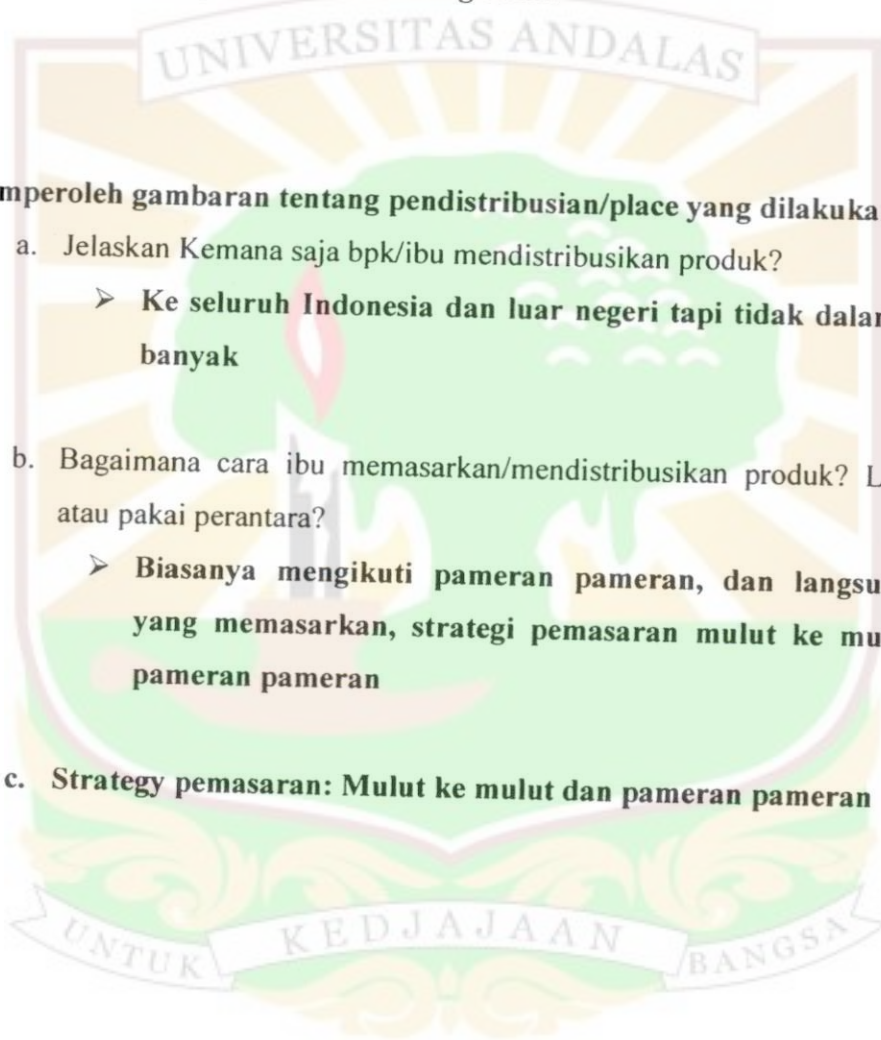
a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

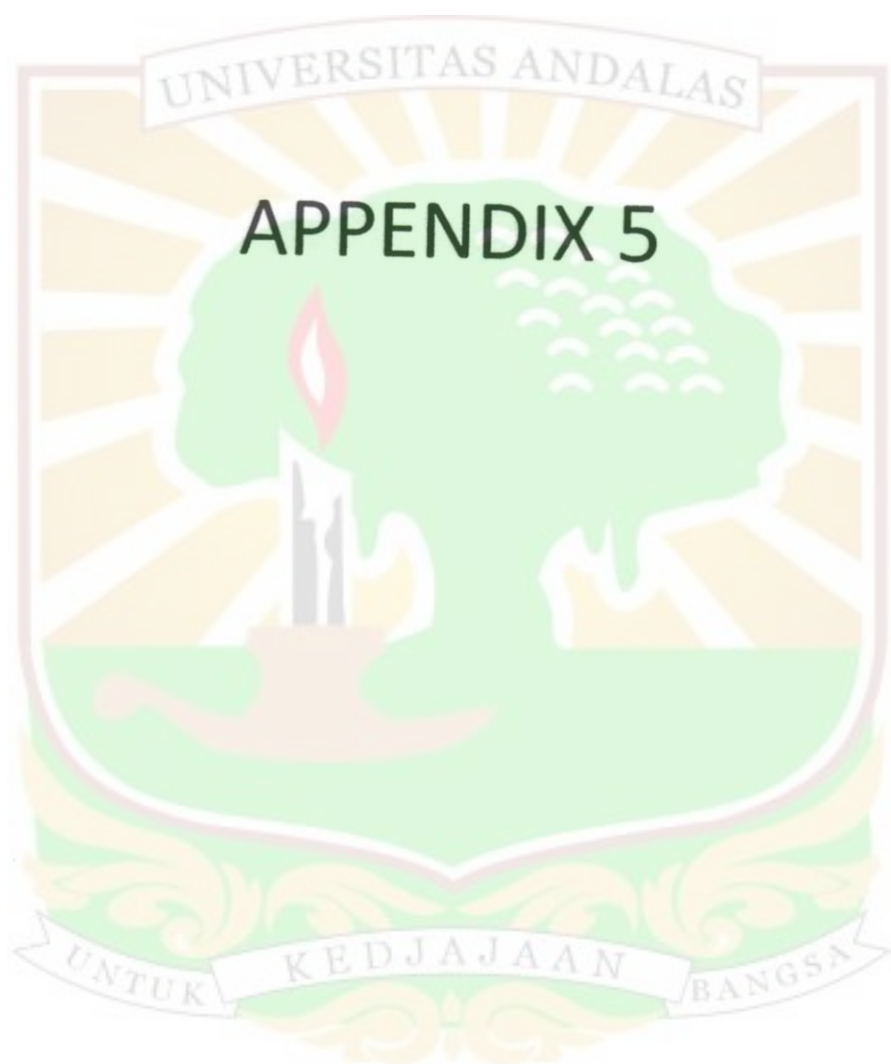
- Ke seluruh Indonesia dan luar negeri tapi tidak dalam partai banyak

b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

- Biasanya mengikuti pameran pameran, dan langsung kita yang memasarkan, strategi pemasaran mulut ke mulut dan pameran pameran

c. Strategy pemasaran: Mulut ke mulut dan pameran pameran





Hari / tanggal: Selasa, 12 July 2011

Lokasi wawancara: Pelaminan Dona Gita Nabila

A. Profil Usaha

1. Nama Usaha : **Pelaminan Dona Gita Nabila**
2. Alamat : **Jalan Bt Taba no 15**
3. Jenis usaha : **Bordir dan Sulaman**
4. Berapa Jenis produk yang dihasilkan: **lebih kurang 5**
5. Skala usaha : **Menengah (UKM)**
6. Jumlah karyawan : **Tetap= 4 Tdk tetap= 2**
7. Usia Usaha/kapan berdiri : **15 tahun / 1995**
8. Bentuk Kepemilikan : **Perseorangan**
9. Bentuk badan hukum : **CV**
10. Daerah/skala Operasi : **Sumatra barat**

B. Profil Pemilik

1. Nama pemilik : **Ibu Indra Niati S. Pd**
2. Alamat : **Jalan Bt taba no 15**
3. Jenis kelamin : **Perempuan**
4. Umur : **49 tahun**
5. Hobi : **menjahit**
6. Pekerjaan : **kepala sekolah**
7. Pendidikan terakhir : **S2**
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: **pelatihan kecantikan, pelatihan bordiran**
9. Penghargaan/Prestasi terkait usaha : **tidak ada**
10. Pengalaman kerja terkait usaha : **tidak ada**
11. Sumber Modal : **Pribadi**

C. Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- a. apa saja yang bapak/ibu ketahui tentang pasar
 - pasar agak kurang, karna masyarakat lebih tertarik ke sulaman silungkang dan sulaman yang tempel tempel
- b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - sulaman emas masih banyak tapi untuk pasar luar negeri, karna ibu membawa barang ke luar negeri. Tapi, untuk disini, sulaman benang emas agak susah, karna tidak modern, orang kini cenderung ke yang sulaman tempel tempel
- c. apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - yang membeli orang orang yang tahu dengan toko ini, kalau ada pesanan kita akan jahit.

2. Pemahaman terhadap pesaing

- a. Sejauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
 - Banyak, yang untuk daerah sini sangat banyak. Tapi untuk sulaman benang emas sedikit, karna tidak semua orang bisa menjahitnya. Kalau bordir tiap pelosok ada, orang sekarang bikin bed cover sangat banyak
- b. Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
 - Kalau bagi mereka pasti sudah bagus, karna banyak pengalaman dan anak buah, lebih bersaing mereka dari pada kita
- c. Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu (bordir tasik malaya)?
 - Bordiran bed cover, sulaman, dan baju penganten itu banyak

3. Pengetahuan terhadap pelanggan

- a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
 - **Bordiran ini, kalau sulaman emas ini jarang orang mencari karna sudah ketinggalan jaman. Kalau orang yang anaknya untuk tampil atau ingin mengingatkan ke tradisional baru diambil yang sulaman emas.**
- b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ? (puas/tidak puas)
 - **Puas, kadang pembeli balik lagi, kadang tidak**

4. Informasi pemasaran

Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

○ Seperti: observasi, wawancara dll

- **Informasi dari saudara (adik saya) kalau ada pesanan baru dijahit. Adik saya bawa catalog nya, kalau ada yang mesan baru dijahit**

5. Pendapat UKM sehubungan dengan peristiwa penting

- a. Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?
 - **Tidak jalan, boleh dibilang mati, sampai pelaminan tidak jalan. Dulu 3 buah dalam sebulan.**
- b. Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut
 - **Karna banyak saingan agak payah, orang lebih bagus daripada kita.**
- c. Bagaimana dengan momentum lebaran, hari libur (kalender merah)?
 - **Itu banyak pesanan tu. Tapi kalau sekarang orang lebih memilih beli baju sekolah anak, karna orang mau masuk sekolah**

6. Pemahaman tentang keunggulan bersaing

- a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?
 - **Bed cover ada yang untuk setelan dan ada yang selimut. Punya kita lebih unik**

- b. Mengapa konsumen lebih memilih produk dari pada produk lain

- **Itu tergantung jahitan, mode dan motifnya. Kadang motif dari orang kita yang menjahit**

7. Penetapan harga

- a. Bagaimana bpk/ibu menentukan penetapan harga?

- **Tergantung pasaran, kalau terlalu tinggi harga kita, tidak main lagi produk kita. Kalau terlalu rendah juga. Jadi mengikuti harga di pasar**

- b. Berapa persen kenaikan setelah bahan mentah dan jas terhadap suatu produk ?

- **Ibu kurang tau, karna adik ibuk yang mengetahui mengenai harga**

- c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga

- **Harga benang, busa, benang emas berwarna**

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

- a. Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

- **Ibu kurang tau, karna adik ibu yang mempromosikan dengan catalog, kalau ada pertemuan catalognya selalu dibawa**

- b. Media apa yang digunakan untuk berpromosi

- **Tidak ada, dari orang ke orang palingan**

9. Mengetahui pelayanan purna jual

- a. Jelaskan yang ibu ketahui tentang pelayanan purna jual

- **Tidak tahu**

- b. Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

➤ **Tidak ada, karna kita teliti dalam membuat produk**

10. Mendapatkan informasi tentang pemahaman terhadap produk

- a. Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?

➤ **Ada, mereka pasti mengerti. Mereka yang memesan soalnya**

- b. Produk apa saja yang lagi dicari ?

➤ **Bordiran seperti bed cover dan selendang selendang, untuk sulaman benang emas agak kurang**

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

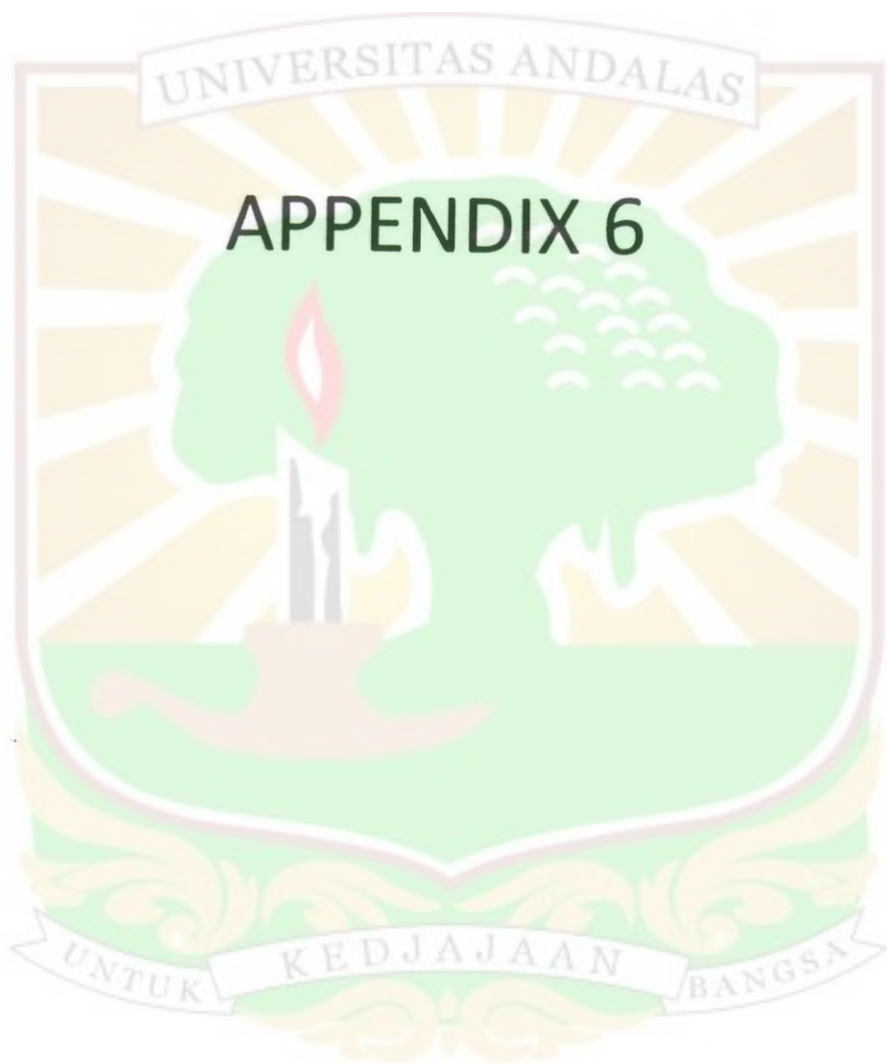
- a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

➤ **Padang dan dhamasraya, tapi kadang adik ibu juga bawa ke acara acara pertemuan**

- b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

➤ **Langsung kita yang memasarkan, kalau perantara harganya naik lagi**

- c. Cara pemasaran: **Starteginya lumayan laris**



APPENDIX 6

Hari / tanggal: Jumat, 1 July 2011

Lokasi wawancara: CV Modelman

A. Profil Usaha

1. Nama Usaha : **CV Modelman**
2. Alamat : **Jalan raya Bandar Buat no 18**
3. Jenis usaha : **Bordir dan Sulaman**
4. Berapa Jenis produk yang dihasilkan: **± 3 produk**
5. Skala usaha : **Menengah (UKM)**
6. Jumlah karyawan : **Tetap= 11 Tdk tetap= 20**
7. Usia Usaha/kapan berdiri : **49 tahun / 1962**
8. Bentuk Kepemilikan : **Perseorangan**
9. Bentuk badan hukum : **CV**
10. Daerah/skala Operasi : **Nasional**

B. Profil Pemilik

1. Nama pemilik : **Ibu Hj. Marni Erman**
2. Alamat : **Jalan Bukit Ngalau no 3 batu gadang lubuk kilangan padang**
3. Jenis kelamin : **Perempuan**
4. Umur : **63 tahun**
5. Hobi : **menjahit**
6. Pekerjaan : **Pengusaha Bordir**
7. Pendidikan terakhir : **SD**
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti:
9. Penghargaan/Prestasi terkait usaha : **banyak (anugrah upakarti, anugrah sidda karya, rotary international, ekuator award)**
10. Pengalaman kerja terkait usaha : **Tidak Ada**
11. Sumber Modal : **Pribadi**

C. Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- a. apa saja yang bapak/ibu ketahui tentang pasar
 - **ya lumayanlah untuk bulan sekarang**
- b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - **orang tertarik dengan bordiran dan sulaman**
- c. apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - **para pengunjung seperti pendatang atau orang rantau, pesanan kantor, pesanan ibu-ibu arisan, seperti bulan kemaren pesanan dari koperasi pegawai negeri Padang itu baju koko dan baju kurung sulaman**

2. Pemahaman terhadap pesaing

- a. Se jauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
 - **Yang tahu nya cuma satu yaitu usaha ibu**
- b. Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
 - **Kalau udah ke luar negeri atau ke luar propinsi, lebih bagus modelman pemasarannya, udah bisa sampai ke batam**
- c. Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu (bordir tasik malaya)?
 - **Ya memang dari model nya itu sama kalau di tenda juga**

3. Pengetahuan terhadap pelanggan

- a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
 - **Model model baju penganten, kebaya, sulaman dan bentuk bordiran**

- b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ?
(puas/tidak puas)

➤ **Biasanya banyak yang puas, dan ada yang kembali lagi kesini**

4. Mengetahui cara mendapatkan informasi pemasaran

- a. Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

○ Seperti: observasi, wawancara dll

➤ **Lihat dari majalah, kadang lewat internet, kadang di modifikasi sendiri, bukan barang orang yang dipajang, Dari ide sendiri**

5. Apakah Pendapat UKM sehubungan dengan peristiwa penting

- a. Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

➤ **Tidak ada dampaknya, karna kita punya pasar sendiri**

- b. Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

➤ **Tidak ada**

- c. Bagaimana dengan momentum lebaran, hari libur (kalender merah)?

➤ **Pasti ada peningkatan, seperti wisuda. Kalau orang mau puasa atau habis lebaran itu banyak permintaan**

6. Mengetahui pemahaman tentang keunggulan bersaing

- a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

➤ **Keunggulannya, kreasinya dari saya sendiri, gak ada di tempat lain**

- b. Mengapa konsumen lebih memilih produk dari pada produk lain

➤ **Kalau tempat lain kadang sudah pasaran, kalau disini dibikin sendiri, dilukis ditempel ke baju**

7. Memperoleh penjelasan tentang penetapan harga

a. Bagaimana bpk/ibu menentukan penetapan harga?

- **Melihat perkembangan, kalau naik barang, naik juga harganya, tapi harganya bukan terlalu naik, harganya per tahun naiknya**

b. Berapa persen kenaikan setelah bahan mentah dan jas terhadap suatu produk ?

- **Biasanya naiknya bisa sampai 50 %**

c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga

- **Harga benang, kadang kain. Kalau harga barang pokok naik, harga barang juga naik**

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

a. Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

- **Di radio rri, pameran ada**

b. Media apa yang digunakan untuk berpromosi

- **palingan media internet kayak email**

9. Mengetahui pelayanan purna jual

a. Jelaskan yang ibu ketahui tentang pelayanan purna jual

- **Disini tidak ada garansinya**

b. Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

- **ada, tapi uni belum pernah ada yang mengembalikan produk uni."**

10. Mendapatkan informasi tentang pemahaman terhadap produk

a. Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?

- **Kadang diliatin aja modelnya, nanti saya yang modifikasi sendiri**

b. Produk apa saja yang lagi dicari ?

➤ Kalau sekarang itu kebanyakan baju penganten

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

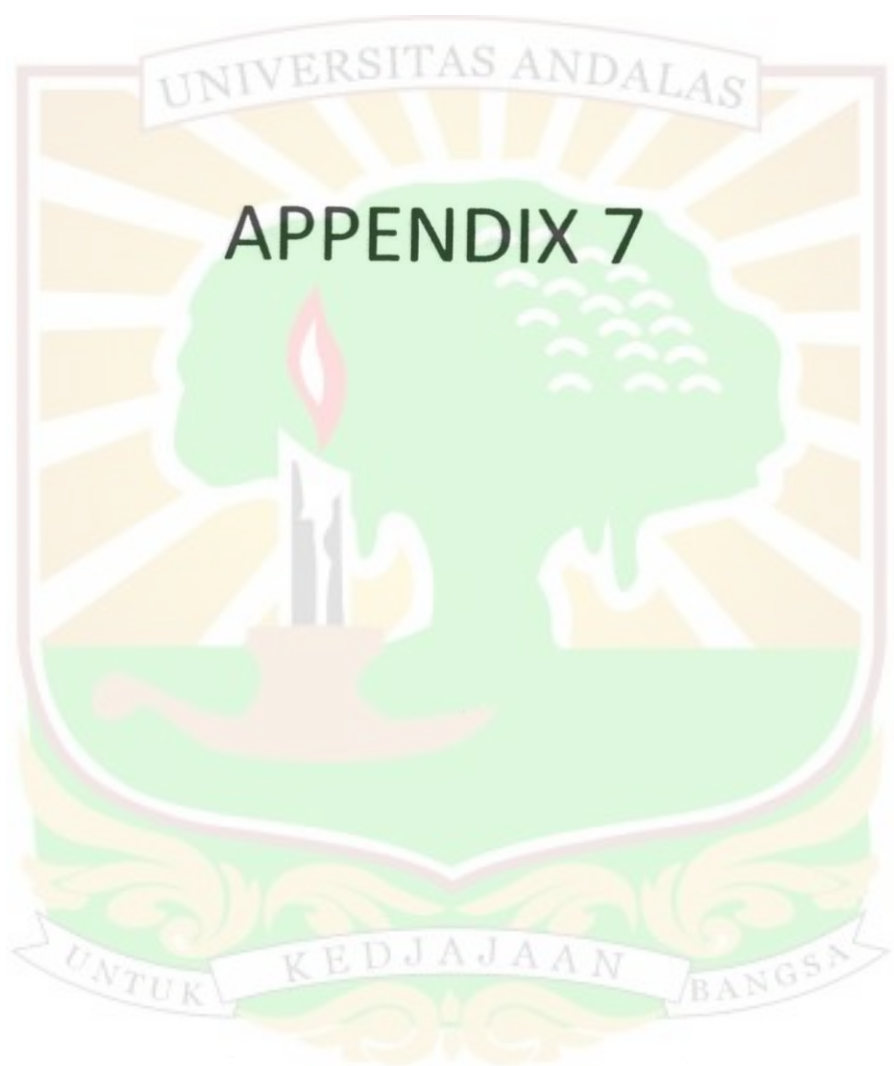
➤ Batam, pekanbaru, pasaman

b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

➤ Ada pakai perantara, biasanya dibatam ada perantaranya (penghasilan 30 juta per bulan

➤ Cara pemasaran: Sekarang sudah ada lewat internet,





APPENDIX 7

Hari / tanggal: 21 juni 2011

Lokasi wawancara: rumah songket nelvy jalan ratulangi 5 a

A. Profil Usaha

1. Nama Usaha : Rumah songket nelvy
2. Alamat : jalan ratulangi no 5 a
3. Jenis usaha : bordir dan sulaman
4. Berapa Jenis produk yang dihasilkan: 6 produk
5. Skala usaha : menengah
6. Jumlah karyawan : 1. Tetap = 65 orang 2. Tdk tetap = 10 orang
7. Usia Usaha/kapan berdiri : 1991
8. Bentuk Kepemilikan : perseorangan
9. Bentuk badan hukum : tidak ada
10. Daerah/skala Operasi : propinsi Sumatra barat dan malaysia

B. Profil Pemilik

1. Nama pemilik : Nelvy
2. Alamat : Jalan ratulangi no 5
3. Jenis kelamin : Perempuan
4. Umur : 42 tahun
5. Hobi : menjahit
6. Pekerjaan : ibu rumah tangga
7. Pendidikan terakhir : S1
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: pelatihan design dan pelatihan manajemen
9. Penghargaan/Prestasi terkait usaha : penghargaan dari BUMN dan Pemda Sumbar tentang sulaman benang emas
10. Pengalaman kerja terkait usaha : tidak ada

C. Pertanyaan Terkait UKM

1. Mengetahui gambaran tentang pengetahuan terkait dengan pasar, seperti:

- a. apa saja yang bapak/ibu ketahui tentang pasar
 - pasar itu ada terus, tapi memang agak sedikit berkurang setelah gempa tahun yang lalu
- b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - selera konsumen cenderung ke yang bordiran, selendang atau baju kurung yang bordiran. Untuk sulaman benang emas agak kurang
- c. apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - biasanya yang kesini ibu ibu kantor, kalau ada orang Jakarta dinas ke padang, biasanya mereka larinya kesini

2. Mengetahui pemahaman terhadap pesaing

- a. Sejauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
 - Kalau untuk di padang tidak terlalu banyak yang saya tahu, henny adly, shirikie mungkin yang cukup terkenal. Tapi saya tidak tahu di pelosok pelosok.
- b. Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
 - Pesaing sekarang meningkatkan kreatifitas nya. Itu dari produk bisa dilihat lebih modern

c. Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu?

- **Pesaing sekarang meningkatkan kreatifitas nya. Itu dari produk bisa dilihat lebih modern**

3. Mengidentifikasi pengetahuan terhadap pelanggan

a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?

- **Yang paling dicari sekarang bordiran baik dalam bentuk baju kurung atau selendang, serta mukena**

b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ? (puas/tidak puas)

- **Alhamdulillah lah ris, puas insya allah, mereka banyak kembali lagi kesini biasanya**

4. Mengetahui cara mendapatkan informasi pemasaran

a. Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

o Seperti: observasi, wawancara dll

- **Biasanya kita tidak segan segan bertanya kepada pelanggan, dan juga melihat majalah tentang perkembangan mode**

5. Mendapatkan Informasi tentang pendapat UKM sehubungan dengan peristiwa penting

a. Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

- **Dampaknya banyak sekali, tamu gak banyak, sampai sekarang masih turun, sekitar 50 persen, pas gempa 75 % ada turunnya.**

Dulu kita punya banyak anak jahit, sekarang agak menurun karna gempa dan turunnya permintaan

a. Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

➤ Isu gempa juga mempengaruhi, kalau isu, org takut kepadang. Hotel hotel sepi, harga bahan baku juga mempengaruhi. Biasanya siap satu bulan satu, sekarang bisa dua bulan selesainya

b. Bagaimana dengan momentum lebaran, hari libur (kalender merah)?

➤ Ada meningkat sedikit, nggak menentu, dulu ada event2 di padang seperti kongres kongres itu tinggi omsetnya

6. Mengetahui pemahaman tentang keunggulan bersaing

a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

➤ Kalau kita harga nya bersaing dari yang lain, barang kita ada yang mahal tapi memang kualitas nya nomor satu, selain itu kita dekat dengan pelanggan

b. Mengapa konsumen lebih memilih produk dari pada produk lain

➤ Itu saya kurang tau ya, konsumen yang lebih tau. Tapi menurut saya karna pelayanan kita maksimal dalam melayani konsumen

7. Memperoleh penjelasan tentang pendapatan harga

a. Bagaimana bpk/ibu menentukan penetapan harga?

➤ Kita melihat harga pasaran baru menentukan harga. Tapi ada beberapa produk yang kita punya standart sendiri, karna kita yang punya barangnya

b. Berapa persen kira-kira kenaikan setelah biaya bahan mentah dan jasa terhadap suatu produk?

➤ **Itu bisa diatas 50 % naiknya**

c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga

➤ **Harga benang dan bahan pokok lainnya benar benar mempengaruhi harga barang**

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

a. Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

➤ **Biasanya kalau ada acara pertemuan di hotel hotel, kita ikut dalam acara tersebut**

b. Media apa yang digunakan untuk berpromosi

➤ **Tidak ada, kita lebih efektif promosi dari orang ke orang**

9. Mengetahui pelayanan purna jual

a. Jelaskan yang ibu ketahui tentang pelayanan purna jual

➤ **Kurang begitu tahu saya tentang itu**

b. Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

➤ **Kalau barang rusak karna kita, kita siap mengganti. Bahkan ada yang uang nya juga dikembalikan**

10. Mendapatkan informasi tentang pemahaman terhadap produk

a. Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?

- Mengertilah mereka, biasanya yang beli mereka benar benar tahu dengan barang

b. Produk apa saja yang menjadi dicari atau favorit

- Bordiran baju kurung dan mukena paling favorit sekarang

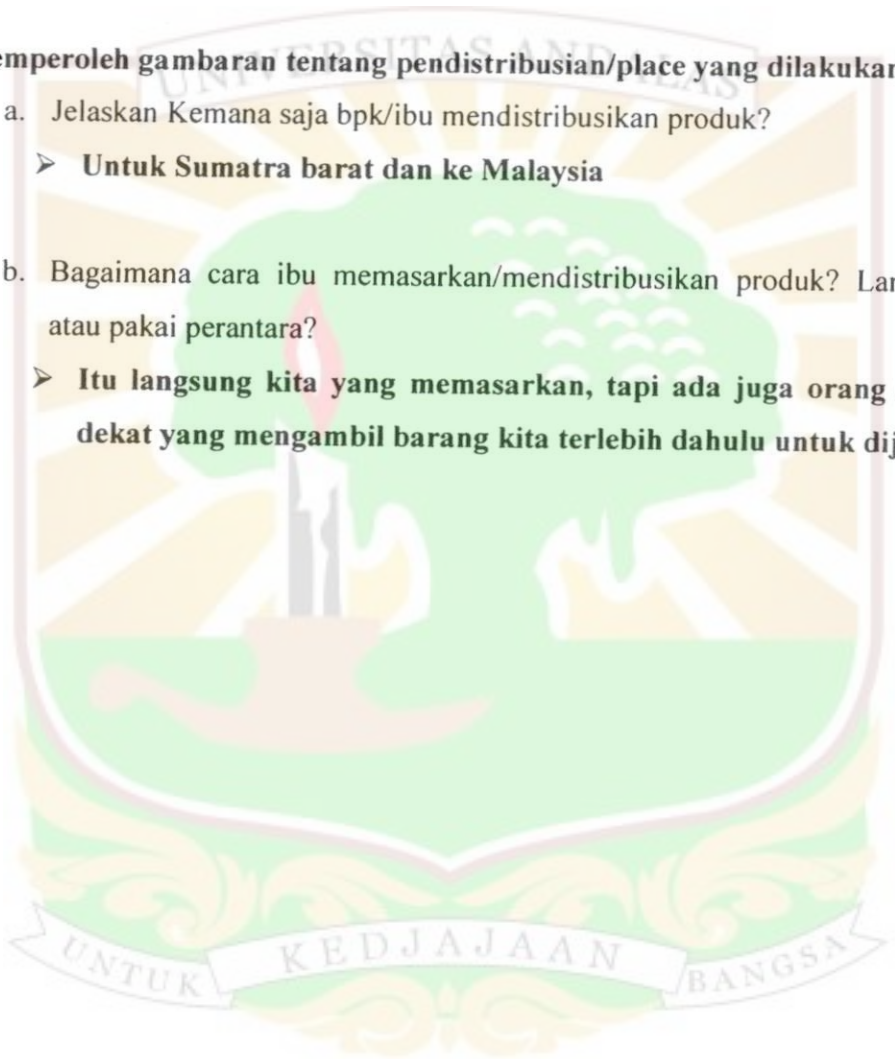
11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

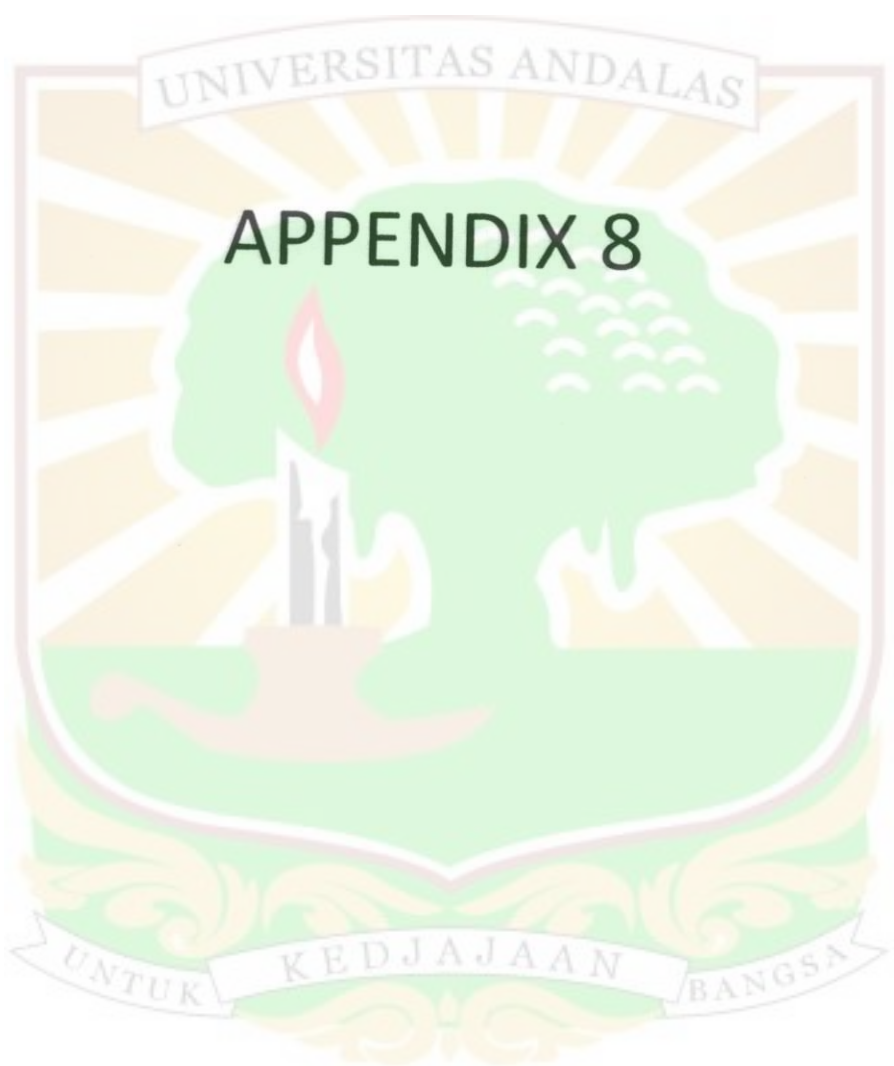
a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

- Untuk Sumatra barat dan ke Malaysia

b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

- Itu langsung kita yang memasarkan, tapi ada juga orang orang dekat yang mengambil barang kita terlebih dahulu untuk dijual





APPENDIX 8

Hari / tanggal: Senin, 1 July 2011

Lokasi wawancara: Wen Pelaminan

A. Profil Usaha

1. Nama Usaha : **Wen Pelaminan**
2. Alamat : **Jalan Kubu Saiyo Batung Taba kamp Jua**
3. Jenis usaha : **Bordir dan Sulaman**
4. Berapa Jenis produk yang dihasilkan: **khusus baju penganten**
5. Skala usaha : **Menengah (UKM)**
6. Jumlah karyawan : **Tetap= 8 Tdk tetap= 10**
7. Usia Usaha/kapan berdiri : **2005**
8. Bentuk Kepemilikan : **Perseorangan**
9. Bentuk badan hukum : **tidak ada**
10. Daerah/skala Operasi : **kota padang**

B. Profil Pemilik

1. Nama pemilik : **Ibu Wenrianti**
2. Alamat : **jalan Bukit Ngalau no 3 batu gadang lubuk kilangan padang**
3. Jenis kelamin : **Perempuan**
4. Umur : **40 tahun**
5. Hobi : **menjahit**
6. Pekerjaan : **Pengusaha Bordir**
7. Pendidikan terakhir : **SMEA**
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: **tidak ada**
9. Penghargaan/Prestasi terkait usaha : **tidak ada**
10. Pengalaman kerja terkait usaha : **kerja di usaha ibu selama 7 tahun**
11. Sumber Modal : **Pribadi**

C. Pertanyaan Terkait UKM

1. Pengetahuan terkait dengan pasar

- a. apa saja yang bapak/ibu ketahui tentang pasar
 - **pasar banyak permintaan, kadang tidak terlayani oleh kita**
- b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - **sulaman emas nomor satu**
- c. apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - **orang yang baralek dalam tiap bulan sangat banyak, jadi itu menjadi target saya**

2. Pemahaman terhadap pesaing

- a. Sejauh ini seberapa banyak pesaing yang bapak/ibu ketahui bergerak di bidang usaha yang sama?
 - **Banyak, di kelurahan ini mungkin banyak pesaing. Lebih dari 10 kira kira**
- b. Bagaimana tanggapan bapak/ibu terhadap pesaing yang ada di pasar saat ini?
 - **Tidak masalah, tergantung dari mutu barang kita.**
- c. Apa saja menurut bapak/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bapak/ibu (bordir tasik malaya)?
 - **Di padang banyak, mungkin lebih kreatif dengan produk ukiran**

3. Pengetahuan terhadap pelanggan

- a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
 - **Model model baju penganten, kebaya, sulaman dan bentuk bordiran**
- b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bapak/ibu ? (puas/tidak puas)
 - **Puas 80 %, untuk pelaminan dan bordir Alhamdulillah puas**

4. Informasi pemasaran

- a. Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

○ Seperti: observasi, wawancara dll

- **Dasarnya kita sudah tahu, tergantung kita memodifikasinya. Kalau pembeli mau dipakai benang emas kita akan pakai, observasi**

5. Pendapat UKM sehubungan dengan peristiwa penting

- a. Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

- **Pendapatan turun, tidak banyak orang baralek**

- b. Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

- **Tidak ada**

- c. Bagaimana dengan momentum lebaran, hari libur (kalender merah)?

- **Kalau sekarang penuh sampai orang mau puasa, habis lebaran sudah banyak yang booking**

6. Pemahaman tentang keunggulan bersaing

- a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

- **Sulaman benang emas**

- b. Mengapa konsumen lebih memilih produk dari pada produk lain

- **Kalau tempat lain kadang sudah pasaran, kalau disini dibikin sendiri, dilukis ditempel ke baju**

7. Penetapan harga

- a. Bagaimana bpk/ibu menentukan penetapan harga?

- **Biasanya nego kita dengan pembeli saja, kalau orang itu mampu kita akan kasih.**

b. Berapa persen kenaikan setelah bahan mentah dan jas terhadap suatu produk ?

➤ **20 persen**

c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga

➤ **Nilai barang itu saja, ada yg bordir, ada yang sulaman emas, semakin banyak benang emas, semakin tinggi harganya**

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

a. Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

➤ **Promosi dari orang ke orang saja. Puas orang itu mungkin dia kembali lagi. Harga kita juga sedikit dibawah, sesuai dengan kebutuhan konsumen**

b. Media apa yang digunakan untuk berpromosi

➤ **Iklan belum ada**

9. Mengetahui pelayanan purna jual

a. Jelaskan yang ibu ketahui tentang pelayanan purna jual

➤ **Tidak tahu**

b. Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

➤ **Kalau rusak diganti barangnya, biasanya rusaknya tidak terlalu berat**

10. Mendapatkan informasi tentang pemahaman terhadap produk

a. Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan, kualitas, motif yang ditawarkan?

➤ **Paham, apa barang yang dikasih pembeli tahu**

b. Produk apa saja yang lagi dicari ?

➤ **Sulaman benang emas**

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

➤ **Kadang kadang beli bahan di pariman, tapi distribusi barang di Padang saja**

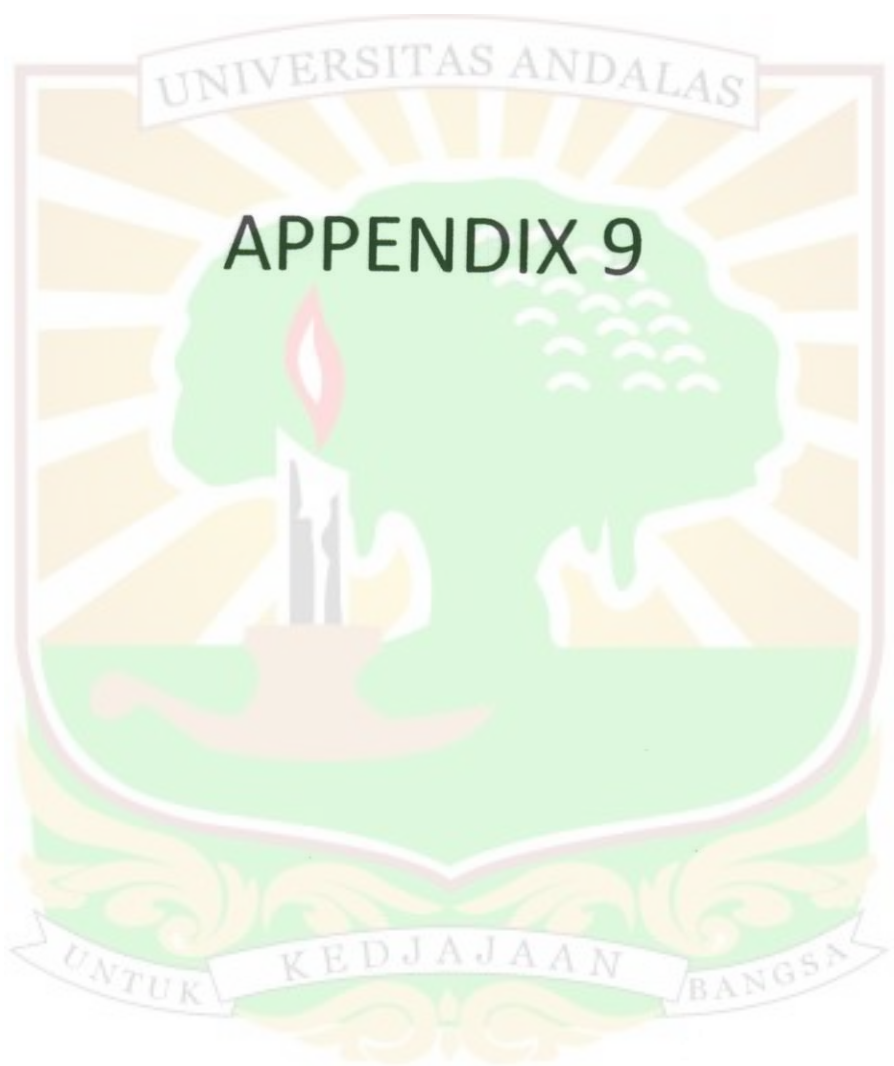
b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

➤ **Orang datang kesini, kadang ada teman yang mengambil barang terus dijual lagi**

c. Cara pemasaran:

➤ **Kita memberikan yang bagus ke pembeli, nanti orang melihat tertarik dan datang kesini**





APPENDIX 9

Hari / tanggal: Rabu, 6 juli 2011

Lokasi wawancara: CV Shirikie

A. Profil Usaha

1. Nama Usaha : CV Shirikie
2. Alamat : jalan aur no 5 a
3. Jenis usaha : bordir dan sulaman
4. Berapa Jenis produk yang dihasilkan: **lebih kurang 10**
5. Skala usaha : menengah
6. Jumlah karyawan : 1. Tetap = 2 2. Tdk tetap = 15 orang
7. Usia Usaha/kapan berdiri : 1989
8. Bentuk Kepemilikan : CV
9. Bentuk badan hukum : CV
10. Daerah/skala Operasi : nasional dan global (belanda, jepang singapura, Malaysia, dan UEA

B. Profil Pemilik

1. Nama pemilik : ibu En Shirikie
2. Alamat : jalan aur no 5
3. Jenis kelamin : perempuan
4. Umur : 57 tahun
5. Hobi : mendesign
6. Pekerjaan : Ketua IWAPI, Ketua APPMI, Anggota Dekranas
7. Pendidikan terakhir : SMA
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: pelatihan dari instansi BUMN dan pemerintah daerah

9. Penghargaan/Prestasi terkait usaha : penghargaan rangkiang dari kantor gubernur, dan penghargaan dari rotary club, usaha kecil terbaik tingkat propinsi

10. Pengalaman kerja terkait usaha : tidak ada

C. Pertanyaan Terkait UKM

1. Mengetahui gambaran tentang pengetahuan terkait dengan pasar, seperti:

- a. apa saja yang bapak/ibu ketahui tentang pasar
 - pasar sekarang cukup bervariasi, saingannya agak berat, informasi perkembangan mode, trend gampang didapat
- b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - karna kita tergabung dengan appmi, itu informasi tentang selera konsumen cepat didapat, mengacu dengan trend dunia seperti paris. Anggota appmi cepat tahu.
- c. apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - kalau kita menengah keatas yang menjadi target

2. Mengetahui pemahaman terhadap pesaing

- a. Sejauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
 - Kalau yang ibu lihat di Sumatra barat, setelah terbentuk appmi banyak pesaing baru yang muncul. Kalau di padang ada lebih kurang 10
- b. Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?

- **Banyak ciri khas, itu triknya lagi ke konsumen**
- c. Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu?
 - **Harga, tingkat keterampilan juga, design, mereka punya taste yang berbeda**

3. Mengidentifikasi pengetahuan terhadap pelanggan

- a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
 - **Sekarang paling dicari kerancang langsung, tidak dibakar. Banyak dicari, tapi pengrajinnya tidak banyak**
- b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ? (puas/tidak puas)
 - **Sekitar 70% puas, dan mereka balik kesini lagi**

4. Mengetahui cara mendapatkan informasi pemasaran

- a. Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?
 - Seperti: observasi, wawancara dll
 - **Kita sering pergi pameran, lihat dari majalah, termasuk interview dan survey.**

5. Mendapatkan Informasi tentang pendapat UKM sehubungan dengan peristiwa penting

- a. Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?
 - **Sudah pasti ada penurunannya, ada 35 %. Terkait juga dengan krisis, tidak hanya gempa saja**

b. Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

- **Krisis juga berpengaruh, tamu tamu ibu biasanya dari luar. Kalau dulu orang pergi jalan jalan singgah kesini, tapi setelah gempa orang agak takut**

c. Bagaimana dengan momentum lebaran, hari libur (kalender merah)?

- **Pasti ada peningkatan, seperti wisuda.**

6. Mengetahui pemahaman tentang keunggulan bersaing

a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

- **Kita punya cirri designnya itu agak modern, tidak classic. Itu sebetulnya tergantung selera. Ada ibu2 suka yang modern dan ada juga yg classic. Kalau modern biasanya larinya kesini. Kalau classic itu yg standard2 saja. Saya yang design, ada orang yang menjahit**

b. Mengapa konsumen lebih memilih produk dari pada produk lain

- **Karna kita punya motif yang terbaru dan modern. Barang kita cenderung modern, tapi kalau ada yang pesan unsure tradisional nya kita juga siap**

7. Memperoleh penjelasan tentang penetapan harga

a. Bagaimana bpk/ibu menentukan penetapan harga?

- **Dari tingkat kesulitan design, tingkat kesulitan menjahit, dan dari bahan**

b. Berapa persen kira-kira kenaikan setelah biaya bahan mentah dan jasa terhadap suatu produk?

- Banyak juga naiknya, kalau bahan itu kadang kadang banyak pernah perniknya. Bisa naiknya sampai 200 persen. Penunjangnya yang mahal, contohnya: bahannya Cuma 250 ribu, dijual 1,250,000. Karna tingkat kesulitan menjahitnya.

c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga

- Design nya baru apa gak, kalau design lama agak murah, kalau design baru 2010 beda harganya

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

a. Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

- Fashion show dan pameran pameran

b. Media apa yang digunakan untuk berpromosi

- Jarang ibuk yang ke iklan, krna biasanya kita yang diminta, contohnya padang express, mereka yang minta kita kalau kita punya produk baru.

9. Mengetahui pelayanan purna jual

a. Jelaskan yang ibu ketahui tentang pelayanan purna jual

- Apa itu purna jual, pernah ibu tahun berapa y, dapat pra iso

b. Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

- Kalau memang kerusakan dari kitaa, kita akan ganti

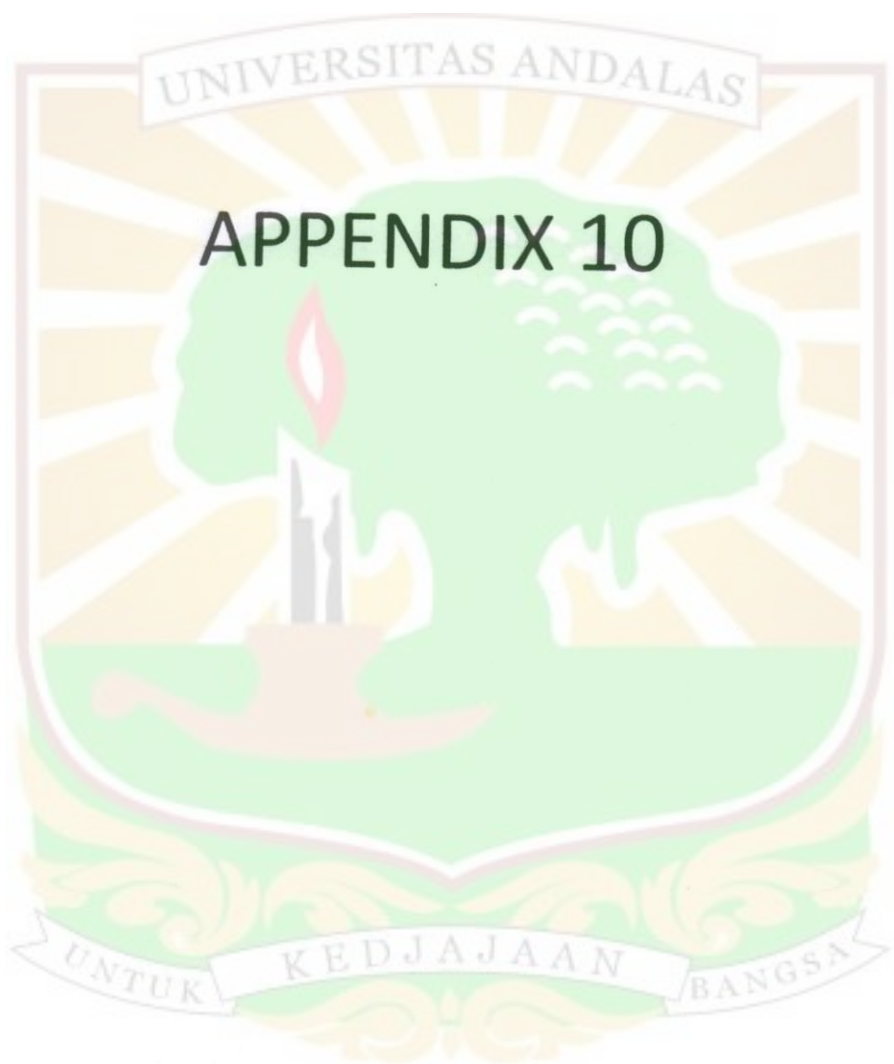
10. Mendapatkan informasi tentang pemahaman terhadap produk

a. Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?

- Kalau yang pemula mungkin belum, tapi yang langganan pasti tahu. Mungkin denger2 dari orang
- b. Produk apa saja yang menjadi dicari atau favorit
 - sekarang paling dicari kerancang langsung, tidak dibakar. Banyak dicari, tapi pengrajinnya tidak banyak

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?
 - Saya kebanyakan mengikuti pameran pameran.
- b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?
 - Saya langsung menjual, kalau pameran diluar negeri, saya langsung pergi menjual
- c. Strategi memasarkan: maksimal dalam mengerjakan produk, kalau pas dipakai oleh pelanggan enak dan nyaman. Jangan asal menjahit.



APPENDIX 10

Hari / tanggal: kamis, 14 july 2011

Lokasi wawancara: Toko Syaf Pasar Baru Padang

A. Profil Usaha

1. Nama Usaha : Toko Syaf
2. Alamat : jalan pasar baru no 42
3. Jenis usaha : bordir dan sulaman
4. Berapa Jenis produk yang dihasilkan: **lebih kurang 100 produk**
5. Skala usaha : kecil
6. Jumlah karyawan : Tetap = 18 orang
7. Usia Usaha/kapan berdiri : 1972
8. Bentuk Kepemilikan : perseorangan
9. Bentuk badan hukum : tidak ada
10. Daerah/skala Operasi : west sumatra

B. Profil Pemilik

1. Nama pemilik : Bapak Syaf
2. Alamat : jalan manado asratek ulak karang
3. Jenis kelamin : laki laki
4. Umur : 62 tahun
5. Hobi : membaca
6. Pekerjaan : swasta
7. Pendidikan terakhir : SMA
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti:
9. Penghargaan/Prestasi terkait usaha :
10. Pengalaman kerja terkait usaha : lebih kurang 40 tahun di bisnis ini

C.Pertanyaan Terkait UKM

1. Mengetahui gambaran tentang pengetahuan terkait dengan pasar, seperti:

- a. apa saja yang bapak/ibu ketahui tentang pasar
 - **pasar sekarang sejak terminal pindah agak sepi pengunjung, orang dari luar kota agak kurang**
- b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - **kalau selera konsumen sekarang lebih mencari barang barang inovasi baru**
- c. apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - **kalau disini orang yang punya rental pelaminan**

2. Mengetahui pemahaman terhadap pesaing

- a. Sejauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
 - **Kalau di padang ada sekitar delapan lah**
- b. Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
 - **Tidak ada tanggapan lah, yang penting usaha,persaingan sehat**
- c. Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu?
 - **Masing masing pesaing punya kelebihan masing masing, contohnya jahitan**

3. Mengidentifikasi pengetahuan terhadap pelanggan

- a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?

- Kalau produk disini alat alat pelaminan, sulaman pandai sikek, sulaman koto gadang

b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ? (puas/tidak puas)

- Rata rata puas balik kesini lagi

4. Mengetahui cara mendapatkan informasi pemasaran

a. Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?

- Seperti: observasi, wawancara dll

- Ya langsung Tanya ke konsumen

5. Mendapatkan Informasi tentang pendapat UKM sehubungan dengan peristiwa penting

a. Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?

- Orang – orang pada takut ke padang jadi pasar sepi

b. Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut

- Tidak ada

c. Bagaimana dengan momentum lebaran, hari libur (kalender merah)?

- Kalau lebaran untuk sulaman sepi, kecuali kalau setelah lebaran

6. Mengetahui pemahaman tentang keunggulan bersaing

a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

➤ **Murah, dan produknya berkualitas**

b. Mengapa konsumen lebih memilih produk dari pada produk lain

➤ **Krna harganya lebih terjangkau dari pada tempat lain**

7. Memperoleh penjelasan tentang pendapatan harga

a. Bagaimana bpk/ibu menentukan penetapan harga?

➤ **Biasanya kita melihat dari modal saja**

b. Berapa persen kira-kira kenaikan setelah biaya bahan mentah dan jasa terhadap suatu produk?

➤ **Sekitar 30% dari modal**

c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga

➤ **Kalau bahan baku naik, jadi harga barang juga naik**

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

a. Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

➤ **Dari kepuasan pelanggan**

b. Media apa yang digunakan untuk berpromosi

➤ **Kebetulan kita ada masang iklan di koran**

9. Mengetahui pelayanan purna jual

a. Jelaskan yang ibu ketahui tentang pelayanan purna jual

➤ **Tidak tahu**

b. Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?

- Disini ada garansi, dalam jangka waktu 3 hari kalau ada barang yang cacat bisa diganti barangnya

10. Mendapatkan informasi tentang pemahaman terhadap produk

- a. Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?

- Pada umumnya mereka mengerti, sudah tau produknya

- b. Produk apa saja yang menjadi dicari atau favorit

- Songket dan baju penganten

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

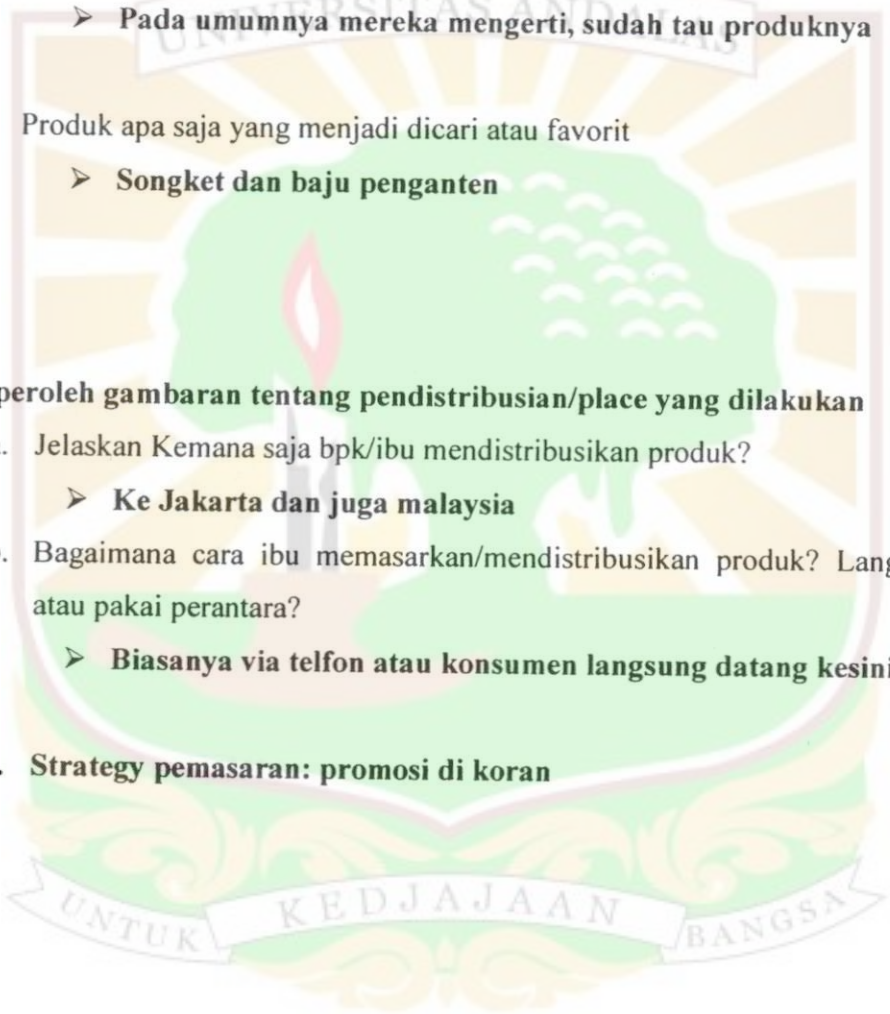
- a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?

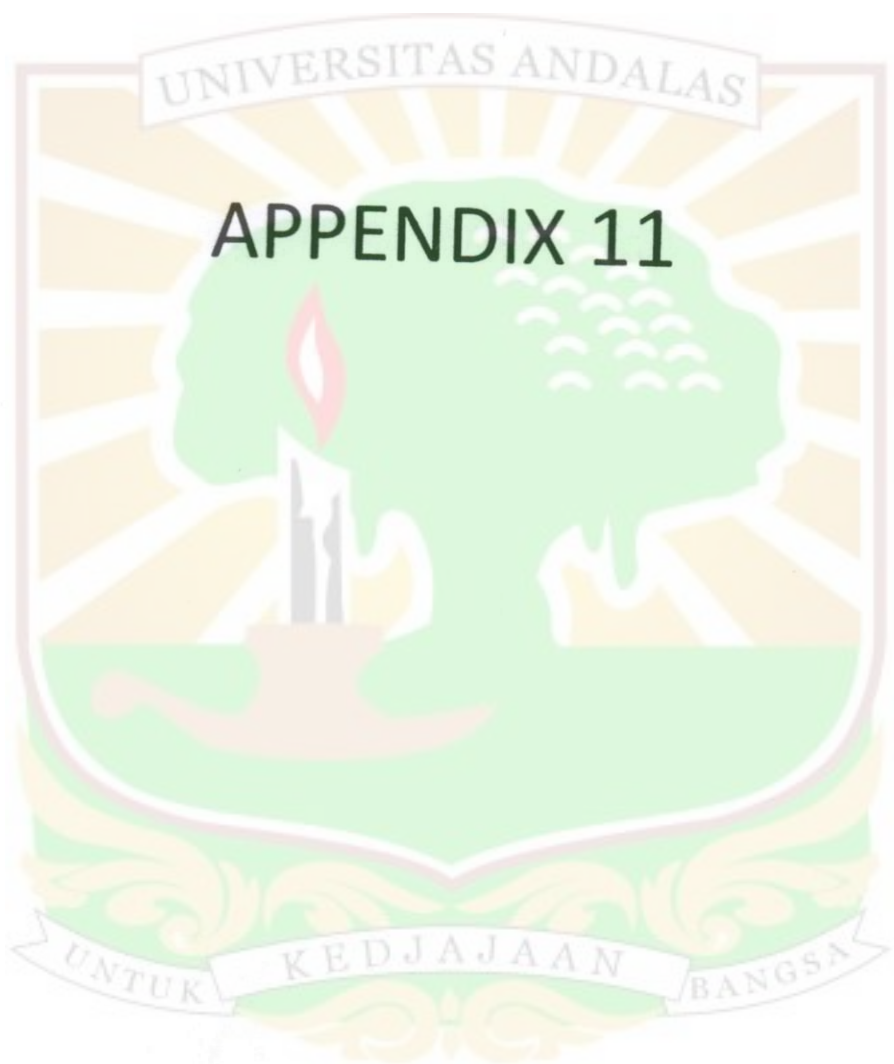
- Ke Jakarta dan juga malaysia

- b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?

- Biasanya via telfon atau konsumen langsung datang kesini

- c. Strategy pemasaran: promosi di koran





Hari / tanggal: kamis, 20 july 2011

Lokasi wawancara: Cahaya Baru

A. Profil Usaha

1. Nama Usaha : Cahaya Baru
2. Alamat : Jl. Bt Taba no 20 Lubeg
3. Jenis usaha : bordir dan sulaman
4. Berapa Jenis produk yang dihasilkan: **lebih kurang 5 produk**
5. Skala usaha : kecil
6. Jumlah karyawan : Tetap = 5 orang
7. Usia Usaha/kapan berdiri : 25 tahun
8. Bentuk Kepemilikan : perseorangan
9. Bentuk badan hukum : tidak ada
10. Daerah/skala Operasi : propinsi Sumatra barat

B. Profil Pemilik

1. Nama pemilik : Ibu Nuraini
2. Alamat : Jl. Bt Taba Lubeg
3. Jenis kelamin : perempuan
4. Umur : 55 tahun
5. Hobi : menjahir
6. Pekerjaan : swasta
7. Pendidikan terakhir : SMA
8. Pelatihan/Pendidikan terkait usaha yang pernah diikuti: tidak ada
9. Penghargaan/Prestasi terkait usaha : tidak ada
10. Pengalaman kerja terkait usaha : lebih kurang 30 tahun di bisnis ini

C. Pertanyaan Terkait UKM

1. Mengetahui gambaran tentang pengetahuan terkait dengan pasar, seperti:

- a. apa saja yang bapak/ibu ketahui tentang pasar
 - untuk sekarang agak sedikit sulit dek, tapi orang baralek kalau mau puasa banyak
- b. apa saja yang bapak/ibu ketahui trend di pasar/selera konsumen
 - sekarang orang mencari sulaman benang emas agak kurang, orang mau yang modern sekarang
- c. apa saja yang bapak/ibu ketahui tentang pasar sasaran
 - biasanya orang yang pakai jasa saya orang yang mau baralek

2. Mengetahui pemahaman terhadap pesaing

- a. Sejauh ini seberapa banyak pesaing yang bpk/ibu ketahui bergerak di bidang usaha yang sama?
 - Kalau disini banyak yang punya usaha seperti ini, ada sekitar 10 lah
- b. Bagaimana tanggapan bpk/ibu terhadap pesaing yang ada di pasar saat ini?
 - Orang sudah punya konsumen nya masing masing, jadi tidak ada persaingan
- c. Apa saja menurut bpk/ibu kelebihan pesaing yang ditawarkan kepada pasar saat ini yang bisa menjadi ancaman bagi usaha bpk/ibu?
 - Kalau kelebihan nya palingan di suntiang, orang punya banyak macam suntiang, kalau sulaman benang emas sudah pasaran

3. Mengidentifikasi pengetahuan terhadap pelanggan

- a. Jenis produk apa saja yang sering dicari/diminati pelanggan saat ini?
 - Sekarang orang banyak lari ke bordiran, sulaman benang emas agak kurang
- b. Bagaimana tanggapan pelanggan terhadap produk yang mereka beli dari bpk/ibu ? (puas/tidak puas)
 - Insyaallah mereka puas dan kembali kesini kembali

4. Mengetahui cara mendapatkan informasi pemasaran

- a. Bagaimana selama ini bpk/ibu mendapatkan informasi-informasi mengenai selera pasar, produk yang diminati, faktor yang paling dominan mempengaruhi keputusan konsumen utk membeli, serta 4 P lainnya ?
 - Seperti: observasi, wawancara dll
 - Tidak ada, palingan bertanya ke konsumen langsung

5. Mendapatkan Informasi tentang pendapat UKM sehubungan dengan peristiwa penting

- a. Adakah dampak yang ditimbulkan dari gempa yang sering terjadi di daerah sumatra barat?
 - Turun jadinya pemasukan kita, soalnya orang takut
- b. Peristiwa apa saja yang telah dialami selama ini dan membawa pengaruh terhadap kegiatan usaha, ceritakan juga apa bentuk pengaruh tersebut
 - Selama ini tidak ada
- c. Bagaimana dengan momentum lebaran, hari libur (kalender merah)?
 - Sekarang lagi ramai ramai nya karna orang mau puasa atau habis lebaran juga rame

6. Mengetahui pemahaman tentang keunggulan bersaing

a. Apa saja keunggulan yg bpk/ibu tawarkan dalam produk yg bpk/ibu pasarkan?

➤ **Sunting dan bordiran yang banyak sekarang karna jahitannya cepat. Kalau habis model bisa diganti, kalau sulaman lama dan susah.**

b. Mengapa konsumen lebih memilih produk dari pada produk lain

➤ **Itu saya juga tidak tahu, mereka yang datang kesini**

7. Memperoleh penjelasan tentang pendapatan harga

a. Bagaimana bpk/ibu menentukan penetapan harga?

➤ **Kalau saya, asalkan dapat untung sedikit tidak apa apa**

b. Berapa persen kira-kira kenaikan setelah biaya bahan mentah dan jasa terhadap suatu produk?

➤ **Lebih kurang 30 persen ada lah dek**

c. Apa saja komponen yang dipertimbangkan dalam menetapkan harga

➤ **Itu dari harga bahan, kalau naik, barang kita juga naik**

8. Mendapatkan informasi tentang aktivitas promosi yang dilakukan

a. Sejauh ini promosi apa saja yang telah bpk/ibu lakukan dalam menarik pelanggan ?

➤ **Biasanya orang yang langsung datang kesini**

b. Media apa yang digunakan untuk berpromosi

➤ **Tidak ada saya pasang pasang iklan di koran**

9. Mengetahui pelayanan purna jual

- a. Jelaskan yang ibu ketahui tentang pelayanan purna jual
 - **Apa itu ya dek**
- b. Adakah pelayanan/servis seperti garansi terhadap produk bpk/ibu yang sudah dibeli?
 - **Kalau disini tidak ada garansi nya, kita berikan barang yang bagus soalnya**

10. Mendapatkan informasi tentang pemahaman terhadap produk

- a. Adakah pelanggan yang mengerti secara jelas dan detail terhadap produk yang bpk/ibu terkait dengan bahan,kualitas,motif yang ditawarkan?
 - **Pembeli sudah tahu dengan barang yang akan mereka beli**
- b. Produk apa saja yang menjadi dicari atau favorit
 - **Sekarang banyak yang cari bordiran seperti selendang**

11. Memperoleh gambaran tentang pendistribusian/place yang dilakukan

- a. Jelaskan Kemana saja bpk/ibu mendistribusikan produk?
 - **Padang dan pariaman biasanya dek**
- b. Bagaimana cara ibu memasarkan/mendistribusikan produk? Langsung atau pakai perantara?
 - **Orang yang mau beli biasanya langsung datang kesini**