ONLINE MARKETING COMMUNICATION STRATEGIES FOR LOCAL PRODUCTS (CASE: WEST JAVA LEATHER BAG CRAFT PRODUCTS THROUGH ONLINE MARKETING USING IG AND FACEBOOK)

Research Team:

Dr. Ike Junita Triwardhani, S.Sos., M.Si. (Universitas Islam Bandung)
Dr. rer. pol., Rangga Handika, B.A., M.Com., Ph.D (Tokyo International University)
Dr. Alhamuddin, M.M. Pd (Universitas Islam Bandung)
Rabiatul Adwiyah, SE., MSi (Universitas Islam Bandung)

INSTITUTE OF RESEARCH AND COMMUNITY SERVICES
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Research Title: Online Marketing Communication Strategies For Local Product (Case: West Java Leather Bag Craft Products Through Online Marketing Using Ig And Facebook)

Principal Investigator
a. Full Name: Dr. Ike Junita Triwardhani, S.Sos., M.Si
b. NIP/NIDN: D.00.0338 / 0418067204
c. Sex: Female
d. Position: Secretary of Research and Community Services Institution a
Universitas Islam Bandung
e. Faculty/Department: Faculty of Communication
f. Research Center: Communication and Mass Media
g. Office Address: Jl. Purnawarman No. 63 Bandung
h. Phone/Fax/e-mail: (022) 4203368 / lppmunisbandy@gmail.com
i. Home Address: Jl. Ligar Jaya 6 Bandung
j. Phone/Fax/e-mail: +62 85220080484 / junitatriwardhani@gmail.com

International Collaborator
a. Full Name: Dr.rer.pol., Rangga Handika, B.A., M.Com., Ph.D
b. Institution: Tokyo International University
c. Research Duration: 1st year

Research Budget

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International Collaborator,

Dr.rer.pol., Rangga Handika, B.A., M.Com., Ph.D

Bandung, 11th November 2019
Principal Investigator

Dr. Ike Junita Triwardhani, S.Sos., M.Si

Approved by,
Head of Research and Community Services
Bandung Islamic University

Prof. Dr. Atie Rachmiatie, M.Si
NIP. 195903301986012002
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CHAPTER I
INTRODUCTION

A. Background

The development of communication runs rapidly and quickly, so that it is often found in the field of communication. One area of communication that concerns social life is marketing communication. Marketing communication is a marketing activity that seeks to spread information, influence, persuade and remind target markets of companies and products to be willing to accept, buy and be loyal to the products offered (Tjiptono, 1997: 219).

The internet has become a media that is continually expanding in function; not only as information media but also as marketing and communication media. Data from the 2014 Internet e-marketer shows that from 2013 to 2018, the growth of worldwide internet users reached 566% with Asia as the biggest contributor of 44.8% of total worldwide internet users.

Indonesia ranks fourth in Asia and ranks sixth in the world with a total of 112 million internet users. Internet penetration is so large and rapid, its infrastructure increases significantly in Indonesia, triggering progressive growth in the online sales system or commonly referred to as online business.

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15. Vietnam                                          | 36.6 | 40.5 | 44.4 |
16. South Korea                                      | 40.1 | 40.4 | 40.6 |
17. Egypt                                            | 34.1 | 36.0 | 38.3 |
18. Italy                                            | 34.5 | 35.8 | 36.2 |
19. Spain                                            | 30.5 | 31.6 | 32.3 |
20. Canada                                           | 27.7 | 28.3 | 28.8 |
21. Argentina                                        | 25.0 | 27.1 | 29.0 |
22. Colombia                                         | 24.2 | 26.5 | 28.6 |
23. Thailand                                         | 22.7 | 24.3 | 26.0 |
24. Poland                                           | 22.6 | 22.9 | 23.3 |
25. South Africa                                     | 20.1 | 22.7 | 25.0 |

Worldwide*** 2,692.9 2,892.7 3,072.6

Note: Individuals of any age who use the internet at least once per month. *excludes HK
Online business system is easier to do and it does not require a large investment both at the beginning and when operating. It only requires a good internet connection as initial capital to build this online business. The nature of the online market is very dynamic and demanding on rapid change. It requires the right reaction and step so that a product or service can survive and win the competition.

Marketing communication strategy becomes an important tool and is starting to be taken seriously in the online marketing system to address the challenges, in which the delivery method to the consumer becomes very important. Currently, the majority of goods or products that are the mainstay of online business are products related to lifestyle such as fashion and clothing, beauty and health products, as well as technology and gadgets.

The marketing communication strategy is one of the first steps in introducing the product to consumers and gaining a lot of profit from the business. In general, the marketing communication mix includes advertising, sales promotion, special events and experiences, public relation and reporting, direct marketing and personal selling. Every marketing communication strategy has its own strengths and weaknesses. It should be considered whether everything is applied or not because it needs to be studied which strategy is the most effective and adjusted with the budget availability.

As it seems, the internet is the right marketing strategy to get close to the audience. Lots of product sales are offered through the internet, both locally and internationally, from low price to high price. Intense business competition in the modern era does not only require business people and entrepreneurs to create superior products that are good in quality and affordable in price, but they must be able to market their products to consumers.

Beside using private platforms like website, online business also use social media platforms in marketing the products and services. Two of the most popular social media platforms are Facebook and Twitter. According to data from the Socialbakers website, Facebook users in Indonesia ranks fourth in the world with a number of users reaching 51,515,480.
West Java is a very famous province with a variety of micro, small and medium enterprises (MSMEs) ranging from food to the creative industries. West Java is a province whose economic growth is growing rapidly. West Java is known for its products such as dodol, batik, silk, wajit and leather craft products (https://lifestyle.kontan.co.id). Seeing current developments, micro and small businesses in West Java have enormous potential especially with the efforts of the West Java Provincial Government to improve the MSME class with a digitalized system. One of the MSME that has potential for economic development is the MSME of Garut Sukaregang, Cibaduyut Bandung (https://jabar.tribunnews.com)

Based on data from the West Java Department of Trade Industry and SMEs in 2017, the number of leather business operators in West Java is 817. The number consists of 75 formal business operators and 742 informal business operators. Formal business actors are business actors who already have legality and Industrial Business Licenses (IUI) while for informal business actors are business actors that do not yet have legality or Industrial Business Licenses (IUI). At present, formal business actors are able to produce a production value of IDR 27,406,200/year with an investment of IDR 404,000/year and the number of workers as many as 821 people, while for informal business people are able to produce a production value of IDR 30,500,000/year with an investment of IDR 1,710,000/year and total workforce of 2132 people (https://jabarprov.go.id/).

This creative industry center produces a variety of processed leather-based materials ranging from shoes, bags, jackets, belts, wallets and other accessories with leather raw materials. The basic raw material used is leather derived from animal skins such as buffalo leather, cowhide or sheep skin which is often used materials by craftsmen. The basic ingredients of the leather are easily obtained in this region of West Java. At this leather center, visitors can also order according to the preferred model with varied prices, depending on the size, color and motif used (www.disparbud.jabarprov.go.id).

Therefore, in the face of such competition, strategies in effective marketing processes are needed to remain competitive.

According to the background above, the author was interested in conducting research on Online Marketing Communication Strategies for Local
B. Problem Formulation

Based on the description of this background, the formulation of the problems in this study were:

1. What were the internal and external factors that influence online marketing communication of local leather bag handicraft products in West Java?
2. What was the online marketing communication strategy through social media on local leather bag handicraft products in West Java?

C. Research Objectives

The aims of this research were:

1. Knowing the internal and external factors influencing online marketing communication of local leather bag handicraft products in West Java?
2. Analyzing online marketing communication strategies through social media on local leather bag craft products in West Java?
CHAPTER II
LITERATURE REVIEW

Social media

From the root of the word, social first refers to communication strategy or the way people interact. Then the media is a communication tool such as television, newspaper or radio. So social media is a two way communication through writing, photos, video and audio that is distributed through the internet (Riese, Pennisi & Major, 2010: 1).

Social Media is a group of internet-based application that is built on the ideological and technological foundation of web 2.0, which allows the creation and exchange of content created by users (Kaplan Andreas M. & Haenlein Michael, 2010: 59)

Social media is a real form of new media based on the advancement of communication technology supported by information and communication technology. Social media is understood as a new form of communication on the internet that is supported by various software applications, which enable interaction between users. Social media has several advantages, especially its ability in interactive two-way communication, which makes it easy for users to access various kinds of information. This condition will strongly support interactive communication without obstacle and distance. It is very possible social interaction occurs between individuals, individuals with groups, groups with groups, even individuals and groups with mass. Some of the popular social media sites at the moment are Facebook, Twitter and YouTube. All three will still dominate the world of social media for the next two years (Marketing, edition 10 / XIII / Oct 2018).

Facebook users in Indonesia are 65 million, with Facebook penetration in Indonesia amounting to 93% of internet users. The next figure is followed by Twitter with 30 million users, and this is the largest number in Asia. Social media users in Indonesia are predicted to reach 72 million users in 2019. This figure is quite fantastic and is a stepping stone for the communication process among social media. An important aspect of social media is the process of interaction that
is on the virtual pathway, which is part of mass culture. The presence of social media can eliminate the limits of space and time, which has been a barrier in interacting for those who are in distance. With these conditions, a term referred to as global vilage presents. The term global village is a condition that analogizes the world as a large village where distance is no longer a problem in communication. It can be said that the world is no longer round but flat, because it is assumed that all individuals can be at the same time to interact simultaneously (Hendroyono, 2012: 206). For the development of communication, social media may even increase the value of the perpetrators.

In social media-based communication technology, it is necessary to develop a communication approach that requires several things (Hendroyono, 2012: 186) as stated below:

a. Transparent, in which everyone can access and everything is digitally documented,

b. Authentic, in which it contains uniqueness because this kind of condition have never existed before,

c. Genuine, not made up,

d. Sincere, interpreted as honesty in the message disseminated.

Communication Strategy

Rangkuti (2006: 3) says "Strategy is a tool to achieve a company's goals in relation to long-term goals, follow-up programs, and resource priorities". According to Onong Uchjana (1990: 32), strategy is planning and management to achieve a goal. The concept of strategy according to Tjiptono (1997: 3) can be defined based on two different perspectives, namely the first perspective, the strategy can be defined as a program to determine and achieve organizational goals and implement its missions. The strategist should be active, aware and rational in formulating organizational strategies. In an environment that is always changing, this strategy is more widely applied.

Marketing Communication

Communication can be influential in various fields, including marketing. In marketing activities, the proper delivery of information is needed. Almost all organizations or companies in the business field use marketing communication to
promote what they offer to achieve financial and non-financial goals for organizations and individuals. (Shimp, 2003: 4).

Marketing communication can be understood by outlining its two main elements, namely communication and marketing. Communication is the process in which thinking and understanding are conveyed between individuals, or between organizations and individuals. (Shimp, 2003: 4). Whereas marketing according to Kotler in Widjajanta and Widyantingsih (2007: 62) is a social and managerial process that makes individuals and groups get what they need and want through the creation and exchange of products and values with others.

Marketing communication is a marketing activity that seeks to spread information, then influence, persuade and remind target market of companies and products to be willing to accept, buy and be loyal to the products offered (Tjiptono, 1997: 219). So marketing communication has a very vital role, which is to facilitate a mutually beneficial relationship between the company and prospective buyers. In general, the marketing communication mix that can be applied by companies includes advertising, sales promotion, public relations sales, direct marketing and personal selling. Understanding of the communication process must be able to know how to position themselves as communicators, how to use the media, how to arrange directed messages, how to understand communicants, how to utilize resources and how to know and evacuate effects. The core message in a communication is not always explicit, for example in product advertisement.

According to Prisgunanto (2006: 8), marketing communication is all of the marketing mix which involves communication between organizations/companies and the target audience elements in all its forms aimed at marketing performance.

**E-commerce Marketing Strategy**

E-Commerce marketing strategy was developed by seeing it as a business in which there are two important things, namely: choosing the market share in which the company will operate and developing a marketing mix for each selected market share. E-commerce is a way of marketing that is different from traditional marketing (regardless of the type of company itself), so the marketing strategy needs to be adjusted. The marketing mix used is the marketing mix of services
namely: product, price, place, promotion, people, physical evidence, and process. One that is not used is the element of people, because when customers make transactions on the Internet, the interaction is only done through a computer and not through people. Things that need to be added as its development are the elements of change and elements of the community, which are two elements of E-commerce marketing mix. In concept, the requirements for real market segmentation must be clear:

![Integrated Marketing Strategy](image)

Figure 1. Integrated Marketing Strategy

Source: Davud Cravens (2000: 25)

The search is for groups of buyers who: will act differently from other groups and will respond to a marketing mix directed at them.

**Marketing Mix**

Lamb, Hair and Mc Daniel (2006: 21) explain that the marketing mix is a unique product, promotion and pricing strategy that is designed to produce a mutually beneficial exchange with the intended market.

According to Rangkuti (2010: 22), marketing mix is a set used by a company to achieve its marketing objectives in its target market. The marketing mix basically consists of four areas of marketing strategy, namely:

1. Marketing decision, that will change the basic idea of the whole good or service.
2. Promotional decision, that will communicate useful information to the destination market.
3. Distribution decision, regarding shipping products to consumers.
4. A price decision, that states an acceptable exchange value on goods or services.

Theory of Uses and Gratification

The Theory of Uses and Gratifications Model is a usability model. This satisfaction model is a shift in focus from the communicator's goal to the communicant's goal. This model determines the function of mass communication in serving the public.

According to Effendy (2003: 289), the Uses and Gratifications model shows that the main problem is not how the media change the attitude and behavior of the audience but how the media meets the personal and social needs of the audience. So, the weight is on active audiences, who deliberately use the media to achieve their goals. The Uses and gratifications approach concludes that the Facebook and Twitter site can make users have the right to choose what sites can meet their communication needs.
CHAPTER III
METHODOLOGY

Research Subjects
Research subjects are people, places, or objects observed in the context of pollination as the target (Indonesian Dictionary, 1989: 862). The research subjects in this paper, were SMEs in the field of leather crafts in West Java, which consisted of Garut, Cimahi, Bandung and those which had social media accounts as promotional media.

Research Object
The object of research is the subject of research (Indonesian Language Dictionary; 1989: 622). According to (Supranto 2000: 21), the object of research was a set of elements that could be people, organizations or items to be studied. Then it is emphasized (Anto Dayan, 1986: 21), the object of research is the subject matter that will be examined to get data more directed. The research object in this paper included: (1) Promotional activities (2) Internal and External Environmental Analysis, (3) Product mix and marketing mix, (4) Social Media Features and (5) Marketing Communication.

Population and Samples of Research
The research population is all individuals who will be subjected by generalization target from samples taken in a study (Sutrisno Hadi, 1987: 10). The population in this study were all SMEs of crafted leather bags in West Java as many as 1145 MSMEs, which consisted of Garut, Cimahi and Bandung. Research Samples were as many as 30 SMEs crafted Leather Bags in West Java.
Research Framework

The Thinking framework in this study was:

- Marketing Communication of Leather bag MSMEs in West Java
- The marketing of local product in West Java
- Marketing Communication through Social Media due to Prisginanto (2006:8)
- Figure 2. Research framework

SWOT and IFE Analysis

Communication Strategy of Marketing and Policy for leather bag MSMEs in West Java
**Type of Research**

This type of research was a qualitative descriptive. Descriptive in this case is defined as describing variables after variables, one by one. It can be concluded that the descriptive research report is a description of the research report based on the data that has been collected. The data in question can be in the form of the collection of report notes, interviews, photos and videos documentation or even official documents originating from the object under study (Dr. Jalaluddin Rachmat, 1985: 34-35).

This case study research used a qualitative approach. Qualitative research is research that aims to understand the phenomena that exist in research objects such as behavior, perception, actions and others descriptive form of words and narratives, by utilizing various scientific research methods (Prof. Dr. Lexy J Moleong, 2016:6).

Case study is research method that uses a variety of data sources (as much as possible data) that can be used to research, describe and comprehensively explain various aspects of individuals, groups, programs, organizations or events systematically. Examining these various data sources requires a variety of data collection instruments. Therefore, researchers can use in-depth interviews, participant observation, documentation, questionnaires (survey results), records, other physical evidence (Kriyantono, 2006: 65).

Meanwhile, Yin (2006:18) sets limits on case study, which is as research that investigates phenomena in real life contexts, when the boundaries between phenomena and contexts are not clearly visible, and in which multiple sources are utilized. The use of the case study method in the discussion of this journal was a case study with a focus on the use of social media as a marketing medium for superior products in the Garut Regency, namely leather bags. The use of case study as a research method was chosen because this research aimed to provide a complete and in-depth description of the use of social media as marketing media to increase sales and regional superior product power.

**Data Type**

1. Primary Data in this research was the data obtained by researchers through question and answer directly and guided by questions in accordance with
the focus of research that had been prepared previously by researchers with informants.

The core speakers were:

a. The owner of Garut Leather Bag Craft MSMEs
b. Administrative Staff at Garut Leather Bag Crafts MSMEs

Key information was those who know and have a variety of basic information needed in research or informants who know deeply the problem being investigated. In determining the informants of this study, researchers used a purposive sampling technique.

2. Secondary Data in this research was data obtained through sources or information media. Those were things in the form of scientific books and writing results that were relevant to this research.

Data Sources

In writing this proposal, the researchers used several ways to collect the necessary data. Therefore, researchers used data collection techniques in accordance with the writing of this thesis, namely:

1. Library Research, in which researchers collected data from the literature, studied technical manuals and studied theories that could be used as research material.

2. Field Work Research, in case researchers did direct research into the field.

Data Collection Techniques

1. In-depth interviewing
   An interview is an oral question and answer between two or more people directly.

2. Observation
   Observation is a direct observation of the research object.

3. Documentation Analysis to utilize documents that are dense in content, those are usually done with certain techniques.
Data Analysis Techniques

Analysis of the data that the authors used in this study was interactive model data, as stated by Milles and Huberman that in descriptive qualitative data analysis includes:

1. Data collection
   Data collection is the first data or raw data collected in a study

2. Data Reduction
   Data reduction is defined as the process of selecting, focusing on simplifying, abstracting, and transforming "rough" data that arises from written records in the field.

3. Data Presentation
   Presentation of data is the conclusion of information that provides a guide for researchers to draw conclusions and take action.

4. Conclusion or Verification in Drawing conclusion is data that has been processed, compiled, taken, and simplified to be presented and at the same time to be predicted through observation of existing data.

Research Focus

The focus of research in a study was intended to limit the problems studied so that it would facilitate researchers in processing data to conclusions. This research was focusing on understanding and describing overall description of the marketing communication strategy of Garut Regency leather bag products through Facebook in increasing sales of regional superior products. In determining marketing communication strategy, researchers conducted the following ways:

1. Media Selection Strategy
2. Sales Strategy
3. Market Segmentation
CHAPTER IV
RESULTS AND DISCUSSION

Communication plays an important role in campaigning for a product in a company. The success or failure of a company is determined by how to communicate its products to consumers. In marketing, the company makes persuasive efforts in the form of marketing communications. The most important purpose of communication in marketing is to change the behavior or attitudes of stakeholders. Marketing communication is a means used by companies in informing the existence of a product in order to be able to influence and persuade the audience that leads to an exchange or transaction, which is beneficial to both parties concerned. With marketing communication activities in every company, the company will become better known by the wider community. Likewise with the wider community, marketing communication activities carried out by companies can build public awareness of company existence that provides their needs. And then ultimate goal of marketing communication activities carried out by the company is achieved, namely the increase in the number of consumers which affects on the increasing of the company's turnover.

Beside that, overall marketing communication activity can influence consumer behavior towards a product. The marketing communication activity carried out by leather bag MSMEs in West Java can provide information to consumers about the existence of the company and products, in order to influence consumer behavior, which is manifested in the form of a positive response and purchases and repurchase by consumers on the next stage are expected to occur.

The following are the names of leather bag MSMEs of West Java, those which become the object of research:
1. Elvira Lesther
2. Daisy Leather Craft
3. Imaji Luxury Leather Craft
4. Alus Leather
5. Garut Leather
6. Nunu Leather
1. **Internal Factor Analysis**

Internal environmental analysis is carried out to determine the level of competitiveness of the company based on the company's internal conditions. The company's internal factors can be fully controlled, so that the weaknesses can be corrected. Internal analysis according to Porter is known as a value chain that positions a company on a generic strategy matrix and finds the company's competitive advantage through core competency analysis. This value chain shows that the company must be supported by main and supporting activities to achieve margin.

Internal environmental analysis is more directed at the company's internal analysis in assessing or identifying the strengths and weaknesses of each financial and accounting, marketing, research and development, personnel and operational division (David, 2006). The essence of this internal environmental analysis is trying to find strategic advantages that are used to differentiate themselves from competitors.

Ranking in the questionnaire is determined based on the condition of each factor in the company. According to David (2006), the ranking scale used are:

For internal factor analysis: 1 (main weakness), 2 (minor weakness), 3 (minor strength), 4 (main strength); For the analysis of external factors: 1 (very low, poor response), 2 (low, response equal to average), 3 (high, response above average) and 4 (very high, superior response). For the opportunity factor, the rating given shows the company's ability to respond to opportunities. For the threat factor, the rating given shows the company's ability to avoid the threats it faces.

Next, each weight value is multiplied with its rating value (rating) to get a weighted average value for all determinants (weighting). All weighted average values are added vertically to get the total weighted average value for the company being assessed. The results of the weighting and rating (rating) based on the analysis of the company's situation are referred in the matrix. The IFE and EFE matrixes are illustrated in the following Table.
Based on the calculation results in the IFE matrix table, it was found that the total weighted score was 1.9686. From the total weighted score, it can be concluded that the West Java Leather Bag SMSEs has a strong internal position because it is above 2.50. This shows that the Leather Bag SMSEs in West Java has been able to utilize its strengths and be able to overcome existing weaknesses. The main strength of West Java Leather Bag SMSEs is a trendy and durable West Java leather bag product with a score of 0.3912. While the main weakness of the
Leather Bag SMSEs in West Java is the separated place of production between leather and bag with a score of 0.0754.

2. Analysis of External Factors

External analysis is an effort to identify and evaluate trends and events that are beyond the control of a company. The purpose of this external environmental analysis is to develop a limited list of opportunities that can benefit a company and the threats it must avoid. Here are the results of the analysis of external factors:

Table 2. EFE Matrix Analysis of Local Leather Bag MSMEs in West Java

<table>
<thead>
<tr>
<th>External Key Factors</th>
<th>Weight (a)</th>
<th>Rating (b)</th>
<th>Weighted Average (c)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opportunities:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Increasingly widespread internet literacy</td>
<td>0.0567</td>
<td>4</td>
<td>0.2268</td>
</tr>
<tr>
<td>2. The contribution of MSMEs in the leather bag sector to GDP in Indonesia</td>
<td>0.0967</td>
<td>3.9</td>
<td>0.37713</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>0.6881</td>
<td>26.8</td>
<td>2.60946</td>
</tr>
<tr>
<td><strong>Threats:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Risk of fraud through social media</td>
<td>0.157</td>
<td>3.5</td>
<td>0.5495</td>
</tr>
<tr>
<td>2. Competitor Growth</td>
<td>0.0876</td>
<td>3.9</td>
<td>0.34164</td>
</tr>
<tr>
<td>3. National Economic Growth</td>
<td>0.0689</td>
<td>3.7</td>
<td>0.25493</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>0.6881</td>
<td>26.8</td>
<td>2.60946</td>
</tr>
</tbody>
</table>

*Weight and Rating determined by MSMEs

Based on the results of calculations on the EFE matrix table, it was found that the total weighted score was 2.60946. This shows that the local product of MSMEs Leather Bag in West Java has been relatively strong in taking advantage of opportunities to overcome threats. The main opportunity for Leather Bag MSMEs in West Java is the contribution of SMSEs in the field of leather bag to
GDP in Indonesia with a score of 0.37713. While the main threat of SMEs in the leather bag sector is the risk of fraud through social media with a score of 0.5495.

SWOT QUADRANT ANALYSIS

According to the results of the Swot quadrant analysis, SMEs in the West Java Leather Bag were on Map of Quadrant III. Quadrant 3 illustrates that the organization experiences weaknesses in various ways (internal), so that profitable opportunities are difficult to achieve. For this reason, the right strategy to use is 3 alternative strategies, namely consolidation, improvement, and changing perspective to eliminate the causes of problems, so that threats can be avoided. A value of (-0.512, 0.317) shows that the local product of Leather bag MSMEs in West Java can change its strategy to stay afloat in the business world and be able to compete with competitors of the same type of business.
3. Marketing Communication Strategy through Facebook

as Social Network Media

At the beginning of the establishment of the West Java Leather Bag MSMEs, they utilized Facebook as a marketing communication tool. Marketing communication activities included updating the status of Facebook, uploading the latest product images, communicating with consumers through Facebook’s private messages, and the very effective in marketing through Facebook was photo tagging. Facebook was the most widely used online media in marketing products, this was due to the SMEs owners considered that Facebook was more effective than Twitter or other online media.

This can be seen from the statement of the owners when researchers conducted interview. The majority of Leather Bags MSMEs consumers in West Java knew information about the companies and products through Facebook.
Besides, Facebook could renew the status of the company without being limited by the number of character letters like on Twitter. This had a positive impact on the companies. Leather bag SMSEs in West Java could renew their status using communicative language with attractive product images without being limited by the number of letter characters or image sizes. Facebook online media users were the most users in the world compared to other online media users, so that with Facebook Leather Bag MSMEs in West Java were able to capture broad consumers, with efficient cost and time compared to other marketing tools. Facebook was also used by Leather Bag SMEs in the West Java as effective indicator of whether or not marketing communication activities were being carried out. The statements above are in accordance with the theory of Agus Hermawan, namely: "The effectiveness of business planning via the internet depends on the ability to identify clear market needs, sensitivity to competition from all sources, ability to articulate a strong value proposition for customers, and flexibility to respond to market changes." (Agus Hermawan, 2012: 215).

Planning a business through online media depends on being able to see market needs. In the use of Facebook as social networking media, this can be seen from the increase in FB users who use the group as a gathering place for the same hobbies. This is used by companies to see the needs of consumers based on their level of interest. The use of FB as a rapidly developing marketing media encourages each company to develop marketing communications, the more companies that use FB as a marketing medium, the higher the level of competition. Therefore, each company is encouraged to focus more on seeing the competitors by providing strong positive values for consumers in the form of information and customer satisfaction and be more flexible in responding to market changes.

4. Marketing Communication Strategy through Instagram

Competition between companies in today's world is getting heavier, the initial cause is because every year the companies carry out their communication strategies and product excellence that they have. To see the success of a company
in the face of competition, we can see from several aspects such as examples in the field of marketing.

According to Machfoedz (2010: 16), marketing communication is a term used to describe the flow of information about products from marketers to consumers. Marketers use advertising, direct marketing, publicity, sales promotion and direct sales to provide information that they hope will influence consumer purchasing decisions. Instead, consumers use it in the purchasing process to gather information about product characteristics and benefits. West Java Leather Bag MSMEs as the local products that carry out online and offline marketing communication by attending several events, from interviews conducted with the West Java MSMEs' owner about marketing communication. Utilization of social media as a marketing tool is very beneficial because it sees that everyone uses social media. West Java Leather Bag MSMEs explain that in social media the users are more updated so they are more active in the online world especially social media. Social media loads everything digitally, which makes it more practical to spread information.

In explaining the theory by Hadi Purnama (2011: 116), social media has the characteristics of reach, accessibility, usability, immediacy, permanence. From the characteristics of social media, marketing communication can be done on social media. The selection of social media as a means of marketing communication by West Java Leather Bag MSMEs.

Whether social media is effective or not, we can see from the response. When it comes to the accuracy, the challenge is how much information is able to be presented and how precise the person is reading the information. Social media used by leather bag MSMEs in West Java were Instagram, Facebook, Twitter, Pinterest, and Youtube. Based on Van Dijk's theory in Nasrulloh (2015: 11), social media is a media platform that focuses on the existence of users to facilitate them in their activities and collaborations. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond.
West Java Leather Bag MSMEs used Instagram as a marketing communication tool in 2013. The reason of using Instagram as marketing media was due to its ability to introduce Leather Bag products to the Indonesian and International community, and its ability to be engaged with the customers (Rulli Nasrulloh, 2015: 168) with wider range.

Then in order to be the initial capital of Forever Young Crew to be able to protect the consumers of West Java leather bags MSMEs from other brands, especially international brands. Therefore, West Java Leather Bags MSMEs had Instagram accounts with different categories, such as the @Elvira Lesther account, @Daisy Leather Craft, @Imaji Luxury Leather Craft, @Alus Leather, @Garut Leather, @Nunu leather, @Allysha Leather Industries and @Rina Grin Leather.
Elvira Leather

TOKO KULIT garutan N2E GARUT
082317340756
JUAL TAS DAN SANDAL KULIT

Clothing (Brand)

📍 Sukaregang, Garut

Untuk info / order
WA: 0813-1210-8788 (no call)
0895-3704-40555 (no call)

See Translation

Follow  Message  Contact

daisy store  SIZE S  REAL TESTI...

---

Follow daisy_leather
Alus Leater
WA 0813 2004 5629
Jl. Ahmad yani no. 302 (pertokoan sukaregang le center) kec. Garut kota, Garut, Indonesia 44111
See Translation
Nunu Leather
Local Business
Akun Resmi Nunu Leather Garut
“A Passionate Leather Product”

Whatsapp: +6281224060003... more
bit.ly/nunuleather
Nunu Leather Jl. A. Yani No. 322 Sukaregang, Ga
See Translation

Follow Message Contact

Sepatu Wan... Dompet Wa... Dompet Pria Tas Gendon...
The features of Instagram used by bag MSMEs in West Java were photo and video. We see that the tendency of social media users to see photos first, then the owners of MSMEs saw this as potential new thing because previously there used facebok and Twitter with profound exposure on photos, captions, hashtags. With the photo posting feature, Leather Bag MSMEs created caption with a story telling about the initial manufacturing process up to meeting the first buyer of their products.

The use of social media is the same as theory (Brian Solis, 2010: 263) Context: How to form a message or information. West Java Leather Bag MSMEs explained the advantages of Instagram in developing their business, beside posting photos, captions, and hashtag, consumers could look more specifically about the West Java Leather Bag brand, so that the users became aware of the Leather Bag brand. According to the West Java leather bag brand, instagram eased the owners to be engaged with the consumers.

Instagram also helped the MSMEs in building brand awareness through photo products. These photo products were prepared professionally by the help of photographers with profound details. These photo might be repost by the users whom were interested in the product. The brand awareness became stronger by the help of some tagline hashtags like #GarutOriginalProduct, #LeatherBagFromGarut. In addition, these MSMEs also created some articles about bag, created details on products, and made special events to strengthen the brand awareness.

In conveying information about the use of certain languages, it becomes interesting for social media users in terms of choosing the MSMEs language style. Leather bags owners used more casual or informal language to young people's conversation, sometimes to call consumers with the word brother (for men) sister (for women) and the word "yoo" at the end of the sentence. Leather bag MSMEs used Instagram's caption feature to provide information in every post to attract the viewers.

Leather bag MSMEs in West Java used additional hastags to build provide attention, like these hastags: #NunuLeather, #DaisyLeather,
#MadeInINDONESIA. These hashtags made the users found the products easily on one click and convinced the viewers the products were widely used. This is in accordance with the theory (Brian Solis, 2010: 263) communication: the method of sharing stories or information including the way to listen, respond, and grow. To post on Instagram Leather Bag MSMEs, the owners better chose posting times, those were at 5 am, 1 pm or 2 pm, 4 pm, and at 8 pm. This time was considered as the right times because at 5 am new people woke up and checked their cellphone then at 1:00 p.m., 2 p.m. when people were taking a break and saw their social media, then 4 p.m. when people got ready to go home from work and finally at 8 pm considered as prime time.

One of the most important thing when it comes to digital marketing or marketing communication through social media is interaction between account admin and the viewers. The photo that has been uploaded can provide some reactions from the viewers, like the increasing of like and comment. Comment is one of the crucial thing to notice. The viewers can comment about the price, quality of product, photo quality, etc. In this interaction, admin should admit that their comment reply is important, which shows that the MSMEs care about the prospects or viewers. This is related to the theory (Brian Solis, 2010: 263) Connection: Maintenance of relationships that are built.
CHAPTER V
CONCLUSION

1. Based on the results of the Swot quadrant analysis, the West Java Leather Bag MSMEs was on the Quadrant Map III. Quadrant 3 illustrates that the organization experiences weaknesses in various ways (internal), so that profitable opportunity is difficult to achieve. For this reason, the right strategy to use is 3 alternative strategies, namely consolidation, improvement, changing perspective and eliminating the causes of problems so that threats can be avoided. A value of (-0.512, 0.317) showed that the local product of leather bag MSMEs in West Java could change its strategy, so that it could survive in the business world and compete with competitors of the same type of business.

2. Marketing communication strategy carried out by the leather bag MSMEs in West Java was through online and offline media. Offline marketing strategy was conducted by participating on a number of events, while online marketing strategy was conducted through posting three types of photo, those were: 1) photo products with storytelling caption, 2) photo products from resellers, 3) photo products reposted by users of the products, then information given on instagram posts was in the form of product articles, product prices, product ingredients, product stock, product resellers, events that were attended by MSMEs. In Instagram posts, MSMEs used some hashtags, such as #GarutOriginalProduct, #LeatherBagFromGarut, #MedelnIndonesia at 5am, 1pm, 2pm, 4pm, and 8pm (those which considered as optimum posting times). In case online marketing communication strategy, Instagram admin played important roles in building engagement with prospects or viewers, so they were getting closer with the products.
BIBLOGRAPHY


Appendix 1: Research Questionnaire

List of Interviews

I. Questions about the SMEs in the field of leather handbags
   1. Since when was your MSME established?
   2. What is the status of the legal entity?
   3. What facilities does your MSME have?

II. Questions about micro environmental analysis
   1. What is the communication process for marketing a leather bag SMEs product?
   2. What social media are used for the marketing communication of leather bag SMEs products?

III. Questions about internal environmental analysis
   1. What are the vision, mission and objectives of the leather bag SMEs?
   2. What is the organizational structure?
   3. Market segmentation of SME products for Leather bags?
   4. What is the number of employees?

IV. Questions about product mix
   1. What products does leather bag SMEs produce?
   2. How many the total profit does leather bag SMEs earn from the product selling through social media per year?
   3. What things distinguish leather bag SMEs product from other products? Describe it!

V. Questions about Marketing Communication channels
   1. How is the marketing communication channel for Leather bag SMEs products?
   2. What distinguishes the marketing communication channel of Leather bag SMEs products from other similar companies?

VI. Questions about Social Media Features (IG and FB)
   1. What features do IG and FB most commonly use?
   2. How to upload photo products?
3. What is the purpose of using the title of the photo on the post and how does it impact the selling?
4. What is the purpose of using Hastag on the post and how does it impact the selling?
5. What is the purpose of using mention on the post and how does it impact the selling?
6. What kind of comments do the viewers create on the post?

VII. Questions about Promotional Activities
1. What kind of promotions do SMEs conduct to market the products in the field of leather bags?
2. What forms of mainstay promotion do MSMEs conduct to sell the products in the leather bag field?

VIII. Questions about the External environment
1. What are the micro environmental factors that influence the marketing communication of SMEs products in the leather bag field?
2. Who are the customers and distributors that sell or market MSMEs products in the leather bag field?
3. Who are the main competitors in marketing MSME products in the leather bag field?
Appendix 2. Questionnaire to the Leather Bag MSMEs/Company in West Java

QUESTIONNAIRE

Online Marketing Communication Strategy of Local Products (Case: Leather Bag Craft Products in West Java Indonesia, online marketing through IG and Facebook)

Checklist for Ratings of EFE and IFE Matrix

Name of Respondent : ..............................................................
Position : ..............................................................

1. Determine the rating of each internal factors (strengths and weaknesses) and external factors (opportunities and threats) on the following by giving a sign (√) on the choice of the father/mother.
2. The rating options in the following fields consist of:
   - Rating 4 : the company’s response is very important to these factors
   - Rating 3 : the company’s responses is important to these factors
   - Rating 2 : the company’s response is not important to these factors
   - Rating 1 : the company response is not very important to these factors

A. IFE Rating

<table>
<thead>
<tr>
<th>Strengths:</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Good relations with partners</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. West Java leather bag products are trendy and durable</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Broad network</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4. The location is close to the main street and the online market makes it easy to sell products</td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weaknesses:</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Business in the form of a group consists of several people within the scope of the family, so that it is prone to conflicts of interest</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. The production site is fragmented between leather and bag</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Social media content is still not creative and followers are low</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A. EFE Rating

<table>
<thead>
<tr>
<th>Opportunities:</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Increasingly widespread internet literacy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. The contribution of MSMEs in the leather bag sector to GDP in Indonesia</td>
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<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Threats:</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Risk of fraud through social media</td>
<td></td>
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</tr>
</tbody>
</table>
Entry List for Weights from the EFE and IFE Matrix

1. Determine the weight or importance level of each internal factor (strengths and weaknesses) and external factor (opportunities and threats) by comparing horizontal and vertical variables.
2. To determine the weight of each variable, a scale of 1 to 9 is used. The scale used to fill in the columns is:

<table>
<thead>
<tr>
<th>Rating Scale</th>
<th>Definition</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Absolute more important</td>
<td>Evidence supporting one element over another has the highest level of affirmation that might be corroborating</td>
</tr>
<tr>
<td>7</td>
<td>Very clearly more important</td>
<td>One element is strongly supported and its dominance has been seen in practice</td>
</tr>
<tr>
<td>5</td>
<td>Clearly more important</td>
<td>Experience and consideration strongly support one element over another</td>
</tr>
<tr>
<td>3</td>
<td>A little more important</td>
<td>Experience and consideration slightly support one element over another</td>
</tr>
<tr>
<td>1</td>
<td>Equally important</td>
<td>Both elements contribute equally to the trait</td>
</tr>
<tr>
<td>2,4,6,8</td>
<td>Values between two contiguous considerations</td>
<td>(a compromise between two considerations is needed)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internal Strategy Factor</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
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</thead>
<tbody>
<tr>
<td>Good relationship with work partners (A)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Java leather bag products are trendy and durable (B)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Wide Networking (C)</td>
<td></td>
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<td>The location is close to the main street and the online market, so it eases to sell products (D)</td>
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<tr>
<td>Business in the form of groups consisting of several people within the scope of the family, so it is prone to induce interest conflict (E)</td>
<td></td>
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<tr>
<td>Separated place of production between leather and bags (F)</td>
<td></td>
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<tr>
<td>External Strategy Factor</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
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<td>-------------------------------------------------------------</td>
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<tr>
<td>widespread internet literacy (A)</td>
<td></td>
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<tr>
<td>Contribution of leather bag MSMEs on GDP in Indonesia (B)</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
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<tr>
<td>Risk of Fraud through social media (C)</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
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<td>Competitor Growth (D)</td>
<td></td>
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<td>X</td>
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<tr>
<td>National Economic Growth (E)</td>
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<td></td>
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<td></td>
<td>X</td>
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Appendix 3. Documentation of Activities