

# The Role of Marketing Strategy in Efforts to Increase Product Sales (Songket Fabric) on Traditional Gedongan Weaving, Dompu Regency-NTB

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## Abstract

*The Role of Marketing Strategy in Efforts to Increase Product Sales (Songket Fabric) on Traditional Gedongan Weaving in Ranggo Village, Pajo District, Dompu Regency, NTB. In the face of increasingly fierce and complex business competition, this includes changes in the company's strategy for distributing or marketing its products. A very important marketing activity by the company is how its products can be distributed and right on target with a good marketing strategy. The owner of the industry which is one of the systems that prioritizes communication where marketing is directed to consumers by providing information, promotion and persuading and reminding the target market of the company and the products offered to be willing to accept, buy, and be loyal to the products being marketed. There are several ways to do marketing activities, namely by direct and indirect, although each has its own advantages and disadvantages. Marketing Strategy of Traditional Gedongan Woven Products, namely, having an important role in the duties and obligations of helping sell and coordinating the gedongan woven industry, which has been planned in advance, and as part of the gedongan woven industry equipment to increase the sales of the product/fabric. The product marketing strategy has an advantage in market competition, where before the above strategy was carried out the traditional gedongan woven company/industry was unable to reach the market. After implementing the product marketing strategy, the gedongan weaving company/industry is able to reach the market and increase its sales. Thus, based on the description above, the researcher can say that the role of marketing strategy in an effort to increase sales is very good and very important to implement.*

## Keywords

Product Marketing Strategy; MSMEs; increased sales



## I. Introduction

In today's era, business competition is getting tighter and more complex in addition to facing competition between companies, this includes changes in the company's strategy to carry out distribution activities or market its products. Economic and social conditions have drastically changed the behavior and attitudes of an increasing number of consumers. Analysis of the large number of product choices in the market, so that consumers have greater confidence than before. They don't just expect high quality products because product quality has become a common thing and requirement. The new types that consumers want today are high-quality products and contemporary differentiation.

Each company considers that the product marketing strategy is one of the most important activities and must be carried out by the company in order to maintain the company's survival. Most companies have a fairly high competitive ability, so that if the company runs a good distribution program or a good marketing strategy, it will have no

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difficulty in selling its products. While the marketing activity itself does not only involve all activities related to the flow of products from the producer to the consumer.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al.*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

A very important marketing activity by the company is how its products can be distributed and right on target with a good marketing strategy. The owner of the industry which is one of the systems that carry out communication where marketing is directed to consumers by providing information, promotion and persuading and reminding the target market of the company and the products offered to be willing to accept, buy, and be loyal to the products marketed or distributed by the company. Companies or industries must use strategies in marketing products that are also supported by modern facilities, so effective product delivery is the success of a strategy built to achieve a fairly high market share.

There are several ways to do marketing activities, namely by direct and indirect, although each has its own advantages and disadvantages. Therefore, choosing the right method will greatly determine whether the product you want to market to consumers will be in demand or not. A new company or industry is said to be successful if the marketing of its products can be purchased and owned by consumers and can satisfy, attract attention and always be remembered.

The product being marketed in the market today is a woven fabric product (Songket Fabric), which is made by the owner of the Gedongan woven fabric. The choice of this product is because this product is in demand in the market and is quite well known by consumers because it has its own advantages, such as if consumers buy directly from the Gedongan woven fabric, it will be discounted 17.57% from the price with the same product quality.

The facility used to market the product is a motorcycle, and it is very reasonable that it will have a strong impact on consumer attitudes towards the product marketing strategy. Attitude is defined as a comprehensive evaluation that allows people to respond (respond) in a favorable or inconsistent way with respect to the object or alternative given (Setiadi, 2003, 216). Besides consumer attitudes, producers are also very concerned about marketing strategies, meaning that the marketing department studies consumer tendencies to evaluate the accuracy of strategies in marketing products, whether they are able or not consistently so as to increase sales.

Thus, the woven business owner evaluates the overall marketing strategy from the worst to the best. Measurement of sales levels for companies is very important, because companies can identify the extent to which product marketing can be accepted by consumers through strategies with product purchasing decisions.

By paying attention to the marketing strategy, it is expected to influence consumer purchasing decisions so that it also affects the level of sales. Purchase decisions made by consumers involve belief in a product, so that confidence arises in the correctness of the actions taken. Consumer confidence in the purchase decisions they make represents the extent to which consumers have confidence in their decision to choose a product.

Along with the above phenomena, the authors are interested in studying more deeply related to the role of marketing strategies in an effort to increase product sales (songket cloth) on traditional Gedongan weaving in Ranggo Village, Pajo District, Dompu Regency, NTB. ability to develop sustainably (Burnes, 2017; Teixeira & Werther, 2013; Porter et al., 2016) so that organizations can compete and maintain their existence (Bharjoo, 2005).

## **II. Review of Literature**

### **2.1 Understanding Strategy**

Strategy is the knowledge of using battle to win a war. And war itself is a continuation of politics. (Carl Von Clausewitz; 2015). Strategy is a way in which an institution or organization will achieve its goals according to the opportunities and threats of the external environment it faces as well as its internal capabilities and resources (A.Halim; 2015).

According to Pearce and Robinson (2015), strategy according to them is the main plan of a company, which reflects a company's awareness of when, where and how it must compete in the face of opponents with certain aims and objectives.

So, strategy is a set of overall ways related to the implementation of ideas, a plan within a certain time.

### **2.2 Definition of Marketing**

Marketing is an overall system of various business or business activities aimed at planning, pricing goods or services, promoting them, and distributing them to consumers and can satisfy consumers William J. Stanton (2015).

According to Philip & Duncan. Marketing is something that consists of all the steps used to place the goods being traded into the hands of buyers or consumers.

In wikipedia states that marketing is a process of compiling an integrated communication & its purpose is to provide information about goods or services being traded in relation to satisfying the wants and needs of the community. Wikipedia

According to the Big Indonesian Dictionary (KBBI) Th.2008, Marketing is a process; method; actions in marketing merchandise; about disseminating in the midst of society in general.

### **2.3 Definition of Marketing Strategy**

According to Tjiptono (2002: 6) "Marketing strategy is a fundamental tool that is planned to reach the company by developing a sustainable competitive advantage through the market entered and the marketing program used to serve the target market."

### **2.4 Definition of Sales**

Sales is one of the main activities carried out by the company in order to maintain the viability of its business and to make a profit. There are various ways that companies do to make a profit, but besides that there are factors that must be met, namely trying to sell all of their products. For this reason, sales activities must be carried out as well as possible so that sales increase.

Sales has a broad meaning, sales are not only limited to the level of sales but also all activities carried out by producers so that goods reach consumers properly and consumers are satisfied with producer services.

There are several opinions expressed by economists regarding the notion of sales where there are differences between one opinion and another, although they are basically the same and these differences are generally caused by differences in point of view.

Besides, as quoted by Rismiati and Suratno (2001: 18) provides a definition of sales as, "The process of planning, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual or organizational goals".

From some of the definitions above, it can be concluded that sales are all activities aimed at satisfying customers or consumers in meeting their needs and also activities in an effort to determine which target market is best for the company to serve, as well as participate in identifying products and services in order to find the right program. to serve that market. Besides that, sales must also pay attention to all the interests of the parties involved in it, such as the social welfare of employees, the interests of the surrounding community, the interests of shareholders, environmental pollution and others.

Theoretically the price agreement occurs through a bargaining process. The high consumer demand causes the selling price of fish to tend to be expensive and vice versa. The high cost of transportation and long marketing channels have caused the selling price of fish at the consumer level to be relatively expensive, resulting in a price gap between producers and consumers. The large price difference between producer and consumer prices causes a small share of the price received by producers and the high price that consumers have to pay.

## **2.5 Product Definition**

According to Sadono Sukirno (2003:95) conceptually the product is a subjective understanding of the producer on "something" that can be offered as an effort to achieve organizational goals through fulfilling consumer needs and desires, in accordance with the competence and capacity of the organization and purchasing power.

## **2.6 Product Considerations**

In this case, it is necessary to pay attention to:

a. Unit value

Usually, if the unit value is low, the distribution channel will be longer, and if the unit value is high, the distribution channel will be short or direct

b. Area and weight

If the product from the company is quite heavy and the road that needs to be taken in transportation is quite far, then the producer can charge the intermediary to share the cost.

c. Damaged easily

If the product being sold is easily damaged, the producer does not need to use distribution channels. If necessary, an intermediary must be found with good storage facilities

d. Technical properties

For industrial goods, they are usually distributed directly to end consumers. In this case the producer must have a seller who can explain use and maintenance techniques, provide good service before and after sales. This work can only be carried out by sellers, while wholesalers are rarely able to do this.

## 2.7 Definition of Fabric

FABRIC - One of the cultural objects made by humans which is generally known as a woven product made for clothing. However, there are also clothes that are not made from woven products, but from bark that is beaten with a certain tool so that it becomes thin and wide, then cut as needed and sewn with pineapple leaf fiber thread, ground orchid leaf, etc. Clothing material from this bark is also commonly classified as cloth as well. In addition to clothing, cloth is also used for various other needs.

At first the cloth served as a tool to protect the body from hot or cold weather. Then the function of the cloth becomes more diverse, for example to cover the genitals, as a complementary element for ceremonies that carry certain values, as a means of fulfilling the need for beauty. The various needs that can be fulfilled by using 1 cloth lead to ideas that give birth to colors, shapes, sizes, decorations with various motifs. Cloth as a symbol is entrusted with hope, belief, the value of beauty, or other meanings related to ceremonies, social status, prestige, etc. Various ethnic communities in Indonesia have developed knowledge to make cloth since prehistoric times. Materials for making cloth also vary. There are ethnic groups who use various kinds of tree fibers, such as banana tree fiber, tree fiber and ground orchid leaves, grass fiber, cotton, silk, animal hair, pure gold thread, synthetic materials, etc.

## 2.8 Definition of Weaving

Weaving is one means of art that should be preserved. Woven cloth is often used for traditional ceremonies.

Examples of areas that use woven fabrics as traditional clothing. These include sasak and bayan woven fabrics from Lombok, grinsing woven fabrics from Bali and many other areas.

What does weaving actually mean? Weaving is the activity of weaving cloth from strands of weft and warp threads which were previously tied and dipped in natural dyes.

There are several weaving techniques that are known by the Indonesian people, namely flat weaving techniques, ikat weaving and added yarn techniques.

## III. Research Method

### 3.1 Research Type

The type of research used is a qualitative research type, namely research that emphasizes the disclosure of meaning and processes which are emotional matters, natural settings, on social situations.

### 3.2 Researcher Presence

The presence of researchers at the research location, namely the researcher himself as a key instrument and used as a direct source of data in this study. (Lincoln and Guba in Moleong, 1990). This research is often referred to as detailed research (Embedded Qualitative Research) or more popularly called case study research.

### 3.3 Data Source

The sources of data in this study are:

- a. Primary Data, is data obtained directly through interviews from the research object or participants, in this case from the competent marketing department, namely the owner of the weaving itself to provide answers through questions posed directly by the researcher as the key instrument.

- b. Secondary data, namely data obtained or collected, processed and presented by other parties (related agencies) from documentation in the form of activity reports on implementation activities that are related to the problem under study.

### **3.4 Data Collection Techniques**

As a complement to this discussion, it is necessary to have data or information both from within and from outside the industry as a producer that produces woven fabrics and the marketing department. The author obtained data related to using data collection methods as follows:

- a. Fieldwork

That is research conducted on the woven fabric industry as a producer that produces the relevant nggoli fabric to obtain data related to writing. The method is:

- 1) Observation, which is a form of data collection carried out by researchers by making observations, either face-to-face or indirectly, such as providing a list of questions to be answered.
- 2) Participant Observation, namely data collection techniques carried out by researchers by entering the participant's work area to feel what they feel
- 3) Interview, which is a form of data collection carried out by interviewing the parties concerned to obtain data related to research problems. Researchers put more emphasis on semi-structured interviews

- b. Library Research (Library Research)

That is research conducted by reading several literature books, collecting documents, archives, and important notes about marketing strategies and other related matters.

### **3.5 Data Analysis Techniques**

Data analysis in qualitative research is carried out from the beginning until the entire research process takes place. Because this research is in accordance with its objectives, it is hoped that theoretical implications in the form of propositions as a result of field data analysis will be useful and further enrichment of formal theory will be useful, so this study uses data analysis techniques developed by Milles and Huberman (1992:15-20), carried out interactively through three procedures, namely: data reduction (data reduction), data presentation (data display) and draw conclusions (verification).

- a. Data reduction (data reduction)

Data reduction is intended as a selection process, focusing attention on simplification, abstracting the "rough" data transformation data that appears from written notes in the field, the data obtained in the field is then reduced by the researcher by:

coding, data classification, tracing themes, creating clusters, partitioning, writing memos and then selecting the data obtained in the field, then which data is relevant to the problem and research focus. This data reproduction/transformation process continues after the field research, until a complete final report is prepared.

- b. data presentation (data display)

Presentation of data is intended as a collection of structured information that provides the possibility of drawing conclusions and taking action. By looking at the presentations, then everything that is happening and what must be done can be understood. This is done to make it easier for researchers to see the overall picture or certain parts of the research data, so that conclusions can be drawn from the data. The presentation of data in this study can be done by using various types of matrices, graphs and sections (charts) or in the form of narrative text or a collection of sentences, all of

which are designed to connect information arranged in a coherent and easily accessible form can see what is going on and draw the right conclusions

c. Draw conclusions (verification).

Drawing conclusions is an activity of the complete configuration during the research. While complete verification during the research in progress. Verification is a rethinking activity that passes through the analyst's mind while the researcher takes notes, or a review of field notes or a review and exchange of ideas with colleagues to develop "intersubjective opportunities", in other words the meaning that emerges from the data that must be analyzed test its correctness, sturdiness and suitability (validity).

Verification in research is carried out continuously throughout the verification research by the researcher in order to analyze and record the meaning of the information collected by looking for themes, relationship patterns, problems that arise, hypotheses and conclude interactively, so that certain propositions are formed that can support the theory. or refine the theory

#### 1. Checking the Validity of Findings

Moleong (1990:173) and S. Nasution (1988:105) suggest that there are 4 (four) criteria to check the validity of the data in this study, and they are carried out, namely:

1. Degree of trust (credibility)

The determination of the degree of trust is intended to provide that the data presented is valid data so that it can be trusted. To achieve this goal, the researcher did this by, among other things, extending attendance in the research field, asking for member checks and data collection techniques and asking for input from colleagues and several parties related to this research.

2. Transferability

Transferability as an empirical problem depends on the similarities between the sending and receiving contexts. To do this, a researcher needs to find and collect empirical event data in the same context. Regarding this, the researcher tries to present the situation and research results in detail and complete, so that other parties can know in detail and in full if needed.

3. Dependency (Dependability)

Reliance here is intended to repeat the results of research that are re-examined through a careful audit process of all components and research processes and research results.

4. Certainty (Confirmability).

Certainty means that the results of this study cannot be deviated. The examination is still carried out regarding the certainty of the origin of the data, the logic of drawing conclusions from the data and assessing the degree of accuracy and reviewing research activities regarding the validity of the data. If the results of the examination indicate that the results of the study are able to meet the specified criteria, it can be said that the results of the study can depend on the mainstay of the researcher. Thus the dependence lies not on the person but on the reliability of the data itself.

## IV. Results and Discussion

### 4.1 Description of the Establishment of Traditional Gedongan Weaving in Ranggo Village, Pajo District, Dompu Regency, NTB

The traditional gedongan weaving in Ranggo Village, Pajo District, Dompu Regency, NTB was founded in 1987 with the start of weaving activities by the owner himself, seeing the development so far so promising with this business and can be maintained, 10 employees were recruited and added 3 craftsmen who worked in their

respective homes that help smooth the weaving business with the aim of meeting consumer needs as well as increasing the owner's income, namely, carried out in 1999 until now.

#### 4.2 Marketing Description of Traditional Gedongan Woven Products in Ranggo Village, Pajo District, Dompu Regency, NTB

Place or called marketing location is one of the strategies in business to achieve success and really supports the smooth marketing of products. To become a place for marketing products/woven fabrics that have been determined by the owner, namely, in institutions, schools and at their own place of business, where according to the owner/marketing department, the place is easy to reach and access to buying and selling is not difficult between the two parties. parties, that's the reason why the owner/marketing chose that place.

The types of products marketed can be seen in the following table:

**Table 1.** Product Type (Songket Fabric)

No	Type of Fabric	Price/Rp
1	Songket shawl	400.000 - 700.000
2	Songket clothes	250.000
3	Songket sarong	250.000
4	Medium songket cloth	250.000
5	Ordinary songket cloth	200.000
6	Tablecloth cloth	100.000

Source: Data primer 2021

Based on table 1 above, that the price of songket has different variations and depends on the type, such as; Scarf songket cloth prices start from IDR 400,000 to IDR 700,000, songket cloth costs IDR 250,000, songket cloth IDR 250,000, medium songket cloth IDR 250,000, ordinary songket cloth IDR 200,000, -, and table cloth songket Rp 100,000, -.

#### 4.3 Description of Performance Data of Owners and Employees of Traditional Gedongan Weaving in Ranggo Village, Pajo District, Dompu Regency-NTB

In an activity the owner and employees have different performances or their respective duties in an effort to increase sales. This difference is caused by three factors, namely the ability factor, motivation factor and communication factor, it is explained that the performance produced between the owners is different due to different individual factors such as ability factors, motivation factors and communication factors is on the owner.

- a. Ability factor, explained that the owner/producer's ability, because he is also a worker, consists of potential ability (IQ), and reality ability (knowledge + skill). That is, if producers / workers who have an IQ above the average (IQ 110-120) with adequate education and skilled in doing daily work, it will be easy to achieve the expected performance or results and can improve the quality of work.
- b. Motivation factor, this motivation is formed from the attitude of an owner/producer or worker in dealing with work situations. Motivation is a condition that moves producers/workers, which are directed to achieve the expected goals. While mental attitude is a mental condition that encourages workers to try to achieve maximum performance or results.



- c. The communication factor, according to communication is the glue in the relationship to strengthen the management chains and trade systems for the movement of businesses to achieve their goals and improve work results.

From the differences presented above, it can be concluded that a person's performance is influenced by his physical condition. Someone who has a good physical condition, has a high endurance, which in turn is reflected in the excitement of working with a high level of performance and vice versa. Besides that, individual performance is also related to the abilities that must be possessed by individuals so that they play a role in their work environment.

#### **4.4 Description Before Marketing Strategy Is Implemented In An Effort To Increase Sales**

Based on the results of interviews with Hj. Hajrah and Muhaemin (as owners of Traditional Gedongan Weaving) who are also part of product marketing, stated that sales of products/fabrics from the beginning of the weaving business, namely, 1987 to 1999 could only be carried out at the place of business or the owner's residence and the proceeds sales can only reach 10 to 15 types of fabric or IDR 3,500,000 to IDR 5,500,000 per month.

#### **4.5 Description After Product/Fabric Marketing Strategy Has Been Done In An Effort To Increase Sales**

Based on the results of interviews with Hj. Hajrah and Muhaemin (as owners of Traditional Gedongan Weaving) in Ranggo Village, Pajo District stated that because the village is known as a village that still maintains tradition, the weaving industry in carrying out its activities prioritizes local wisdom, as we know today is traditional gedongan weaving which produces several types of fabrics as mentioned above. To increase product sales, after the product/fabric marketing strategy is carried out, the owner carries out a marketing strategy in addition to his own home or weaving shop, he conducts marketing/sales in schools and in offices/agencies that the owner/marketing owner determines with various supporting tools. like motorcycles, other vehicles since 1999 until now (2021) with the sales of products/kais that can reach 30 to 85 pieces of various types (Rp 5,000,000 to Rp 12,000,000,-) per month.

Although it is still using the old way and there is an increase in sales, the modern era now requires the business to change its marketing concept through various modernization concepts such as the use of communication tools such as Facebook, WhatsApp, Instagram, etc. so that it is possible to further increase sales.

Marketing strategy is a fundamental tool that is planned to achieve company goals by developing a sustainable competitive advantage through the market entered and the marketing program used to serve the intended target market.

Besides the Marketing Strategy mentioned above, it can also form a product marketing mindset that will be used to achieve its marketing goals. Marketing strategy contains specific strategies for target markets, positioning, marketing mix and the amount of marketing expenditure.

A business or business that wants a change in the level of sales, must continuously be able to carry out the applicable strategy. The fact that is carried out by sellers or traders who market products today is in dire need and carrying out strategies when marketing their products.

Based on the results of observations and interviews of the researchers themselves as a key instrument in the current field, that is, it shows that according to Hj. Hajrah and Muhaemin (as owners of Traditional Gedongan Weaving) product marketing is carried out by the owner himself with the strategy he does and can be described as follows:



*Figure 1. Product Marketing Flow*

Based on Figure 1 above, in an effort to increase product sales by the gedongan weaving industry with its marketing strategy, it can be described as follows:

- a. The market is a meeting place between sellers and buyers, where the owner of the gedongan weaving industry first determines the place of marketing/sales, so that product marketing is more easily accessible to consumers/buyers, the owner must determine a place that is considered easy to reach by both the seller and the buyer.
- b. Promotion, is a way to introduce products to consumers with various advantages, so that consumers can be interested in owning the product until it reaches the final consumer
- c. Discount, is a strategy owned by the company/industry in terms of reducing product prices and not reducing product quality and quality, so that consumers feel interested in owning the product.
- d. Price, is the center of attention for sellers and buyers, therefore producers/product owners must be able to determine prices in an appropriate and careful or professional manner, because prices greatly affect the loss/profit of a company/industry so that no one is harmed by either the buyer or the other. Seller.
- e. Products, are goods/services produced by companies/industry which are targets for sellers and buyers in their activities or business and must maintain their quality and excellence so that buyers are satisfied.
- f. Direct/indirect;

1. Direct, because product sales can be done in a direct way, meaning that product sales can be sold directly by the company/industry without going through an intermediary, both buyers buy directly from the company/industry and vice versa.
2. Indirect, is the sale of products through intermediaries, both agents and wholesalers
- g. Tools, are facilities that support activities/businesses and can be used by product sellers to connect companies/industry with buyers/consumers at marketing/sales places or in terms of markets.

**4.6 The Role of Marketing Strategy for Traditional Gedongan Woven Products in Ranggo Village, Pajo District, Dompu Regency-NTB can be described as follows:**

- a. Marketing strategy, that is, has an important role in the duties and obligations of helping sell and coordinating the gedongan woven industry, which has been planned in advance, and as part of the gedongan woven industry toolkit to increase product sales results.
- b. In carrying out the sale of products from the traditional gedongan woven company/industry, implementing marketing strategies, among others, apart from those mentioned above, are as follows:
  1. preparation of sales plan
  2. program planning and implementation of activities in accordance with their duties and functions
  3. coordinating the implementation of the tasks of the marketing department
  4. monitoring and evaluating the implementation of marketing rules
  5. administrative, employee and consumer development
  6. implementation of other tasks carried out by the owner in accordance with his strategic plan.
- c. Can increase product sales results and can be seen in the following description:
  1. Before the marketing strategy of nggoli products/fabric was carried out, namely, from 1978 to 1999 the sales results that could be achieved were only 10 to 15 types of fabric or Rp. 3,500,000 to Rp. 5,500,000 per month.
  2. After the marketing strategy of the nggoli product/fabric has been carried out, namely, from 1999 until now or 2016 the sales results can be achieved from 30 to 85 pieces with various types and prices (Rp 5,000,000 to Rp 12,000,000,- ) per month.
- d. Marketing strategies can facilitate sales in an effort to increase sales  
By paying attention to the sales results above, there is an increase in sales results after the product marketing strategy was carried out when compared to before the marketing strategy was carried out.

So after seeing the magnitude of the influence of the product marketing strategy mentioned above, it can be concluded that the role of marketing strategy is very large and is able to encourage increased sales as listed above.

## **V. Conclusion**

The role of marketing strategy in an effort to increase product sales (songket cloth), namely, continuously and professionally follows the following stages:

- a. The owner of the traditional gedongan weaving first plans a product marketing strategy
- b. As long as the owner's marketing strategy is carried out, he seriously maintains and maintains a plan that has been decided
- c. After the product marketing strategy was implemented, by the owner of the traditional gedongan weaving, there were very prominent changes and it was felt that there was an increase in sales results.

d. The product marketing strategy has an advantage in market competition, where before the above strategy was carried out the traditional gedongan woven company/industry was unable to reach the market. After implementing the product marketing strategy, the gedongan weaving company/industry is able to reach the market and increase its sales.

Thus, based on the description above, we can say that the role of marketing strategy in increasing sales is very good and very important.

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