

THE EXISTENCE OF LKP FANI EMBROIDERY IN THE DIGITAL ERA IN GORONTALO CITY

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Abstract

This research was conducted to determine the existence of LKP Fani Embroidery in the Digitalization Era. This type of research uses qualitative research methods with a descriptive approach. Qualitative research describes various phenomena and information related to the focus of research thoroughly, factually and accurately. Data sources obtained from primary data are data obtained from research sources. Data collection is done by observation, interviews and documentation. The data validity technique that researchers use is triangulation. The results of the study concluded that, the products produced by LKP Fani Embroidery currently have not fully met consumer demand. In addition to the current competitive competition, people are also more likely to choose clothing or products outside the region or abroad that are marketed online in the *marketplace*. Supporting facilities are not enough to support production activities. Narrow land, minimal budget, not yet using technology that is currently used by large companies. The promotion that was carried out only using the owner's personal FB account had stopped for several months. consumers do not know or even know the products in LKP Fani Embroidery.

Keywords: Program Implementation Effectiveness, Stunting Prevention, Village Fund

INTRODUCTION

The industrial revolution 4.0 is a condition in the 21st century when there are massive changes in various fields through a combination of technology that reduces the barriers between the physical, digital, and biological worlds. This revolution is marked by technological advances in various fields. The industrial revolution 4.0 is a big leap for the industrial sector, where information and communication technology is fully utilized not only in the production process, but also throughout the industrial chain so as to give birth to a new business model with a digital base to achieve high efficiency and better product quality.

Gorontalo City, which is the capital of Gorontalo province, has a growing population. It was recorded that the population in 2020 was 393,107 people and in 2021 it was 395,635 people with a growth percentage of 13.57% who were known to be in various fields of work. The economic support in Gorontalo city is dominated by the service industry and MSMEs.

LKP Fani Embroidery is one of the businesses in Gorontalo that focuses its business form on karawo embroidery, embroidery, and apparel for men, women, and children. Established since 2003 as a Skills and Training Institute in producing skilled students in the fields of sewing, embroidery and embroidery, LKP Fani Embroidery transforms by producing handicrafts in the form of karawo embroidery and embroidery.

However, since 2019, the number of sales and revenue from consumer orders at LKP Fani Embroidery has decreased. Apart from being caused by the COVID-19 pandemic, the decline in the number of sales and consumer orders is due to activities and marketing strategies that have not been optimally carried out. The following is the sales chart data of LKP Fani Embroidery for the last 4 years:

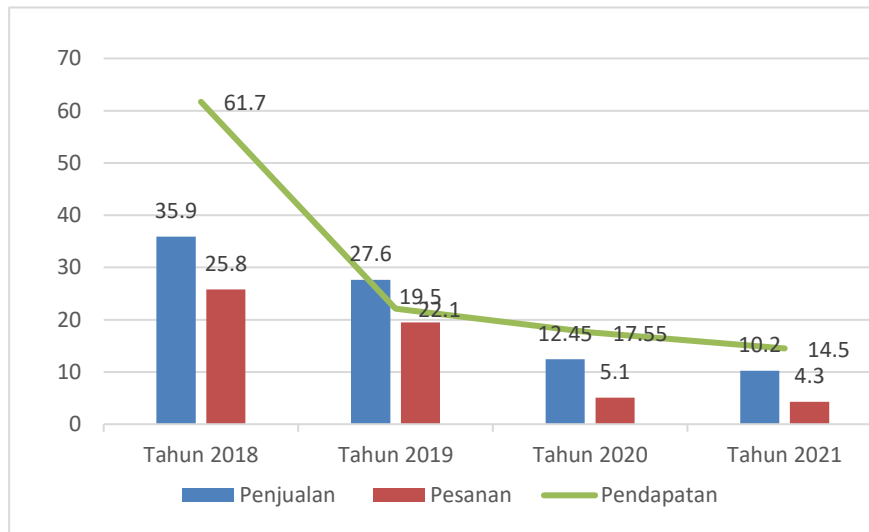


Figure 1.1 LKP Fani Embroidery Revenue Data for 2018-2021

The diagram above shows the number of sales and orders received by LKP Fani Embroidery in the last 4 years which shows a significant decrease. In 2018 the total revenue was 61.7 million Rupiah, in 2019 it was 27.6 million rupiah, in 2020 the revenue was only 17.55 million rupiah, in 2021 it decreased dramatically by 14.5 million rupiah.

Based on the initial observations made by the author, there are several problems that become obstacles to development and existence in LKP Fani Embroidery. Among the first is the variety of embroidery and karawo embroidery products according to consumer demand. The desire of consumers who want a variety of embroidery and karawo embroidery handicraft products has not been fulfilled due to the lack of creativity of resources owned by LKP Fani Embroidery. This is shown from the finished order with almost the same motif for all products, both embroidery products and also karawo embroidery.

From the aspect of digital supporting facilities, LKP Fani Embroidery has not been equipped with adequate equipment to support production and promotional activities. This can be seen from some of the equipment owned is an old model of both sewing machines and embroidery machines which number only 5 pieces. As for promotional activities, it does not yet have an adequate internet network and *computer design*.

Furthermore, from the promotion aspect, human resources at LKP Fani Embroidery do not yet have the ability to carry out digital promotion through *e-commerce* platforms.

LITERATURE REVIEWS

Concept of Existence

According to the Great Dictionary Indonesian existence is existence, a presence that contains an element of survival. Meanwhile, according to Abidin in Ali, (2013), existence is a dynamic progress, a "being" or "existing". This corresponds to the origin of the word existence itself, *existere*, which means to come out of, "surpass" or "overcome". So existence is not rigid or stopped, but rather supple or supple and develops or reverses, depending on the ability to actualize its potentials. Existence is a concept that emphasizes that something exists and the only factor that distinguishes each thing is fact. Thus, existence or existence can be interpreted as the presence or something in life. So researchers conclude that existence is the presence of something in life, either objects or humans regarding what is experienced. (Sumandiyo Hadi, 2005)

According to (Sjafirah et al., 2016), existence is defined as existence. Where existence is meant is the influence on the presence or absence of us. This existence needs to be "given" to us, because the response from those around us proves that existence or us are recognized.

Understanding Marketing Mix

According to (Alma, 2009), states that the marketing mix is a strategy of mixing marketing activities in order to find the maximum combination so as to produce and bring the most satisfying results. According to (Kotler, 2012), "Marketing mix is a set of tactical marketing tools-product, price, promotion, and distribution that are combined to produce the desired market response of the target market". One of the marketing mixes that has a determining factor for the success of a marketing program, namely the product, from starting from good planning of an appropriate product to be marketed to consumers, further development of products (innovation and differentiation) with the aim of adapting to consumer wants and needs.

According to Zeithaml, Valarie A and Bitner, (2003) as follows: "*Marketing mix defined as the elements an organizations controls that can be used to satisfy or communicate with customer. These elements appear as core decisions variables in any marketing text or marketing plan*". This definition can be interpreted that the marketing mix is an element in the company's organization that controls communication with consumers or is used to achieve consumer satisfaction.

Definition of Digitalization

According to (Claretta & Riduwan, 2022), digitalization is the process of media from printed, audio, and video forms to digital form. Digitization is carried out to create archives of digital form documents. Digitization requires equipment such as computers, scanners, source media operators and supporting software. According to (Lasa, 2015), digitization is the process of managing printed documents into electronic documents.

According to (Brennen, J. Scott, 2016), digitalization is the increasing availability of digital data enabled by advances in creating, transferring, storing, and analyzing digital data, and has the potential to structure, shape, and influence the contemporary world. The growth of digitalization began to penetrate various sectors. One of them is growth in the digital economy. The digital economy is defined by Amir Hartman as a virtual arena where business is actually conducted, value is created and exchanged, transactions occur and relationships are one-on-one using internet initiatives as a medium of exchange (Hartman & Kiely, 2014).

METHOD

This type of research uses qualitative research methods with a descriptive approach. Qualitative research describes various phenomena and information related to the focus of research thoroughly, factually and accurately (Sugiyono, 2018b). Data sources obtained from primary data are data obtained from research sources. The research data will be analyzed in a qualitative descriptive manner. In reality, qualitative data analysis takes place during the data collection process rather than after completion of data collection (Sugiyono, 2018a). The steps that researchers use in analyzing data are carried out through the following procedures and stages: (1) Data Collection; (2) Data reduction; (3) Data reduction; (4) Presentation of Data, and (5) Conclusion.

RESULTS AND DISCUSSION

Result

This research is focused on the existence of LKP Fani Embroidery in the era of digitalization in the city of Gorontalo which is measured from three focuses, namely; products, supporting facilities, and promotions. Based on the results of data collection through observation, in-depth interviews and documentation, the analysis described as follows.

Product

LKP Fani Embroidery since its establishment until now the products produced are always strived to be in accordance with the times, both from quality, price and also the designs produced. Innovating in presenting new products according to market segments. But less *uptodate* in analyzing market segmentation by following

the times or *trends* that exist in society and less providing updates to products with old clothing designs. LKP Fani Embroidery is not only a place for training in sewing, embroidery and embroidery karawo skills but has also received various orders for embroidery and embroidery karawo and other products that come from various consumers, both individuals and collectives from government and private institutions. In addition to the current competitive competition, people are also more likely to choose clothing or products outside the region or abroad that are marketed online in the marketplace. Production is carried out on the basis of consumer demand.

Supporting Facilities

The existing supporting facilities at LKP Fani Embroidery are currently not enough to support production activities. In addition to the narrow land, the funds owned for business development are still very limited because they do not have enough capital for area expansion and the addition of other supporting equipment. In LKP production activities, Fani Embroidery has not used technology that is currently used by large companies. Besides the high price, the condition of the narrow land is an obstacle in the use of machines with new technology. The current shortcomings of LKP Fani Embroidery are in terms of technology utilization. For example, product design is still done manually where other LKPs or other karawo businesses have used computers with design applications that allow the production results to be more varied and modern. There have been many karawo and embroidery fabric businesses in Gorontalo using sophisticated machines. For example, embroidery machines are now more and more embroidery business actors with machines using computers and the results are neat and fast so that many orders can be completed in just a matter of hours.

Target Accuracy

In introducing products in LKP Fani Embroidery to the public, LKP promotes through a personal FB account. The promotion carried out by LKP Fani Embroidery is currently not effective only using the owner's personal FB account and has stopped for several months. For the use of social media does not yet exist but only uses social media owned by individuals or per person because there are no employees who are devoted to it. consumers do not know or even know the products in LKP Fani Embroidery. Consumers know only when they make a visit to LKP Fani Embroidery without any other information through social media or other promotional tools. LKP Fani Embroidery has not used social media or internet facilities in conducting promotions to better introduce products to the public. LKP Fani Embroidery only uses employees' social media without having their own social media as a medium for interaction between LKP and the public or consumers who want to know more about products, prices, promos and so on.

DISCUSSION

LKP Fani Embroidery is one of the businesses in Gorontalo that focuses its business form on karawo embroidery, embroidery, and apparel for men, women, and children. Established since 2003 as a Skills and Training Institute in producing skilled students in the fields of sewing, embroidery and embroidery, LKP Fani Embroidery transforms by producing handicrafts in the form of karawo embroidery and embroidery.

However, since 2019, the number of sales and revenue from consumer orders at LKP Fani Embroidery has decreased. Apart from being caused by the COVID-19 pandemic, the decline in the number of sales and consumer orders is due to marketing activities and strategies that have not been maximized.

The implications of the various problems caused, namely, have a direct effect on the management of production results. At the product level, LKP Fani Embroidery cannot meet market needs at all; While at the level of training and courses, this institution is difficult to transform knowledge because students are no longer at productive age. Nowadays the development of karawo is greatly increasing, this is supported by increasing consumer demand. With the variation of karawo motifs derived from modifications of modern motifs combined with traditional motifs, it has accelerated the popularization of karawo among the public. Karawo has now become a mass cottage industry commodity.

But on the other hand, this condition also raises new challenges, where many new karawo producers or entrepreneurs have emerged who try their business luck in the karawo field. The emergence of new producers or entrepreneurs also gives a new color in karawo production. The patterns, colors and models of karawo embroidery are increasingly diverse and not attached to existing patterns.

Based on the description of the research results above, researchers will discuss the results of the interview through a focus on the existence of LKP Fani Embroidery, namely **Products**

A product is something that can be offered to a market in order to get attention to be owned, used, consumed that can satisfy needs. Fani Embroidery since its establishment until now the products produced are always strived to be in accordance with the times, both from quality, price and also the designs produced. Innovating in presenting new products according to market segments. Less *uptodate* in analyzing market segmentation by following the times or *trends* that exist in society and less providing updates to products with old clothing designs. LKP Fani Embroidery is not only a place for training in sewing, embroidery and embroidery karawo skills but has also received various orders for embroidery and embroidery karawo and other products that come from various consumers, both individuals and collectives from government and private institutions. The products produced by LKP Fani Embroidery currently do not fully meet consumer demand. In addition to the current competitive competition, people are also more likely to choose clothing or products outside the region or abroad that are marketed online in the marketplace. how LKP Fani Embroidery always produces existing products because of customer demand / consumers who want *fashionable* products. The quality of existing products is the quality of selected products according to consumer tastes. Production is carried out on the basis of consumer demand. The quality of existing products is the quality of selected products according to consumer tastes. Production is carried out on the basis of consumer demand.

The existing supporting facilities at LKP Fani Embroidery are currently not enough to support production activities. In addition to narrow land, the budget for business development is still very limited because it does not have enough capital for area expansion and the addition of other supporting equipment. In LKP Fani Embroidery production activities have not used technology that is currently used by large companies. Besides the high price, the condition of the narrow land is an obstacle in the use of machines with new technology. The current shortcomings of LKP Fani Embroidery are in terms of technology utilization. For example, product design is still done manually where other LKPs or other karawo businesses have used computers with design applications that allow the production results to be more varied and modern. There have been many karawo and embroidery fabric businesses in Gorontalo using sophisticated machines. For example, embroidery machines are now more and more embroidery business actors with machines using computers and the results are neat and fast so that many orders can be completed in just a matter of hours.

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CONCLUSION

Based on the results of research and discussion that have been described earlier, it can be concluded as follows: (a) The products produced by LKP Fani Embroidery currently do not fully meet consumer demand. In addition to the current competitive competition, people are also more likely to choose clothing or products outside the region or abroad that are marketed online in the *marketplace*; (b) Supporting facilities at LKP Fani Embroidery are not sufficient to support production activities. narrow land, minimal budget, not yet using technology that is currently used by large companies; (c) The promotion carried out by LKP Fani Embroidery currently only

uses the owner's personal FB account and has stopped for several months. consumers do not know or even know the products in LKP Fani Embroidery. The suggestion from this study is for LKP Fani Embroidery to be able to present the latest innovations in products and provide products with the latest models in accordance with the growing trend, especially among teenagers and adults both embroidery karawo and embroidery. Adding supporting facilities, both buildings, land area, sewing machines and modern embroidery machines to increase production results. The need for LKP Fani Embroidery to promote through advertisements in various electronic media, such as radio, local television, internet media or social media, brochures, pamphlets, banners, billboards. As well as participating in exhibition activities to better introduce LKP Fani Embroidery to the public.

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