

UMK Manufacturing UD Lancar Mebel

Aldo Naufal Akbar¹, Candra Wahono Gigih², Istifaren Firdausi³, Okky Afrisca Widyaji Putri⁴,
Lailatul Fitria⁵, Risca Dyah Ayu Puspitasari⁶, Hajizah Nurul Arafah⁷

¹ Management, Economics and Business, Widyagama University Malang, Indonesia

² Management, Economics and Business, Widyagama University Malang, Indonesia

³ Management, Economics and Business, Widyagama University Malang, Indonesia

⁴ Management, Economics and Business, Widyagama University Malang, Indonesia

⁵ Management, Economics and Business, Widyagama University Malang, Indonesia

⁶ Management, Economics and Business, Widyagama University Malang, Indonesia

*Corresponding Author:

ABSTRACT

UD. Lancar is one of the MSEs engaged in manufacturing types of furniture and furniture items. This industry produces all kinds of furniture made of all kinds of wood. UD. Lancar was founded by Mr. Kusno, Established on October 10, 1999. This company is an individual company founded with the premise of developing a business and absorbing the available workforce in the Tajinan area. The type of furniture business located at Jln Randu Gading, No 253, RT 03 RW 03 Kec. Tajinan, Kab. Poor. UD. Lancar is one of the many wood mabel industries. The furniture products include tables, chairs, cupboards, doors, windows, etc. As well as the problems experienced by UD Lancar's MSMEs, namely the lack of promotion and raw materials being difficult to obtain. This study uses a qualitative method. The qualitative research method used in this study aims to explain, critically describe, or describe a phenomenon of interaction in society with the intention of finding meaning in its actual context. The type of data used is primary data and the data collection techniques used include; interviews, observations, and note-taking

Keywords: *manufacturing, furniture, business*

INTRODUCTION

History of Business Establishment

UD. Lancar mebel or often known as furniture is a company of wood management company founded by Mr. Kusno, Established on October 10, 1999 This company is an individual company established with the rationale of business development and employment available in the Tajinan region. Before starting this business, Mr Kusno had a brick business and then cut mahogany wood, used for the process of burning bricks that had dried.

Given the opportunity in implementing furniture or furniture goods makes the owner of Mr Kusno intend to open and do business with makeshift capital and with determination. Furniture UD. Lancar stands by providing solutions for the community in meeting their needs. UD. Lancar was started, which was managed by Mr Kusno himself. This company runs with simplicity and kinship, although at first it capitalised on trust and relationships, but over time the business was recognised by the community.



Figure 1. UD Lancar Furniture Place

Business Location

The continuity of the furniture industry business is influenced by consumer references. Proximity to consumers will facilitate marketing of the products produced, therefore before establishing the company, it is necessary to consider very carefully the selection of locations that can provide the most profit. So choose the location on Jl. Rambanan, Rendugading, Kec. Tajinan, No. 253, RT. 09, RW 03, Malang Regency, East Java 65172.

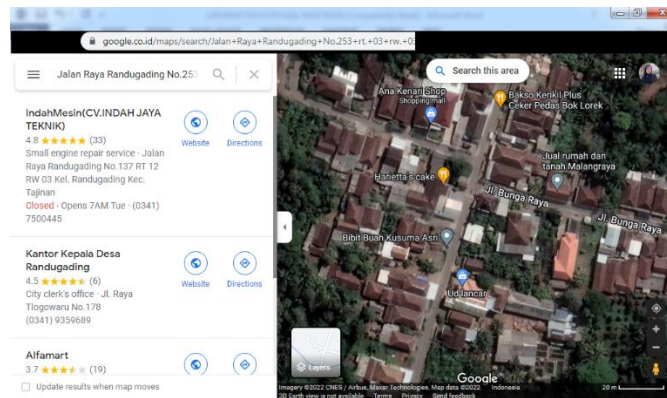


Figure 2. Location of UD Lancar UMKM

Business Issues

In running a business, there must be times when a problem comes up. Many entrepreneurs survive and face these problems and find solutions, some decide to quit or switch to another business. Although there are some potential developments in UD Lancar's business, there are still some obstacles that entrepreneurs encounter in running their business. Some of the obstacles faced by furniture entrepreneurs can be seen in the table below:

- a.** Lack of Promotion. In general, in conducting promotions, UD Lancar only promotes Word of Mouth (WOM), namely the word of mouth method so that the marketing is less extensive and makes the business slow to develop.
- b.** Raw materials are difficult to obtain. UD Lancar in finding teak wood raw materials is often difficult to obtain because the amount of teak wood is limited and many furniture companies use teak wood as raw material.

As a result of the above problems, in raw materials that are difficult to obtain, UD Lancar often has difficulty in making products because sometimes making products takes a long time, making consumers feel dissatisfied with the services of UD Lancar. And also in the lack of promotion and only relying on word of mouth causes less breadth in marketing.

IMPLEMENTATION METHOD

Qualitative descriptive research methods were used in this study. The purpose of qualitative descriptive research is to describe and summarise various conditions, situations, and social phenomena (Sugiyono, 2019). The qualitative research method used in this study aims to explain, critically describe, or describe a phenomenon of interaction in society with the intention of finding meaning in its true context. This qualitative research is based on case studies. In addition, researchers will use descriptive methods with the aim of describing research subjects or findings.

The selection of this method is based on a description of the problems faced by the partners. The systematic method applied is as follows:

- a. The type of data used is primary data, which is a source of data obtained directly from original sources, such as documents at UD Lancar.
- b. The data collection techniques used include; interviews, observations, and records
- c. The data analysis used is qualitative analysis, including data presentation and conclusion drawing..

RESULTS AND DISCUSSION

In its implementation, UD Lancar pays attention to the details that marketing management needs to develop a business. This is especially true when it comes to understanding consumer behaviour. Based on the results of interviews and monitoring visits, business owners believe that good service must also be balanced with appropriate time.

Data Marketing Usaha

- a. Business Sales Volume

Sales volume is the company's actual sales units in a certain period. So, sales volume can be said to be the result of sales activities measured by units. One indicator of the success or failure of a marketing activity of a product can be seen from the size of the sales volume achieved by the company concerned in the following period. As sales volume increases and distribution costs decrease, the company's profit achievement rate increases, but on the other hand, if the sales volume decreases, the company's profit achievement also decreases. The sales volume in the UD Lancar furniture business is as follows:

Produk	Per hari	Per bulan	Per tahun
Kayu, Kursi, Lemari, Pintu, Dll	2 Produk	60 Produk	670 Produk

Table 1. Sales Volume

- b. Marketing Area

Marketing area is called a place or area in marketing so that distribution can be carried out for a distributor. Marketing territory is where the company sells products. Choosing it properly is important because it not only affects sales and profits but also the resources consumed. For the marketing area of UD Lancar, it is only around the Malang City area. Because currently UD Lancar only focuses on marketing in the area around Malang City, in the future UD Lancar wants to expand the marketing area to outside the city.

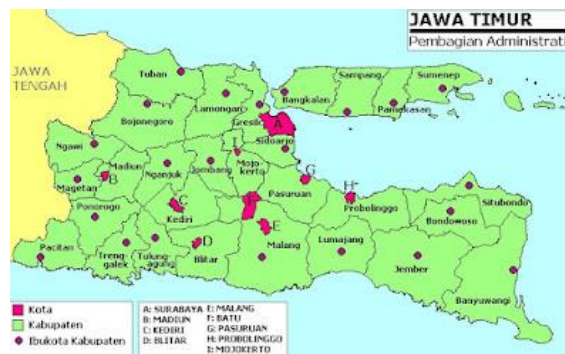


Figure 3. Marketing Area

c. Customer Satisfaction Level

Customer satisfaction is a benchmark or standard that measures how successfully a company meets customer expectations for its products or services. Customer satisfaction is very important to build a more advanced business to increase profits for the company. Almost all consumers who have bought products at UD Lancar are satisfied with the products they buy. Because the products at UD Lancar have quality products with good furniture results and also the price is in accordance with the quality of the product.

d. Target Market Coverage Level

A target market is a market consisting of potential customers with certain needs or desires who may be willing and able to take part in buying and selling, in order to satisfy these needs or desires. The target market of UD Lancar is people who want to buy furniture for household needs. Usually the one who buys is a married person. UD Lancar also sets the target market by adjusting the potential in the target market in the Malang City area..

e. Level of Competition

In terms of competition, UD Lancar shows that competition with fellow competitors in the same industry is quite high. This is shown by the company's current competitors in Malang city, which have the same size and capabilities as the UD Lancar company. One of the factors that can cause the existence of competition among industries is less meaningful if the related industry grows very quickly. The growth of the furniture industry in Malang is quite high which can be seen from the increasing demand for furniture products. This is in line with the increasing number of housing developments, villas, and hotels in the Malang area. The growth of the furniture industry in Malang is quite high also because the company also has an increasing demand for furniture products. But UD Lancar can also minimise the threats that hinder the existence of competition among industries by producing differentiated products.

Marketing Mix

a. Product

The products owned by UD. Lancar is furniture using wood raw materials, especially teak and mahogany. This type of mahogany wood has straight fibres so that it is easy to process and modify into various models without reducing its beauty. UD Lancar is very concerned about the quality and development of its products in terms of shape, type and variety of carvings so that they remain the hallmark of the products produced so as to attract consumer interest and retain consumer customers. In this case UD smoothly offers furniture products, among others: Chairs, tables, cabinets, doors, windows, and others.



Figure 4. Product results

Based on the picture above, these are products such as tables and chairs at UD Lancar that have not been finished.

b. Price

UD Lancar in its marketing strategy sets prices by looking at or comparing the price of an item first with the price of the same item with its competitors. Pricing strategy is very significant in providing value to consumers and influencing product image, as well as consumer decisions to buy. The price for each furniture product is adjusted according to the size, model, shape or design and the level of difficulty in the process. Therefore, UD Lancar in setting prices does not always have to be cheaper than its competitors. However, it can be cheaper or more expensive than its competitors. The following below are the prices of each product, namely:

Table 2. Product Price

Produk	Harga
Meja	Rp 500.000 s/d Rp 5.000.000
Kursi	RP 500.000 s/d Rp 4.500.000

Lemari	Rp 600.000 s/d Rp 6.500.000
Pintu	Rp 400.000 s/d Rp 4.500.000

c. Promotion

UD Lancar in promotion uses word of mouth. Word of mouth is the distribution of information from person to person through oral communication. The purpose of word-of-mouth marketing is to create a product or experience that will result in customers sharing it with their friends, family, and colleagues. The products produced at UD Lancar are well known by the wider community because consumers who buy furniture products there are satisfied so that they tell others that the products produced at UD Lancar furniture are good so that is one form of promotion that is helped by UD Lancar's own consumers..

d. Place

Determining the location of the company is an important factor, considering that this factor can help to facilitate the smooth running of the business so that the company's goals can be achieved. The strategic or easily accessible location of UD Lancar can be seen by the location on the edge of the highway. The location of UD Lancar is on Jl Randu Gading no 253, Rt 09 Rw 03, Kec Tajinan, Malang Kab. so easily the consumers to be able to know or find the place / location. Because with a crowded place it is easy to reach by consumers.

e. Process

Processes relate to the activities that drive a company's activities in meeting customer needs. Work activities are processes involving procedures, schedules, mechanism tasks, activities and routines. How to order furniture at UD Lancar mabel is by coming directly to UD Lancar's place and telling what furniture to order, then telling the desired shape, then the order will be done if the furniture is finished and will be delivered to consumers.

f. People

Pepole or Personnel plays an important role in marketing practices, both as producers and consumers. People or humans are the main assets in the goods and services industry, especially personnel who are employees with high performance. UD. Lancar in obtaining labour, the recruitment process is not formal, because it does not consider the requirements that are too complicated, but has skills, tenacity and diligence in the field of furniture and is seen based on the results of work and diligence in work. This is because in the production process, skills and diligence are needed.

g. Physical Display

Physical appearance (Physical Evidence) is the environment, colour, layout and additional facilities related to the appearance of a product / service offered. The shape or design presented to attract consumer interest. For the physical appearance of UD Lancar Furniture in its products, the form of furniture has different carvings and can attract consumer attention. Apart from consumers being able to customise the design of the product to be made, consumers can also adjust the raw materials to be used.

Market Segmentation

In market placement/segmentation UD Lancar can do group division according to the target product that will be made, for example, looking at consumers and their lifestyle and economic status what they need. In determining the market carried out by furniture, it chooses the segment to be entered and decides to enter the middle to upper class segment of society in determining market position UD Lancar has an advantage over other furniture, namely prioritising the quality of materials but prices remain affordable besides that it accepts consumer return goods if the goods are not in accordance with the order.

Targeting

Target market is one or more market segments that will be the focus of the company's marketing activities. Target market selection cannot be done carelessly. Because the selection of the target market is a basic reference for determining the objectives and developing a positioning strategy. The target market of UD Lancar itself targets people from the lower to the upper class and consumers around the business location in Tajinan Malang City. And also the target market of UD furniture. Lancar is consumers from outside Malang City. Because the market segment reached has not reached outside Malang City and is only within the scope of one Malang City.

Positioning

UD Lancar's furniture market determination strategy has an advantage that distinguishes it from other competitors, because some consumers from the Tajinan sub-district community believe in the products of UD Lancar. Positioning a product, UD Lancar must identify what is important to the target market. After that, it can conduct a positioning study to determine the target market's perception of various products or producers based on the important attributes used. UD Lancar regarding its products always follows existing trends, while behavioural segmentation leads to consumer responses whether consumers are satisfied or not with the products they buy.

CONCLUSIONS

UD. Lancar is one of the MSEs engaged in manufacturing types of furniture and furniture goods. This industry produces all types of furniture made from all types

of wood. This company is an individual company established with the premise of business development and employment. Furniture business given the name UD. Lancar uses the status of a legal entity, namely an individual. This type of furniture business is located at Jln Randu Gading, No 253, RT 03 RW 03 Kec. Tajinan, Kab. Malang. UD. Lancar is one of the many mabel industries made from wood. The mabel products include tables, chairs, cupboards, doors, windows, etc.

The products issued by UD Lancar are diverse, from doors, tables, chairs, cabinets and so on. Its distribution still relies on walk in customers so that it has not been able to maximise the potential of the existing market in Malang City. The promotion uses the word of mouth method which is still a mainstay. However, UD Lancar wants to increase its promotion methods by utilising current technology, such as using advertising media as a method of promotion, in order to penetrate a larger market segment. In addition, UD Lancar also promotes by highlighting the image that already has its own brand, so that it can attract consumers to buy. In terms of price, it is affordable so that even the lower middle class can buy it.

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