

SILK FABRIC MARKET SEGMENT EXPANSION STRATEGY OF KAMPOENG BNI PROGRAM (CASE STUDY IN SENGKANG BUGIS SILK CRAFTSMAN CENTER, WAJO DISTRICT, SELATAN SULAWESI)

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Keyword

Segmentation, Targeting, Positioning

Abstract

This study aims to analyze segmentation strategies, determine targeting, and determine positioning in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center). The type of research used is qualitative research with a case study design. Data collection techniques with observation, interviews and documentation. The validity of the data contained in this study uses a triangulation technique. Data analysis techniques by detailing data, presenting data, and drawing conclusions. The results of the study show that: 1) the segmentation strategy in Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) uses a geographic, demographic, psychographic, and behavioral segmentation approach. Geographical segmentation includes Makassar City, Bone Regency, Soppeng Regency and Tana Toraja. Demographic segmentation includes women aged 25 to 40 years. Psychographic segmentation targets the social class of consumers with income from the upper middle class. Behavioral segmentation is seen from the attitudes and responses of consumers who buy products at that place. 2) Targeting in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center), namely women who need references to fashion trends and use silk fabrics for everyday use. Product sales are also targeted at local communities who still use woven fabrics as everyday clothes or for traditional events. 3) The positioning in Kampoeng BNI (Bugis sengkang silk craftsman center) is the many variations of motifs with various colors provided with 2 types of fabric, namely silk and non-silk.

INTRODUCTION

Marketing strategy is the most effective means for determining growth and progress in entrepreneurship, competitive economic growth, especially in the Micro, Small and Medium Enterprises (MSMEs) segment, which is required to be able to compete in the market. Entrepreneurial activity includes identifying opportunities within the economic system needed to create or run a company Suyahman (2017). Thus, very strong government involvement and support can stimulate entrepreneurs to innovate in marketing strategies. Marketing strategy is defined as a plan that has been prepared by the company for the impact of various marketing activities or programs on the demand for its products or product lines in certain target markets (Tjiptono & Chandra, 2017).

Position a *brand* or products in the minds of consumers must have competitive and related advantages, so that products have an advantage in offering determinants (important and unique values by consumers). Therefore, in a marketing strategy, expanding market segments is very important. Market segments allow companies to get a clearer picture of the competition map and

determine the company's market position (Ahmadi & Herlina, 2017). The intended market segment includes *strategysegmentation, targeting, andpositioning*. According to Hunt & Arnett (2004) Segmentation, in its tactical sense, often refers to such things as the use of certain statistical techniques to identify groups of potential customers who have different needs, wants, tastes and preferences. According to Aghdaie & Alimardani (2015) The target market is the selection of market segments that have been evaluated in terms of the attractiveness of each segment. According to Fayvishenko (2018) Positioning is the process of creating one's own image, characteristics, and values in the minds of consumers. Market segmentation is carried out with the aim of knowing which market has the potential to be used as a target market and positioning its products well (Rismawati et al., 2018).

In the millennial era, it is believed that it is not easy for companies or manufacturers to help all consumers in choosing a product. Furthermore, the company's expertise in serving a variety of different market segments also has limitations. The large number of consumers, varied locations, needs, and purchasing power require companies or producers to begin identifying market segments that are selected appropriately. One example is the production of silk woven fabrics whose marketing requires a special segment so that this product can survive and compete in market share.

Every province in Indonesia has woven fabrics according to their regional characteristics, such as South Sulawesi with various woven fabrics in Tana Toraja and Sengkang (Suranto & Pratiwi, 2020). Wajo Regency, South Sulawesi Province is the largest silk woven fabric production center that has developed and is able to compete in market share. The silk woven fabric industry is a household industry that has been occupied by the surrounding community for generations. The specialty of the Wajo Regency silk woven fabric is a variety of distinctive motifs such as Cobo, Makkalu, Balo Tettong, Balo Rennu, Toraja Carving, and Bugis script. Because of the many motifs given, the silk woven fabric industry in Wajo Regency is the largest silk-producing unit among other districts in South Sulawesi.

In 2011 the government collaborated with Bank BNI to assist in increasing the preservation and development of sales of silk woven fabrics in Wajo Regency. Conducted trainings for sellers and craftsmen so they can see more market opportunities. One of the innovations provided to attract consumers' interest in silk woven fabrics is to increase the diversity of motifs and the quality of materials in the production of silk woven fabrics in Kampong BNI (Bugis Sengkang Silk Craftsmen Center), Wajo Regency, South Sulawesi. This allows the sale of silk woven fabrics to be marketed and distributed to the island of Java and abroad. However, competitive market competitiveness makes sellers need to have different segments so that their products can compete and be able to survive with other companies globally.

Based on the background described above, the researcher conducted research on the strategy for expanding the silk woven fabric market segment in Kampong BNI (Sengkang Bugis Silk Craftsmen Center), Wajo Regency, South Sulawesi. This study aims to determine the market segment strategy in the form of segmentation, targeting, and positioning used in marketing silk woven fabrics in Kampong BNI (Bugis Sengkang Silk Craftsmen Center) Wajo Regency, South Sulawesi. Research is expected to be able to encourage sellers and craftsmen to be able to compete and be able to expand market segments so that products are better known. able to provide information to the wider community about an overview of the strategy for expanding the market segment for woven fabric products in Kampong BNI (Sengkang Bugis Silk Craftsmen Center), Wajo Regency, South Sulawesi.

METHOD

The type of research used is descriptive qualitative research which produces data in the form of written or spoken words from the source being observed. The research design contained in this study is a case study. According to Kholifa & Suyadnya (2018) case studies are used to examine various kinds of situations both in individuals, groups, organizations, social, politics, and

related phenomena. This research was conducted at Kampoeng BNI, Center for Craftsmen of Bugis Sengkang Silk Woven Cloth, Wajo Regency, South Sulawesi. The research location is easy to reach so it is hoped that the research process can run smoothly. Besides that, Wajo Regency is one of the largest silk cloth producing regions in Indonesia, but many people do not know the silk cloth market segment there so researchers are interested in doing research there. The data collection techniques contained in this study were observation, interviews, documentation referring to the market segment that runs in Kampoeng BNI, the Bugis Sengkang Silk Fabric Craftsmen Center. Data analysis in this study used the Miles & Huberman (2012) model, namely data collection, data presentation, and drawing conclusions.

RESULTS

1. Segmentation strategy for marketing silk woven fabrics in Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) Wajo Regency, South Sulawesi.

Market segmentation is referred to as the process of grouping a heterogeneous overall market into groups or segments. These segments have similarities but also various differences. The determination of the segment is carried out to consider the market development that will be targeted later. In Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) decided to target markets with income levels from middle to lower to upper middle class. This aims to increase developments in Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center). And to serve all consumers by providing products with good quality but at affordable prices.

a. Basic Segmentation

1) Segmentation based on geography

Segmentation based on geography in Kampoeng BNI (Sengkang Silk Craftsmen Center) includes Makassar City, Bone Regency, Soppeng Regency and Tana Toraja. Of course, some of the areas mentioned have various differences. The differences include the economy, employment, and the interests of the people living in these areas. Of these areas, those with the most potential in marketing silk woven fabrics come from Makassar City.

2) Segmentation based on demographics

Segmentation based on demographics in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) on average is female, aged 25 to 40 years. With an income level from middle to upper. Income level is one of the determinants in segmentation based on demographics because consumers with high incomes automatically have high purchasing power. Sellers in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) choose to target areas that certainly have a fairly high level of income.

3) Segmentation based on psychographics

The number of people who want to look attractive with what they wear can affect the lifestyle of every society. So that social class is one of the segmentations based on psychographics in Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center). Market grouping in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) is based on lower middle to upper middle class social class. Social class grouping is a consideration in making products to be marketed. So that consumers from all segments can be served well, and feel satisfied having shopped for products at that place.

4) Segmentation based behavior

Segmentation based on behavior found in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center), namely grouped based on the attitude and response of buyers to a product. So that sellers can adjust and position themselves in an attitude of serving buyers. This is done so that buyers feel satisfied when shopping for products and return to buy products at Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center). The principle of Bugis people wanting to be the center of attention makes the products produced at Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) suitable for marketing. The resulting silk woven

fabric is characterized by its selection of bright and striking colors. The existence of motifs that are only used by certain circles also makes this product sell well in the market.

b. Segmentation Procedure

1) Survey stage

The survey stage was carried out directly by the seller at Kampong BNI (Sengkang Bugis Silk Craftsmen Center) and did not use a questionnaire. This aims to establish good communication between consumers and sellers. The process of obtaining useful information to find out about consumer needs in the form of the characteristics of the desired fabric motif. So that producers are able to serve and present the right product to consumers.

2) Analysis phase

One of the information obtained from the survey stage is that sellers can analyze the certainty of consumer demand for the products they produce. The analysis stage carried out by the seller aims to group the market based on the amount of income of each community. This is a consideration for sellers in offering their products. From the analysis stage, it provides market groups based on consumer needs. Then after knowing the needs of consumers, the seller will later make products that are tailored to consumer needs.

The sellers in Kampong BNI (Bugis Sengkang Silk Craftsmen Center) carry out the segmentation procedure at the analysis stage. This is to obtain information about areas that have high interest in silk woven fabrics. Then after that make appropriate products based on consumer needs.

3) Profile giving stage

Provision of profiles contained in Kampong BNI (Bugis Sengkang Silk Craftsmen Center) seen from consumers who are considered potential. Such as in Makassar City, Bone Regency, Soppeng Regency, and Tana Toraja where the purchasing power of consumers for silk woven fabrics is still high. In contrast to consumers who come from outside the region such as Java and foreign regions. At the profiling stage, the seller provides a profile such as the purchasing power in Makassar City is more than in other regions. Tana Toraja as a city with a culture that is still strong and requires silk woven cloth in traditional ceremonies. Bone Regency and Soppeng Regency who need silk woven cloth as clothing to be used in big events, one of which is a wedding.

2. Determination of targeting in the marketing of silk woven fabrics in Kampong BNI (Sengkang Bugis Silk Craftsmen Center) Wajo Regency, South Sulawesi

a. Targeting

Targeting is an achievement to be aimed at in the marketing of silk woven fabrics. Then to achieve this goal as a seller must be smart to choose market segments with characteristics such as age, gender, income level and lifestyle. But adjusted to the capacity or resources of craftsmen and sellers who are there. The majority of the target market for silk woven fabrics in Kampong BNI (Sengkang Bugis Silk Craftsmen Center) are local people who still wear traditional fabrics as everyday clothes or clothing materials for traditional events. Purchasing the products that are there is more targeting consumers with the female gender who are young to old. In addition, there is a target market for tourists who are interested in silk woven products as souvenirs. It is hoped that this will make silk woven fabrics more widely known by outsiders.

b. Targeting Procedure

1) Selective specialization

In determining the selective specialization in Kampoeng BNI (Sengkang Silk Craftsmen Center), they chose market segments in the surrounding areas, such as Makassar City, Bone Regency, Soppeng Regency and Tana Toraja. Apart from the surrounding area, the product is also targeted outside the area which aims to be an attraction or souvenir from the area so as to maximize its marketing

2) Market specialization

In the market specialization strategy, specializing in serving the unique needs of a particular customer group. The taste that consumers have about the silk woven fabric different. The difference in these needs can be seen from the motives, quality of materials and differences in color. Then the seller makes a product according to consumer demand and of course adjusted to the price given. After identifying the right market segment, sellers can adjust the silk woven fabric products offered to meet the needs and preferences of consumers in that market segment. Sellers can offer silk woven fabrics with local motifs and high quality that match consumer preferences in certain market segments.

3) Product specialization

Product specialization at Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) focuses on product development. Like making a variety of unique motifs with the use of attractive colors. So in this case, sellers can dominate the market with unique products and increase their profitability. There are 2 types of fabrics at Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center), silk fabrics and viscose fabrics. There is a meter-shaped cloth, a scarf and a sarong. There are also other products that are sold besides woven fabrics in the form of songkok recca or typical Bugis hats. Then for different products, it is adjusted to the wishes of consumers. Usually different in terms of motifs and colors used.

4) Full market coverage

Products produced at Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) try to target all market segments in terms of income levels, making products using materials other than silk helps consumers to have products other than silk at affordable prices

3. Determination of positioning in the marketing of silk woven fabrics in Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) Wajo Regency, South Sulawesi

a. Positioning

Determination of positioning in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) that the product uses good quality materials. Can be demonstrated by highlighting the resilience and smoothness of the fabric, as well as providing information on how to care for the fabric. Then there are various interesting motifs made with weaving techniques that make the product beautiful. Of course, the price given is in accordance with the quality of the cloth the consumer chooses. The introduction of products located at Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) was carried out by showing unique and distinctive motifs. So that it can be one of the main selling points, so that product sales will increase. Sellers can take advantage of social media as an effective way to promote their products.

b. Positioning Procedure

1) Determine product position according to benefits

Silk woven fabrics are often considered as unique handicraft products and have high artistic value. Sales of silk fabrics can help preserve culture local area. As well as being able to maintain valuable cultural heritage, so that it can still be enjoyed by the next generation. Silk woven fabric products make consumers look classy when wearing them. The meaning contained in each motif makes this cloth special. In addition to the benefits

that consumers can receive, the sale of these products also has a positive impact on the craftsmen there.

- 2) Determine the position of the product according to the user
The use of silk woven fabric products is very suitable for official events or traditional ceremonies. Silk woven fabrics made from natural materials make these products durable and long lasting. These products can be used as basic clothing materials such as shirts, sarongs, and shawls.
- 3) Determine product position according to competitors
In dealing with competitors, sellers offer products at more competitive prices than competitors. Good service to consumers, makes a good impression on the seller, so that consumers come back to buy the products there. Sellers use creative marketing strategies to promote silk woven products.
- 4) Determine product position by product category
It is known that 70% of the products sold come from the local area. Meanwhile, another 30% comes from factories such as viscose fabrics, bodo clothes (traditional Bugis clothes), and shawls. The variety of products sold at Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) allows consumers to buy products according to their needs.
- 5) Determine the position of the product according to quality or price
It is known that the products available at Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) offer varied prices. Starting from IDR 300,000 for fabrics with silk and IDR 40,000 for materials with non-silk. Then as for other products such as bodo clothes and scarves with the cheapest price, Rp. 250,000.

DISCUSSION

1. Segmentation strategy for marketing silk woven fabrics in Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) Wajo Regency, South Sulawesi.

a. Segmentation basics

In business activities, market segmentation is used to select target markets, seek opportunities, undermine market leader segments, formulate messages, communicate, serve better, analyze consumer behavior, design products and others (Shinta, 2011). Market segmentation can be interpreted as the process of identifying groups or groups of potential customers at the national or sub-national level who presumably have similar buying behavior (Adam, 2011) . From 2011 to 2015, training was conducted by the government in collaboration with Bank BNI to help craftsmen and sellers be able to see market opportunities. The aim of this training is also to further develop the resulting product in the form of innovative new motifs so that it can compete and become a creative industry according to local and global markets. In identifying segmentation, an approach that has different characteristics is carried out. According to Mujahidin & Khoirianingrum, (2019) one way to ensure success in serving consumers is to take an approach such as dividing the market into several types of existing markets. Some of the approaches in question are:

1) Geographic Segmentation

According to Rahayu, (2022) Geographical segmentation is used to classify markets based on locations where operational costs and number of requests are different. Geographic segmentation is segmentation that is carried out by looking at geographical conditions that are not the same, such as countries, states, regions, cities and villages that have potential human resources. Producers will operate in one or several geographic areas that are seen as potential and profitable (Rahmawati, 2016). Geographic segmentation divides the market based on a region or region and then becomes the basis of wants and needs. Sellers and craftsmen in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) divided their markets into several regencies in the

Sulawesi region which were then used as targets for marketing their products, namely Makassar City, Bone Regency, Soppeng Regency and Tana Toraja. The district was chosen because the majority of income levels and silk woven fabrics are still in great demand. Then of the four districts, the area with the most potential for product marketing is in Makassar City, interest in silk woven fabric products is still high.

This is due to the use of silk cloth which is still used as clothing suitable for attending official events as well as a form of pride in culture in Sulawesi. Another factor is that the city of Makassar has become a potential area, namely more tourists visiting the area, so that silk woven fabrics are more easily recognized. Apart from the local area, woven fabric products are also marketed outside areas such as the island of Java and abroad.

2) Demographic Segmentation

According to Kasali, (2015) demographic segmentation is segmentation based on population maps such as age, sex or gender, size of family members, stages passed in the family life cycle (*family life cycle*), the highest education attained, the consumer's job type, income level, religion, ethnicity, and so on. Variable these variables are the most important basis in segmentation based on demographics used to differentiate groups of buyers. Sellers and craftsmen at Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) divide their target market based on female consumers, aged 25 to 40 years. At the age of 25 and under come only to conduct research or visiting assignments. Because the manufacture of silk products is relatively long and difficult, the seller/manager preferring to capture areas with high income levels. The average consumer who buys products in these places is from the upper middle class.

3) Psychographic Segmentation

According to Kasali, (2015) Psychographics is segmentation based on lifestyle and human personality. While lifestyle reflects how a person spends his time and money as expressed by his activities, interests and opinions. According to Wijaya & Sirine, (2016) Psychographic segmentation is a segment that divides consumers into different groups based on lifestyle or personality, social class, and espoused life values. In segmentation, lifestyle is used to be able to group consumers into homogeneous segments. By recognizing who they are, sellers can understand what kind of product their respective consumers need.

Sellers and craftsmen at Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) are grouped based on psychographic segmentation seen from the lifestyle found there. Where people want to look attractive with the products they wear but do not eliminate the cultural elements contained therein. Silk cloth products are considered suitable to support the appearance because of the various kinds of motifs with their own meaning or indigo.

Meanwhile, when viewed from the social class being targeted, before the training was conducted at Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center), sellers and craftsmen were more targeting the social class with middle and upper income. That's because the materials and workmanship of silk woven fabric are complicated. Then after the training, to make the place grow, the sellers try to target all social classes by innovating new products in the form of using materials at affordable prices but with the same motives.

4) Segmentation based on behavior

According to Ahmadi & Herlina, (2017) Segmentation based on behavior is the division of different consumer markets which includes variables of attitude, knowledge, use or response to a given product. If related to the findings in the field, it shows that in Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) the market grouping is based on behavior seen from the attitude and response of buyers to a product.

The use of silk woven cloth is very suitable for the lifestyle of the Bugis people. Where the majority of the people want to look attractive and be the center of attention and show how high their social status is. This is because the principle adopted by the Bugis community is *siri na pacce*. This means that the Bugis have a sense of shame and high self-esteem. The existence of a silk woven cloth motif that can only be worn by certain circles makes the marketing of this product very suitable as a form of self-identification to others. Then response positive side of this product can be seen from the satisfaction of consumers who come back to buy products at that place.

b. Segmentation Procedure

In identifying market segmentation, a procedure is required which consists of the survey stage, the analysis stage, and the stage of providing profiles to the selected segment. The survey stage is the stage carried out to examine consumers by looking at the demographic, psychographic, and consumer behavior conditions. The analysis stage is the stage that is carried out by analyzing or identifying the data that has been obtained from the survey stage to be grouped so as to produce market segments. Next is the profiling stage, after conducting surveys and data analysis, groups that have been differentiated based on demographics, psychographics and consumer behavior are then given names based on their domains.

The survey stage at Koampoeng BNI (Bugis Sengkang Silk Craftsmen Center) is to get to know consumer behavior by carrying out a communication strategy in the form of opening a chat about the product needed. During the training, the seller is also assisted to carry out surveys directly to factories engaged in the industrial sector. Then a survey was conducted regarding areas that have the potential to market silk woven fabric products.

The analysis stage in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) is to make consumer needs known from the survey stage in the form of the motives desired by consumers, the application of colors and fabric materials that are adjusted to the consumer's budget. Within the area selected by the sellers, they market their products to local areas with high levels of income and interest in silk fabrics such as Makassar City, Bone Regency, Soppeng Regency and Tana Toraja. Delivery of silk woven fabric products outside the island of Sulawesi is only done if there is an order.

The profiling stage in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) is to determine criteria based on consumers who have a large potential interest in buying silk woven fabrics such as local communities that need silk woven fabrics for traditional events such as weddings. Very different from consumers who come from outside the area whose demand is still small.

2. Determination of targeting in the marketing of silk woven fabrics in Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) Wajo Regency, South Sulawesi

a. Targeting

According to Suyanto & Rafika, (2019) targeting is a group of buyers who have various needs with the same characteristics where the company decides to serve and the target market evaluates segment interest in the market and selects one or more segments to serve. Targeting aims to make it easier to reach the market segment you want to achieve and provide more satisfaction to consumers (Siswanto, 2016). Targeting which is located in Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) based on the selection of segments that can be reached. Judging from age, gender, income level, or lifestyle, it is then adjusted to the resource capacity of the sellers and weavers who are there. The target market for sellers and craftsmen in these places is women from young to old ages. Then the sale of silk woven fabric products also targets product sales to local communities and outside the region, but focuses more on local communities in these areas. This is because

some people still use silk woven cloth as everyday clothing or for traditional events such as weddings.

b. Target Procedure

Market coverage strategy is a strategy to determine how much market will be reached by a company or its products. According to Tjiptono & Diana, (2020) selecting a targeting procedure requires five alternative market coverage strategies, namely single segment concentration, selective specialization, market specialization, product specialization, full market coverage.

The first is single-segment concentration, selecting a single market segment by the producer/seller with several considerations, such as the presence of market opportunities in the segment concerned. Second, selective specialization, the seller chooses several market segments that are attractive and in accordance with the goals and resources of the producer/seller. The third is market specialization, specifically in an effort to serve the various needs of a particular customer group. The fourth is product specialization, this strategy is centered on certain products or services sold to various market segments. Then the fifth is full market coverage, producers or sellers try to serve all customer groups with all the products that might be needed.

The selection of segments in Kampong BNI (Bugis Sengkang Silk Craftsmen Center) is seen from the opportunity to sell silk woven fabrics and interest in purchasing products that are more marketable to surrounding areas such as Makassar City, Bone Regency, Soppeng Regency and Tana Toraja. From the need for fashion to the needs of local customs, consumers who make buying and selling transactions at Kampong BNI (Sengkang Bugis Silk Craftsmen Center) range from teenagers to adults. Some consumers who understand the value of silk woven fabrics have unique needs in the form of ordering fabrics with philosophical motifs. The products offered at these places also have various types of motifs and colors, each motif has a meaning such as a wave motif which means waves are the sea for a living, there are also floral motifs, cacak wali motifs or two arrow tips, coppobola soursop, cabosi and lagosi. There are silk and non-silk fabrics, non-silk fabrics are made from factory-made viscose-based fabrics. There are fabrics in the form of meters, shawls, sarongs, shawl-shaped products which are very suitable to be used as souvenirs for tourists visiting the place. Besides that, there are other Bugis handicrafts such as songko recca or typical Bugis hats made of palm leaf fiber. There is a choice of fabrics viscose-based products are an alternative for consumers, so they can suit their needs.

3. Determination of positioning in the marketing of silk woven fabrics in Kampong BNI (Sengkang Bugis Silk Craftsmen Center) Wajo Regency, South Sulawesi

a. Positioning

According to Suyanto & Rafika, (2019) positioning is the way a product or brand is perceived by consumers relatively so that these products can occupy the minds of consumers compared to products from competitors. Positioning aims to place a brand or product in the minds of consumers which helps in maximizing profits for producers (Jamira, 2017). According to Darmawan, (2023) product is one of the factors that must be considered, both in terms of product quality, product price, and products that are daily necessities. In creating a good positioning for a product, producers or sellers must be able to communicate and provide certain benefits to the required target market. The use of technology also influences the product marketing process. Rapidly developing information technology makes information available worldwide (Suyatmini & Sheilla, 2014). The use of digital media in marketing really supports efforts to achieve effectiveness and efficiency in promotions and transactions with wide area coverage with many segments (Suwandi et al., 2022)

The positioning in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) in creating a product must first be adjusted to market needs. The existence of different fabric materials, namely silk and non-silk, allows consumers to choose when purchasing products. Initially the product was introduced to consumers by providing a variety of unique motifs. The product in the photo is of high quality so that the details of the product can be seen which is then used as a product catalog for consumers to show. Promotion is also carried out through social media Facebook, so as to attract consumers' interest in purchasing products.

b. Positioning Procedure

In positioning a product in the minds of consumers, producers or sellers must be able to identify what is important for the target market. Then, various positioning strategies can be carried out, such as positioning according to attributes, benefits, usage/implementation, users, competitors, product category, quality or price.

The first is determining the position of the product according to attributes, the product is adjusted by paying attention to its size, length of existence and so on. Second, determining product positioning according to benefits, the resulting product can have benefits that will be obtained by consumers. Third, product positioning according to use/application, the product is considered the best in a number of users or applications differentiated based on consumer needs. Fourth, determining product positioning according to the user, the product produced by the producer or seller must be of quality based on consumer interest, because the better it is the resulting product more and more consumers are interested in using it. Fifth, determining product positioning according to competitors, producers or sellers must make the resulting product get the best position in order to be able to compete with competitors and have an advantage in the minds of consumers. Sixth, product positioning by category aims to adjust the level of consumer needs, therefore products are categorized from the highest to the lowest product so as to assist consumers in choosing a product. Seventh, determining product according to quality or price, according to Widyawati, (2023) Price is a benchmark for consumers in determining decisions to buy products, consumers will consider price for their decision if the price of the product is in accordance with the benefits provided.

Products can provide benefits in the form of a good impression on consumers. The many choices of motifs and colors make silk woven fabrics good value. Sales of these products also help the local economy. Then the product is one of the unique handicrafts and has artistic value, so it must be preserved or introduced to the wider community. Silk woven fabrics are made from natural materials in the form of silkworm cocoons, making these products durable and long lasting. Due to the lengthy process, the product is suitable for making formal clothes which are usually used in weddings or traditional ceremonies. These products can also be made into sarongs or shawls.

The products that are there are produced by local craftsmen and have unique motifs and colors, so the prices offered are more affordable than competitors outside Kampoeng. Furthermore, the seller provides services and explanations regarding product materials and woven fabric motifs that are traded at that place. Sellers also take advantage of technological developments by selling their products through social media platforms. Before being assisted by the local government, the products available there focused only on selling silk woven fabrics. But after the training, 70% of the products sold come from the local area. Meanwhile, 30% of the products sold come from factories such as viscose fabrics, bodo clothes or traditional Bugis clothing. Products are divided into two types, silk fabrics and non-silk fabrics. Original silk fabrics are sold starting at IDR 300,000/meter, while non-silk fabrics are sold starting at IDR 40,000/meter. There is also cloth that has been made into clothes, sold at the lowest price of IDR 250,000.

CONCLUSION

Based on research on the expansion of market segments in Kampoeng BNI (Sengkang Silk Craftsmen Center), it can be concluded that the market segmentation strategy in Kampoeng BNI (Sengkang Silk Craftsmen Center) is carried out by dividing the market into several regions such as Makassar City, Bone Regency, Soppeng Regency, Tana Toraja by marketing outside the area but only if there are orders. The high lifestyle in the local area makes the product suitable for marketing. The segmentation procedure in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center) is to find out the needs consumers through a communication strategy, then analyze these needs, then provide a name/profile to each segment that has been analyzed. Determination of targeting in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center), namely women aged 25-40 years who need references to fashion trends and use silk fabrics for everyday use. Product sales are also targeted at local communities who still use woven fabrics as clothing. daily or customary events. Determination of positioning in Kampoeng BNI (Bugis Sengkang Silk Craftsmen Center, namely the many variations of motifs with various colors provided with 2 types of fabric, namely silk and non-silk. This aims to make consumers choose products that suit their needs.

As for the suggestions that need to be conveyed, namely in selecting segments, woven cloth production actors in Kampoeng BNI (Sengkang Bugis Silk Craftsmen Center) are expected to be able to target a wider market such as selling products outside the local area and abroad which are useful for introducing culture found in the Bugis area. In determining the position of the product, it can add more product variations that can distinguish more significantly the characteristics of silk woven fabric products found in that place from the others. Furthermore, with this research, it is hoped that the government can continue to assist in increasing sales of silk woven crafts and preserving this cultural heritage. Then for researchers who are interested in conducting research should examine more sources or references regarding expanding market segments so that research results are better and more complete.

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