

**CHALLENGES FACING HANDICRAFT BUSINESS IN IMPLEMENTING
MARKETING STRATEGIES FOR THEIR PRODUCTS IN MELAKA**

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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2023

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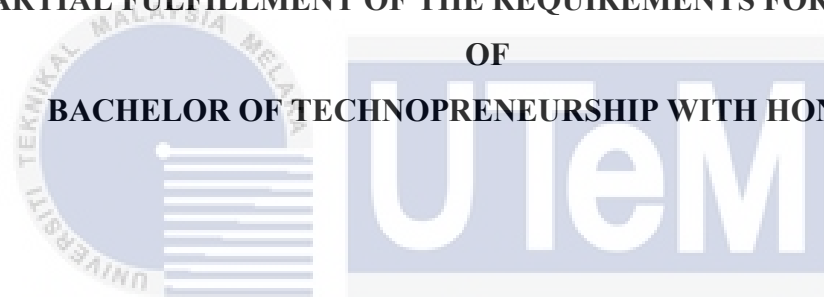
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**CHALLENGES FACING HANDICRAFT BUSINESS IN IMPLEMENTING
MARKETING STRATEGIES FOR THEIR PRODUCTS IN MELAKA**

RINA FELIX

**A REPORT SUBMITTED
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF
BACHELOR OF TECHNOPRENEURSHIP WITH HONOURS**



اونڬور سيتڠ تڤكنڠكل ملڤسا ملاك
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2023

DECLARATION OF ORIGINAL WORK

I hereby declare that all the work of this thesis entitled Challenges Facing Handicraft Business In Implementing Marketing Strategies For Their Products In Melaka is original done by myself and no portion of the work encompassed in this research project proposal has been submitted in support of any application for any other degree or qualification of this or any other institute or university of learning.



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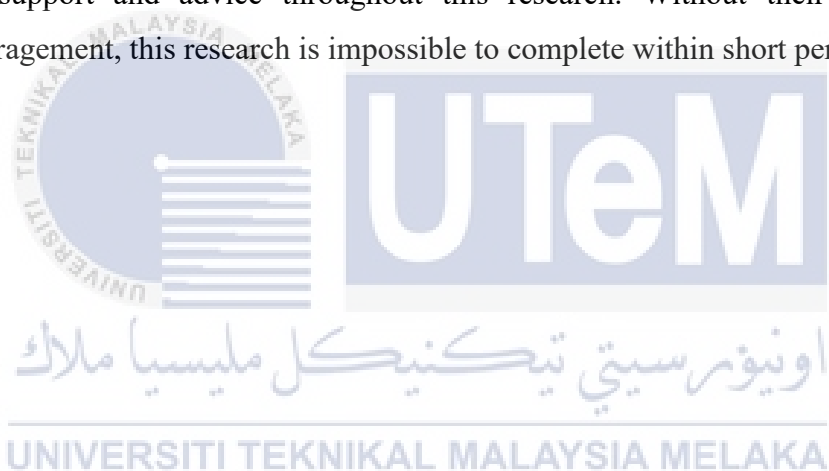


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DEDICATION

First and foremost, I would like to thank to The Almighty GOD who enabled me to pursue and finish this course successfully. Next I will like to appreciate the dedication of my beloved family members who educated me and motive me to learn until degree level. Besides that, I will also want to express a deep sense of gratitude to my lecturer whom also my supervisor for my final year project, Dr. Mohd. Amin Bin Mohamad for his tireless guidance, encouragement and constructive comments, suggestions and advice right during conducting my research. His staunch cooperation during the entire period makes me to complete my study both possible and successful. Last but not least, I sincerely thank to my fellow friends. They have provided me fully support and advice throughout this research. Without their blessing and encouragement, this research is impossible to complete within short period of time.



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ABSTRACT

Marketing is a critical management discipline that enables producers of goods and services to interpret the wants, needs and desires of their customers and match, if not exceed, their delivery to their target consumers. As a result, the function of marketing strategy is to determine the nature, strength, direction, and interaction of marketing mix elements and environmental factors in a specific situation. The existence and profitability of a handicraft enterprise is highly dependent on marketing tactics that enable the seller to increase buyer awareness, attract and retain buyers for the craft. Handicraft firms are among the laggards due to lack of adequate marketing techniques to attract customers. Therefore, this study aims to examine the current marketing strategy of handicraft products, identify challenges in implementing the marketing strategy and examine the impact of challenges on the marketing strategy of handicraft products in Melaka. Exploratory research design and qualitative research methods were used in this study and about 22 respondents were involved in this research to give a better understanding of the existing problems. The main findings revealed that cost-based pricing strategies were used in handicraft companies as well as promotions including advertising, personal selling, sales promotion and publishing of goods and services. In terms of products, entrepreneurs have made several steps, such as taking care of product quality, ensuring that the right products are delivered to customers, and also finding good staff to maintain the motive and offer hard work. Referring to the discussion on location strategy, handicraft entrepreneurs are more focused on online marketing because they are facing many challenges during Covid-19, and this epidemic has convinced them that they need to start business not only in physical stores but also in online stores. By obtaining information about each marketing strategy, this research is beneficial to handicraft researchers and entrepreneurs to develop the right marketing strategy to facilitate business achievement or the success of an organization.

ABSTRAK

Pemasaran ialah disiplin pengurusan kritikal yang membolehkan pengeluar barangan dan perkhidmatan mentafsir kehendak, keperluan dan keinginan pelanggan mereka dan memadankan, jika tidak melebihi, dalam penghantaran kepada pengguna sasaran mereka. Hasilnya, fungsi strategi pemasaran adalah untuk menentukan sifat, kekuatan, hala tuju, dan interaksi elemen campuran pemasaran dan faktor persekitaran dalam situasi tertentu. Kewujudan dan keuntungan perusahaan kraftangan sangat bergantung pada taktik pemasaran yang membolehkan penjual meningkatkan kesedaran pembeli, menarik dan mengekalkan pembeli untuk kraf tersebut. Firma kraftangan adalah antara yang ketinggalan kerana kekurangan teknik pemasaran yang mencukupi untuk menarik pelanggan. Oleh itu, kajian ini bertujuan untuk mengkaji strategi semasa pemasaran produk kraf tangan, mengenal pasti cabaran dalam melaksanakan strategi pemasaran dan mengkaji kesan cabaran terhadap strategi pemasaran produk kraftangan di Melaka. Reka bentuk kajian penerokaan dan kaedah kajian kualitatif telah diguna pakai dalam kajian ini dan kira-kira 22 orang responden telah terlibat dalam penyelidikan ini untuk memberi pemahaman yang lebih baik tentang masalah sedia ada. Penemuan utama mendedahkan bahawa strategi penetapan harga berasaskan kos telah digunakan dalam syarikat kraftangan serta promosi termasuk pengiklanan, jualan peribadi, promosi jualan dan penerbitan barangan dan perkhidmatan. Dari segi produk, usahawan telah membuat beberapa langkah, seperti menjaga kualiti produk, memastikan produk yang betul dihantar kepada pelanggan, dan juga mencari kakitangan yang baik untuk mengekalkan motif dan menawarkan kerja keras. Merujuk kepada perbincangan mengenai strategi lokasi, usahawan kraftangan lebih fokus dalam pemasaran dalam talian kerana mereka menghadapi banyak cabaran semasa Covid-19, dan wabak ini meyakinkan mereka bahawa mereka perlu memulakan perniagaan bukan sahaja di kedai fizikal tetapi juga di kedai dalam talian. Dengan mendapatkan maklumat tentang setiap strategi pemasaran, penyelidikan ini bermanfaat kepada penyelidik dan usahawan kraftangan untuk membangunkan strategi pemasaran yang betul untuk memudahkan pencapaian perniagaan atau kejayaan sesebuah organisasi.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Entrepreneurship has always been a powerful force and topical issue in explaining economic development, job creation, and social welfare, therefore it plays a vital part in defining a country's development. Entrepreneurship is thought to be a significant driver of transformation, change, and development, particularly for small creative businesses that are more dynamic and innovative, allowing them to grow faster and create more jobs. Small handicraft entrepreneurs are always described as slow-growth firms as many do not expand even after the long period of operation. (Mahto & Walsh, 2021)

This chapter will discuss about the challenges facing by the handicraft business in implementing marketing strategies in Melaka. The background of study, problem statement, research questions, research objectives, scope of the study, significant of study and summary will be discussed in this chapter.

1.2 BACKGROUND OF STUDY

Handicrafts are an expression of a region's or country's tradition, legacy, and culture. They are the product of decades of practice and labor with specialized tools. Handicraft is the manual processing of materials using hand tools. The end outcome might be either useful or ornamental.

The materials used in the product are either natural, industrially processed, or recycled. The product models are antique, traditional, or fashionable. (Shafi, 2020) Crafts people transmit an aspect of their cultural history in the shape of ideas, forms, materials, and work methods, as well as their own values, life philosophy, fashion, and self-image. Crafts people, also known as craftsmen, have technical knowledge of materials and labour methods. They are skilled workers whose jobs need manual dexterity. Their primary tools are the strength of their work techniques and their manual talents. (Shafi, et all , 2020)

Malaysian famous with crafts such as batik, metal craft, wood craft, woven cloth, ceramic craft, and rattan. For example, the best crafts, such as songket, batik, and silverware in Kelantan and Terengganu, and ceramics in Perak and Sarawak, can only be found in certain areas/states where they are created. In other words, a lack of product accessibility, as well as a lack of product advertising, has constrained demand. Therefore, Malaysian Handicraft Development Corporation was established to encourage small-scale production in the handicraft industry in order to sustain its market position (Amri et all, 2019).

Perbadanan Kraftangan Malaysia, popularly known as the Malaysian Handicraft Corporation, is a Malaysian registered corporation that is completely controlled by the Malaysian Ministry of Tourism and Culture. Karyaneka is a one-stop shop for high-quality Malaysian gifts, souvenirs, and handicrafts. Since 1982, Karyaneka has represented the best of Malaysian handcraft products from the top Malaysian craftsmen and artisans. For the past 30 years, Karyaneka has been tasked with developing and expanding the handicrafts industry through the development of effective local and global marketing and sales channels, the synergistic execution of events and promotions, and other initiatives aimed at marketing and selling Malaysian handicrafts to the rest of the world. (RevonmediaAdmin00, 2022). The existence and profitability of handicraft enterprises are heavily reliant on marketing tactics that enable sellers to raise buyer awareness, attract, and keep buyers for the crafts. As a result of more effective marketing techniques, successful results and appealing financial earnings are generated. Handicraft firms are among those that are collapsing behind due to a lack of adequate marketing techniques to attract clients. Handicraft marketing is passive; vendors typically rely on word-of-mouth and then wait for buyers to find them (Ramlan, 2019)

1.3 PROBLEM STATEMENT

Handicrafts are one-of-a-kind manifestations of a culture or community made from local materials and craftsmanship. However, as globalisation grows, product saturation increases, and artists' items compete with goods from all over the world. Traditional artisan communities and their goods can no longer be considered apart from global market trends and competition. Handicrafts are a subset of the home accessory sector, which comprises handcrafted, semi-handcrafted, and machine-made items. Fashion trends, consumer purchasing patterns, and end-market economic situations all have an impact on the home accessory sector.(Hamdzun et al 2019)

In poorer countries, the handcraft industry has long supported the tourism sector. Handicrafts that can be displayed at home or in offices are frequently appealing to tourists. Handicrafts are also attractive to tourists because of their distinctiveness, originality, and ease of packing for travel (Mogindol and Bagul, 2014). The strategy for encouraging tourists to buy handicrafts is critical. Selling handicrafts in tourist regions rather than remote locations will make a major difference. The vast majority of handicraft manufacturers sell to customers directly or through wholesalers and distributors. Some sell directly to stores, while others use a variety of channels. Most handicraft businesses currently offer their items directly to customers or through personal orders in order to generate a larger income..(Fabeil et al., 2012).

However, the handcraft business is having difficulty marketing its products. They do not grasp the market and are unable to do market need analysis. They are unable to segment the market and effectively sell their items (Van Scheers, 2017). Lekhanya (2012) analysed the marketing practises of SMEs. The study's findings demonstrated a lack of marketing knowledge and skill, as well as a restricted adoption of marketing methods by Malaysian handicraft owners or managers. According to Radipere and Van Scheers (2015), the market-related obstacles that handicraft owners confront in running a successful business are marketing, locale, lack of market knowledge, and competition, all of which are related to the industry in which the firm works. They are also uninformed of the product's demand.

1.4 RESEARCH OBJECTIVES

- i. To study the current strategies for marketing the product of handicraft businesses in Melaka.
- ii. To identify the challenges in implementing the marketing strategy in Melaka.
- iii. To study the effect of challenges towards the marketing strategies of handicraft product in Melaka.

1.5 RESEARCH QUESTIONS

- i. What are the current strategies used by handicraft businesses in Melaka ?
- ii. What are challenges faced by handicraft businesses in implementing marketing strategies in Melaka ?
- iii. What are the effect of challenges towards marketing strategies of handicraft product in Melaka?

1.6 SCOPE OF STUDY

This scope is focusing on handicrafts SME's in Melaka. The researcher chooses this study because the researcher want to know how the entrepreneurs of handicraft in Melaka do their marketing strategies during selling their handicraft products. With that the researchers will focus the handicraft places which at Jonker Walk, Pahlawan Walk(Ole-ole kraftangan), Medan Samudera Craft Centre and Kompleks Kraf Ayer Keroh, Melaka. Researcher will go to these places to interview the owner of the handicraft and ask them what challenges they mostly facing and what are the strategies that they implied to overcome their problems.

1.7 LIMITATION OF STUDY

The study only looked at craft entrepreneurs and not other types of business owners. The research was also not undertaken outside of Malacca City in order to save extra costs and time constraints.

1.8 SIGNIFICANCE OF STUDY

This study will assist the contribution of entrepreneurs in coping with the problems that handicraft businesses experience when marketing their products in Melaka. Handicraft entrepreneurs, in particular, will learn about tactics developed for advertising handicraft businesses, obstacles to handicraft marketing their items, and finally viable options for promoting handicraft businesses. Academicians and policymakers, for example, will utilize the study as a reference source when dealing with handicraft firms' issues in advertising their products in Melaka, such as doing additional research and implementing policies and programs. Meanwhile, the study will allow for an evaluation of the measures put in place to promote handicraft marketing items in Melaka.

1.9 DEFINITIONS OF TERMS

Challenges

According to Collins English Dictionary, a challenge is something new and difficult that necessitates a great deal of effort and determination.

Handicraft business

The craft industry encompasses items made by artisans or individuals skilled in a certain trade. Small businesses in the craft sector include art galleries, handmade fabrics, and gourmet goods. Entrepreneurs in the craft business are often self-employed and not franchised.

Marketing

Marketing is a business term that experts have defined in a variety of ways. People may perceive the phrase differently even within the same corporation. It is essentially a management process that transitions products and services from concept to customer. It comprises estimating a product's demand, choosing a price, and deciding on distribution methods. It also requires developing and implementing a promotional strategy that incorporates both outbound and inbound marketing. (Market Business News, 2021)

Marketing Strategies

A company's marketing strategy should integrate all of its goals into a single, comprehensive plan. In other words, it should not prioritize one strategy over others. It should base its strategy on market research data. To maximize profit potential, the company should concentrate on the optimal product mix. The right product mix is also critical to the company's survival. (Market Business News, 2021)

1.10 SUMMARY

In conclusion, this chapter is discussed about the overview of the study. It discussed the background of the study, problem statement, research questions, research objectives, scope and limitation of the study, and significance of the study. In the coming chapter, the researcher will carry out the literature review of the study. The information will be broader and more understandable.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter examines relevant literature. To support their theoretical framework, the researchers use theories connected to marketing strategy that are derived from articles, theses, journals, and other published material. The purpose is to get a better understanding of a topic, identify research gaps, and develop a research statement that explains why a new study or investigation is required.

2.2 MARKETING STRATEGIES

Marketing takes the lead in SMEs as compared to other business operations in overall corporate planning. SME marketers may associate marketing with either advertising or selling, however basic marketing concepts like segmentation, targeting, positioning, customer orientation, and gaining competitive advantage apply to both SMEs and large enterprises. Awan and Hashmi (2014). Marketing is the backbone of a company and defines how large a market share it may get in contrast to competitors. SME growth is linked to a successful product-market strategy, how managers develop and exploit market possibilities, and how they deal with challenges, as well as a larger inclination to pursue a focused differentiation strategy and a reduced proclivity to compete on price. The strategic goal of marketing is to deliver the right product to the right place at the right time with the correct promotion. After all, marketing is essential for all SMEs.(Lekhanya, 2010)

Marketing strategy, according to Walker, Mullins, and Larréché (2008), is defined as establishing the target market for a certain product or product line and ensuring that all marketing mix elements are integrated for competitive advantage and adapted to consumer demands. Marketing strategy is an important instrument for enhancing sales performance and serving as a competitive advantage for all businesses; this may help the organization grow their sales performance (Pappas, 2016). Marketing strategies include all of the essential actions, such as short-term and long-term activities, that deal with the study of the original strategic position in order to reach the aims and market objectives of the organization or firm.

The term "mass marketing" refers to infrastructure that is intended to appeal to a huge number of individuals. It is the most popular way to contact the great majority of people. The most extensively utilized mass marketing channels include newspapers, magazines, radio, television, and the Internet. Marketing is often relied on by the general public for news on political, social, and entertainment concerns, as well as pop culture coverage. Information, beliefs, and ideas are disseminated to both wide and targeted audiences through mass marketing (Anwar & Shukur, 2015). They are essential instruments for attaining public health goals. (Sashi, 2012). However, talking wellness in marketing is difficult and necessitates a diverse set of talents. "Using mass marketing to enhance public health is analogous to trying to navigate a wide network of highways with no traffic signs." If you don't know where you're going or why you're going, you're more likely to miss your deadline (Ali, 2021). The design of a marketing mix is influenced by the nature of the organization's activity and the nature of the targeted market. It must be put together in such a way that the organization can meet its consumers' wants and wishes.

Marketing, according to the Chartered Institute of Marketing (2009), is the management process in charge of finding, predicting, and economically satisfying client expectations. Marketing is a vital managerial discipline that helps producers of goods and services to interpret the wants, requirements, and desires of their customers and meet, if not surpass, them in delivery to their target consumers. As a result, marketing strategy's job is to identify the nature, strength, direction, and interaction of marketing mix-elements and environmental factors in a particular circumstance. (Daniel, 2018)

A larger definition of marketing is a top-down strategy and competitive plan supported by a set of functional activities performed by line managers and a customer-driven orientation practised by all organization members with the objective of a profitable relationship. The marketing mix, according to Hashim and Hamzah (2014), is a collection of controlled marketing tools used by an institution to elicit the desired reaction from its multiple target markets.

The marketing mix notion is a technique that a firm can utilize to survive in a competitive climate. The organization manages this notion, which has four components: product, pricing, place, and promotion (Owomoyela, Oyeniya, & Ola, 2013). As a result, handicraft entrepreneurs must make judgement concerning the product, its pricing, distribution/place, and advertising, as well as the four members of the group, in order to meet the needs of their clients. (Groningen, 2012). Effective mix marketing can propel an organization toward its objectives and improve its performance in both the short and long term. Marketing plans are referred to as a continuous process since they must steer a firm to where they want to go in the long term.

Marketing management makes three key contributions to the organization's product strategy. To begin, market analysis is essential at all stages of product development to give information for items that match consumer demands and psychology. The knowledge, experience, and market research methods of marketing professionals are crucial to the formulation of product strategy. Second, the product specification is addressed in the product strategy marketing because the product strategy is created with the needs of the customer in mind, marketers must be able to translate consumer demand into product design. Third, product marketing is involved with market segmentation and programme positioning. Product positioning decisions in a strategic business may comprise only one product or brand, one product line, or a product line combination. Marketing managers can plan a product mix change to boost the company's growth rate, offer a full range of products to wholesalers or retailers, gain marketing power and save money on direct distribution, advertising, and sales, confirm the position of existing brands, and diversify to avoid reliance on a single product. (Cravens and Nigel, 2009)

Following that, as a result of activities, increasing global rivalry, poor growth in many markets, and chances for enterprises to build their market position, pricing goods has become a major strategy in many businesses. When setting the pricing of their products, companies or marketers often have numerous goals in mind, such as acquiring market position, attaining marketing performance, determining product position, developing demands, and influencing competition. A price scenario analysis must be completed before a firm decides on a pricing strategy for its product, taking into account the demand for the company's product, cost, competition, and legal pressures. The pricing aim should be defined first. Pricing situation analysis is useful for determining pricing strategies. Pricing strategies should also consider price flexibility, cost-based pricing positions, and competitive strategies. As a result, pricing study operations will include calculating the product's market sensitivity to price, determining production costs, analyzing competition, and assessing legal and ethical hurdles. (Cravens and Nigel, 2009)

Furthermore, distribution channels play a significant role in connecting suppliers and manufacturers with end users of products or services (customers). Members of the organization will have a substantial strategic advantage over competitors' channels if their distribution channels are effective and efficient. Because direct marketing has limited financial resources, the benefits of a corporation that uses the distribution channel as an intermediate are to expand market share and earn a return on investment for the main business. A widely utilized distribution method is an indirect distribution channel that employs a marketing medium of wholesalers and retailers, and other companies use direct channels for enterprises with low turnover (usually household processors as a by-product). Selection of distribution techniques from among the various alternatives available, taking into account criteria such as the type and nature of the product, the intended consumer, transportation distance from producer to consumer, distribution expenses, and so on. (Kotler, 2012).

Finally, there is the promotion approach. The existence of marketing communications lays the groundwork for the expansion of promotional activities. Marketing communication is a communication action that buyers and sellers engage in, as well as activities that aid in marketing decision-making and guide the exchange to be more satisfying by arousing all sides to do better. A good marketing communication is one that is effective in influencing the behaviour of a person or communicating party so

that communication goes smoothly and the intended goals are met. The amount of dollars allotted for promotion, the nature of the product market, the type of product being promoted, and the stages in the product life cycle are all elements that will impact the creation of a promotional mix plan.(Ibn Sukotjo and Basu Swastha ,2001).

2.3 CURRENT STRATEGIES FOR MARKETING THE PRODUCT OF HANDICRAFT BUSINESSES IN MELAKA.

2.3.1 Promotion Strategy

Due to its widespread exposure, advertising has the longest lasting impact on viewers' brains (Katke, 2007). The major way of communication between a producer and a consumer is through advertising. Advertising is one of the four Ps in the marketing mix and a subset of the promotion mix (product, price, place, and promotion). Advertising is a marketing approach that is used to raise consumer awareness of a product in order for them to make purchasing decisions. Advertisement, sales promotion, and public relations are examples of mass communication tools used by marketers. Although advertising throughout the mass media has an impact on audiences, television has the widest reach and is the most powerful advertising channel. In the long run, advertising has the capacity to affect individual behaviour, lifestyle, and culture. (Latif & Abideen, 2011). In order to compete in a consumer market driven by advertising, a corporation might boost their product's brand by engaging in promotional activities.(Hussainy, Riaz, Kazi & Herani, 2008).

The basic purpose of advertisers is to contact consumers and impact their awareness, attitude, and purchase behaviour. Their primary concern is to maintain consumer interest in their goods by spending money on advertising. They must also comprehend the aspects that drive client behaviour. Consumer brand preference can be influenced by advertising (Latif & Abideen, 2011). It influences consumer behaviour. People's perceptions of the impact of advertising on brands shift regularly. Others

disseminate their product message to their target audience using various advertising channels such as television, the internet (Facebook; email), newspapers, billboards, magazines, and so on. Companies devote a significant percentage of their advertising budget to the promotion of their products/services. These advertising methods influence customer purchase behaviour. (Abideen & Latiff, 2011)

When compared to traditional media advertising such as television, radio, and print, online advertising has both advantages and disadvantages (magazines). The capacity to tailor adverts to specific segments and track ad success in most real-world circumstances is one of the most significant advantages. Online marketing also allow for greater involvement (two-way communication between the advertiser and the potential customer). Concerns about the cost vs benefit of online advertising, as well as how to adequately measure its results, are the key downsides.

Karyaneka, a Malaysian handicraft business, has recently launched its first internet portal and mobile application, allowing clients from all over the world to acquire amazing Malaysian-made handicrafts. This is also to keep up with the online purchasing trend, as well as to promote Malaysia as a tourist destination and increase the country's tourism revenue. Karyaneka partnered with two major local e-commerce portals, FashionValet.com and Groupon.com, to make some of its products available to consumers through these online portals. The full catalogue of its items, which includes pewter, woodcarving, silver brass ware, Malaysian fabrics such as songket and batik, and many more, can be accessed on its existing digital portfolio, which comprises the websites www.karyaneka.my and www.karyanekastore.my. This project was made possible through a partnership with Tukul Cipta Industri Sdn Bhd (TCI), which has helped increase Karyaneka's customer reach through different offline marketing campaigns. TCI Executive Director Abdul Munaf Dr. Sultan feels that this new endeavour will help to globalize the local arts and crafts business. TCI will also debut. Karyaneka is available through a range of channels, including online sales, vending machines in important tourist destinations and kiosks, online and offline catalogue-based sales, and boutiques in major cities worldwide. This feature is expected to boost sales and enhance awareness of Karyaneka's products in Malaysia, boosting the arts and crafts industry. (Ramli, 2014)

2.3.2 Price Strategy

Five various pricing techniques are described in regard to wholly different pricing tactics known as psychological pricing, penetration pricing, premium, skimming, and competitive pricing. Each of these pricing strategies networks has given individuals and organizations in the pricing strategies sector, such as marketers and consumers, distinct features and insights. Penetration Pricing, according to Psychological Pricing, involves small journals (Twitter), social networks (Facebook, LinkedIn), video networking (YouTube, Flickr), social news, and interactivity (Olson et al.2018). .Customers' sensitivity to the edges, for example, time savings and increased tracking capabilities with huge amounts of precise data, low price notification, high business communication, and cost savings Nearly half of the world's network population uses escalating costs, as do network pricing techniques (Key & Czaplewski, 2017). Users can connect with one another on penetration pricing sites like Facebook and MySpace. Weinberg (2009)

Users can use Price Skimming to not only keep track of their news feeds, but also to upload and comment on content from all over the Internet (Anwar & Louis, 2017). Individuals can utilize Price Skimming to upload, save, and share their own marketing files, such as photographs, movies, and music, with other users (Kizgin et al. 2020). Participation in these platforms provides numerous opportunities, as some of the outlets mentioned in the pricing strategies section have long been a bulwark for online communities, allowing users to create their own podcasts using low-cost technology and propagate their equivalent "channels" through subscriptions. One of the most crucial components of Price Skimming that must be displayed is the tag. A tag is a notion that is used to characterize information, ensuring that businesses understand the importance of search engine keywords. (Abdullah & Anwar, 2021).

Psychological Pricing makes good portals for other Penetration Pricing marketing tools (videos, hyperlinks, photos, and so on) because they can be inserted into sites and messages; additionally, blog programming has a number of social features, such as comments, blog moves, track backs, and memberships (Ali & Anwar, 2021). While sites allow anyone to share and participate in multi-stranded internet arguments, some bloggers do not have publishing controls and approach the entire Web. As a result,

their posts may have a detrimental impact on customer, object, or brand popularity, according to (Anwar & Climis, 2017) Psychological pricing is commonly used by handcraft business owners in a variety of ways. For example, in Psychological Pricing, this entrepreneur will integrate banner advertising with blog feeds. Second, they'll employ product sampling to get their products into the hands of well-known industry bloggers in the hopes of sparking interest on their blogs. By entering into wine magazines, a young wine brand was able to successfully skip the typical launch process. As a result, sales more than doubled in a year. Furthermore, they use the Psychological Pricing method to track relevant websites for marketing insight. 2018 (Hameed and Anwar, 2018)

2.3.3 Product Strategy

It is meaningless to create a product or service that no one wants to buy; nonetheless, many firms decide what they will offer first and hope to find a market for it later. The perfect product, according to The Chartered Institute of Marketing (2009), must provide value to the customer, which means that the company should give their customers what they want rather than what they feel their customers want. What the company is doing is the product component of the marketing mix. Rather than a straightforward collection of tangible qualities, it is a complicated bundle of advantages that suit the needs of customers (Ivy, 2008). Products are goods produced by manufacturers and sold to end consumers. They are classified into two types: tangible products and intangible products. According to Kotler and Armstrong (2012), a product is anything that can be supplied to a market for consideration, acquisition, usage, or consumption in order to satisfy a demand or need. They also argued that a consumer product is one that is purchased for personal use by the end consumer. Consumers buy things on a daily basis, after rigorous consideration and comparison of brands based on price, quality, and style. The word "product strategy" refers to all of the goods and services offered by a firm to its target market in order to suit their needs. Physical things, services, information, places, organizations, or ideas that can be purchased or consumed to satisfy a need or a need are also included. (Muchiri, 2016)

Malaysian crafts are unique and appealing. Malaysia's rich tradition, culture, and variety are commonly shown in the designs. Despite the Covid-19 outbreak, the local craft industry thrived by adapting to new business strategies. The ability of craft producers to develop or design new product designs is crucial in facilitating and expanding market access. This involves a company's ability to diversify its product lines and offer current custom-made products (Rogerson, 2000). Other product criteria for craft products include design, stylistic qualities, production (standardisation and individualization), product size, materials, and function. (Moreno & Littrell, 2001). In Melaka is synonymous with rombong plaiting items such as tudung saji, kelarai plaiting, and tudung saji baba nyonya. However, the majority of the motifs used retain traditional elements. Especially in light of the increased demand a few years ago after the government mandated the use of batik among government officials dressed in formal attire on the appointed day. (Nor Aziah & Diyana, 2004)

2.3.4 Place Strategy

A location, often known as distribution, is an important component of marketing since it defines the process and means by which items or services reach clients. The factors that aid customers and users in identifying and acquiring products from manufacturers / providers when they are necessary are referred to as distribution. Thus, distribution might evolve into a complicated system in which the interests of producers, brokers, independent trade, and consumers are all completely compatible in a given environment and period. Iorait (2016). Goods are made to be sold to customers; they must be made available to customers in a convenient area where they may transact effortlessly. As a result, availability of the product in metropolitan markets is crucial. This encompasses a network of individuals and organizations, such as distributors, wholesalers, and retailers, who shape the distribution network of the organization (the channel of distribution). The organization must determine whether to sell to individuals directly or through distributors. It may even seek to sell to clients directly. (Thabit & Raewf, 2018)

Placement refers to the location where available products and services can be marketed or acquired. Buyers have the option of purchasing products or services on either the physical or virtual market. The physical channels and cooperation channels are also part of the element placement. Suherly, Affif, Arief, and Guterres (2016) Place is the process by which businesses decide where to locate their stores and how many to have for the convenience of their customers (Gituma, 2017) A place is where customers buy a product, according to The Chartered Institute of Marketing (2009), and the means of transporting your product to that location must be appropriate and easy for the buyer.

The product must be available in the appropriate location, at the appropriate time, and in the appropriate quantity, all while minimizing storage, inventory, and distribution expenses. Aside from that, placement relates to how your product is presented to various customer segments. This might be done in a store window, but it could also be done online. Furthermore, a company's placement or distribution strategy is the way it uses to get products and services to various channels and networks with the purpose of reaching the end client, either directly or indirectly. Intermediaries include agents, wholesalers, distributors, and retailers. These components contribute to ensuring that a company has delivered quality customer service to its clients, which affects the level of customer satisfaction. (Muchiri, 2016).

The location of any attraction is important because it influences tourists' intentions to visit the location. According to the findings, one of the most difficult challenges in establishing heritage products was location. The districts of Jasin, Alor Gajah, and Melaka Tengah are known for their expertise in providing various types of heritage products (Norbaidura, et.al, 2012). However, the distribution of these products is dispersed and does not concentrate in one specific area or zone as the historical product in Melaka's Core Zone. According to Melaka Basic Data (2011), the district of Melaka Tengah has the most tourist attractions. This is because Melaka Tengah has many attractive and historical places for tourists, such as Studhuys, Jonker Walk, A Famosa, and many more, whereas other districts, such as Jasin and Alor Gajah, only have houses with Malay modern design houses. (Marzuki, 2014)

2.4 THE CHALLENGES IN IMPLEMENTING THE MARKETING STRATEGY IN MELAKA.

2.4.1 Pricing of craft products

Price is one of the most flexible parts of the marketing mix, directly and indirectly influencing a company's profitability and cost effectiveness (Simon, Bilstein, & Luby, 2008). Despite the importance of price in business performance, many academics and marketing professionals appear to have paid insufficient attention to this topic (Avlonitis & Indounas, 2006). According to Lancioni (2005), the primary focus of marketing is typically on the development of new items, distribution networks, and communication tactics, which can lead to reckless pricing decisions without fully assessing market and cost variables. Thus, pricing is regarded as the most fundamental marketing approach, partly because many organizations determine their prices based on intuition and market expertise of the manager (Simon, 1992). Furthermore, just a few managers analyse pricing strategically while actively controlling their prices to produce favourable conditions that lead to profitability (Nagle & Holden, 2003). Taking this into account, Liozu and Hinterhuber (2012) emphasize the need for additional study on price preferences and practised, claiming that less than 2% of all published articles in marketing journals are about pricing.

The pricing includes a reasonable assessment of the product, e.g., a decent price for a good product (Ehmke, Fulton, Lusk (2016)). The price, according to Kotler and Armstrong, is the amount of money paid for a product or service, or the value of the exchange that permits clients to acquire a product or service for a specific amount. As a result, the buyer's direct cost of the period is the amount of money that he or she must pay for the product or service that he or she expects to purchase. Alternatively, "price" can be described as "a monetary statement of value for which the consumer agrees to pay" (Entrepreneurship Academy) (2012). The price is the amount of money that the consumer must pay, which involves exchanges, therefore the price of the product is defined by the many factors of change. The sole marketing aspect that is tied to income and all other elements is the price.

As a result, pricing is one of the influencing aspects for the buyer because it helps him grasp the value of the goods. In addition, the price can be described as an actual or useful, giving value, and the price of enterprises to identify their products or services in the role of marketability regulation (Owomoyela, Olasunkanmi, Oyeniyi) (2013).

The other issue that craft producers face is pricing. There is also a scarcity of pricing information for craft products. However, many people believe that prices in the craft industry are very negotiable. It is also widely held that some craft clients, including consumers, trade, and companies, exploit craft producers by demanding lower prices that are not profitable for the makers (Phillip, 2006). Craft raw materials and equipment are costly, making it difficult for craft makers to compete on pricing with overseas suppliers. Production expenses are likewise exceedingly high, resulting in high selling prices (Department of Sport, Arts, Culture and Recreation, 2007). Craft producers can alter their rates by offering discounts on specific products based on the quantity purchased, the length of time a consumer has purchased from the organization, the customer's location, and whether or not the client pays in cash (Bingham et al., 2005). Pricing is important for both producers and merchants because it influences profit margins. It determines whether or not buyers will buy things from the manufacturer (Lamb et al., 2010). The ability of a craft maker to charge the appropriate price and negotiate rates to the satisfaction of customers benefits both sides.

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Finally, the price is one of the aspects that influence the buyer because it helps him grasp the worth of the product. As a result, the cost should comprise the following in monetary terms in order to deliver value to the willing consumer. The sole element of marketing that is tied to income is price, while all other factors are related to cost. Because the volume of marketed production determines its level, there is always an inverse relationship: as prices rise, sales fall.

2.4.2 Place / Distribution of Crafts

Another important aspect of marketing is a location, also known as distribution, which is described as the process and techniques through which items or services reach clients (by Martin) (2014). Uznien (2011) defines distribution as "the spread of a company's products in order to assure identification and execution." In times of need, "distribution" refers to the practise of supporting consumers and users in locating and retaining things acquired from those producers / providers. According to Matola (2009), distribution is "this component of the marketing mix that encompasses decisions and actions connected to the transportation of goods from the producer to the customer." Thus, distribution might evolve into a complicated system in which the interests of producers, brokers, independent trade, and consumers are all completely compatible in a given environment and period. The distribution channel is a service component that consists of the service provider, intermediaries (agents), and the same service consumer (in most cases). As a result, organizations must design an appropriate marketing channel that matches with the company's goals in order to oversee and manage these operations (Dang (2015)).

According to Uznien (2011), creating a distribution network requires analyzing consumer needs, determining distribution chain objectives and potential barriers to attaining them, identifying major distribution chain options, and assessing the alternatives. According to a review of the scientific literature, businesses can choose to supply products and services to customers in a variety of ways. They are often allocated two types of distribution channels: direct and indirect marketing channels (Dang 2015).

As a result, this channel delivers a product or service straight from the producer to the consumer. Direct distribution of goods can take two forms: through its own sales branches and workers, or through independent brokers who work under the direction of the producing firm (through dealers, brokers (brokers), and commissioners). Meanwhile, in this regard, brokers are included in the indirect distribution channel; any production company sells its goods to wholesalers, retailers, and when items reach consumers. Product prices may rise as a result of each agent receiving a percentage of their profits.

Direct sales, craft markets, small retailers/boutiques, wholesalers including agents, national retailers, and e-commerce are all ways for craft products to be distributed. Direct sales, craft markets, and small retailers have been the dominant means of retailing in the craft business for more than a decade (DTI, 2005).

The utilization of multiple craft retail channels could be attributed to the fact that craft products are directed at distinct market segments. Craft markets are widely regarded as the first point of contact for craft producers seeking to sell their wares. Flea markets are also regarded as some of the best tourist destinations (SA Tourism, 2009), which explains why some artisan craftsmen sell in flea markets. Craft makers selling at flea and craft markets, on the other hand, are failing to develop new and distinct products worthy of a place in craft retail establishments (Sellschop, Goldbalatt & Hemp, 2005). Some craft entrepreneurs rely on festivals and events to swiftly increase their earnings. The most important activity in the craft value chain is craft retail, followed by production and design. The retail environment is dominated by commercial retail stores, galleries, and producer-reseller outlets (Kaiser & Associates, 2005). The product assortment, product features, pricing, quality, and shop size of retailers varies (Moreno & Littrell, 2001). They also have diverse target markets, which influences what they acquire.

To summarize, distribution is a component of the marketing mix that involves decisions and actions related to the transmission of goods from producer to client. The distribution channel is a service component that includes the service provider, middlemen (agents), and the same service user (in most cases).

2.4.3 Producing crafts product

The limits to the development of Malaysia's handicraft industry can be classified into two types: demand constraints and supply constraints. Demand limitations are factors relating to the size and nature of the markets served by the crafts. They include variables that explain a lack of or a fall in demand for craft products in a certain market. In the meantime, supply limitations are the variables that impede the production and availability of various crafts' products. Lack of competent labour, difficulties getting raw materials, reluctance to embrace contemporary manufacturing or technology, a lack of credit facilities, inadequacy of quality control methods in the manufacturing process, and other supply-related constraints are among them. When products are not exposed to fresh air for extended periods of time, they become a serious hurdle to widespread product sales in both home and foreign markets. An entire cargo can be damaged if the appropriate infrastructure to store the items required to meet the aforementioned huge requests is not in place (Mike, 2009).

Products of a functional nature are more likely to be prioritized by Malays than aesthetic products. Meanwhile, some artisan products, such as silverware, are often out of reach for the average Malaysian wage earner due to their exorbitant cost. These goods are typically utilized by royalty and powerful noblemen. Furthermore, demand for some handmade objects, like as songket, is ethnically specific; other races, aside from Malays, do not purchase songket in big amounts. Meanwhile, traditional patterns have always been followed by specific crafts. The product designs and shapes are basically predefined. New goods are rarely presented since the artisans prefer to work with familiar items. This constraint could be characterized as a lack of imagination.

Most traditional craft producers fail due to a lack of inventiveness in implementing new and innovative concepts. This makes it difficult for students to develop unique handicrafts on their own. Implementing new procedures and ways to improve their present production is equally difficult. Because of their conservative nature, they may be resistant to adopt new development tactics such as cluster development and the practical application of embedded product enhancement services given by foreign buyers and international NGOs. (Makyao, R.I, 2013)

The biggest difficulty in terms of labour restrictions is that the number of skilled craftsmen now active in handcraft manufacturing has reduced. The fundamental cause is economic. This includes the necessity for better earnings in other professions, a gradual fall in demand for the things they manufacture, a lack of job security in handicraft production, and an inconsistent income. Meanwhile, there is a seasonal labour supply, particularly among part-time workers such as housewives who assist men in the fields during the paddy planting season. Another labour limitation is that the vast majority of skilled craftspeople are in their retirement years (typically over the age of 40). (Pye, 1988). Though practise makes perfect, there is a dearth of interest in this field of employment among the younger generation. One of the reasons is that, in the silverware sector, for example, apprenticeship takes a long time and one must start young, and becoming a full-time silversmith demands great interest in his job. By developing training centers, the government has attempted to compensate for the loss of skilled labour. Regrettably, many of the training facilities are in cities. As a result, a skilled labour scarcity and a lack of training facilities impede skill formation and the diffusion of technical information, hampering the industry's growth. The difficulty in getting raw materials for manufacturing is connected to raw material restrictions. This encompasses a scarcity of raw materials as well as a scarcity of raw materials themselves. One of the biggest challenges is the inconsistency of raw materials available for craftspeople to mould into finished things. Furthermore, some raw materials must be imported from abroad (for example, in the silversmith and batik industries). As a result, their availability is determined by supply and demand pressures in the global market for related materials. (Redzuan and Aref, 2020)

Another issue is the rising cost of raw materials, which increases production expenses. The distance between raw material suppliers and industrial facilities also influences the high cost of raw resources. Finally, because these constraints limit manufacturing capacity, they constitute a major threat to supply. (Redzuan and Aref, 2020)

2.4.4 Promotion crafts product

The promotion component demonstrates how an organization is focused on communicating the benefits of its products and convincing potential customers to buy them. According to a review of internet-based food shopping, the fundamental standards for promotion are publishing, deal promotion, and advertising. Essentially, it is the exchange of information between buyer and seller in order to influence consumer views and behaviour. Advertising, sales promotion, personal selling, publicity, and packaging are all part of the promotion mix. (Altay, Okumuş, and Adgüzel Mercangöz, 2021).

Respondents are not involved in advertising. Because of their small-scale operation, the artisans are unable to advertise their items individually. Handicrafts have been promoted by the Corporation through publicity, exhibitions, brochure publishing, and participation in trade fairs. In addition, the Corporation is installing billboards in tourist-oriented locations and centers, which will serve as an effective medium of advertising. Other sources of publicity include participation in trade fairs and sponsoring of trade / study teams covering certain crafts in other Malaysian states.

Sales promotion refers to a variety of strategies that provide a short-term incentive or inducement to visit a business or buy a product. Techniques include demonstrations and exhibitions, samples, premiums, discounts, games and contests, displays, and package inserts. In general, sales promotion is meant to augment and improve the short-term performance of the other aspects of the marketing mix. Artists encounter a lot of marketing difficulties. Due to a lack of financial resources and a modest scale of business, craftsmen cannot engage in advertising exposure. As a result, the Corporation is proposing to expand advertising and publicity for all crafts. The Corporation should safeguard craftspeople from the exploitative clutches of middlemen by purchasing goods from artisans at reasonable prices and paying them promptly.

2.5 THE EFFECT OF CHALLENGES TOWARDS THE MARKETING STRATEGIES OF HANDICRAFT PRODUCT IN MELAKA.

Marketing strategy formulation influences the impact of inventiveness on SME performance, according to Finoti, Didonet, Toaldo, and Martins (2017). This means that SMEs that execute good marketing strategies will become more innovative, hence improving their performance. Because SMEs' profitability and market share are affected by their product quality strategy, such organizations must invest in product quality to boost their profitability (Ebitu, 2016).

Due to branding effects public opinion, SMEs must improve their brands (Barbu, Ogarca, & Barbu 2010). "Corporate brand building can bring SME differentiation and consistency of image with reality," write Razeghi, Roosta, Alemtabriz, and Gharache, "if SMEs focus on market and innovation in the market, identify the distinctive characteristics of their corporate brand, and ensure the consistency and alignment of brand message through comprehensive institutionalization activities" (2014).

Aside from that, the craft sector is organized into market groups. These include consumers who buy crafts for personal use, retailers who buy crafts for resale, tourists who buy crafts as souvenirs and gifts, and businesses that buy crafts for decorations/gifts. Retailers who acquire craft products include craft stores, small interior and gift stores (including boutique stores), large retailers, specialist retailers, and destination retailers. Craft manufacturers must be cautious when determining which market sectors to pursue (by considering their capabilities). Small craft producers, for example, may decide not to target retailers since they are unable to meet the latter's volume-related demands. However, the same artisans may choose to focus on boutique stores that buy in small numbers. Craft manufacturers' ability to identify the suitable market niche will decide their eventual success. Retailers, for example, are known to demand cheap pricing when purchasing handmade products (Makhitha, 2013), however due to a lack of production scale, some craft manufacturers are unable to match this demand. Many buyers, on the other hand, appreciate things that have a narrative to tell as well as being attractive or unique (Craft Council of Ireland, 2001).

The choice of a certain market segment defines which marketing activities will be directed toward that segment - this is known as target marketing (Craven & Piercy, 2009:185). After analyzing the numerous market segments that exist in the craft sector, craft makers can determine which market segment(s) to pursue. One approach is to align their capabilities to the needs of the targeted consumer groups. Retailers, for example, were found to consider the following factors when deciding which craft producers to buy craft products from: the product is exciting/innovative/interesting, has strong styling and design, and is distinctive/unique; the supplier is willing to collaborate with retailers; the product has sales potential; the craft producer's is able to supply products based on customers' demands/requirements; the supplier has capacity and is reliable when it comes to craft products. Tourists, according to surveys, seek out new, unique, and one-of-a-kind items while shopping craft products (Kim & Littrell, 2001).

In addition to product quality, value for money, and reduced prices, they examine product and packaging size (Gee, 1987); price (Peritz, 1993, quoted in Yuksel, 2004); and new/different product ranges (Makhitha & Bresler, 2011). (Koc, 2005). Consumers in this country expect low prices when purchasing crafts, and many treat craft manufacturers as if they are doing them a favour by purchasing from them (Makhitha, 2013 and 2016). Craft producers should pick which segment(s) they wish to pursue before placing their operations based on their capacity to suit the diverse needs of the market segments. To understand such needs, however, a strategic market analysis of client needs and behaviour is required.

Craft producers, like product manufacturers, must monitor trends and developments that impact their marketing communication approach. Craft makers, for example, might embrace social media, which has swept the industry and is now employed by enterprises of all kinds. Price adjustments, product shortages and availability dates, new products, retired items, or changes in packaging, labeling, size, and promotional activities could all be communicated by craft makers. They should always make product samples and pricing lists available to clients upon request. Product listings and pictures serve customers such as retailers and visitors. When selling new items, craft manufacturers are expected to disclose information about the product and its composition, where the components were purchased, the development history, other stockists, or the retail price altered by competitors - all of which should be easily available (Makhitha, 2013).

Craft companies can also communicate promotional information through the internet, catalogue, and trade events. While some merchants utilize the internet relatively sporadically, it can be a useful tool for disseminating information to other retailers and customers. To boost the image of their organization and products, craft producers must improve their usage of the internet.

Although they lack market access, craft producers must design an acceptable distribution plan to improve purchasers' access to their products. Some makers sell their items at flea fairs or directly from their studio/factory. These places benefit some client groups, such as tourists (who frequent flea markets), retailers, and businesses that source from craft producers, they may not be ideal for all consumers to visit. As a result, in order to analyse the effectiveness of their present and future distribution strategy, craft manufacturers must first assess their market segment(s). Orders can be placed via the internet, emails, and/or telephones. While social media platforms are great for marketing, they may also be used to make orders and transmit distribution information to clients. Jones, Borgman, and Ulusoy (2015):625. Because they run tiny firms, some craft makers cannot afford their own transportation. Using third-party transportation services or selling products without include transportation charges are two options (i.e., they buyer bears the cost). It is not good for craft manufacturers to produce more stock to store in storerooms/warehouses unless their products are in high demand.

Craft manufacturers, on the other hand, may be able to generate more stock to warehouse if they can identify needs and forecast demand for specific items, styles, and patterns (Voortman & Makhitha, 2014), allowing them to serve craft shops. If resources are scarce and craft manufacturers are unable to deliver sufficient stock, it may be conceivable for them to produce products during the low season for sale during the peak season. In order for their products to remain relevant throughout the year, they must conduct market research.

2.6 EMPIRICAL LITERATURE REVIEW

Makyao, RI (2013) conducted a study about the challenges facing handicraft business in implementing promotion strategies in Tazania, Africa. Most of the respondents have taken advertising as promotional tools that can convince the customers towards the products and sales promotion is taken as the key function of advertisement to attract them. According to the respondents, television is a more effective medium to influence and convince the audience towards the advertised products for handicraft product. According to this study, customers are significantly influenced by advertisements since they pique their interest.

Jusoh, J., Marzuki, A., & Hamid, N. F. A. (2014). conducted a study about the challenges of Malay cultural heritage products as a tourist attraction in Melaka. The Malay community at Melaka has their own product such as handicraft, performance art such as silat and several proposals and implementation strategies.

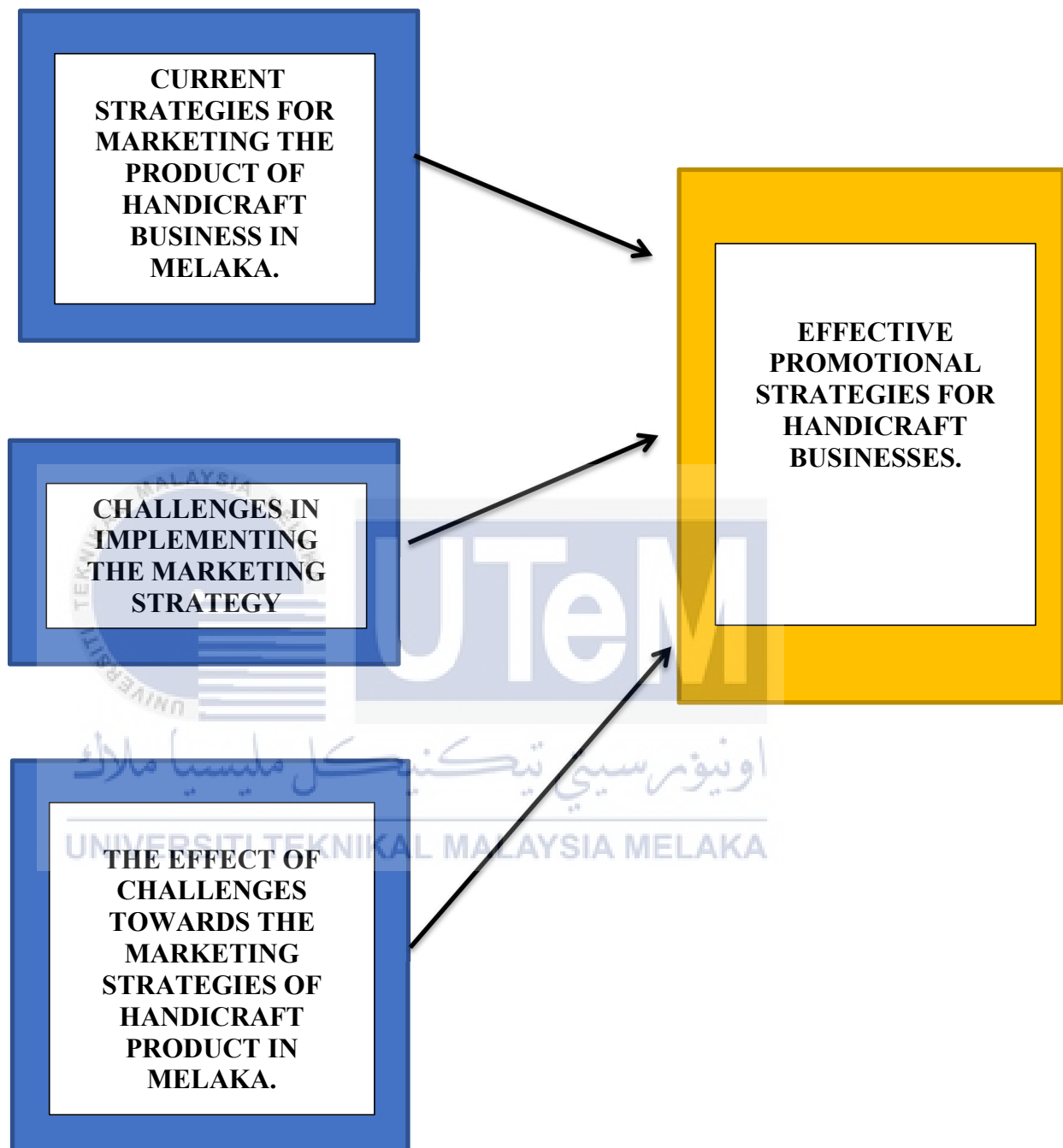
Muhammad Farid, Y. (2015) conducted a study on Critical Success Factors Of Technopreneurship In Creative Industry: A Study Of Craft Entrepreneurs. The craft entrepreneurs implement marketing strategies to the success craft entrepreneurs in Malacca City. They also face many challenges to sustain their business.

Makhitha, K.M (2016) This study is conducted to know the marketing strategies of small craft producers in South Africa. It also proposes the practices and challenges facing by the handicraft business in implementing the marketing strategies.

Morgan, N. A., Whitler, K. A., Feng, H., & Chari, S. (2019). Research in marketing strategy. Marketing strategy is an important tool in increasing sales performance and serves as a competitive advantage for every company; this can assist the organization in developing their sales performance

Ying-Yen, L. (2019). This study is conducted to get the knowledge management exploring the fundamental theory effect of corporate knowledge management for strengthening marketing strategy applications.

2.7 CONCEPTUAL FRAMEWORK



2.8 SUMMARY

This chapter discusses the challenges that facing by the SME's of handicraft when implementing the marketing strategies for their product. The marketing strategies that they implied were discuss in the literature. However, there was a lack of evidence on the effect of challenges towards the marketing strategies of handicraft product in Melaka. Therefore, this chapter offered a summary of the research, including a literature review and previous studies.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The method or research used for this study is discussed in this chapter. The method that will be used to obtain meaningful information from the respondents is referred to as research methodology. Interview, questionnaire, survey, and experiment are some of the approaches that might be employed. The researchers chose to investigate the challenges facing handicraft business when implementing marketing strategies for their product in Melaka using a qualitative study with a correlation research design. The important areas covered in this chapter are research design, research design, population of study, data collection method, methodology, data analysis method and ethical considerations.

3.2 RESEARCH DESIGN

Based on the K. Jilcha (2019), research design is intended to provide an appropriate framework for a study. Research decision are to determine which is the information are relevant with the onto the relevant of the information for a study that will be obtained. It is made up of specific objectives derived from research questions. It also specifies the sources from which the researcher intends to collect data, as well as the method by which the researcher intends to collect and analyse the data. Following that, research design discusses the ethical issues and constraints that the researcher will inevitably face, such as access to data, time, location, and money (Saunders et.al, 2016).

Due to the overall nature of the study, which sought to examine challenges confronting handicraft businesses, exploratory approaches were used. The researcher chose this design because of its adaptability in terms of data collection and analysis tools.

Explanatory research design was the investigation of the cause and effect of relationship between independent variable and dependent variable. By using this explanatory research, it helps the researcher to understand the problem more effectively. This is because when pursuing the study, the researcher will be able to adapt to new data and new insights that he or she learns in the research.

Explanatory research is conducted to acquire data as a respondents to determine the challenges facing by the handicraft entrepreneurs in implementing marketing strategies for their product.

3.3 POPULATION OF STUDY

According to Department of Statistics Malaysia official portal in 2019, the population of Melaka residents are 579,000 people. The research area is known as Melaka Tengah and it has a land area of 359km² with population density of 231 people for every kilometer per square. Based on these populations, area Melaka Tengah, Banda Hilir and Ayer Keroh was chosen as these places located in town where tourists always come and visit.

3.3.1 Target Population

According to the data in Perbadanan Kemajuan Kraftangan Malaysia website, the target population for SME handicraft business 63 people in Melaka Tengah area. SME handicraft in Alor Gajah business are 67 while Jasin area are 39 people. In undertaking this study, the researcher aims to do interview session with 24 people of handicraft entrepreneurs in Melaka Tengah area. The researcher has chosen the Melaka Tengah district because this district is often visited by tourists as well as making it easier for the researcher to ask questions about the challenges that these traders face while trading handicraft products in Melaka.

3.3.2 Sampling Location

The researchers will focus the handicraft places which at Jonker Walk, Pahlawan Walk, Medan Samudera Craft Centre and Kompleks Kraf Ayer Keroh, Melaka. This is because tourists are more likely shopping there when they visits Melaka, therefore it will be easy to know more detail about how effective the marketing strategy implied by the entrepreneurs till these tourists had the attention on their crafts's product.

3.4 DATA COLLECTION METHOD

Data collection is a process of gathering information from all the relevant sources to find a solution to the research problem. It help to estimate the outcome of the situation. It also enable to conclude an answer to the relevant questions. A semi-structured interview is often done with a series of questions that follow the broad format of an interview schedule, albeit the sequence of the questions can vary. Furthermore, the interviewer is given some discretion to probe and explore further questions in response to noteworthy responses. Bryman (2004)

3.4.1 Primary data

Primary sources are the original work, such as surveys, experiments, questionnaire, personal interview, or observation that does not filter by the second party (Saunders et.al., 2016).

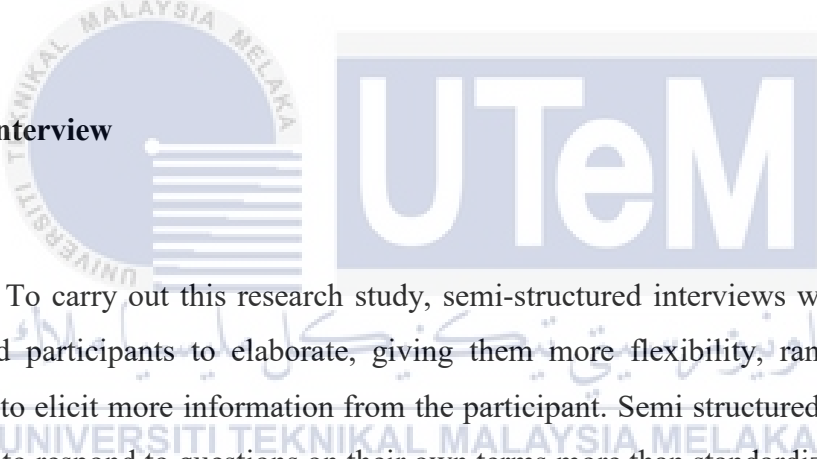
In this study, primary data was gathered through interviews. According to Ahmad et al., (2014), one of the most prominent research tools in qualitative methodology is the interview. It enables the researcher to have a direct conversation with the informant in order to obtain the answer. Face-to-face interviews, telephone interviews, and open-ended questionnaires can all be used to collect data for in-depth interviews.

3.4.2 Secondary data

Secondary data were reports of who relates to the testimony of the actual witness or participant of an event. They can be evaluated to provide additional or specific information, explanation, or inference (Saunders et. al., 2016). Secondary data was the information that someone else gathers to the researchers for the other different purpose (Johnston, 2017). Saunders et. al. (2016) describe that the sources of the secondary data are journal articles, internal records, books, and government publications websites.

3.5 METHODOLOGY

3.5.1 Interview



To carry out this research study, semi-structured interviews were chosen. They allowed participants to elaborate, giving them more flexibility, range, and thus the ability to elicit more information from the participant. Semi structured interviews allow people to respond to questions on their own terms more than standardized interviews do, while still offering a solid structure for comparison over focused interviews (May, 2007).

The interview, according to Kumar (2005), is the greatest approach for investigating complicated and sensitive themes since the interviewer may prepare a participant before asking sensitive questions and explain complex ones to them in person. While interviews can provide rich and thorough data, they can also be costly and time demanding. Because each interview is unique, the interaction between the interviewer and the participant may differ significantly. Furthermore, the quality of the data generated is influenced by the interviewer's experience, skills, and commitment (Kumar, 2005).

There is also the possibility of researcher bias. Furthermore, obtaining reliable data on the research subject can be difficult if there are a small number of participants involved, as opposed to the quantitative approach, which involves a larger number of participants and thus can provide more far-reaching and reliable data results in certain circumstances.

In this study, the researcher will use interviews as a way of data collection. According to Sospeter (2020), interview method is a method of gathering data that involves the researcher and the respondent communicating verbally and orally interviews with both structured and unstructured questions were used because they are quite flexible, adaptable, and can easily allow researchers to gain more insight on the topic. Some questions were prepared for the researcher to ask the respondent about the challenges they faced while doing promotion in handicraft businesses. Additional questions were also encountered during the interviews. The questions that were included as the following :



| QUESTIONS | CONTENT |
|-----------|---|
| 1 | <p>Respondent background:</p> <ul style="list-style-type: none"> ● Age ● Race ● Educational level ● Place of business |
| 2 | How long in this industry and what area are you in? |
| 3 | Which product are you selling and which product are the best seller? |
| 4 | What promotion you had done in order to sell your handicraft products in Melaka? |
| 5 | What are the main problem during implementing promotion? |
| 6 | What are the effects of this problem? |
| 7 | What are the strategies that your business approach in order to increase the efficiency of promoting the handicraft products? |
| 8 | In your view, what are the improvements that your business had done to continue remain in the business? |

3.6 Data Analysis

According to Ahmad et al., (2014), in qualitative methodology; the interview is one of the popular research techniques. It allows the research to have a direct conversation with the informant to provide the answer. The in-depth interviews can be face-to-face interviews and open-ended questionnaires can be used to collect data. Non-numerical information such as interview transcripts, notes, video and audio recordings, photographs, and text documents are examples of qualitative data.

In this research, the researcher has done narrative methods. Narrative methods "follow participants down their trails" through interviews, documents, and observations. Unlike conversation analysis, which focuses on moment-by-moment interaction, narrative analysis attempts to piece together the "big picture" of experiences or events as the participants perceive them. The narrative analysis focuses on "the story itself," attempting to preserve the integrity of personal biographies or a series of events that cannot be understood adequately in terms of their discrete elements. Narrative reveals human actors' goals and intentions; it makes individuals, cultures, societies, and historical epochs understandable as wholes. The coding for a narrative analysis is typical of narratives as a whole, rather than individual elements within them. The coding strategy is based on reading the stories and categorizing them into broad categories. (Yorkshire, 2019)

The researcher also use transcription as a transcribed material. Researchers would also include some nonverbal cues in the transcript - silence could convey embarrassment or emotional distress, or it could simply be a pause for thought. Words like 'well.... er.....I suppose.....' are important parts of a conversation and should not be overlooked. Laughter and gestures can also add meaning to what is said. (Yorkshire , 2019)

Following transcription, the data was coded, analyzed, interpreted, and verified. The process of transcribing interviews can help the researcher gain a better understanding of the subject by listening to and reading the transcribed interviews repeatedly.

Once all of the data had been transcribed, the coding process began. The codes used are keywords that are used to categorize or organize text and are an important part of qualitative research. The data was then analyzed, classified, and organized into themes and sub-themes that emerged during the coding process. The themes that emerged were each assigned a unique code. The next step was to interpret the data by identifying any recurring themes and emphasizing any similarities and differences in the data. The final stage involved data verification, which involves checking the validity of understanding by rechecking the transcripts and codes, allowing the researcher to confirm or modify previously arrived at hypotheses. (Sarantakos, 2008).

3.7 ETHICAL CONSIDERATIONS

Ethics is the study of what is right and wrong within a moral framework based on obligation and duty (Nation, 1997, p. 92).

When conducting any type of research, the researcher must always be aware of the impact that their research will have on participants and society as a whole, and must act accordingly. It is unethical to collect information without the participants' knowledge and expressed willingness and informed consent. As a result, the researcher made it clear to all participants that their participation was entirely voluntary and that they could withdraw from the study at any time. The researcher ensured that all participants provided informed consent while participating in this study. (Kumar, 2005)

Prior to the interview, the entrepreneurs of handicraft will be given advance notice, a broad outline of the subject to be discussed, an indication of the type of information that was required of the participant, the reasons why the research was being conducted, and how the information that they provided would be used. Prior to the start of each interview, they will be informed about the length of the interview, and enough time will be allowed before and after the interview for the participant to ask any questions about the research topic.

3.8 SUMMARY

The methodological approach used in the research was discussed in this chapter. It described the research questions, the data collection method, the sampling methods, and how the data was analyzed, as well as ethical considerations and the study's limitations.



CHAPTER 4

RESULT AND DISCUSSION

4.1 Introduction

In this chapter, the result from the case study will be discussed. The data was collected through an interview session with the handicraft entrepreneurs in Melaka. The result acquired will be representing the three research objectives that were highlighted in Chapter One and will also include the discussion of the framework proposed in Chapter Two. The data were collected through qualitative method which is an interview session involving the respondents from Kompleks Kraf Ayer Keroh, Bazar Warisan Dataran Pahlawan, Ole-Ole Melaka (Pahlawan Walk), Medan Samudera Banda Hilir and Jonker Walk.

Given that the purpose of the research is to determine the existing marketing strategies for the product, identify the problems in implementing the marketing strategies, and assess the effects of challenges on the marketing strategies of handicraft products in Melaka. The first section presented the job profile of respondents. The second section presented the discussion of findings on the current strategies for market the handicraft product while the third section will be presented the discussion on the findings about the challenges in implementing the marketing strategies and the effects of challenges towards the marketing strategies of the handicraft products in Melaka.

4.2 Case study background

The case study was carried out using the qualitative method which is interview that involves 22 respondents who organize the business of handicraft items in Melaka. The respondents are mostly build up of staffs , manager, and owners in the 4 places mentioned above.

4.2.1 Respondent's Details

The profiles of respondents from each respective handicraft shop are presented in the table below. The respondents' names are listed in alphabetic and numeric code to protect their privacy and confidentiality.

PROFILES OF RESPONDENTS

| Respondents | Company Name & Years of Experience | Product of handicraft sold |
|-------------|--|--|
| R1 | Company A with 16 years of experience in the handicraft industry | Keychain and woven products include baskets, mats, serving lid and batik headscarves |
| R2 | Company B with 11 years of experience in handicraft industry | Bamboo furniture |
| R3 | Company C with 37 years of experience in handicraft industry | Clog shoes and beaded shoes |
| R4 | Company D with 7 years of experience in handicraft industry | Handmade Keychain and handmade Beaded Shoes |
| R5 | Company E with 7 years of experience in handicraft industry | Rattan baskets for home decor, rattan furniture, woven mats |
| R6 | Company F with 4 years of experience in handicraft industry | Beaded shoes and kebaya baba nyonya, woven bags, crochet bags and mats |
| R7 | Company G with 7 years of experience in handicraft industry | Pottery Products |

| | | |
|-----|--|---|
| R8 | Company H with 5 years of experience in handicraft industry | Tikar mengkuang, ceramic goods and batik shirts, wooden spoons |
| R9 | Company I with 8 years of experience in handicraft industry | Baju Talun (Sarawak) & ceramic beads |
| R10 | Company J with 19 years of experience in handicraft industry | Baskets and female bag made from woven bamboo, rattan and mengkuang |
| R11 | Company K with 9 years of experience in handicraft industry | Handmade tengkolok ,capal and songkok, personal jewelry, kebaya |
| R12 | Company L with 10 years of experience in handicraft industry | Rattan products for wedding door gifts, home decoration, use in the kitchen such as serving covers and also various types of multi-purpose rattan bags and baskets. |
| R13 | Company M with 2 years of experience in handicraft industry | Batik shirts for male, batik skirts for female, rattan bags, handmade songkok |
| R14 | Company N with 12 years of experience in handicraft industry | Baskets , female bag made from woven bamboo, rattan and mengkuang and bamboo home decor |
| R15 | Company O with 8 years of experience in handicraft industry | Crochet Bag and hats , woven mats, woven bags, woven umbrella, woven serving lid |
| R16 | Company P with 7 years of experience in handicraft industry | Rattan bags, keychain, woven mats, ceramic products |

| | | |
|-----|--|---|
| R17 | Company Q with 9 years of experience in handicraft industry | Songket weaving,wau,handmade kites ,handmade keychain |
| R18 | Company R with 6 years of experience in handicraft industry | Wood carvings of Al-Quran verses, wood carvings for home decoration |
| R19 | Company S with 7 years of experience in handicraft industry | Weaving shirts, bamboo for domestic appliances |
| R20 | Company T with 11 years of experience in handicraft industry | Beads as delivery sets, multipurpose containers, tissue box covers, egg containers, money bags and wall decorations |
| R21 | Company U with 9 years of experience in handicraft industry | Beads for tissue box,home appliances and rattan bags,rattan accessories for home and office |
| R22 | Company V with 12 years of experience in handicraft industry | Ceramics, batik, wood carving and crystal glass craft made in Malaysia. |

4.3 Current Strategies for marketing the product of handicraft business in Melaka.

As stated in Chapter 1, the very first objective of this research was to study the current strategies for marketing the product of handicraft business in Melaka. The qualitative findings were collected by conducting semi-structured interview session with the respondents. Additionally, the findings were analysed and processed with secondary data and guided theories from the theoretical framework. The generated results will be discussed at the following.

4.3.1 Pricing Strategy

According to Cant (2003), the total amount of money that customers paid to a seller in order to obtain the advantages of a product or service is referred to as the price. Based on this definition, the researcher concluded that pricing strategy is critical in any business because price is the ultimate amount that benefits not only the customers but also the organization or marketer. According to Armstrong & Kotler (2007), price-adjustment strategies are used to accommodate the market shifting circumstances and various customer demands. These strategies include: (i) promotional pricing, cost based pricing strategy, competitive pricing and competitor pricing. All these strategies will be discussed in subsections at the following:

i) Promotional pricing

Promotional pricing is the act of reducing product price for a short period to boost sales and revenue. Kerin et al. (2011) remarked that it is used to make the customers feel a sense of urgency and impulse them to purchase for the promotional products. As indicated by Baines et al. (2011), the objective of promotional pricing is to encourage product trial and to raise product awareness instantaneously.

Throughout the interview sessions with the respondents, almost of the respondent give promotion price to the customer. R1 from Company A and R18 from company R agreed that promotional pricing bring more profit to his business while R2 from Company B said that even though the profit was not what he expected because the country is in trouble as the customers also now prioritize their necessities, but he still did promotional pricing for his handicraft product.

“Bila saya buat harga promosi ini saya tengok banyak perubahan kat kedai saya ini sebab ramai pelanggan datang membeli kat kedai.Keuntungan saya pun bertambah bila buat harga promosi ini”

Translated: "When I made this promotional price, I saw a lot of changes in my store because many customers came to buy at the store. My profit also increased when I made this promotional price"

****(Respondent 1)****

“Seperti yang saya beritahu tadi, saya memang ada bagi harga promosi walaupun keuntungan tak seperti yang saya jangkakan sebab negara pun tengah dalam masalah jadi pelanggan sekarang lebih utamakan barangan keperluan berbanding kehendak.”

Translated : "As I told you earlier, I am there for the promotional price even though the profit is not what I expected because the country is in trouble so customers are now prioritizing necessities over wants."

****(Respondent 2)****

R10 from company J and R13 from company M offer different types of promotions for customers based on the festive seasons of the time. For example, these companies had launched school holidays , Hari Raya and Merdeka day promotion sales. They justified that by offering promotions or providing promotional pricing, it is the best tactic to grasp the attention of customers and drive the overall sales volume of the firm as the customers generally would be more willing to spend more during the promotion period.

“Promosi kadang-kadang saya ada buat iaitu pada musim perayaan, hari merdeka cuti sekolah. Saya buat harga promosi pada tarik-tarikh ini kerana saya tau time tu ramai yang datang Melaka jadi bila mereka datang lepas tu nampak ada promosi macam ini mereka akan tertarik lalu mereka akan beli sekaligus mereka akan ajak kawan-kawan dan family beli sekali.”

Translated: "Sometimes I do promotions which are during the festive season, independence day and school holidays. I made a promotional price on these dates because I know many people come to Melaka at that time, so when they come and see that there is a promotion like this, they will be interested and they will buy all at once. They will invite their friends and family to buy at once."

In addition, there are four handicraft entrepreneurs had definitely practiced promotional pricing on their products. R7, R8, R9, and R20 claimed that their company come out with something special promotions such as Purchase with Purchase (PWP) promotions almost every single month. This is because the products being offered with promotional pricing made a significant and positive impact on the sales volume and revenue level of the company.

Also, by launching this promotions in store, they also implement this promotion in their online store as they can use up their previous stok and immediately bring in new stock.

“ Saya juga buat promosi macam yang kat kedai Mr.DIY tu kan ada PWP tu kan..Aah jadi kat kedai saya ini saya laksanakan strategi macam itu, kalau ada orang beli barang-barang saya sampai RM 80 ke atas dapat lah sudip kayu ini RM 10 , dia sebenarnya harga dia dalam RM 30.Saya buat macam tu sebab saya nak habiskan stok saya secepat mungkin maklumlah tahun baru pun dah nak dekat”

Translated: " I also do a promotion like the one at the Mr. DIY store, right? There is a PWP, right? Aah, so at my store, I implement that kind of strategy. If someone buys my items for RM 80 or more, they can take this stick. RM 10, it's actually priced at RM 30. I did that because I want to use up my stock as soon as possible, be aware that the new year is almost here".

(Respondent 7)

In conclusion , promotional pricing performs an important task in handicraft industry as most of the respondents remarked that they used special promotions to grab the attention of customers in buying and spending more on the promotional products. In general, promotional pricing will be offered on products that are less popular or too novel for the customers to purchase. In brief, promotional pricing can be an effective and powerful strategy that helps to increase the demand and sales volume of a product drastically in a short duration.

ii) Cost-Based Pricing Strategy

When an organization first manufactures a quality product and then totals up the production cost with an amount of targeted profit, the generated product pricing is known as cost-based pricing. As proven by Armstrong & Kotler (2007) and Kerin et al. (2011), cost-based pricing is the easiest strategy as it only requires total unit cost of production with a targeted amount of profit to generate a product price. As proposed by Armstrong & Kotler (2007), cost-plus and target profit pricing are in the category of cost-based pricing strategy. Armstrong & Kotler stated that cost-plus pricing only necessitates the price setter to include a proper mark-up to the cost of production in order to create the product pricing. Brassington & Pettitt (2007) articulated that target profit pricing is used when the firm produces beyond the break-even point and set a product pricing that could generate profit for the firm accordingly.

A single price on a bundle or package of products is known as product bundle pricing. Kerin et al. (2011) and Perreault & McCarthy (2002) discovered that by setting a single price for a bundle of products, it impulses the customers to spend extra as it provides a cheaper overall price.

Throughout the interview sessions with the respondents, almost 10 respondent brought up the utilization of cost-based pricing strategy as this strategy undeniably provided profit benefits for their handicraft business. R16 from company P agreed with the fact that cost-plus pricing is the simplest approach of setting a handicraft business. He also explained that a cost-based pricing strategy is utilized when the prices of his handicraft are set by simply adding up the total costs of making a woodcraft and then including a mark-up for the pricing.

“Saya percaya bahawa strategi penetapan harga berasaskan kos ialah cara paling mudah untuk menetapkan harga kraftangan saya kerana penetapan harga ditetapkan berdasarkan kos pengeluaran dan keuntungan yang diinginkan, tanpa perlu mengambil kira permintaan pelanggan”

Translated: “I believe that a cost-based pricing strategy is the easiest way to price my handicrafts because pricing is set based on production costs and desired profit, without having to consider customer demand”

Furthermore, R15, R19, and R22 also agreed that cost-based pricing is a good strategy since it covers costs and ensures a stable rate of return as long as the product is sold. They agreed that even if they just sold one of their products, their handicraft business would want to make a profit.

“Saya fikir penetapan harga berasaskan kos membantu memastikan bahawa sebaik sahaja produk itu dijual, pastinya terdapat sejumlah keuntungan yang akan diperoleh kerana penetapan harga telah pun meliputi kedua-dua kos pengeluaran dan juga keuntungan”

Translated: “I believe that a cost-based pricing strategy is the easiest way to price my handicrafts because pricing is set based on production costs and desired profit, without having to consider customer demand”

****(Respondent 19)****

In addition, R11, R12, and R14 give their opinion that cost based pricing strategy they utilized has the least troublesome thus it can be easily understood and administered as long as long their handicraft business has a standard accounting data recorded. R12 further added that when the product pricing is set based on this costing strategy, the pricing does not have to be readjusted constantly as the prices already covered the total product costs, enabling them to maintain the overall profit margin of the firm.

“Strategi pemasaran yang saya jalankan dalam perniagaan saya ialah harga berdasarkan kos kerana saya percaya strategi ini bila jalankan, harga produk boleh cover semua jumlah cost. Bila cara ini dibuat, profit margin perniagaan saya dapat dikekalkan ,cantik je setiap bulan”

Translated: "The marketing strategy that I run in my business is price based on cost because I believe that if this strategy is implemented, the price of the product can cover all the total cost. When this method is done, the profit margin of my business can be maintained, it's beautiful every month"

Moreover, R17 and R21 had come out with statement that cost-based pricing strategy would be the simplest and most effective pricing strategy for the reason as it only seeks for simple mathematics such as calculating the material cost of making their handicraft products. R17 said he just adding up the total cost with a targeted profit that wanted to be achieved when selling his songket weaving and handmade kites.

“Bila aplikasikan harga berdasarkan kos ini, saya rasa senang kerana saya hanya perlu menambah jumlah cost untuk mendapat anggaran keuntungan ketika menjual barangan kraftangan saya.”

Translated: "When I apply the price based on this cost, I feel happy because I only have to add the total cost to get an estimate of the profit when selling my handicraft items."

As a conclusion, cost-based pricing strategy has the simplest method to set the handicraft products pricing because it does not involve any market research as well as pondering on the customers’ demands and competitors’ strategies.

iii) Competitive Pricing Strategy

Competitive pricing, according to Porter (2014), is the process of selecting strategic price points to best take advantage of a product or service-based market compared to competitors. Because services differ from one business to the next, while product attributes remain stable, this pricing strategy is more typically used by enterprises selling identical products. This pricing approach is often used once the price of a product or service has reached a level of equilibrium, which occurs when a product has been on the market for a long time and has many replacements.

It is believed by R3 from Company C that competitive price strategy can allow his company to maintain an advantage by strategically setting prices above, below or same as the other direct competitors. Although some companies not suit using this competitive pricing strategy, but it actually can bring high effective strategy of competition based price.

“Saya telah melaksanakan strategi harga kompetitif di mana saya meletakkan harga sedikit tinggi dan juga ada perkhidmatan tambahan. Saya telah memulakan strategi ini sejak saya memulakan perniagaan sehinggalah sekarang. Alhamdulillah dengan strategi yang saya laksanakan, ramai yang berpuas hati dan menerima serta merasa berbaloi dengan harga yang diletakkan dengan kualiti barangan saya”

Translated: "I have implemented a competitive price strategy where I put the price a little high and also have additional services. I have started this strategy since I started the business until now. Alhamdulillah with the strategy I implement, many are satisfied and accept and feel it is worth the price of the goods placed with the quality of my goods"

As remarked by R5 from company E, he recognized that competitive pricing strategy can help the business grow. He said that his business had implemented the prices of the handicraft products matched the pricing that offered by his competitors. This is because the products features are the same or very similar, that is why he as the producers of rattan baskets, rattan furniture and woven mats focus on trying to differentiate or offer a unique buying experience.

“Bagi saya kalau letak harga ikut penetapan harga kompetitif ini boleh bawa kejayaan kepada perniagaan, macam contoh saya buat produk rotan ini semua, saya letak harga lebih kurang sama dengan pesaing saya semua. Jadi, jika produk atau perkhidmatan adalah pada harga yang sama dengan pesaing namun kualiti produk itu lebih berkualiti maka pelanggan akan lebih cenderung untuk memilih anda, betul tak?”

Translated: “For me, if I put the price according to the competitive pricing, it can bring success to the business, like for example I make all these rattan products, I put the price more or less the same as all my competitors. So, if the product or service is at the same price as the competitor but the quality of the product is better then the customer will be more likely to choose you, right?”

In conclusion, competitive pricing strategy can enables businesses to govern competition by preventing consumers and market share from being lost to competitors. By keeping prices at the same as or lower than other competitors, consumers will be less likely to switch brands or pick competitors' products or services over all thus it will allow to maintain a business market share.



iv) Competitor Pricing Strategy

Competitor pricing is the prices set based on existing market rate. It is a strategy that uses key information from the competitors to set a product pricing. According to Cravens (2006), the competitors in the market can enlighten an organization on making pricing decisions as price acts as a tool to attack the competitors in the market or to defend the organization's position from direct competition. As advised by Ferrell & Hartline (2005), organizations should always pay attention to the competitors' prices in the market.

It is interesting to note that the competitor pricing strategy is uncovered only after the researcher had collected and analyzed the primary data. In the interview sessions, there were respondents from each respective handicraft remarked some facts and information regarding to this strategy.

According to R4 from company D said he would do rival research and compare competitor prices before establishing a suitable pricing for a new product. This is because he wanted to ensure that his customers saw his products as the greatest deals among competitors, resulting in increased sales and profits for the company overall.

"Saya selalunya akan buat penyelidikan, selidik-selidik dulu apa semua tu dan membandingkan harga pesaing saya terlebih dahulu sebelum menetapkan harga yang sesuai untuk produk baharu. Ini kerana saya nak memastikan pelanggan saya melihat produk saya sebagai satu tawaran hebat di kalangan pesaing di mana , bila perkara ini terjadi ianya boleh mengakibatkan peningkatan jualan lah dan keuntungan bagi perniagaan saya secara keseluruhan."

Translated : "I will often research and compare the prices of my competitors first before setting a suitable price for a new product. This is because I want to make sure my customers see my product as a great offer among competitors where, when this happens it can result in increased sales and profits for my business as a whole."

Furthermore, R16 from company G mentioned that her company would not want to price their products too low or too expensive in comparison to competitors. There are occasions when the business will study and look at the prices of competitors as a benchmark for setting their product pricing. This originates from the firm's desire to generate comparable and appropriate product pricing for customers. Customers would be less hesitant to purchase their items in this manner, resulting in a steady consumer base for the company.

“Apabila menetapkan harga hampir dengan kadar pesaing, kita tak perlu risau sangatlah sebab kita dah tahu bahawa pelanggan akan bayar harga yang sama, jumlah yang pesaing terima sama dengan jumlah yang kita terima juga. Boleh dikatakan ianya hampir kekal dengan harga pasaran purata, secara tidak langsung terdapat peluang yang baik lah sebab pelanggan mesti gembira apabila dia tengok kedua-dua kedai mempunyai harga yang sama, dia pun tak perlulah pergi survey harga sini sana macam tu ataupun tak adalah istilah “cekik darah” untuk peniaga kraftangan macam kami ini.”

Translated: “When setting a price close to the competitor's rate, we don't have to worry because we already know that the customer will pay the same price, the amount that the competitor receives is the same as the amount that we receive as well. It can be said that it almost stays with the average market price, indirectly there is a good opportunity because the customer must be happy when he sees that both stores have the same price, he doesn't even need to go to a price survey here and there like that or not is the term "choke on blood"(idiom) for handicraft traders like us.”

In conclusion, competitor pricing is one of the most effective strategies as it will observe how competitors arrange their pricing tiers, what features they differentiate on, and what they use as their main value measure allows you to better structure your own pricing. has a part that cannot be overlooked in the handicraft industry. Undeniably, the handicraft entrepreneurs did set their product prices with the competitors pricing strategy as they do not want to draw a huge price gap difference with the competitors which might create an unaccountable and incredulous image for the firms. Competitor pricing only requires the firms to focus on market or competitor information and then adopting a similar price for the products from the competitors.

4.3.2 Promotional strategy

Advertising is a marketing approach that is used to raise consumer awareness of a product in order for them to make purchasing decisions. Advertisement, sales promotion, and public relations are examples of mass communication tools used by marketers. Although advertising throughout the mass media has an impact on audiences, television has the widest reach and is the most powerful advertising channel. In the long run, advertising has the capacity to affect individual behaviour, lifestyle, and culture (Latif & Abideen, 2011). In order to compete in a consumer market driven by advertising, a corporation might boost their product's brand by engaging in promotional activities (Hussainy, Riaz, Kazi & Herani, 2008).

In the interview session, R2 from Company B mentioned that promotion helps him to draw target's attention and build awareness by making his target audience aware about his products. Therefore, he had developed a promotion in a traditional way and normally he did during festive season. He said he gave the promotion such as buy 1 free 1 to customer that buy his product during festive season so that his customer will feel more excited and thrill to celebrate their celebration.

“Orang Malaysia ni kan, dia lebih kepada suka benda-benda percuma tau. Bila kita nampak percuma ataupun kita nampak buy one free one kita akan pergi. Kita nak tengok apa yang ada kan. Aa jadi saya buat macam tu, orang akan nampak promosi macam itu , terus mereka datang terus mereka beli.”

Translated : "Malaysians are more like free things, you know. When we see free or we see buy one free one we will go. We want to see what's there, right? Aa so I do that, people will see that kind of promotion, they will keep coming and they will buy."

Apart from that, R7 from company G also believed that word of mouth marketing is also a process that can motivate people as it can share information about any handicraft products with others. This is because when a customers buy something from his shop, and if he give a great promotion, the customers will trust

and also they will recommend it to their families members or their friends. It really encourage customers to share their experience of handicraft products through online

“Bagi saya promosi mulut ke mulut ini sangat hebat sebenarnya sebab jika orang suka kita dia akan cakap pasal kebaikan kita daripada A sampai Z. Sebab tu saya pun akan bagi aa saya punya name card apa semua so diorang boleh sebarkan. Dia cakap eh baik beli dekat dia lah. Haah. Kau beli satu, kau dapat satu. Tak pun, kau beli satu barang, aa dia ada promosi benda-benda lain lagi. Sepanjang masa customers tu akan bagi feedback baik lah jika dia diberi layanan dan promosi yang baik.”

Translated : “For me, this word of mouth promotion is really amazing because if people like us, they will talk about our goodness from A to Z. That's why I will also give aa I have a name card so people can spread the word. He said “it's good to buy from him. Haha. You buy one, you get one.” Not even, you buy one item, aa he has a promotion for other things. All the time the customers will give good feedback if they are given good service and promotion.”

Besides that, 16 respondent out of 22 respondent agreed that social media is the best place to they also did their business in online platform such as Facebook, Instagram and Tiktok instead of doing business offline. This is because they believe that by doing promoting in the media social they can drive prospects from the awareness stage into the action stage if they did it right. R4 from company D said that she did advertising in social media in Facebook, Instagram and Tiktok to attract more customers as now people living in the modern era and most of them are concern with it also some of them loves to shop online.

“Ya, saya ada membuat pengiklanan di media sosial seperti di Facebook, Instagram juga di Tiktok lah. Tujuan saya meletakkan iklan adalah untuk tarik pelanggan sebab sekarang ini kita kan tengah hidup pada zaman teknologi dan memang tidak dinafikan orang sekarang ini tidak kira muda ke tua , semua suka beli barangan dalam talian”

Translated : "Yes, I do advertising on social media such as Facebook, Instagram and Tiktok. The purpose of placing ads is to attract customers because we are living in the age of technology and there is no denying that people today, young and old, all like to buy things online."

Meanwhile, R5 from Company E also agreed with the statement that promotional strategy is effective when using social media platform. This is because social media can able to increase her sales because people outside of Malacca often follow the progress of the promotions she make on social media and when they are interested they directly message her social media account.

"Saya dah 7 tahun berniaga kraftangan dalam Melaka ini dan saya mula laksanakan strategi pemasaran guna sosial media ini rasanya dalam 6 tahun setengah macam tu. Social media ini memang tak boleh dinafikan , sememangnya dapat tingkatan hasil jualan saya sebab banyak orang-orang luar Melaka selalunya beli daripada saya. Baru-baru ada seorang customer dari Kedah sanggup tempah produk saya ini untuk majlis kahwin dia masa dia tengok iklan yang saya buat di facebook. Katanya dia berminat produk-produk kraftangan daripada Melaka ini."

Translated : I have been in the handicraft business in Melaka for 7 years and I started implementing this marketing strategy using social media, it feels like 6 and a half years. This social media cannot be denied, it can indeed increase my sales because many people outside Melaka often buy from me. Recently, a customer from Kedah was willing to order this product of mine for his wedding when he saw an advertisement I made on Facebook. He said he was interested in handicraft products from Melaka.

As a conclusion, the ideal strategy to promote a new product or service will be determined by the channels the audience uses and their online activities. Handicraft businesses should, in any case, employ several channels and cross-promote. The more cohesive and consistent the messaging is, and the more the audience knows about it, the greater the likelihood of interaction.

4.3.3 Product strategy

A product, according to Kotler (2016), is anything that can be offered to a market for consideration, acquisition, use, or consumption. It is made up of tangible products, services, people, locations, organisations, and ideas." It is anything that may be offered to a market in order to suit the expectations or desires of the client. Products include physical goods, services, experiences, events, people, locations, properties, organisations, information, and ideas.

A product strategy serves as a road map for users to understand what tasks they should do in order to meet corporate objectives. Developing a clear product plan will ensure that activities are done on schedule and in a cost-effective manner. It also describes how the product will help the business by detailing the problem it solves and how it will affect customers.

Apart from that, service strategy has been taken as a product strategy to provide after sales service to customers and the response will attract brand loyalty. If the company did not provide any customer service, the customers will wary of purchasing decisions. R12 from company L recognized that by providing good customer services, the customers will associate that good feelings with the transaction. He said customers will then be more likely to come back and transact with the business again.

“Untuk memuaskan hati pelanggan saya akan memberi penghantaran percuma ketika mereka membeli produk kerusi malas saya inilah, hal ini sebabnya saya nak jaga jugalah hati mereka, sebab mereka dah beli mahal-mahal tak kan kita tak boleh kan nak tolong bagi service penghantaran percuma. Kalau ada kerosakan pada kerusi ke apa saya akan bagi service repair percuma untuk tempoh 2 bulan macam tu bergantung kepada jenis kerosakan. Saya buat semua ini sebab satu je, sebab saya percaya kalau saya berbaik dengan mereka macam saya sediakan service apa semua tu, mereka ini akan tertarik untuk membeli lagi dan lagi”

Translated: "To satisfy my customers, I will give free delivery when they buy my recliner products, this is why I want to take care of their hearts, because they have bought expensive things, right? We can't help giving free delivery service. If there is damage to the chair, will I give you a free repair service for a period of 2 months, depending on the type of damage. I do all this for one reason, because I believe that if I am good with them like I provide all the service, they will be interested to buy again and again"

In addition, product quality also plays an important role in defining product strategy. A quality product is difficult to define as it will mean different things to each consumer. According to R13, the challenges for all entrepreneurs to set their quality level and ensure that it meets the expectations of their target market. In fact, a product's quality should be more consistent with other elements of the marketing mix.

"Mula-mula produk saya biasa saja tapi semakin lama saya sedar orang nak kan something yang ada berkualiti dan semakin saya sedar produk yang elok kualiti lebih best lah. And then kalau untuk dekat kedai saya pula saya perbanyakkan bersihlah sebab kawasan saya ni berhabuk jadi saya kena banyak lap-lap aa untuk dia nampak lagi naik barang tu lah warna dia tu untuk kekalkan kualiti aa untuk kekalkan kualiti."

Translated : "At first, my products were ordinary, but the longer I realized that people want something with quality, the more I realized that good quality products are better. And then if it's in my shop, I clean more because my area is dusty so I have to wipe a lot so that he can see the item again, that's his color to maintain the quality, to maintain the quality."

R3, R7, R16 and R18, these four respondents also agreed to implement the quality strategy in their product as that they can save both time and money by producing quality products in a quality way. These respondents said by keeping things consistent and simple, doing the work correctly once rather than bad several times will not waste money or development time.

“Untuk menjaga kualiti produk saya, saya akan suruh staff saya pergi kelas menjahit macam tu supaya mereka bila hasilkan kasut manik ini, akan terhasil lah kasut manik yang kemas dan cantik. Bila kualiti sesuatu barang itu baik dan bagus, pelanggan pun tak akan teragak-agak akan beli”

Translated : "In order to maintain the quality of my products, I will ask my staff to go to a sewing class like that so that when they produce these beaded shoes, they will produce neat and beautiful beaded shoes. If the quality of an item is good and good, the customer will not hesitate to buy it"

(Respondent 3)

“Cara saya mengekalkan mutu kualiti produk kraf saya ini ialah sebelum saya buat penghantaran kraf kayu untuk Al-Quran ini , saya akan check dulu produk saya ini elok ke tidak, kalau elok saya akan bungkus baik-baik untuk pastikan barang-barang yang pelanggan tempah ini semua dalam keadaan baik.”

Translated: "The way I maintain the quality of my craft product is that before I make the delivery of the wooden craft for the Al-Quran, I will first check whether my product is good or not, if it is good I will pack it well to make sure the items that the customer ordered this is all in good condition.”

(Respondent R18)

Last but not least, one of the most important decisions that can be taken by the entrepreneurs or marketing manager is they can make branding for their handicraft product. R8 and R9 defined when they joined the “Beli Barangan Buatan Malaysia” programme they gained more knowledge about branding also know how the way to support Malaysian brand. Brand have the power of instant sales, they can convey a message of confidence, quality and reliability to their target market. A brand is a tool which is used by an organizations to differentiate itself from competitors.

“Yee saya pernah menyertai kempen beli barangan buatan Malaysia . Manfaat yang saya dapat ialah macam mana saya naik tingkatan lagi brand saya serta boleh pupuk lebih banyak pelanggan beli product keluaran Malaysia berbanding luar negara.”

Translated: "Yes, I once participated in a campaign to buy Malaysian-made goods. The benefit I get is how I can improve my brand and can cultivate more customers to buy products produced in Malaysia compared to overseas."

(Respondent 8)

“Bila join program beli barangan buatan Malaysia ini, saya dapat praktikkan semangat cintakan produk tempatan bagi menghasilkan kualiti produk terbaik serta mewujudkan lebih banyak jenama tempatan”

Translated: "When I join this program to buy products made in Malaysia, I can practice the spirit of love for local products to produce the best quality products and create more local brands"

(Respondent 9)

In conclusion, a product strategy assists entrepreneurs in planning for the future of their product and directing it in the right direction. When business owners have a combination of several products and diverse product mix's, product strategy becomes extremely important in order to make sense and have the right tactics up their sleeve for each product.

4.3.4 Place strategy

According to Sampson (2013), place strategy is critical in the marketing mix of a product or service. A company's location strategy explains how and where it will place its products and services in order to achieve market share and consumer purchases. This 4Ps component is sometimes referred to as the distribution plan and may comprise physical and online storefronts, as well as any other ways by which the company can contact customers.

To select which distribution strategy to use, the company must first understand the wants of the consumer and then determine which channel will best bring the product or service in front of the potential buyer. According to R10, R19, R20, R21 agreed that physical stores will offer full range of products and services to the customers through a front end retail location. They also choose strategic place to do their business as it will help simplify marketing because in general strategic locations are locations that are often traveled and visited by many people. Moreover, the place strategy can take important decisions and also decide the format of retail, channel of distribution and type of exclusivity of the retail.

"Saya mula berniaga kat sini pada tahun 2010, masa tu memang fokus kat kedai kat Samudera sini sebab kat sini dekat dengan kapal tu banyak pelancong mat salleh semua datang kan , lepastu dapat tahu yang Ole-Ole kraftangan situ nak bukak, saya pun buka cawangan baru kat situ sebab saya tau tempat-tempat ini tempat kunjungan pelancong dari luar."

Translated : "I started doing business here in 2010, at that time I really focused on the shop in Samudera because here near the ship there are a lot of tourists, so they all come, right? Then I found out that Ole-Ole handicrafts wanted to open there, so I opened a branch only there because I know these places are visited by tourists from outside."

(Respondent 19)

“Saya dah 10 tahun berniaga kat tapak medan samudera ini, bagi saya tempat berniaga ini seronok laa sebab dapat kenal banyak pelancong daripada luar serta saya pun rasa tempat ini amat strategik bagi perniagaan saya sebab selalunya kalau cuti sekolah, cuti public holiday ke apa semua tu, ramai yang datang Banda Hilir ini jalan-jalan dan beli oleh-oleh kat Medan Samudera ini.”

Translated: "I have been doing business at this Medan Samudera site for 10 years, for me this business place is fun because I get to know many tourists from outside and I also think this place is very strategic for my business because usually when it's a school holiday, what's the point of a public holiday? , many people come to Banda Hilir for a walk and buy souvenirs at Medan Samudera."

(Respondent 10)

Besides that, these handicraft entrepreneurs also said that in addition to selling in shops, they also use online platforms such as social media, e-commerce platforms and platforms provided by the government to sell their handicraft products. This is because they believed that online platforms can give them lots of benefits such as it can help them shape their business operations skills and deliver the best customers experience.

Around 10 respondents had give their opinion that by selling through online platform, they can improve their revenue and can go beyond time and money savings. R1, R2, and R14 said that online platform is the facilities that can operate 24/7 without having the need for any overtime shift or increased staffs thus customers also can purchase from your store at any hour of the day.

“Apabila saya mula berpindah ke bandar, kraftangan saya ini mula mendapat sambutan dan saya mula memperbanyakkan jenis produk kraftangan saya. Dalam masa yang sama, saya juga telah berjinak-jinak menjual kraftangan saya ini di facebook sebab facebook ini satu platform yang membolehkan saya berniaga sehingga lewat malam, dia 24 jam, jadi jika saya tidak membuka kedai saya ini saya tak perlu risau sebab dengan adanya facebook marketplace, perniagaan saya boleh beroperasi tanpa mengira waktu.”

Translated: "When I started to move to the city, my handicrafts started to be popular and I started to increase the types of my handicraft products. At the same time, I have also managed to sell my handicrafts on Facebook because Facebook is a platform that allows me to do business until late at night, it's 24 hours, so if I don't open my shop I don't have to worry because with Facebook marketplace, my business can operate regardless of the time."

(Respondent 14)

In the mean time, R4, R5, R16 and R17 give their opinion that online platform is the place where they can received a convenient payment. The online payment methods let their customers to pay money from anywhere around the world without having the need to go to the bank or ATM. It can just transferred at any hour of the day without any limitations.

"Bile menjual online ini, salah satu kebaikan yang saya dapat ialah payment yang cepat daripada pelanggan saya. Sepanjang saya jual produk kraftangan saya ini di Shoppe dan LAZADA, tak ada apa-apa masalah sebab pelanggan saya pun selalu transfer duit pun cepat sebab sekarang kan semuanya dah mudah, orang tak perlu pergi bank semua tu dan kita sebagai peniaga pun tak perlu nak tunggu bayaran lama-lama."

Translated: "When selling online, one of the benefits I get is fast payment from my customers. As long as I sell my handicraft products at Shoppe and LAZADA, there is no problem because my customers always transfer money quickly because now everything is easy, people don't have to go to the bank and we as traders don't have to wait long payment."

(Respondent 16)

Meanwhile, R7,R13 and R15 had consensus that the majority of modern consumers look for products or services online before deciding what to buy or where to acquire them. Having a great online presence entails allowing online potential customers to find their store and browse the things have been listed when they search. Online shoppers who find this handicraft stores are more likely to become customers

whereas online shoppers who do not locate the handicraft e-commerce store will most likely buy products or services from their competitors.

“Jual kat online ni senang sebab segala infomasi kita ada kat situ, orang pun daripada tak kenal kita akan jadi kenal dengan adanya teknologi zaman sekarang. Macam saya dulu masa mula-mula ambil alih perniagaan ayah saya ini, orang segelintir je tau ayah saya ini jual kraftangan apa, tapi bila saya dah ambil alih , saya buat pemasaran di media social dengan Mycraft Shopee tu , orang luar negeri Melaka sampai kenal perniagaan saya ini dan mereka pun sanggup turun ke Melaka sebab nak tengok macam mana kraftangan seramik ini dihasilkan”

Translated : "Selling online is easy because all our information is there, even people who don't know us will become familiar with today's technology. It was like me when I first took over my father's business, only a few people knew what handicrafts my father sold, but when I took over, I did marketing on social media with Mycraft Shopee, people from outside Melaka knew about the business I and they are willing to go to Melaka because we want to see how these ceramic handicrafts are produced"

(Respondent 7)

From the researcher's personal perspective, place is where the product, price and promotion should be sync. If the place does not correspond to other , then the business will get affected. This is because the tourists would want to purchase the souvenir in a save and conducive place. Therefore, a souvenir shop has to be present near a tourist location and also an online platform must be provide to ease their purchasing power.

4.4 To identify the challenges in implementing the marketing strategy in Melaka.

According to Parnell, Long, and Lester (2015), craft producers must have marketing capabilities such as consumer and competition awareness and the ability to measure the efficiency of their selected marketing tactics. According to Ebersole's (2014) research, SMEs are more concerned with survival issues, such as expanding into new market categories and increasing the size of their total market. According to Erdem & Erdem (2011), many SMEs apply modern marketing approaches such as evaluating customer complaints, specifying demand variety, monitoring competitors' marketing efforts, developing brand identities, and responding to customer-focused strategies.

i) THE EFFECT OF PANDEMIC COVID 19 TOWARDS BUSINESS

The COVID-19 pandemic had a tremendous economic impact on the world. Maintaining operations amid a worldwide crisis was especially difficult for small and medium-sized firms, notably in the handicraft sectors. Without crisis management procedures in place, business owners risk having their activities stopped immediately.

Pandemic 19 disrupted all industries when governments announced a nationwide lockdown. However, data suggest that the handicraft sector, as part of the small industry, was severely impacted by the shutdown and labour, and artisans suffered far more. Their hands were empty, and their handcrafted goods were not exported. This statement had been support by most of the respondents in Banda Hilir, Melaka. According to R2, he is indeed faces with challenges like this Covid 19 until his business get affected at the pandemic time and he had to use all his savings to support his life. This challenge is also felt by other handicraft dealers such as R4,R5, R6 and R20. R6 explained that the MCO had brought a lot of losses to him not only that he had to close the shop but he also confirmed that at that time not a single tourist visited Melaka.

“Masa PKP memang tak boleh dinafikan banyak tempat yang terjejas, tak kisah peniaga kecil mahupun besar. Perniagaan saya masa tu pun terjejas dan saya pun terpaksa guna duit simpanan sahaja masa tu. Pemasaran saya pun buat biasa-biasa tak macam dulu besar-besaran sebab nak jimatkan penggunaan duit tu.”

Translated : "During the MCO period, it cannot be denied that many places were affected, whether small or large traders. My business was also affected at that time and I had to use only my savings at that time. My marketing is also mediocre, not large-scale like before because I want to save money."

** (Respondent 2)**

“Bukan sahaja kerugian dari segi saya kena tutup kedai tetapi saya juga harus berdepan dengan ketiadaan pelanggan seperti pelancong asing. Pada masa itu, memang tak ada langsung pelancong luar negara mahupun luar negeri yelah sebab kan semua dikenakan PKP”

Translated : "Not only is it a loss in terms of me having to close the shop but I also have to deal with the absence of customers such as foreign tourists. At that time, there really weren't any foreign tourists or foreign tourists because they were all subject to the MCO"

** (Respondent 6)**

The story is different with the R3 where she admit that he admits that doing business when covid-19 hits is very challenging for him because he has to prepare mentally and physically to deal with things like not being able to open a shop during the MCO and also he must obey all the government's instructions that require every trader to open a shop at a certain time during CMCO. This is the most difficult challenge faced after 37 years of trading handicraft products in Melaka.

“Memang mencabar berniaga pada masa PKP sebab masa itu kedai pun tak boleh buka , bila dia buat yang PKPB tu kami boleh buka kedai pun sekejap sahaja , ada masa tertentu dia.”

Translated : "It's challenging to do business during the MCO period because at that time the shop can't even open, when he does the CMCO we can open the shop even for a moment, there are certain times."

Majority of the handicraft business also expressed that they were facing terrible misery when this pandemic hit because not only had to close the shop and bear the loss but these handicraft traders also need to pay their suppliers regarding stocks that they had took. R10 said he had ordered his woven bag and mengkuang mat stocks from Indonesia for 3 months but unfortunately pandemic Covid 19 had attack, the goods become pending and he had to bear the high bill.

“Macam saya dah order barang dengan supplier Indonesia untuk tempoh 3 bulan akan datang tiba-tiba kerajaan perintahkan PKP masa itu, terpaksa kita ini tutup kedai dan kena tanggung segala kerugian. Barang-barang masa itu pun sangkut tapi kita yang kena supaya barang kita lepas dari sana, kena bayar duit pada supplier kita lepas tu kita kena tutup kedai, memang tak tahu laa macam mana nak dapat untung sebab akak ini tak pandai nak jual-jual online”

Translated: "It's like I ordered goods with an Indonesian supplier for the next 3 months when the government suddenly ordered a MCO at that time, we had to close the shop and bear all the losses. The goods at that time were also stuck but we had to get our goods out of there, we had to pay money to our supplier and then we had to close the shop, I really don't know how to make a profit because I don't know how to sell online "

ii) THE LACK OF KNOWLEDGE ABOUT ONLINE MARKETING

Besides that, these handicraft entrepreneurs also told that they also face challenges when they want to do product marketing especially in online platforms. This is because they have no experience to do marketing in online platforms because they prefer direct sales which is the traditional way of doing business. R1, R3 and R14 agreed that they have problems doing digitization and this is why they don't do marketing in online platforms. This has caused their business to be unable to compete globally and their product brands are not well known by customers. According to R17, when Covid 19 hit, he was at a loss as to how to find other alternatives to earn income. He is unlikely to enter the world of digitization because he knows nothing about digital marketing. However, he still did not give up trying to sell his handicraft products on social media such as Shopee and Lazada.

“Cabaran yang saya hadapi ialah masalah pendigitalan . Masa PKP tu kan tak boleh buka kedai jadi kerajaan pun dah suruh peniaga buat business online kan. Waktu itu memang mencabar lah sebab saya tak pandai sangat pun buat live dan jual online masa 2 tahun itu. Memang saya belajar daripada anak-anak buah saya yang muda-muda ini cara nak jual dalam online , jual kat Shopee & Lazada .”

Translated: "The challenge I face is the digitization problem. During the MCO, you can't open shops, so the government has told traders to do business online, right? It was really challenging at that time because I wasn't very good at doing live and selling online during those 2 years. Indeed, I learned from my young men how to sell online, sell at Shopee & Lazada."

According to Hayes (2022), skilled labour is a subset of the workforce that has the knowledge, training, and experience to do more complicated physical or mental tasks than normal job functions. Skilled labour is distinguished by higher or specialized education, as well as expertise levels obtained via training and experience, and it is also distinguished by higher remuneration. This is in contrast to unskilled labour, which refers to employees who have a limited set of talents to use in the workplace. R11 gave him a view that he does not have skilled workers who can help him do online marketing and this is indeed a challenge for him because now the world of technology and many people now like to buy online.

“Bila nak buat marketing cabaran yang terutama saya hadapi ialah tak ada pekerja mahir yang boleh tolong buat pemasaran secara digital ini, sebab rata-rata pekerja saya pun orang berumur, kami semua tak larat nak buat perniagaan dalam talian sebab nanti kena pos semua tu .”

Translated : "When I want to do marketing, the main challenge I face is that there are no skilled workers who can help me do this digital marketing, because on average my employees are old people, we are all not fit to do business online because we have to post everything later. "

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ii) THE PROBLEM OF COMPETING PRICES WITH ONLINE COMPETITORS

In addition, these handicraft entrepreneurs also said that apart from facing challenges such as the lack of profit and bearing losses when the covid-19 pandemic hit, they also admitted that when doing online marketing, they also faced very high challenges. While doing online marketing, they found various competitors from other countries. At this time, they said they faced the challenge of having to compete in terms of price with other competitors. R13 said he always gives a little expensive price because he believes his goods have quality but there are times when customers will dispute the price in his shop as well as making it a challenge for him to answer all the questions from his customers.

“Masalah utama ketika buat pemasaran online memang masalah pertama dia ialah bersainglah, bersaing harga. Aa itu antara masalah paling besar yang saya hadapi. Aa untuk bersaing harga dengan orang luar, tapi aa kalau kita ada strategi masing-masinglah. Macam saya kalau harga dia lebih murah tapi harga saya lebih mahal walaupun perbezaan dia satu ringgit aa tapi saya ada advantage kat situ. Mungkin dari segi kualiti barang saya lebih daripada itu. Bila ada masalah perbezaan harga inilah orang selalu akan argue tanya kenapa barang jiran saya sana lagi murah sedangkan barang saya mahal, daripada situ menjadi salah satu cabaran lah kat saya sebab saya kena menjawab dengan customer pasal apa harga kami berbeza”

Translated : "The main problem when doing online marketing is indeed the first problem is to compete, compete on price. That's one of the biggest problems I face. Aa to compete on price with outsiders, but aa if we have our own strategies. It's like me if his price is cheaper but mine is more expensive even though the difference is one ringgit but I have an advantage there. Maybe in terms of the quality of my stuff more than that. When there is a problem with this price difference, people will always argue and ask why my neighbor's goods are cheap while mine are expensive, then it becomes one of the challenges for me because I have to answer with the customer why our prices are different.

iii) CUSTOMER'S MISTRUST OF THE PROMOTIONAL PRICES

Next, the challenge faced by handicraft entrepreneurs is the problem of customers' mistrust of the promotional prices they run. R9 told that when he sold this Sarawak talun shirt product and put a low promotional price, customers did not believe in the price. Sometimes there are customers who haggle to get a low price because for them the item is definitely cheaper elsewhere.

“Masalah promosi juga satu cabaran bagi saya kerana time promosi saya jual RM45 tapi ada segelintir pelanggan tawar lagi harga tu supaya jadi murah. Kadang-kadang rasa geram juga sebab pelanggan tawar-tawar benda itu sampai nak benda itu free agaknya”

Translated : "The promotion issue is also a challenge for me because during the promotion I sell for RM45 but there are a few customers who bargain for that price so that it is cheap. Sometimes I feel angry because the customer haggled for the item to the point of wanting it for free."

iv) THE PROBLEM OF MAINTAINING THE QUALITY LEVEL

Lastly, handicraft entrepreneurs also experience the challenge of maintaining the quality level of their handicraft products. R8 and R11 said that when the flood hit his business area, he did not have time to save anything while R1, R2, R5, R8, R10, and R14 agreed with the statement that the difficulty of maintaining quality is a challenge when doing marketing. This is because quality is very important in a product and customers will indeed look at quality first before buying it. R15 stated that during covid 19 he didn't think to save the handicraft items because it was too dark to go back to the village. But after returning to Melaka after 2 years of lockdown, many of the handicrafts were damaged and could no longer be used. Most of it has been eaten by rats and this at the same time causes him to bear a huge cost

“Masalah banjir di Melaka pada akhir bulan November& December menyebabkan banyaklah produk kraftangan saya rosak masa itu sebab air dah masuk kedai & kebetulan masa itu pun saya tiada di kedai, memang tak sempat nak selamatkan apa-apa”

Translated : "The flood problem in Melaka at the end of November and December caused a lot of my handicraft products to be damaged at that time because the water had entered the shop and it happened that I was not in the shop at that time, so I didn't have time to save anything"

(Respondent 11)

“Masa covid pun tak dapat nak selamatkan produk kat kedai sebab semua dah kelam-kabut kan masa itu jadi memang time tu tak terfikir nak ambil barang-barang kraftangan ini balik kampung bersama sebab memang ingatkan boleh kembali semula ke Melaka, tapi akhirnya kena lockdown sampai dua tahun. Balik semula, tengok-tengok barang dah kena makan dengan tikus.

Translated: "Even during the covid period, I couldn't save the products in the shop because everything was so dark at that time, so I didn't think about taking these handicraft items back to the village together because I was reminded that I could go back to Melaka, but in the end it had to be locked down until two years. Go back, look at the things that have been eaten by mice.

(Respondent 15)

4.5 To study the effect of challenges towards the marketing strategies of handicraft product in Melaka.

According Hayes (2014), business sector has its own set of expectations and obstacles. Some of these difficulties are shared by enterprises and organizations across sectors and industries. All organizations seek to maintain high-quality client connections, to keep their brands current, and to keep their workers satisfied. Taking on and overcoming challenges is what distinguishes a good firm from its competitors.

In relation to the challenges faced by handicraft entrepreneurs, in this part, the researcher's will discuss the impact of the challenges on the marketing strategies that they have faced above.

i) PROFIT IS LOSS, INCOME IS AFFECTED DUE TO COVID-19

The spread of the Covid 19 epidemic that has hit the country for the past two years has had an impact on the socioeconomic of the community, especially small entrepreneurs in the state. In fact, the impact of the pandemic that threatened the whole world became more apparent when the Movement Control Order (MCO) was enforced across the country in March two years ago.

22 respondents that had involved in the interview session admitting that Covid 19 has caused them as handicraft entrepreneurs to experience hardship and difficulty in finding their daily livelihood. R21 said that his shop does not have many staff and the shop is only looked after by him and the children who are still in primary school. Her business before Covid-19 was very advanced because there were many tourists from outside, even if they were just walking around for a day or two in Melaka, but if they were interested in a handicraft product, they would buy it to make souvenirs from Melaka for his family. However, after the Covid 19 pandemic hit, she and her family had to live "to live from hand to mouth" because she is a single mother to her children. She was at a loss as to what she wanted to do to raise her children at that time because she had no income as a result of not being able to open a shop. With that, he had to be frugal using aid money worth RM 1000 a month.

“Cabaran yang saya tak boleh lupakan ialah apabila datangnya Pandemic Covid-19 sebabnya saya ada dua orang anak yang masih bersekolah, staff pun saya tak ambik sebab saya rasa saya mampu untuk menjaga kedai saya seseorang. Sekolah rendah anak saya pun dekat sini je , jadi mereka selalu lepas sekolah datang sini je tolong saya berniaga, namun bila covid tu datang , kami sekeluarga terpaksa hidup kesengsaraan laa sebab tak boleh bukak kedai, masa itu memang saya buntu nak cari kerja apa sebab semua tempat tutup kan semuanya terjejas, memang kami dalam kais pagi makan pagi, kais petang makan petang sahaja aa. Bantuan saya ada dapat , bantuan ibu tunggal, duit itu pun tak cukup sebenarnya sebab saya nak beli internet aa makanan semua tu , kena jimat-jimat masa itu sebab kalau guna habiskan tak tahu laa anak-anak saya macam mana.”

Translated : "The challenge I can't forget is that when the Covid-19 Pandemic came, the reason I have two children who are still in school, I didn't take the staff because I think I can afford to have someone take care of my shop. My children's primary school is also near here, so they always come here after school to help me do business, but when the covid came, our family had to live in misery because we couldn't open a shop, at that time I was really stuck trying to find a job because all the places were closed, everything was affected, we were really in trouble eat breakfast in the morning, only eat dinner in the evening I can get help, single mother help, the money is actually not enough because I want to buy the internet and all that food, I have to save that time because if I spend it I don't know how my children will be."

Also, R20 also stated that he had to take out a loan with other relatives because his business came to a dead end during the Covid 19 Pandemic. He who had to cover the high losses and also the depth of his daily income was destroyed due to the arrival of this dangerous epidemic.

“Mula-mula itu saya ingatkan penyakit ini tak adalah bahaya sangat dan tak jeaskan la perniagaan saya tapi saya silap kerana inilah penyakit yang berbahaya yang tak pernah saya jumpa dalam hidup. Bila pelancong tak ada, orang-orang Melaka pun tak ada datang, memang teruk la , terjejas teruk perniagaan saya sebab saya terpaksa pinjam duit daripada sedara-mara bayarkan hutang perniagaan, sewa kedai bil api air semua tu, memang rasa la kesan covid 19 ini , memang dahsyat betul”

Translated: "At first I reminded him that this disease is not very dangerous and it will not affect my business but I was wrong because this is a dangerous disease that I have never seen in my life. When there are no tourists, even the people of Melaka don't come, it's really bad, my business is badly affected because I have to borrow money instead of paying business debts, shop rent, fire, water bills, all that, I really feel that this is the effect of Covid 19 , it's really terrible"

ii) THE LACK OF BRAND AWARENESS OF PRODUCT

According M.Kopp , the degree to which people know a product by its name is referred to as brand awareness in marketing. In an ideal world, consumers' brand awareness would include positive judgement of the traits that set the product apart from the competition. Creating brand recognition is an important step in advertising a new product or revitalizing an old one. Products and services with a high level of brand awareness are more likely to generate sales. When faced with an option, consumers are just more likely to purchase a well-known brand over an unknown one.

Advertising in physical locations such as inside a shop is also used to create brand awareness where this can effect an impulse purchase products from customers. However most of the respondents admits that they are lack of knowledge of online marketing due to age factor and also incompetence in promoting their products in this platform. R22 affirmed that when he is lack of knowledge oat online marketing during the hit of pandemic Covid-19 he had to find other alternatives to sell his

products. This is because he did not know how to sell in online platform like his other friends, and for 12 years he maintaining his handicraft business by selling them offline. Before the Covid , he admitted that he had lots of customers doing order on his crystal glass products but everything ruins when the virus come to Malaysia.He had not choice other than focus on different sector during the pandemic period to keep sustaining his life and family.

“Saya memang sepanjang berniaga sejak 12 tahun ni tak pernah buat online marketing , memang saya tak suka , saya tak ada minat nak belajar berniaga dalam online, saya guna cara tradisional macam ni je sebab saya hanya pandai jual depan-depan dengan pelanggan.Sebelum PKP, memang banyak yang tempah pinggan ini semua namun sejak PKP dilaksanakan, perniagaan saya terhenti kerana tidak dapat keluar , tak boleh pergi mana-mana masa tu.

Semasa Covid tu saya memang terpaksa ikhtiar keluar ke bidang lain kerana semua tempahan yang sebelum ini semua orang dah tarik balik sebab mereka katanya tak cukup duit nak bayar. Saya pun faham laa keadaan customer saya jadinya saya redha je dengan ketentuan Tuhan.” Bila dua tahun kita kena PKP ini semua, saya rasa jenama product saya pun orang dah tak kenal sangat sebab saya tak ada buat iklan semua tu kan, orang fikir kedai saya ini dah tak ada. Jadi sekarang saya tengah bermula dari bawah semula nak naikkan lagi jenama saya ini.

Translated : “I've been in business for 12 years and I've never done online marketing, I really don't like it, I have no interest in learning how to do business online, I use traditional methods like this because I'm only good at selling face-to-face with customers. Before PKP, many people ordered these dishes but since the MCO was implemented, my business stopped because I couldn't go out, I couldn't go anywhere at that time. During the Covid I really had to try to go out to other fields because all the previous bookings were canceled because they said they didn't have enough money to pay. I also understand my customer's situation, so I am satisfied with God's provision.” When we got all this MCO for two years, I think people didn't even know my product brand because I didn't do all that advertising, right? People thought that my store didn't exist anymore. So now I'm starting from the bottom again to raise my brand again”.

According to R2 from company B, he recognized that an online platform is a place where something can be easily accessed and widely used. If a product is marketed on the internet or e-commerce platform, the product will be reviewed and it will become famous in an instant. However, he had difficulty marketing the product because there were no employees who were skilled in the field of marketing products online. In essence, he had to do business only traditionally and hope for customers from abroad only. He also said that without online advertising, the younger generation in particular is less familiar with the brand and its handicraft products.

“Kesan bila tak ada pekerja yang mahir buat pemasaran kat online sememangnya susahlah sebab zaman sekarang ni zaman teknologi, orang mostly beli kat online kan hanya pelancong-pelancong jela datang kat kedai saya ini. Kalau tak ada pelancong macam time covid-19 tu memang tak ada harapan lah nak dapat untung sebab orang-orang kita ni tak banyak nak beli kraftangan lagi-lagi golongan muda sebab mereka mana minat kraftangan ini semua”

Translated : "The effect when there are no skilled workers for online marketing is really difficult because today is the age of technology, people mostly buy online, only tourists come to my shop. If there are no tourists like that at the time of covid-19, there is no hope of making a profit because not many of our people want to buy handicrafts anymore, especially young people because they are all interested in handicrafts"

iii)ADAPTING NEW EXPERIENCE AND LEARN NEW STRATEGY

According to Hall (2022), digital marketing is an exciting and fast-paced profession, and digital marketers are well aware that there are several tools, platforms, and apps available to assist you take your digital efforts to the next level. R4 and R5 said that when doing online marketing , they get a wonderful experience as they can improve the image and reputation of their brand and reduce marketing costs. Although they had to fight with lots of handicrafts competitors out there, this will never break their spirits. R4 admits that when she sells online , she had lots of benefit such as it can be done by promoting their brand more creatively, not only traditionally, but also virtual platforms such as Facebook, Instagram and various other social media mediums. The effort should be multiplied especially in the current era where everything is available at the fingertips. In reality, the use of social media to build the integrity of the local brand must have a combination of 'social' and 'media', not just media, must also be developed from social angle. This method is also an important combination in creating a competitive advantage that differentiates local brands from their international competitors. The key to attracting the attention of the local community is to create interesting content or information that can be linked and shared between quality, brand and price.

“Walaupun berniaga dalam online ada banyak pesaing dan saya harus pandai gunakan strategi yang betul tu supaya pelanggan saya tak lari tapi saya masih anggap berniaga online mendatangkan kesan yang baik kepada saya. Hal ini kerana, saya dapat merasai pengalaman baru , yelah berniaga di platform online dengan offline lain sebenarnya. Di samping itu, saya juga percaya bahawa penggunaan media sosial untuk membina keutuhan jenama tempatan”

Translated: "Even though doing business online there are many competitors and I have to be good at using the right strategy so that my customers don't run away but I still think doing business online has a good effect on me. This is because, I can feel a new experience, doing business on an online platform with another offline actually. In addition, I also believe that the use of social media to build the integrity of the local brand".

iv) DUMPING OF OLD STOCKS

According Kenton (2021) , a client is an individual or business who purchases goods or services from another entity. Customers are crucial because they provide revenue; businesses cannot function without them. All firms fight for customers by aggressively advertising their products, cutting prices to expand their customer bases, or producing distinctive items and experiences that people enjoy.

When doing promotion, there was an issues where the respondents told the researcher about the customer mistrust about their promotion. This is because the customers thought that it was a fraudulent item and not original and they thought the promotional price was still expensive even though it was just old stock. This indirectly leads to the effect of dumping old stock in the store. R6, R9 and R said that when there are too much of old stocks, they will be facing the high cost of inventory holding. This also will make other customers this will also cause other customers to get fed up with old stock displays.

“ Apabila saya buat promosi , contoh macam promosi Baju Talun ini , orang tak percaya baju ini daripada Sarawak dan bila saya mengatakan ini baju original , orang macam tak yakin dengan harga. Ada sesetengah dia tak percaya tapi dia beli jugak baju tu ada yang terus tak beli kerana kurang keyakinan. Apabila mereka tak beli ini jadi stok lama bertambah-tambah la dan saya kena simpan kat store , saya punya kos penyimpanan pun meningkat”

Translated : "When I do a promotion, for example this Baju Talun promotion, people don't believe this shirt is from Sarawak and when I say this is an original shirt, people are not convinced by the price. There are some people who don't believe it but they buy the shirt anyway, some people don't buy it because they lack confidence. If they don't buy this, then the old stock increases and I have to store it in the store, my storage costs also increase"

**(Respondent 9)*

v) HIGH COST OF MAINTAINING THE GOOD QUALITY OF PRODUCT

In international business, quality is defined pragmatically as something's non-inferiority or superiority. It is described as fitness for a specific function. Quality is an extremely perceptual, conditional, and subjective attribute, especially for handcrafted and handmade products. It may be understood differently by different people. As a result, quality control is a critical component of international commerce.

In order to ensure that quality and high-quality products are given to customers, the entrepreneurs put a lot of emphasis and try to overcome all problems to ensure that the handicraft products are always in good condition. R15 affirmed that the effect after faced the challenges is he must find solutions to solve his product's quality challenges. According to him, he need to find a way which he need to spend more to ensure that the product will not get affected by mice or flood.

“Kualiti ini sememangnya dititikberatkan oleh semua pelanggan jadi bila ada sedikit masalah, saya akan rasa tercabar laa sebab daripada cabaran yang saya nyatakan di atas, kesannya daripada cabaran itu saya kena menanggung kerugian sebab nak betul-betul pastikan kualiti produk saya itu baik , bagus dan bermutu. Oleh itu, saya kena guna modal yang banyak untuk rangkaian penuh ujian pematuhan kualiti dan keselamatan, pemeriksaan, audit dan perkhidmatan perundingan.”

Translated : “Kualiti ini sememangnya dititikberatkan oleh semua pelanggan jadi bila ada sedikit masalah, saya akan rasa tercabar laa sebab daripada cabaran yang saya nyatakan di atas, kesannya daripada cabaran itu saya kena menanggung kerugian sebab nak betul-betul pastikan kualiti produk saya itu baik , bagus dan bermutu. Oleh itu, saya kena guna modal yang banyak untuk rangkaian penuh ujian pematuhan kualiti dan keselamatan, pemeriksaan, audit dan perkhidmatan perundingan.”

4.6 SUMMARY

In conclusion, this chapter had discussed about results and discussion that had done by the researcher using qualitative method. The chapter had included the description of the respondents, the current of strategies for marketing the product of , the challenges that they faced and also the effect of challenges implemented by the handicraft entrepreneurs in Melaka. All the results had recorded by jotting down all the transcript voices from the respondents.



CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

Based on this research conducted, in this chapter will discussed about final conclusions and recommendations. There are three objectives of this research which are to study the current strategies for marketing the product of handicraft businesses, to identify the challenges in implementing the marketing strategy and the effect of challenges towards the marketing strategies of handicraft product in Melaka. To achieve all this objectives , the researcher had did qualitative method research and also went to research location to do some interview with the respondents. The discussion on the findings had already been discussed in the foregoing chapter and will be concluded in this chapter. Besides that, a new conceptual framework will be proposed by the researcher based on the findings of research. Future recommendations for further study also will be included in the last section of this chapter.

5.2 Main findings Research Objective 1

The marketing mix technique is a technique that a firm can utilize to survive in a competitive climate. The organization manages this concept, which has four components: product, pricing, place, and promotion (Owomoyela, Oyeniyi, & Ola, 2013). As a result, handicraft entrepreneurs must make judgement concerning the product, its pricing, distribution/place, and advertising, as well as the four members of the group, in order to meet the needs of their clients. (Groningen, 2012). Effective mix marketing can propel an organization toward its objectives and improve its performance in both the short and long term. Marketing plans are referred to as a continuous process since they must steer a firm to where they want to go in the long term. From the analysis discussed in Chapter 4, it is proven that all the identified marketing strategies have been implemented by the respondents in their business. There were sustainable practices that were implemented by them which are pricing strategies, promotion strategies, place strategies and product strategies.

Cant (2003) defines price as the entire amount of money paid by customers to a seller in order to obtain the advantages of a product or service. Based on this definition, the researcher concluded that pricing strategy is critical in any business because price is the ultimate amount that benefits not only the customers but also the organization or marketer. When the product price covers the production cost and includes a profit, cost-based pricing is used. According to Kerin et al. (2011), cost-based pricing is an approach that covers direct expenses, overhead, and profit. According to Baines et al. (2011), as long as the product price is higher than the expenditures spent, the organization will benefit and maintain its market share. Havaladar (2010) also emphasizes the importance of understanding cost classification in order to design an efficient cost-based pricing approach.

In brief, the researcher concluded that cost-based pricing strategy was used in the handicraft business because it earned acceptance from respondents for its simplicity, as it does not involve any sophisticated mathematical rules while designing this pricing strategy. To illustrate, crafts pricing may be simply determined using this technique by assessing the material cost of creating one piece and adding a profit.

Aside from that, the cost-based pricing approach is the simplest way to set needlework pricing because it does not require any market research, such as considering consumer requests and competitors' plans.

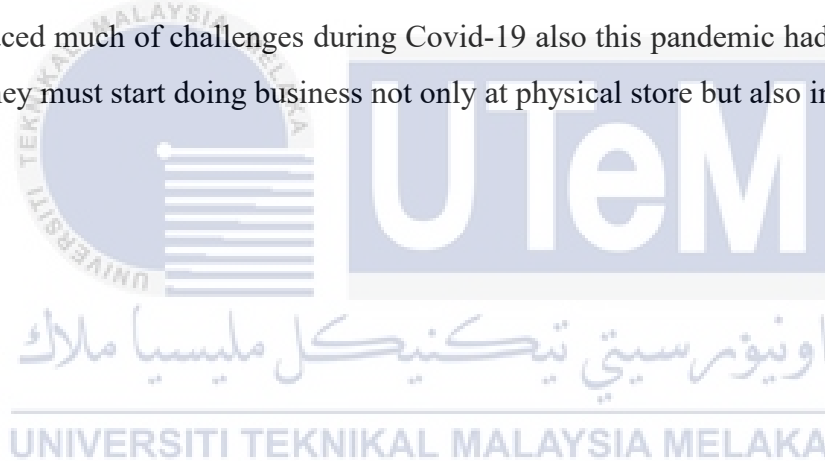
In addition, according to Rajagopal (2016), promotion strategies are focused with the preparation, execution, and management of persuasive communication with customers. Advertising, personal selling, sales promotion, and publishing goods and services are all examples of promotion. Based on the discussion of qualitative findings in the foregoing chapter, it can be concluded that as a result, a promotional plan is a tactic used by marketers to boost brand awareness and revenue for a company. Brand awareness is a consumer's capacity to recall a brand while considering a purchase to address a problem. If a consumer can recall a company, the brand may have great brand awareness and advertising techniques, as well as reputable products or services. Moreover promotion can also increase the sales of an business if people get attract and straight go and buy. According to Kerin et al. (2011), when an organization lowers the selling price of a product below its usual price, the goal is to generate a sense of urgency it will encourage people to visit the store and acquire promotional merchandise.

Besides that, a product strategy describes a company's strategic vision for its product offerings, including where the products will go, how they will get there, and why they will succeed. Instead of striving to be everything to everyone, a product strategy allows handicraft entrepreneurs to focus on a specified target market and feature set. In researchers review, Malaysian crafts are unique and it can be appeal as it rich in tradition, culture, and variety that are commonly shown in the designs. The ability of craft producers to develop or design new product designs is crucial in facilitating and expanding market access.

Therefore, the entrepreneurs had taken few steps such maintaining the quality product, check the right product before deliver to customers and also find a good workers in retain the motifs and provide hard-work.

Last but not least, the most critical component of marketing is a location or it is called distribution. Distribution refers to the elements that assist customers and users in locating and purchasing products from manufacturers / providers when they are required. According to Išoraitė (2016), goods are manufactured to be sold to customers; they must be made available to customers in a convenient location where they can easily transact.

Referring to the discussion about place strategies, the researcher had been told by the respondents that they now are more involve in online marketing as they had faced much of challenges during Covid-19 also this pandemic had thought them that they must start doing business not only at physical store but also in online store.



5.3 Main findings on Research Objective 2

In this study, the second research objective is to determine the challenges in implementing the marketing strategy in Melaka. By determining the challenges, the handicraft business could make better and accurate marketing strategies decisions to survive in the modern era.

It can be concluded based on the discussion of the qualitative findings in the previous chapter, all the handicraft entrepreneurs faced has experienced terrible challenges in his business. In the research objective 2, the researcher found that the challenges they faced are the effect of pandemic Covid 19 towards business, the lack of knowledge about online marketing, the problem of competing prices with online competitors, customer mistrust promotional prices and the problem of maintaining quality level.

One of the worst challenges is when the Covid 19 pandemic arrives in Malaysia three years ago. Based on Tong and Gong (2020), the commencement of the COVID-19 epidemic and the implementation of Malaysia's Movement Control Order (MCO) led in an unprecedented drop in economic activity. Malaysia's GDP dropped by a record-breaking 17.1% year on year in 2020. Businesses embraced digital strategies to compensate for a decline in traditional revenue sources. Firms that are left out of the digital revolution may struggle to exist, let alone thrive, as more commercial institutions digitalize.

When this virus attacked, most of the entrepreneurs not only in the handicraft sector are suffering even the tourism, hospitality, transportation and other sectors. At this time, the entrepreneurs are at a loss as to what they need to do to survive. But over time, the general public or handicraft entrepreneurs can live with Covid 19 because they can accept it. The entrepreneurs before did not know how to do digitization now they have started to tame doing business online. From this it can be seen that covid not only brings bad effects but it also brings good effects.

5.4 Main findings on Research Objective 3

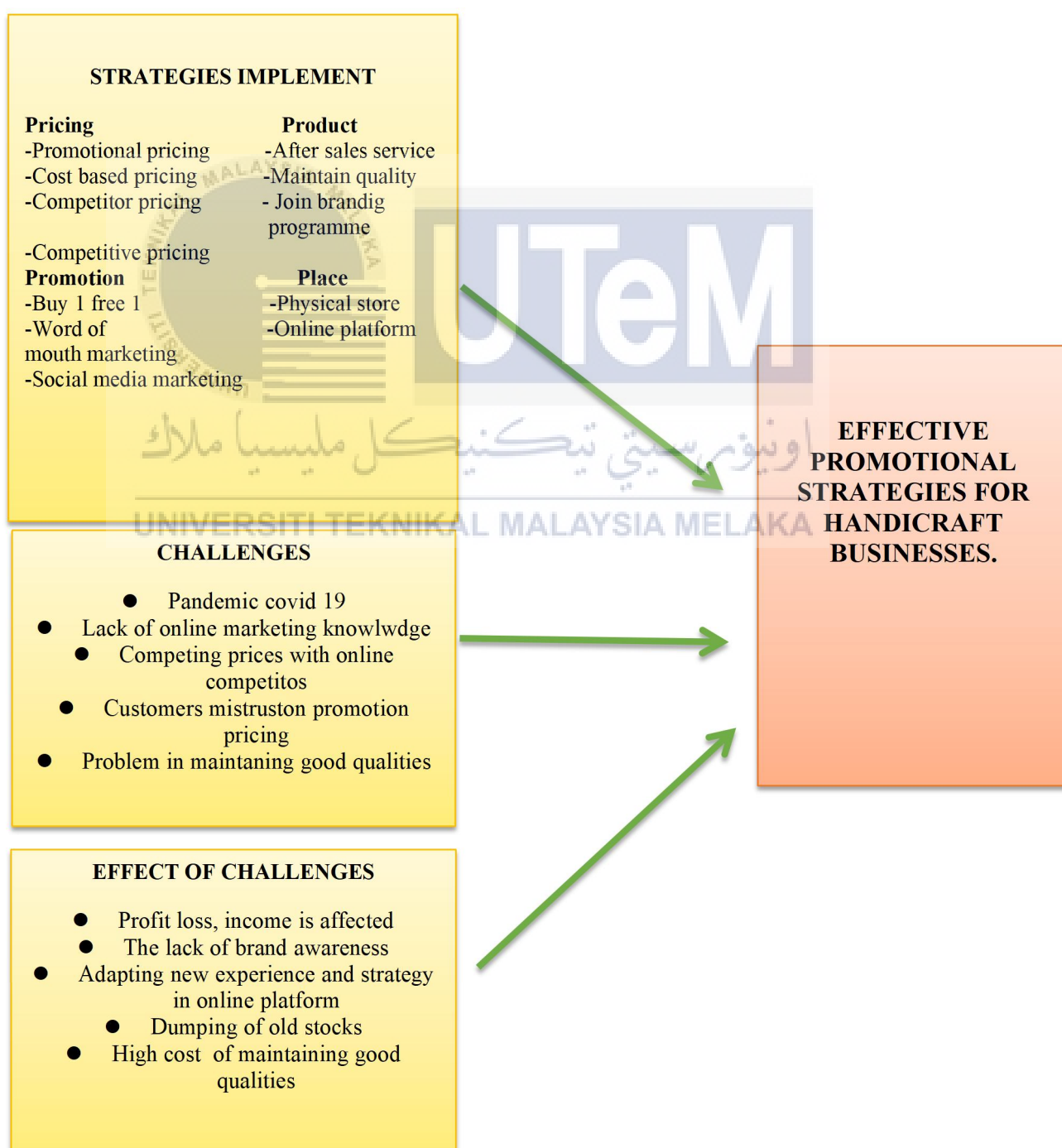
According to Finoti, Didonet, Toaldo, and Martins, the design of marketing strategies influences the impact of informativeness on SME performance (2017). This means that SMEs who use effective marketing strategies will become more innovative, enhancing their overall performance. Because SMEs' profitability and market share are influenced by their product quality strategy, such businesses must invest in product quality to increase their profits (Ebitu, 2016). Because branding influences public opinion, SMEs must strengthen their brands (Barbu, Ogarcia, & Barbu 2010).

In this part, all the above challenges have led to an impact for these handicraft entrepreneurs. The impact of marketing challenges has both good and bad effects. The good effect is that entrepreneurs get experience doing business online while the bad effect is that there is no profit during Covid 19, less of brand awareness, dumping old stocks, and high cost to ensure the high quality of product.

The most worst effect that the entrepreneurs is the the less profit and no income during the pandemic Covid-19. 22 respondents that had involved in the interview session admitting that Covid 19 has caused them as handicraft entrepreneurs to experience hardship and difficulty in finding their daily livelihood. The implementation of MCO has caused the country's economic sector to be temporarily paralyzed and many industries and businesses have also been affected. Entrepreneurs also receive tempias when their business cannot operate as usual. The spread of the Covid-19 pandemic is seen as still uncontrollable and the government is still implementing the Conditional Movement Control Order (CMCO) and the Enhanced Movement Control Order in several areas to curb the problem.

5.5 Contribution of Study

This study discussed the challenges faced by the handicraft business in implementing marketing strategies for their product in Melaka. The findings in the foregoing chapters help to gain insights into each. This research is beneficial towards not only for the researcher but for the handicraft industry in order to develop an appropriate marketing strategies to keep sustain in market share and also survive in technological era. To add on, a new conceptual framework is generated and presented at below:



5.6 Future Recommendations

In this future recommendations part, the researcher would like to suggest some useful ideas that can be used by the future researcher during conducting the final year project. Since this research is conducted based on entrepreneurship perspective, the future researcher can conducted the similar study but in different organizational and types of business. By doing so, it allows the future researcher to determine the marketing strategy that are likeable by the customers.

Marketing strategy consists of value proposition of the organization, key brand message, statistics on target customer demographics, and other high-level elements. A comprehensive marketing strategy addresses the four Ps of marketing which are product, pricing, place, and promotion. In that case, the future researcher could conduct a similar research on marketing mix but he or she may do in other business field such as agricultural products, pharmaceuticals products, transportation and many more.

Last but not least, the future researcher also should conduct a comparative study in another sector of the entrepreneurship business and also examine the usability of this study. Hence, the most recent entrepreneurship research topics address the most important issues in the field. They often discuss some of the most recent developments and their consequences.

5.7 SUMMARY

As a conclusion, this chapter had discussed about the main findings of objective one , two and three, contribution of the study and future recommendation. From the research , we can see that the current strategies , the challenges they had faced and the effect from the challenges had make them become more strong in maintaining their handicraft business.

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● GANTT CHART FOR FINAL YEAR PROJECT 2

[illegible]

- RESEARCH LOCATION



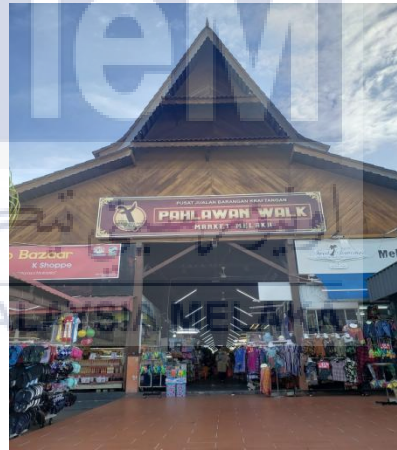
Craft Centre in Banda Hilir, Melaka.



Jonker Walk, Melaka

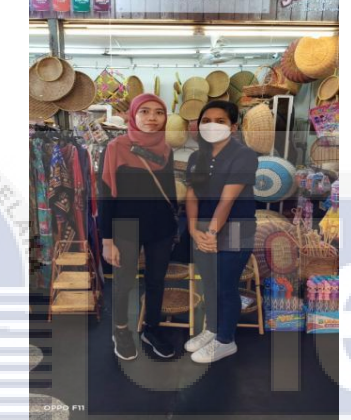


Kompleks Kraftangan Ayer Keroh

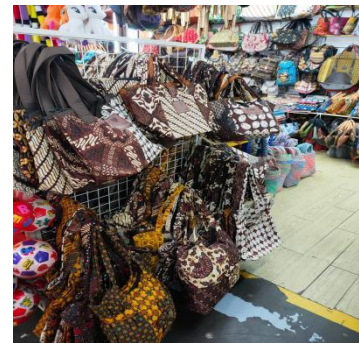


Pahlawan Walk (Ole-ole kraftangan)

● IMAGE WITH RESPONDENTS



- **EXAMPLE OF HANDICRAFT PRODUCTS**



QUESTIONNAIRES



INTRODUCTION OF THE INTERVIEW

<< READ OUT TO RESPONDENT >>

Thank you for taking part in this interview.

The purpose of this research is to study the current strategies ,the challenges faced by the them and also the effect of challenges when implementing the marketing strategies.

By conducting the interview, I believe that I would be able to discover more insights on the pricing topic and further generate proper findings for this research. During the interview, all of the respondents will be asked questions based on the research topic and objectives.

I will jot down all of your responses and I request your permission to voice record the whole interview session in order to ensure the precision of your responses. I promised that everything recorded will be kept private and confidential as well as solely for academic and research purposes.

Please feel free to express your answers and perspective throughout the interview. Should you have any questions or if you do not understand the questions, please do not hesitate to ask me. Likewise, if you feel uncomfortable or do not want to answer a specific question, please do not hesitate to let me know.

Lastly, the interview session will last approximately 30 minutes. Shall we begin our interview session now?

**CABARAN YANG DIHADAPI OLEH PENGUSAHA KRAFTANGAN DALAM
MELAKUKAN STRATEGI PEMASARAN PRODUK MEREKA DI MELAKA
(*VERSI BAHASA MELAYU*)**

Soalan ini terdiri daripada tiga bahagian iaitu Bahagian A , Bahagian B dan Bahagian C.

BAHAGIAN A : Bahagian ini berkenaan strategi yang digunakan oleh pengusaha kraftangan semasa memasarkan produk kraftangan tersebut.

1. Bagaimanakah anda mula-mula menceburi bidang kraftangan ini?
2. Pernahkah anda melakukan pemasaran untuk perniagaan anda? Apakah 'kick starter' yang menggalakkan anda untuk memulakan pemasaran untuk perniagaan kraftangan anda.
3. Apakah strategi pemasaran yang anda gunakan untuk mempromosikan produk anda?
4. Berapa lamakah anda melaksanakan strategi ini dalam perniagaan anda? Adakah ia berfungsi dalam meningkatkan jualan perniagaan anda?
5. Adakah anda menyediakan sebarang program atau pendedahan untuk melatih kakitangan atau pekerja bagi mempelajari strategi pemasaran?
6. Adakah anda mempunyai sebarang hubungan tetap dengan pengeluar kraftangan lain di Melaka atau di luar wilayah? Bagaimanakah anda menjaga hubungan baik anda dengan mereka.
7. Adakah anda menerima sebarang bantuan kerajaan dalam membangunkan kemahiran perniagaan anda? Jika ya, berikan contoh bantuan kerajaan tersebut.
8. Adakah anda terlibat dalam pengiklanan media sosial seperti iklan Facebook atau iklan Instagram atau platform e-dagang? Bagaimana anda menggunakan platform media sosial dan membangunkan pengiklanan tersebut?
9. ***Pemasaran dari mulut ke mulut ialah taktik yang digunakan untuk menjaga perbincangan dan cadangan semula jadi untuk produk atau syarikat.***

Pada asasnya, adakah anda mengalami perkara ini daripada pelanggan anda? Jika ya, bagaimanakah anda mengekalkan kualiti produk anda supaya pelanggan sentiasa mengenali produk anda?

10. Apa penambahbaikan yang anda lakukan untuk memastikan perniagaan anda dalam keadaan stabil dan kekal berada di pasaran?
11. Pernahkan anda terlibat dalam Kempen BELI BARANG BUATAN MALAYSIA anjuran Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) ? Apakah manfaat atau perkara baharu tentang cara pemasaran yang anda dapat ketika menyertai kempen itu & bagaimanakah anda mempratikkan strategi tersebut dalam perniagaan anda?

BAHAGIAN B: Bahagian ini merangkumi cabaran yang dihadapi oleh pengusaha kraftangan dalam melaksanakan strategi pemasaran di Melaka.

1. Apakah masalah utama yang anda hadapi ketika melakukan pemasaran kraftangan ini?
2. Pernahkah anda melakukan promosi dalam perniagaan anda? Apakah permasalahan yang anda hadapi apabila melaksanakan promosi?
3. *Umum mengetahui bahawa , pandemic Covid-19 telah membawa banyak kesan kepada negara terutama sekali dalam bidang perniagaan. Ia juga telah menyebabkan Perintah Kawalan Pergerakan (PKP) dijalankan bagi membendung wabak penyakit daripada terus menular.*
Berikutan itu, bagaimanakah anda mempertahankan perniagaan anda ketika itu juga bagaimanakah anda ataupun pekerja anda menjalankan pemasaran produk kraftangan anda pada ketika itu?
4. Program pendigitalan “CRAFT ON THE GO “, “E-Kraf Bazar” dan “MYCraftahop” telah diambil sebagai inisiatif oleh Kementerian Perbadanan Kemajuan Kraftangan dalam menyediakan perkhidmatan secara digital dalam bentuk mobile apps kepada masyarakat bagi meningkatkan kebolehcapaian maklumat berkaitan usahawan kraf di seluruh Malaysia. Bagaimanakah anda menyahut cabaran pendigitalan ini iaitu menukarkan perniagaan jualan langsung kepada perniagaan jual dalam talian.
5. Seperti mana yang sedia maklum, kos sara hidup sekarang ini makin lama makin meningkat. Jadi soalan saya, adakah kos atau modal menjadi salah satu permasalahan anda ketika melaksanakan strategi pemasaran ini? Jelaskan.

6. *Seperti mana yang kita ketahui, negara jiran seperti Indonesia, Kemboja, Vietnam dan Thailand amat terkenal dengan penghasilan kraftangannya tersendiri.*

Rentetan daripada itu, bagaimanakah anda mengatasi permasalahan lambakan produk kraftangan dari negara jiran yang hampir serupa dengan produk anda?

BAHAGIAN C : Bahagian ini merangkumi kesan terhadap cabaran yang dihadapi ketika melaksanakan strategi pemasaran produk kraftangan di Melaka.

1. Apakah kesan yang anda hadapi ketika berhadapan dengan masalah dalam melaksanakan strategi pemasaran produk?
2. Adakah promosi mendatangkan apa-apa kesan kepada perniagaan anda ?
3. Apakah kesan jika pulangan yang anda inginkan dalam melaksanakan startegi pemasaran ini tidak dapat anda perolehi? Bagaimanakah anda mengatasinya?
4. Adakah Perintah Kawalan Pergerakan (PKP) memberi kesan kepada perniagaan anda? Nyatakan kesan yang anda hadapi.
5. Apakah kesan kepada perniagaan anda ketika anda melakukan pemasaran pendigitalan lebih-lebih lagi ketika dalam pandemic Covid-19.
6. Apakah kesan yang bakal anda hadapi jika pelanggan anda lebih suka membeli produk keluaran negara lain? Adakah anda masih mengekalkan promosi yang sama atau anda menukar strategi pemasaran anda ke tahap yang lebih baik.

● **TRANSCRIPT**

Respondent 1

Speaker: Okey emm soalan saya yang pertama ialah bagaimana anda mula-mula menceburi bidang kraftangan ini?

Respondent: Okey saya menceburi bidang kraftangan ni pun melalui famili saya juga lah so business ni sebenarnya datangnya daripada mak dengan ayah saya sendiri. Aa dulu sebelum kami ada kedai, memang business ni jalan kat rumahlah, kecil-kecilan sebab mak saya pun dia minat dalam bidang anyaman, aa buat tikar aa menjahit dengan buatnya bakul. So yang bapa saya pula dia minat bidang ukiran-ukiran so daripada situ datanglah idea dia orang nak buka satu business kraf tangan ni.

Speaker : Oh okey faham. Emm saya proceed ke soalan kedua. Apakah strategi yang encik gunakan untuk mempromosikan produk.

Respondent: Okey eh kalau nak katakan strategi dulu dengan sekarang bezalah kalau melalui mak dengan ayah saya dulu biasanya dia orang akan promote ataupun buat strategi dia oranglah melalui jual dari rumah ke rumahlah orang buat ke jiran-jiran tapi oleh kerana sekarang saya yang dah ambil alih. So saya banyak promote melalui sosial medialah. Aa melalui Instagram kah, Facebook kah aa macam itulah.

Speaker : Adakah terdapat sebarang program atau pendedahan kepada aa pekerja atau kakitangan encik untuk mempelajari strategi pemasaran.

Respondent: Nak katakan program eh untuk staf ah. Rasanya kalau untuk bidang kraftangan ni program yang khusus untuk staf sebab dia belajar basic je lah untuk promote barang secara simple je lah aa so kalau untuk staf saya kat sini mana-mana yang datang masuk kerja pun kalau dia orang tak ada pengalaman pun tak ada masalah. So kita akan train dia aa sikit-sikit sampai dia boleh bercakaplah dengan customer. Ha itu je lah rasanya strategi ataupun program kita oranglah untuk nak promote barang kita orang sendiri. Tak suruh pekerja itu untuk buat aa handle aa apa itu aa kat Facebook apps semua itu tak ada lah. Buat masa ni saya sendirilah yang handle sebab yalah itu pun business kraf tangan ni pun bukan jadi business yang besar hmm dia hanya macam business yang orang kata

kesilapan jugalah kalau nak promote macam nak suruh orang lain promote itu boleh maybe kalau satu hari nanti kalau
 kalau baju bolehlah kut. Tapi buat masa ni memang saya sendirilah dengan dia.

Speaker: Adakah anda mempunyai sebarang hubungan tetap dengan pengeluar kraftangan lain di Melaka atau di luar wilayah.

Respondent: Aa setakat ni saya rasa kalau hubungan dengan peniaga kraf tangan lain, memang ada lah. Tapi kalau hubungan dengan pengeluar luar rasanya setakat ni tak ada lah sebab hundred percent memang produk kita keluarkan sendiri lah. Aa sebab kita ada kita punya tempat sendiri untuk nak hasilkan barangan-barangan kita sendiri.

Speaker : Emm tadi encik ada bercakap soal pemasaran di dalam Facebook dan media sosial lain tu kan? Ahh boleh saya tahu bagaimana encik memasarkan produk encik di dalam media sosial itu dan berapa tahap efektifnya iklan tersebut kepada perniagaan encik?

Respondent: Bagi saya lebih baguslah , dia lebih efektif daripada kita berniaga di kedai sebab meniaga di kedai ni kita nasib orang datang tak semestinya orang akan beli aa kalau macam meniaga di sosial media, orang akan tengok kau dan mungkin akan beli aa and banyak bertanya. So bukan hanya saya promote melalui posting,kadang-kadang saya ada buat live juga. So bagi saya live itu lagi baguslah sebab live orang akan direct tanya dan orang akan berminat atau tak hmm ah dia akan buat keputusan ma time itu juga macam tu lah lebih kurang.

Speaker : Adakah encik pernah buat promosi dan apakah ada kesan ketika buat promosi kepada perniagaan saya?

Respondent: Ye saya pernah. Bila saya buat harga promosi ini saya tengok banyak perubahan kat kedai saya ini sebab ramai pelanggan datang membeli kat kedai.Keuntungan saya pun bertambah bila buat harga promosi ini.

Respondent 2

Speaker : Bagaimanakah anda mula-mula menceburi bidang kraftangan ini?

Respondent : Saya menceburi bidang kraftangan ini kerana minat tersendiri. Saya amat meminati seni lukis yang berkonsepkan abstrak. Saya juga suka melihat pemandangan yang tenang, tu sebabnya saya ceburi bidang ini kerana kraftangan ini ibarat seni.

Speaker : Apakah strategi pemasaran yang anda gunakan untuk perniagaan anda? Apakah kick starter yang menggalakkan anda memulakan pemasaran dalam perniagaan anda?

Respondent : Saya telah melaksanakan strategi “harga kompetitif di mana saya akan meletakkan harga sedikit tinggi tetapi diringi dengan perkhidmatan tambahan. Kick starter sudah tentu saya inginkan keuntungan sebab itulah saya buat strategi ini.

Speaker: Pernahkah anda melakukan promosi dalam perniagaan anda? Apakah permasalahan yang anda hadapi apabila melaksanakan promosi?

Respondent: Seperti yang saya beritahu tadi, saya memang ada bagi buat strategi harga kompetitif tetapi saya juga ada buat harga promosi walaupun keuntungan tak seperti yang saya jangkakan sebab negara pun tengah dalam masalah jadi pelanggan sekarang lebih utamakan barangan keperluan berbanding kehendak. Masa buat promosi ini tiada masalah bagi saya kerana orang Malaysia ni kan, dia lebih kepada suka benda-benda percuma tau.. Bila kita nampak percuma ataupun kita nampak buy one free one kita akan pergi. Kita nak tengok apa yang ada kan. Jadi saya buat macam tu, orang akan nampak promosi macam itu , terus mereka datang terus mereka beli.

Speaker : Apakah cabaran yang anda hadapi semasa berniaga kraftangan ini?

Respondent: Cabaran nya sudah tentu pada masa PKP memang tak boleh dinafikan banyak tempat yang terjejas, tak kisah peniaga kecil mahupun besar. Perniagaan saya masa tu pun terjejas dan saya pun terpaksa guna duit simpanan sahaja masa tu. Pemasaran saya pun buat biasa-biasa tak macam dulu besar-besaran sebab nak jimatkan penggunaan duit tu. Nak berniaga online pun saya tak pandai.

Speaker: Tadi encik ada beritahu bahawa encik tidak tahu bagaimana nak berniaga online, adakah encik mempunyai pekerja lain yang tahu macam mana nak buat pemasaran dalam talian.

Respondent: Saya tidak ada pekerja yang banyak .Hanya ada dua orang sahaja pekerja itu pun orang lori yang akan ambil barang daripada supplier dan hantar barang ke pelanggan. Kalau nak buat pemasaran itu saya rasa susah la sebab saya tak ada pekerja yang boleh buat online ni.

Speaker: Adakah tiada pekerja mahir salah satu cabaran untuk encik dan ianya beri kesan tak terhadap perniagaan encik?

Respondent: Ya memang menjadi salah satu cabaran kepada saya dan datangkan kesan juga sebab kesan bila tak ada pekerja yang mahir buat pemasaran kat online sememangnya susahlah sebab zaman sekarang ni zaman teknologi, orang mostly beli kat online kan hanya pelancong-pelancong jela datang kat kedai saya ini. Kalau tak ada pelancong macam time covid-19 tu memang tak ada harapan lah nak dapat untung sebab orang-orang kita ni tak banyak nak beli kraftangan lagi-lagi golongan muda sebab mereka mana minat kraftangan ini semua.

Respondent 3

Speaker: Apakah strategi pemasaran yang anda gunakan untuk mempromosikan produk anda?

Respondent: Saya telah melaksanakan strategi harga kompetitif di mana saya meletakkan harga sedikit tinggi dan juga ada perkhidmatan tambahan. Saya telah memulakan strategi ini sejak saya memulakan perniagaan sehinggalah sekarang. Alhamdulillah dengan strategi yang saya laksanakan, ramai yang berpuas hati dan menerima serta merasa berbaloi dengan harga yang diletakkan dengan kualiti barangan saya.

Speaker: Adakah anda terlibat dalam pengiklanan media sosial seperti iklan Facebook atau iklan Instagram atau platform e-dagang? Bagaimana anda menggunakan platform media sosial dan membangunkan pengiklanan tersebut?

Respondent: Yee saya ada terlibat dalam pengiklanan media sosial seperti Facebook Ads semua tu. Saya hanya perlu bayar lepastu mereka akan buat sendiri.

Speaker: *Pemasaran dari mulut ke mulut ialah taktik yang digunakan untuk menjaga perbincangan dan cadangan semula jadi untuk produk atau syarikat.*

Pada asasnya, adakah anda mengalami perkara ini daripada pelanggan anda? Jika ya, bagaimanakah anda mengekalkan kualiti produk anda supaya pelanggan sentiasa mengenali produk anda?

Respondent: Untuk menjaga kualiti produk saya, saya akan suruh staff saya pergi kelas menjahit macam tu supaya mereka bila hasilkan kasut manik ini, akan terhasil lah kasut manik yang kemas dan cantik. Bila kualiti sesuatu barang itu baik dan bagus, pelanggan pun tak akan teragak-agak akan beli.

Speaker: Adakah Perintah Kawalan Pergerakan (PKP) memberi kesan kepada perniagaan anda? Nyatakan kesan yang anda hadapi.

Respondent: Memang mencabar berniaga pada masa PKP sebab masa itu kedai pun tak boleh buka, bila dia buat yang PKPB tu kami boleh buka kedai pun sekejap sahaja, ada masa tertentu dia.

Respondent 4

Speaker:Ok soalan pertama saya , bagaimanakah anda menjaga kualiti produk anda ?

Respondent: Ok, untuk menjaga kualiti produk saya selalunya akan buat penyelidikan, selidik-selidik dulu apa semua tu dan membandingkan harga pesaing saya terlebih dahulu sebelum menetapkan harga yang sesuai untuk produk baharu. Ini kerana saya nak memastikan pelanggan saya melihat produk saya sebagai satu tawaran hebat di kalangan pesaing di mana , bila perkara ini terjadi ianya boleh mengakibatkan peningkatan jualan lah dan keuntungan bagi perniagaan saya secara keseluruhan.

Speaker: Adakah anda terlibat dalam pengiklanan media sosial seperti iklan Facebook atau iklan Instagram atau platform e-dagang? Bagaimana anda menggunakan platform media sosial dan membangunkan pengiklanan tersebut?

Respondent: Ya, saya ada membuat pengiklanan di media sosial seperti di Facebook, Instagram juga di Tiktok lah. Tujuan saya meletakkan iklan adalah untuk tarik pelanggan sebab sekarang ini kita kan tengah hidup pada zaman teknologi dan memang tidak dinafikan orang sekarang ini tidak kira muda ke tua , semua suka beli barangan dalam talian.

Speaker: Adakah promosi mendatangkan apa-apa kesan kepada perniagaan anda ?

Respondent: Promosi mendatangkan keuntungan kepada perniagaan saya kerana apabila adanya promosi adalah orang yang datang beli oleh-oleh semua tu.

Respondent 5

Speaker: Apakah strategi pemasaran yang anda gunakan untuk mempromosikan produk anda?

Respondent: Bagi saya kalau letak harga ikut penetapan harga kompetitif ini boleh bawa kejayaan kepada perniagaan, macam contoh saya buat produk rotan ini semua, saya letak harga lebih kurang sama dengan pesaing saya semua. Jadi, jika produk atau perkhidmatan adalah pada harga yang sama dengan pesaing namun kualiti produk itu lebih berkualiti maka pelanggan akan lebih cenderung untuk memilih anda, betul tak?

Speaker: Adakah anda terlibat dalam pengiklanan media sosial seperti iklan Facebook atau iklan Instagram atau platform e-dagang? Bagaimana anda menggunakan platform media sosial dan membangunkan pengiklanan tersebut?

Respondent: Saya dah 7 tahun berniaga kraftangan dalam Melaka ini dan saya mula laksanakan strategi pemasaran guna sosial media ini rasanya dalam 6 tahun setengah macam tu. Social media ini memang tak boleh dinafikan, sememangnya dapat meningkatkan hasil jualan saya sebab banyak orang-orang luar Melaka selalunya beli daripada saya. Baru-baru ada seorang customer dari Kedah sanggup tempah produk saya ini untuk majlis kahwin dia masa dia tengok iklan yang saya buat buat di facebook. Katanya dia berminat produk-produk kraftangan daripada Melaka ini.

Respondent 6

Speaker:Boleh anda nyatakan kesan-kesan yang anda alami ketika pandemik covid-19

Respondent: Bukan sahaja kerugian dari segi saya kena tutup kedai tetapi saya juga harus berdepan dengan ketiadaan pelanggan seperti pelancong asing. Pada masa itu, memang tak ada langsung pelancong luar negara mahupun luar negeri yelah sebab kan semua dikenakan PKP

Speaker:Program pendigitalan “CRAFT ON THE GO “, “E-Kraf Bazar” dan “MYCraftahop” telah diambil sebagai inisiatif oleh Kementerian Perbadanan Kemajuan Kraftangan dalam menyediakan perkhidmatan secara digital dalam bentuk mobile apps kepada masyarakat bagi meningkatkan kebolehcapaian maklumat berkaitan usahawan kraf di seluruh Malaysia. Bagaimanakah anda menyahut cabaran pendigitalan ini iaitu menukarkan perniagaan jualan langsung kepada perniagaan jual dalam talian.

Respondent: Memang mencabar meniaga masa Covid so saya tak ada ambik cabaran itu sebab saya takut jadi pemasaran saya buat sikit-sikit.

Speaker: Adakah anda menerima sebarang bantuan kerajaan dalam membangunkan kemahiran perniagaan anda? Jika ya, berikan contoh bantuan kerajaan tersebut.

Respondent: Yee , saya ada terima. Bantuan Inisiatif PEMULIH.

Speaker: Selain masalah dalam pemasaran, ada masalah lain yang anda hadapi?

Respondent: Masalah yang saya selalu hadapi ialah pekerja saya selalu datang lambat, ada masalah famili semua itu.

Respondent 7

Speaker: Pernahkah anda melakukan promosi dalam perniagaan anda? Apakah permasalahan yang anda hadapi apabila melaksanakan promosi?

Respondent: Saya juga buat promosi macam yang kat kedai Mr.DIY tu kan ada PWP tu kan..Aah jadi kat kedai saya ini saya laksanakan strategi macam itu, kalau ada orang beli barang-barang saya sampai RM 80 ke atas dapat lah sudip kayu ini RM 10 , dia sebenarnya harga dia dalam RM 30.Saya buat macam tu sebab saya nak habiskan stok saya secepat mungkin maklumlah tahun baru pun dah nak dekat.

Speaker: *Pemasaran dari mulut ke mulut ialah taktik yang digunakan untuk menjana perbincangan dan cadangan semula jadi untuk produk atau syarikat. Adakah anda ras strategi ini mendatangkan manfaat kepada anda dan perniagaan anda?*

Respondent: Bagi saya promosi mulut ke mulut ini sangat hebat sebenarnya sebab jika orang suka kita dia akan cakap pasal kebaikan kita daripada A samapai Z. Sebab tu saya pun akan bagi aa saya punya name card apa semua so diorang boleh sebarkan. Dia cakap eh baik beli dekat dia lah. Haah. Kau beli satu, kau dapat satu. Tak pun, kau beli satu barang, aa dia ada promosi benda-benda lain lagi. Sepanjang masa customers tu akan bagi feedback baik lah jika dia diberi layanan dan promosi yang baik.

Speaker: Program pendigitalan “CRAFT ON THE GO“, “E-Kraf Bazar” dan “MYCraftahop” telah diambil sebagai inisiatif oleh Kementerian Perbadanan Kemajuan Kraftangan dalam menyediakan perkhidmatan secara digital dalam bentuk mobile apps kepada masyarakat bagi meningkatkan kebolehcapaian maklumat berkaitan usahawan kraf di seluruh Malaysia. Bagaimanakah anda menyahut cabaran pendigitalan ini iaitu menukarkan perniagaan jualan langsung kepada perniagaan jual dalam talian.

Respondent:Jual kat online ni senang sebab segala infomasi kita ada kat situ, orang pun daripada tak kenal kita akan jadi kenal dengan adanya teknologi zaman sekarang. Macam saya dulu masa mula-mula ambil alih perniagaan ayah saya ini, orang segelintir je tau ayah saya ini jual kraftangan apa, tapi bila saya dah ambil alih , saya buat pemasaran di media social dengan Mycraft Shopee tu , orang luar negeri Melaka sampai kenal perniagaan saya

ini dan mereka pun sanggup turun ke Melaka sebab nak tengok macam mana kraftangan seramik ini dihasilkan.

Respondent 8

Speaker: Pernahkah anda terlibat dalam Kempen BELI BARANG BUATAN MALAYSIA anjuran Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) ?

Apakah manfaat atau perkara baharu tentang cara pemasaran yang anda dapat ketika menyertai kempen itu & bagaimanakah anda mempraktikkan strategi tersebut dalam perniagaan anda?

Respondent: Yee saya pernah menyertai kempen beli barangan buatan Malaysia . Manfaat yang saya dapat ialah macam mana saya naik tingkatkan lagi brand saya serta boleh pupuk lebih banyak pelanggan beli product keluaran Malaysia berbanding luar negara.

Speaker: Seperti mana yang sedia maklum, kos sara hidup sekarang ini makin lama makin meningkat. Jadi soalan saya, adakah kos atau modal menjadi salah satu permasalahan anda ketika melaksanakan strategi pemasaran ini? Jelaskan.

Respondent: Saya rasa kos menjadi salah satu permasalahan sebab sekarang ini memang tidak dapat dinafikan barang pun sudah naik harga. Macam dulu kalau nak buat iklan harga RM 4-RM5, tetapi sekarang ini telah jadi RM 8 ke atas macam itu.

Respondent 9

Speaker: Pernahkah anda terlibat dalam Kempen BELI BARANG BUATAN MALAYSIA anjuran Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) ?

Apakah manfaat atau perkara baharu tentang cara pemasaran yang anda dapat ketika menyertai kempen itu & bagaimanakah anda mempraktikkan strategi tersebut dalam perniagaan anda?

Respondent: Bila join program beli barangan buatan Malaysia ini, saya dapat praktikkan semangat cintakan produk tempatan bagi menghasilkan kualiti produk terbaik serta mewujudkan lebih banyak jenama tempatan.

Speaker: Apakah permasalahan yang anda hadapi apabila melaksanakan promosi?

Respondent: Masalah promosi juga satu cabaran bagi saya kerana time promosi saya jual RM45 tapi ada segelintir pelanggan tawar lagi harga tu supaya jadi murah. Kadang-kadang rasa geram juga sebab pelanggan tawar-tawar benda itu sampai nak benda itu free agaknya

Respondent 10

Speaker: Bagaimanakah anda mula-mula menceburi bidang kraftangan ini?

Respondent: Saya dah 10 tahun berniaga kat tapak medan samudera ini, bagi saya tempat berniaga ini seronok laa sebab dapat kenal banyak pelancong daripada luar serta saya pun rasa tempat ini amat strategik bagi perniagaan saya sebab selalunya kalau cuti sekolah, cuti public holiday ke apa semua tu, ramai yang datang Banda Hilir ini jalan-jalan dan beli oleh-oleh kat Medan Samudera ini.

Speaker: Adakah Perintah Kawalan Pergerakan (PKP) memberi kesan kepada perniagaan anda? Nyatakan kesan yang anda hadapi.

Respondent: Macam saya dah order barang dengan supplier Indonesia untuk tempoh 3 bulan akan datang tiba-tiba kerajaan perintahkan PKP masa itu, terpaksa kita ini tutup kedai dan kena tanggung segala kerugian. Barang-barang masa itu pun sangkut tapi kita yang kena supaya barang kita lepas dari sana, kena bayar duit pada supplier kita lepas tu kita kena tutup kedai, memang tak tahu laa macam mana nak dapat untung sebab akak ini tak pandai nak jual-jual online.

Respondent 11

Speaker: Adakah pendigitalan dalam talian menjadi satu cabaran dan bagaimanakah anda menyahut cabaran pendigitalan ini iaitu menukarkan perniagaan jualan langsung kepada perniagaan jual dalam talian.

Respondent: Bila nak buat marketing cabaran yang terutama saya hadapi ialah tak ada pekerja mahir yang boleh tolong buat pemasaran secara digital ini, sebab rata-rata pekerja saya pun orang berumur, kami semua tak larat nak buat perniagaan dalam talian sebab nanti kena pos semua tu .

Speaker: Apakah masalah utama yang anda hadapi ketika melakukan pemasaran kraftangan ini?

Respondent: Masalah banjir di Melaka pada akhir bulan November& December menyebabkan banyaklah produk kraftangan saya rosak masa itu sebab air dah masuk kedai & kebetulan masa itu pun saya tiada di kedai, memang tak sempat nak selamatkan apa-apa.

Respondent 12

Speaker: Bagaimanakah anda menjaga hati pelanggan anda? Pada asasnya, adakah anda mengalami perkara ini daripada pelanggan anda? Jika ya, bagaimanakah anda mengekalkan kualiti produk anda supaya pelanggan sentiasa mengenali produk anda?

Respondent: Untuk memuaskan hati pelanggan saya akan memberi penghantaran percuma ketika mereka membeli produk kerusi malas saya inilah, hal ini sebabnya saya nak jaga jugalah hati mereka, sebab mereka dah beli mahal-mahal tak kan kita tak boleh kan nak tolong bagi service penghantaran percuma.Kalau ada kerosakan pada kerusi ke apa saya akan bagi service repair percuma untuk tempoh 2 bulan macam tu bergantung kepada jenis kerosakan.Saya buat semua ini sebab satu je , sebab saya percaya kalau saya berbaik dengan mereka macam saya sediakan service apa semua tu , mereka ini akan tertarik untuk membeli lagi dan lagi.

Speaker: Apakah strategi pemasaran yang anda gunakan untuk mempromosikan produk anda?

Respondent: Strategi pemasaran yang saya jalankan dalam perniagaan saya ialah harga berdasarkan kos kerana saya percaya strategi ini bila jalankan, harga produk boleh cover semua jumlah cost. Bila cara ini dibuat, profit margin perniagaan saya dapat dikekalkan ,cantik je setiap bulan.

Respondent 13

Speaker : Bagaimanakah anda memulakan menceburi bidang kraftangan ini?

Respondent : Aa. Pada mulanya saya baru habis study aa. Lepas itu time itu pandemik Covid-19 Aa. So saya tak ada peluang pekerjaanlah. Sebab kilang-kilang pun semua membuang pekerja kan. Dia nak cut kos so saya pun cuba je lah untuk peniaga. Aa ini cabaran untuk saya. Saya hadapilah. Aa dalam perniagaan memang first time lah. Ooh. Tak pernah pun meniaga sebelum ini.

Speaker : Pernahkah anda melakukan pemasaran untuk perniagaan anda? Apakah kick starter yang menggalakkan anda untuk memulakan pemasaran untuk perniagaan anda?

Respondent: Okey selain daripada offline untuk berniaga.Saya pun ada buat juga online lah. Dari segi platform Instagram, Facebook dan Shopee lah. Untuk setakat ni. Yang masih running. Nama business CRAFT CORVE, Lubuk kraf dalam bahasa Melayu dia. Kalau strategi saya gunakan kalau untuk online ni saya lebihkan kepada keluarkan modal untuk bayar dekat Facebook aa and then kita ada bayar dekat Shopee sekarang pun kita boleh bayar untuk supaya kita punya produk naik atas dekat kepala list, kepala atas sekali dia orang cari aa itu salah satu cara dialah untuk kita

kita teruskan online kita dan orang akan terus pergi dekat shop kita.

Speaker : Adakah anda menyediakan sebarang program atau pendedahan untuk melatih kakitangan atau pekerja bagi mempelajari strategi pemasaran?

Respondent: Untuk sekarang ini saya tidak ambil staff kerana yelah saya pun baru bermula berniaga. Jadi macam promosi tu semua saya buat sendiri.

Speaker: Pernahkah anda melakukan promosi dalam perniagaan anda? Apakah pemasalahan yang anda hadapi apabila melaksanakan promosi?

Respondent: Promosi kadang-kadang saya ada buat iaitu pada musim perayaan, hari merdeka cuti sekolah. Saya buat harga promosi pada tarik-tarikh ini kerana saya tau time tu ramai yang datang Melaka jadi bila mereka datang lepas tu nampak ada promosi macam ini mereka akan tertarik lalu mereka akan beli sekaligus mereka akan ajak kawan-kawan dan family beli sekali. Bila buat promosi tak ada masalah , saya belum jumpa apa-apa masalah lagi.

Speaker: Pemasaran dari mulut ke mulut ialah taktik yang digunakan untuk menjana perbincangan dan cadangan semula jadi untuk produk atau syarikat.

Pada asasnya, adakah anda mengalami perkara ini daripada pelanggan anda? Jika ya, bagaimanakah anda mengekalkan kualiti produk anda supaya pelanggan sentiasa mengenali produk anda?

Respondent: Mula-mula produk saya biasa saja tapi semakin lama saya sedar orang nak kan something yang ada berkualiti dan semakin saya sedar produk yang elok kualiti lebih best lah. And then kalau untuk dekat kedai saya pula saya perbanyakkan bersihlah sebab kawasan saya ni berhabuk jadi saya kena banyak lap-lap aa untuk dia nampak lagi naik barang tu lah warna dia tu untuk kekalkan kualiti aa untuk kekalkan kualiti.

Speaker: Apakah masalah utama yang anda hadapi ketika melakukan pemasaran kraftangan ini?

Respondent: Masalah utama ketika buat pemasaran online memang masalah pertama dia ialah bersainglah, bersaing harga. Aa itu antara masalah paling besar yang saya hadapi. Aa untuk bersaing harga dengan orang luar, tapi aa kalau kita ada strategi masing-masinglah. Macam saya kalau harga dia lebih murah tapi harga saya lebih mahal walaupun perbezaan dia satu ringgit aa tapi saya ada advantage kat situ. Mungkin dari segi kualiti barang saya lebih daripada itu. Bila ada masalah perbezaan harga inilah orang selalu akan argue tanya

kenapa barang jiran saya sana lagi murah sedangkan barang saya mahal, daripada situ menjadi salah satu cabaran lah kat saya sebab saya kena menjawab dengan customer pasal apa harga kami berbeza.

Speaker: Program pendigitalan “CRAFT ON THE GO “, “E-Kraf Bazar” dan “MYCraftahop” telah diambil sebagai inisiatif oleh Kementerian Perbadanan Kemajuan Kraftangan dalam menyediakan perkhidmatan secara digital dalam bentuk mobile apps kepada masyarakat bagi meningkatkan kebolehcapaian maklumat berkaitan usahawan kraf di seluruh Malaysia. Bagaimanakah anda menyahut cabaran pendigitalan ini iaitu menukarkan perniaagaan jualan langsung kepada perniaagaan jual dalam talian.

Respondent: Saya buat pengiklanan. Bila buat macam ini, customer online akan tengok dan tertarik terus membeli. Ada yang sampai yang orang datang ke kedai saya, dia cakap adik yang meniaga online itu. Aa ya dari situ kita pun boleh kenalkan kedai kita tu juga kita build trust dengan customer yang kita ni ialah bukan seorang scammer. Kuatkan Branding sebab dari Branding orang kenal kita lah. Kalau orang tak kenal Dia orang akan ragu-ragu nak beli. Aa.

Seperti mana yang kita ketahui, negara jiran seperti Indonesia, Kemboja, Vietnam dan Thailand amat terkenal dengan penghasilan kraftangannya tersendiri.

Rentetan daripada itu, bagaimanakah anda mengatasi permasalahan lambakan produk kraftangan dari negara jiran yang hampir serupa dengan produk anda?

Respondent: Kalau macam saya , saya akan terangkan kepada pelanggan apa beza produk luar dengan produk saya. Bila mereka dah tau perbezaan , mereka akan fikir dan mereka akan dapat ilmu tentang ini.

Respondent 14

Speaker: Pernahkah anda melakukan pemasaran untuk perniagaan anda? Apakah 'kick starter' yang menggalakkan anda untuk memulakan pemasaran untuk perniagaan kraftangan anda.

Respondent: Apabila saya mula berpindah ke bandar, kraftangan saya ini mula mendapat sambutan dan saya mula memperbanyakkan jenis produk kraftangan saya. Dalam masa yang sama, saya juga telah berjinak-jinak menjual kraftangan saya ini di facebook sebab facebook ini satu platform yang membolehkan saya berniaga sehingga lewat malam, dia 24 jam, jadi jika saya tidak membuka kedai saya ini saya tak perlu risau sebab dengan adanya facebook marketplace, perniagaan saya boleh beroperasi tanpa mengira waktu.

Respondent 15

Speaker: Nyatakan kesan yang anda hadapi ketika PKP?

Respondent: Masa covid pun tak dapat nak selamatkan produk kat kedai sebab semua dah kelam-kabut kan masa itu jadi memang time tu tak terfikir nak ambil barang-barang kraftangan ini balik kampung bersama sebab memang ingatkan boleh kembali semula ke Melaka, tapi akhirnya kena lockdown sampai dua tahun. Balik semula, tengok-tengok barang dah kena makan dengan tikus.

Speaker: *Pemasaran dari mulut ke mulut ialah taktik yang digunakan untuk menjana perbincangan dan cadangan semula jadi untuk produk atau syarikat.*

Pada asasnya, adakah anda mengalami perkara ini daripada pelanggan anda? Jika ya, bagaimanakah anda mengekalkan kualiti produk anda supaya pelanggan sentiasa mengenali produk anda?

Respondent: Saya mengekalkan kualiti produk saya dengan bersih-bersihkan kemas-kemas kan supaya ianya kekal berkilat dan lawa.

Respondent 16

Speaker: Adakah penetapan harga penting bagi anda? Nyatakan strategi penetapan harga yang anda laksanakan.

Respondent: Saya telah buat strategi penetapan harga berasaskan kos kerana cara ini cara paling mudah untuk menetapkan harga kraftangan saya kerana penetapan harga ditetapkan berdasarkan kos pengeluaran dan keuntungan yang diingini, tanpa perlu mengambil kira permintaan pelanggan.

Speaker: Seperti mana yang sedia maklum, kos sara hidup sekarang ini makin lama makin meningkat. Jadi soalan saya, adakah kos atau modal menjadi salah satu permasalahan anda ketika melaksanakan strategi pemasaran ini? Jelaskan.

Respondent: Umm saya rasa kos jadi satu masalah. Apabila menetapkan harga hampir dengan kadar pesaing, kita tak perlu risau sangatlah sebab kita dah tahu bahawa pelanggan akan bayar harga yang sama, jumlah yang pesaing terima sama dengan jumlah yang kita terima juga. Boleh dikatakan ianya hampir kekal dengan harga pasaran purata, secara tidak langsung terdapat peluang yang baik lah sebab pelanggan mesti gembira apabila dia tengok kedua-dua kedai mempunyai harga yang sama, dia pun tak perlulah pergi survey harga sini sana macam tu ataupun tak adalah istilah “cekik darah” untuk peniaga kraftangan macam kami ini.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Speaker: Program pendigitalan “CRAFT ON THE GO”, “E-Kraf Bazar” dan “MYCraftahop” telah diambil sebagai inisiatif oleh Kementerian Perbadanan Kemajuan Kraftangan dalam menyediakan perkhidmatan secara digital dalam bentuk mobile apps kepada masyarakat bagi meningkatkan kebolehcapaian maklumat berkaitan usahawan kraf di seluruh Malaysia. Bagaimanakah anda menyahut cabaran pendigitalan ini iaitu menukarkan perniagaan jualan langsung kepada perniagaan jual dalam talian.

Respondent: Bile menjual online ini, salah satu kebaikan yang saya dapat ialah payment yang cepat daripada pelanggan saya. Sepanjang saya jual produk kraftangan saya ini di Shoppe dan LAZADA, tak ada apa-apa masalah sebab pelanggan saya pun selalu transfer duit pun cepat sebab sekarang kan semuanya dah mudah, orang tak perlu pergi bank semua tu dan kita sebagai peniaga pun tak perlu nak tunggu bayaran lama-lama.

Respondent 17

Speaker: Apakah cabaran yang anda hadapi ketika covid 19?

Respondent: Cabaran yang saya hadapi ialah masalah pendigitalan . Masa PKP tu kan tak boleh buka kedai jadi kerajaan pun dah suruh peniaga buat business online kan. Waktu itu memang mencabar lah sebab saya tak pandai sangat pun buat live dan jual online masa 2 tahun itu. Memang saya belajar daripada anak-anak buah saya yang muda-muda ini cara nak jual dalam online , jual kat Shopee & Lazada .

Speaker: Apakah strategi pemasaran yang anda gunakan untuk mempromosikan produk anda khususnya dari segi harga?

Respondent: Saya guna penetapan harga berdasarkan kos.Bila aplikasikan harga berdasarkan kos ini, saya rasa senang kerana saya hanya perlu menambah jumlah cost untuk mendapat anggaran keuntungan ketika menjual barangan kraftangan saya.

Respondent 18

Speaker: Bagaimanakah anda mengekalkan kualiti produk kraf anda?

Respondent: Cara saya mengekalkan mutu kualiti produk kraf saya ini ialah sebelum saya buat penghantaran kraf kayu untuk Al-Quran ini , saya akan check dulu produk saya ini elok ke tidak, kalau elok saya akan bungkus baik-baik untuk pastikan barang-barang yang pelanggan tempah ini semua dalam keadaan baik.

Respondent 19

Speaker:Bagaimanakah anda mula-mula menceburi bidang kraftangan ini?

Respondent:Saya mula berniaga kat sini pada tahun 2010, masa tu memang fokus kat kedai kat Samudera sini sebab kat sini dekat dengan kapal tu banyak pelancong mat salleh semua datang kan , lepastu dapat tahu yang Ole-Ole kraftangan situ nak bukak, saya pun buka cawangan baru kat situ sebab saya tau tempat-tempat ini tempat kunjungan pelancong dari luar.

Speaker: Adakah anda menjalankan strategi penetapan harga dan apakah pendapat anda tentang keberkesanan penetapan harga.

Respondent: Saya fikir penetapan harga berasaskan kos membantu memastikan bahawa sebaik sahaja produk itu dijual, pastinya terdapat sejumlah keuntungan yang akan diperolehi kerana penetapan harga telah pun meliputi kedua-dua kos pengeluaran dan juga keuntungan.

Speaker: Apakah kesan yang anda hadapi ketika berhadapan dengan masalah dalam melaksanakan strategi pemasaran produk?

Respondent: Kesannya saya tak dapat pulangan yang saya harapkan , jadinya saya kena berjimat -cermat dalam penggunaan duit.

Respondent 20

Speaker: Adakah Perintah Kawalan Pergerakan (PKP) memberi kesan kepada perniagaan anda? Nyatakan kesan yang anda hadapi.

Respondent: Mula-mula itu saya ingatkan penyakit ini tak adalah bahaya sangat dan tak jejas la perniagaan saya tapi saya silap kerana inilah penyakit yang berbahaya yang tak pernah saya jumpa dalam hidup. Bila pelancong tak ada, orang-orang Melaka pun tak ada datang, memang teruk la , terjejas teruk perniagaan saya sebab saya terpaksa pinjam duit daripada sedara-mara bayarkan hutang perniagaan, sewa kedai bil api air semua tu, memang rasa la kesan covid 19 ini , memang dahsyat betul”

Speaker: Adakah promosi mendatangkan apa-apa kesan kepada perniagaan anda ?

Respondent: Iya ianya mendatangkan kesan dimana kalau jalankan promosi ini saya boleh kurangkan stok lama dan tambah stok baru lebih banyak. Orang pun akan tertarik kerana banyak produk baru mereka akan teruja.

Respondent 21

Speaker: Apakah masalah utama yang anda hadapi ketika melakukan pemasaran kraftangan ini pada masa Covid-19?

Respondent: Cabaran yang saya tak boleh lupakan ialah apabila datangnya Pandemic Covid-19 sebabnya saya ada dua orang anak yang masih bersekolah, staff pun saya tak ambik sebab saya rasa saya mampu untuk menjaga kedai saya seseorang. Sekolah rendah anak saya pun dekat sini je , jadi mereka selalu lepas sekolah datang sini je tolong saya berniaga, namun bila covid tu datang , kami sekeluarga terpaksa hidup kesengsaraan laa sebab tak boleh bukak kedai, masa itu memang saya buntu nak cari kerja apa sebab semua tempat tutup kan semuanya terjejas, memang kami dalam kais pagi makan pagi, kais petang makan petang sahaja aa. Bantuan saya ada dapat , bantuan ibu tunggal, duit itu pun tak cukup sebenarnya sebab saya nak beli internet aa makanan semua tu , kena jimat-jimat masa itu sebab kalau guna habiskan tak tahu laa anak-anak saya macam mana.”

Speaker: *Seperti mana yang kita ketahui, negara jiran seperti Indonesia, Kemboja, Vietnam dan Thailand amat terkenal dengan penghasilan kraftangannya tersendiri.*

Rentetan daripada itu, bagaimanakah anda mengatasi permasalahan lambakan produk kraftangan dari negara jiran yang hampir serupa dengan produk anda?

Respondent: Saya tak marah ada masalah lambakan ini sebab saya tahu yang mereka semua sama macam saya yang ingin mencari rezeki .Kalau ada pelanggan yang minat bole beli kat situ.

Respondent 22

Speaker: Program pendigitalan “CRAFT ON THE GO “, “E-Kraf Bazar” dan “MYCraftahop” telah diambil sebagai inisiatif oleh Kementerian Perbadanan Kemajuan Kraftangan dalam menyediakan perkhidmatan secara digital dalam bentuk mobile apps kepada masyarakat bagi meningkatkan kebolehcapaian maklumat berkaitan usahawan kraf di seluruh Malaysia. Bagaimanakah anda menyahut cabaran pendigitalan ini iaitu menukarkan perniagaan jualan langsung kepada perniagaan jual dalam talian.

Respondent: Saya memang sepanjang berniaga sejak 12 tahun ni tak pernah buat online marketing , memang saya tak suka , saya tak ada minat nak belajar berniaga dalam online, saya guna cara tradisional macam ni je sebab saya hanya pandai jual depan-depan dengan pelanggan. Sebelum PKP, memang banyak yang tempah pinggan ini semua namun sejak PKP dilaksanakan, perniagaan saya terhenti kerana tidak dapat keluar , tak boleh pergi mana-mana masa tu. Semasa Covid tu saya memang terpaksa ikhtiar keluar ke bidang lain kerana semua tempahan yang sebelum ini semua orang dah tarik balik sebab mereka katanya tak cukup duit nak bayar. Saya pun faham laa keadaan customer saya jadinya saya redha je dengan ketentuan Tuhan.” Bila dua tahun kita kena PKP ini semua, saya rasa jenama product saya pun orang dah tak kenal sangat sebab saya tak ada buat iklan semua tu kan, orang fikir kedai saya ini dah tak ada. Jadi sekarang saya tengah bermula dari bawah semula nak naikan lagi jenama saya ini.

Speaker: Seperti mana yang sedia maklum, kos sara hidup sekarang ini makin lama makin meningkat. Jadi soalan saya, adakah kos atau modal menjadi salah satu permasalahan anda ketika melaksanakan strategi pemasaran ini? Jelaskan.

Respondent: Bagi saya kos jadi satu masalah sebab sekarang ini semua kos barang naik. Nak buat promosi pun kami macam teragak-agak sebab kos nak beli banner itu semua mahal.

Speaker: Apakah kesan kepada perniagaan anda ketika anda melakukan pemasaran pendigitalan lebih-lebih lagi ketika dalam pandemic Covid-19.

Respondent: Kesan sudah tentu susahlah sebab saya kena COD sendiri sebab pejabat pos pun masa itu tak buka, jadi susah nak buat penghantaran.