Managerial Enforcement on the Production and Marketing of *Bathok* Handicraft in a Tourism Village at *Kampung Santan*

By

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Background

- It was declared on May 29, 2011
- Bathok Handicraft becomes the main product served in this tourism village.
- There are 10 Bathok artisans who are still producing
# Production of Bathok Handicraft

<table>
<thead>
<tr>
<th>No</th>
<th>Name / Type of Product</th>
<th>Unit price in IDR</th>
<th>Production per month</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dipper</td>
<td>8.000</td>
<td>200 pieces</td>
<td>Order DN: 300 pieces</td>
</tr>
<tr>
<td>2</td>
<td>ordinary bowl of fruit</td>
<td>6.500</td>
<td>120 pieces</td>
<td>Order DN: 300 pieces Export of at least 500 pieces</td>
</tr>
<tr>
<td>3</td>
<td>Bowl</td>
<td>9.000</td>
<td>120 pieces</td>
<td>DN Order: 300 pieces</td>
</tr>
<tr>
<td>4</td>
<td>The cup of Jamu</td>
<td>4.000</td>
<td>120 pieces</td>
<td>DN Order: 400 pieces Export minimal 500 pieces</td>
</tr>
<tr>
<td>5</td>
<td>Tea Cups Order</td>
<td>6.000</td>
<td>400 pieces</td>
<td>Order DN: 400 pieces Export of at least 500 pieces</td>
</tr>
<tr>
<td>6</td>
<td>The cup of Dawet</td>
<td>5.000</td>
<td>120 pieces</td>
<td>DN Order: 300 pieces</td>
</tr>
<tr>
<td>7</td>
<td>Pencil case</td>
<td>7.000</td>
<td>120 pieces</td>
<td>DN Order: 300 pieces</td>
</tr>
<tr>
<td>8</td>
<td>kitty</td>
<td>7.500</td>
<td>120 pieces</td>
<td>DN Order: 300 pieces</td>
</tr>
<tr>
<td>9</td>
<td>Soap dispenser</td>
<td>4.000</td>
<td>120 pieces</td>
<td>DN Order: 400 pieces</td>
</tr>
<tr>
<td>10</td>
<td>Points of Sambal</td>
<td>4.000</td>
<td>120 pieces</td>
<td>DN Order: 400 pieces</td>
</tr>
<tr>
<td>11</td>
<td>Wine Cups</td>
<td>7.500</td>
<td>300 pieces</td>
<td>10,000 Export Opportunities</td>
</tr>
<tr>
<td>12</td>
<td>Chicken Feed Containers</td>
<td>1.000</td>
<td>2.500 pieces</td>
<td>DN Order: 9.000 pieces</td>
</tr>
</tbody>
</table>

**SMEs Mekar Asri**
## Production of Bathok Handicraft

<table>
<thead>
<tr>
<th>No</th>
<th>Name / Type of Product</th>
<th>Unit Price (IDR)</th>
<th>Production per month</th>
<th>Description</th>
<th>Order DN or Export Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Box Tissue (original)</td>
<td>35.000</td>
<td>36 pieces</td>
<td>DN Order: 100 pieces</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Pencil case (original)</td>
<td>5.000</td>
<td>150 pieces</td>
<td>DN Order: 150 pieces</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Ashtray (original)</td>
<td>7.000</td>
<td>150 pieces</td>
<td>DN Order: 400 pieces</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Keychain (original)</td>
<td>1.500</td>
<td>400 pieces</td>
<td>DN Order: 400 pieces</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Saucer</td>
<td>3.500</td>
<td>300 pieces</td>
<td>Export of at least 6000 pieces</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Glasses of wine</td>
<td>6.000</td>
<td>300 pieces</td>
<td>Export of at least 6000 pieces</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Bowl</td>
<td>6.000</td>
<td>300 pieces</td>
<td>Export of at least 6000pieces</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>duck ashtray</td>
<td>10.000</td>
<td>300 pieces</td>
<td>Export of at least 6000pieces</td>
<td></td>
</tr>
</tbody>
</table>
Problems of the *Bathok* Handicraft Production

Most of the artisans cannot increase the production, thus some orders are not taken care very well. This is because:

1. Not having a proper production space
2. Not able to add employees due to the lack of equipment (1 set only)
Marketing Problem

- Product catalogue is not available
- No display management
- Poor finance management
The Reconstruction of Production Space and Display Room Project

Before the Project

• The production room is a non-permanent buildings
• Dust is everywhere
• Dirty and unhealthy
• No divider between the production room and the display room
Before the project
Before the project
Method: Production Management Intervention

1. Building the more presentable production and display rooms
2. Permanent, paint finishing, cement tiles
3. Ceramic tiles for the display room
4. Installing the ventilation and dust sucker
5. Installing the electricity and machine neatly
6. Building the divider between the production room and the display room
After the project
After the project
Machine Addition

- Adding two sets of machines for the production
Method 2: Marketing Management Intervention

1. Provision of display cupboard/rack
2. Training of simple accounting
3. Catalogue making
Display Outlet
Marketing Mentoring

- Product Display
- Accounting
Product Catalogue
Results: after interventions

1. On average, the small industry (UKM) can add 2-3 worker
2. On average, The UKM production increases 20 to 30 %
3. On average, the covering orders increase 20 to 30 %
4. On average, the marketing increase 10 to 20 %
5. The average income increase 10 to 20 %
Conclusion

1. The Strengthening of the Production and Marketing Management has succeeded to increase the UKM income.

2. There is a need to conduct a follow-up improvement in the marketing on various media.
Thank You

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