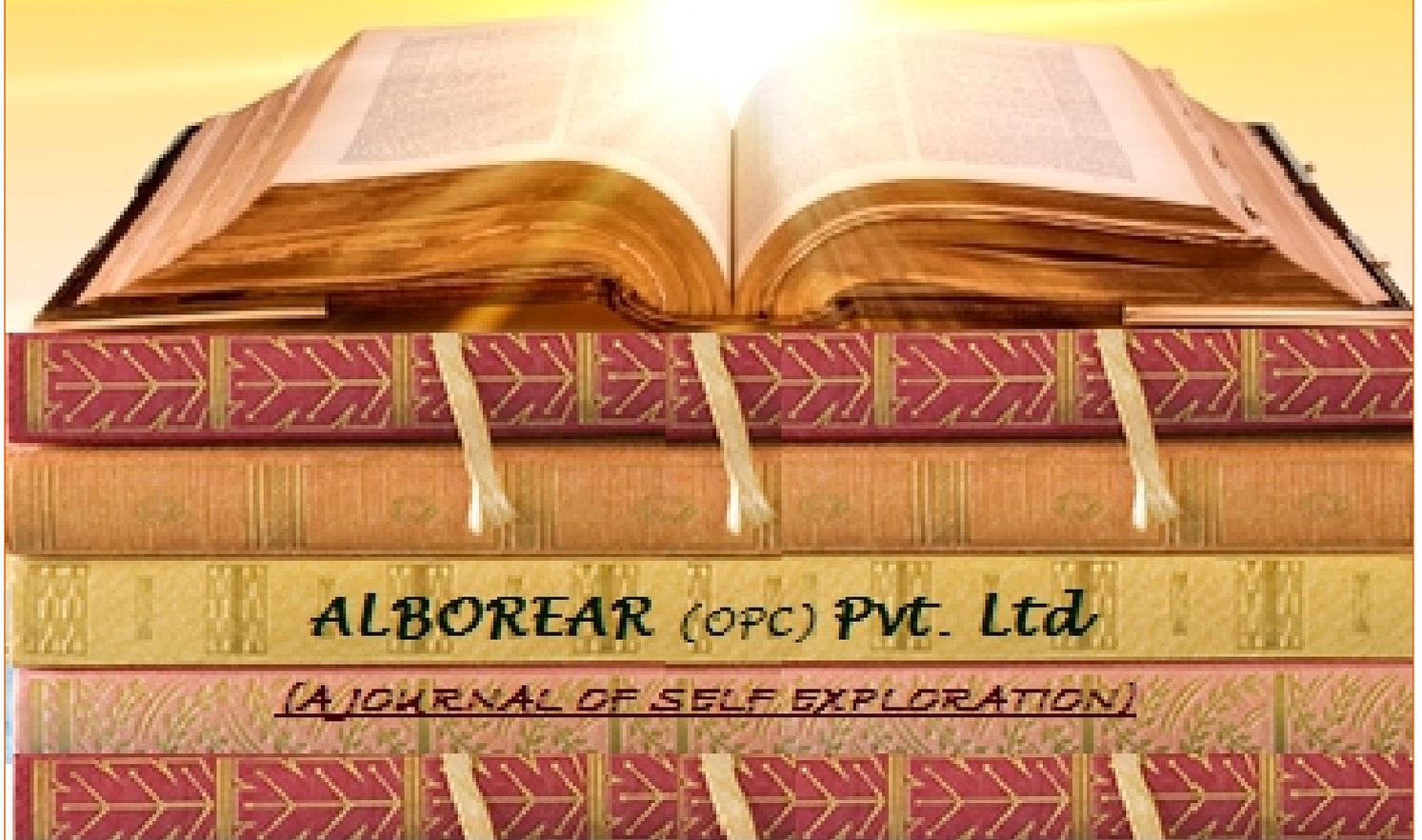


Volume 4 Issue 8 August 2021

*International Journal of Advance Study And
Research Work*

ISSN : 2581-5997



ALBOREAR (OPC) Pvt. Ltd

(A JOURNAL OF SELF EXPLORATION)

www.ijasrw.com

Bamboo Craft Product Strategy: A Case Study of Widya Handicraft

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DOI: 10.5281/zenodo.5347919

Abstract

This study describes the product strategy of bamboo handicraft Widya Handicraft in Gintangan Village, Blimbingsari District, Banyuwangi Regency. This research is qualitative. This study's subjects are Bamboo Craft Widya Handicraft owners in Gintangan Village, Blimbingsari District, Banyuwangi Regency as the primary informants. In contrast, the supporting informants in this study were employees and consumers, respectively. Data collection methods used interview, observation, and documentation methods. The data analysis method is data reduction, data presentation, and conclusion drawing. This study indicates that the Bamboo Craft by Widya Handicraft in Gintangan Village, Blimbingsari District, Banyuwangi Regency implements a concentric strategy. The new products produced are still related to previous developments in raw materials, marketing, and technology. The new product and the final product have the same raw material, namely bamboo, which has a type of lear. The targeted marketing targets are handicraft outlets and people whose products are consumed by themselves. The technology used by the new product with the previous product is also the same, namely using simple technology and drilling machines. The variety of products produced includes the type and type of product, colour, fashion, and product size. The types of products produced include 1) Traditional kitchen utensils, 2) Modern kitchen utensils, 3) Functional, 4) Souvenirs, 5) Ornaments, and 6) Property. The colours of bamboo handicrafts produced by the Bamboo Handicraft Widya Handicraft in Gintangan Village are very diverse, such as brown, blue, red, purple, green, and natural. The product modes produced by the Bamboo Craft SMES in Gintangan Village are very diverse and have artistic value. The size of the products produced by the Bamboo Handicraft SMEs in Gintangan Village varies according to the type and type of product. Weaved bamboo crafts are produced at home in Gintangan Village, Blimbingsari District, Banyuwangi Regency, and have the potential to grow into a thriving industry and tourist destination. This will be beneficial to the village community in particular, as well as the Banyuwangi Regency government in general. The products that have been produced are of world-class quality, and their reliability can no longer be questioned.

Keywords: Product strategy, Bamboo Craft, SMEs.

Introduction

Business competition is becoming more intense, causing business companies to develop more quickly. Commercial players attempt to preserve their firms by expanding them to enhance their position in the face of competition and achieve business objectives. A unique new product will bring value to a firm and become a competitive advantage. To adopt the correct business strategy, corporate actors must understand what consumers need and want. A product strategy is a business strategy that business actors can employ to compete. Product strategy is accomplished by a company that generates products in a managed environment. Even if new products are developed by manufacturing various types of products, previous products are still preserved.

Experiential marketing is used across all categories of products and services in different ways—and for different reasons. Some brands use experiences to recruit new customers, while others use live engagements for retention. Many companies use experiential marketing for generating trials, while others use the discipline for generating PR (Kerry Smith & Dan Hanover, n.d.). SMEs players must be observant and careful in creating a resilient marketing strategy during the intense market competition (Zulianto et al., 2019).

Banyuwangi Regency's Bamboo Handicraft, located in Gintangan Village, Blimbingsari District, Banyuwangi Regency, is one of the businesses engaged in the production and sale of bamboo handicrafts. In the Banyuwangi Regency, Gintangan Village is located approximately 20 kilometers to the west of the city center in the Blimbingsari District. Gintangan Village is part of the Blimbingsari District in Banyuwangi Regency. The majority of the residents of Gintangan Village have inherited knowledge and skills in the field of bamboo crafts from their forefathers and foremothers. As a result, Gintangan Village in Blimbingsari District is referred to as a bamboo craft village in Banyuwangi Regency, and it is located in Banyuwangi Province. Owner of

UD. Widya Handicraft, Bayu (35 years old) has been in business since its inception in 1990. Bayu's address is Krajan Hamlet, RT 3 RW 3, Gintangan Village, Blimbingsari District, Banyuwangi Regency.

Bamboo handicraft SMEs in Gintangan Village, Blimbingsari District, Banyuwangi Regency is developing businesses by creating various kinds of products. Business owners increase their creativity by developing their businesses through the application of a product strategy. The demand for consumers who want new products is a factor for the products of SMEs Bamboo Crafts in Gintangan Village, which is increasingly diverse. The product strategy carried out by Bamboo Handicraft SMEs in Gintangan Village includes product types, types, colours, modes, and sizes of products. The diversity of products owned by SMEs in Gintangan Village, Blimbingsari District, Banyuwangi Regency attracts consumers to make purchases.

Developing global product strategies requires knowing what types of products or services are easily standardised and appropriate adaptation strategies. Some products cross borders without adaptation better than others, and consumer knowledge about new products is generally the same everywhere because perceptions have yet to be formed. Many leading Internet brands—such as Google, eBay, Twitter, and Facebook—made quick progress in overseas markets (Kotler & Keller, 2016). Entrepreneurs always assume that the salesperson has a fully developed product, and they have a simple goal: to make a sale (Onyemah et al., 2013).

The Bamboo Handicraft SMES in Gintangan Village has many competitors from various regions. The Bamboo Handicraft SMES in Gintangan Village is required to increase creativity and innovation in developing its products. Innovation is an effort to maintain its presence in the market and to keep customers buying. By making innovations, the market share they have is also getting wider. Bamboo Craft SMES in Gintangan Village is also required to add various kinds of products so that SMEs in Gintangan Village can survive in the market. This study describes the product strategy at Bamboo Crafts SMEs Widya Handicraft, Gintangan Village, Banyuwangi Regency.

Literature Review

Small and Medium-Sized Enterprises (SMEs) play an essential role in the economic growth of different countries, such as the source of employment, making money for the country, and creating a good living for people in different countries (Sawangchai et al., 2018). Resources, core technological values, innovative product benefits, and marketing strategies for SMEs. The analyses include establishing a new business, developing more technical capability and cross-platform products, and a successful business model of brand marketing strategy (Cheng & Liu, 2017).

Selecting the right products to sell is critical for any business as the business is defined by the products they sell (George Rodriguez, 2013) It is thus essential to know and understand the customers' needs and wants when selecting the products for the business. It is also essential to consider the product's life-cycle concerning the type of customers the business is targeting. Consumers who are trendsetters and innovators will most likely be interested in the latest products. In contrast, consumers who are late adopters will prefer to purchase a product only after their peers have recommended it.

In an era of rapid technological advances, idea generation and screening efforts are essential to the success of telecommunications firms (Barczak, 1995). To ensure that they do not fall into the trap of introducing technology for technology's sake, pioneering and fast-follower firms, in particular, must recognise the importance of staying in touch with their markets. Such market-oriented activities as customer prototype testing and concept definition and testing can help these firms ensure that their technological developments align with customer needs and requirements.

SMEs do not typically consider their supply chain strategy before product introduction and consequently experience supply chain problems that are likely to be detrimental to their growth potentials. The results also support the theoretical proposition that proactive and pre-emptive involvement of suppliers and supply chain strategy would lead to a more robust strategic direction for growth and contribute to extending the literature on the role and impact of supply chain and suppliers in product and market-entry innovations, with a focus on SMEs (Sharifi et al., 2013) Straight extension introduces the product in the foreign market without any change (Kotler & Keller, 2016). Tempting because it requires no additional R&D expense, manufacturing retooling, or promotional modification, the strategy has been successful for cameras, consumer electronics, and many machine tools. In other cases, it has been a disaster.

Nowadays, innovativeness is perceived from various perspectives: process - as an innovative process with a specific beginning and end (Tidd & Bessant, 2005); attributes - as a set of characteristics of an organisation (Akman & Yilmaz, 2018; Lawson & Samson, 2001; Romero & Martínez-Román, 2012) or an individual (Plotnikova et al., 2016; Romero & Martínez-Román, 2012) generating the ability and propensity to innovate; and result - as a result of the innovative process, i.e., the implementation of innovation (Romero & Martínez-Román, 2012; Roper & Hewitt-Dundas, 2017). We want to focus on the second perspective - a

specific set of activities undertaken by SMEs that are characteristic for implementing the SDG9 Sustainability United Nations Agenda. The third - the result, i.e., actually implemented innovations.

Methodology

The type of research is qualitative, exploratory research is defined as research that is used to investigate a problem that has not been clearly defined in research. Aims to describe the product strategy carried out by Bamboo Craft SMEs in Gintangan Village, Blimbingsari District, Banyuwangi Regency. Determination of the research location using the *purposive area method*, with the subject of the research being the owner of the SMEs Bamboo Handicraft in Gintangan Village, Blimbingsari District, Banyuwangi Regency as the primary informant and employees and consumers of the Bamboo Handicraft SMES, Gintangan Village, Blimbingsari District, Banyuwangi Regency as supporting informants and supporting company documents. Data collection in this study is the method of interviewing, observing, and interviewing. The data analysis used was data reduction, data presentation, and concluding.

Results and Discussion

Based on the results of research on the product strategy of bamboo handicraft SMEs in Gintangan Village, Blimbingsari District, Banyuwangi Regency, it can be seen that business owners apply a product strategy. The product strategy is a product development strategy by increasing the number of new products that have links to the previous product. There is still a relationship in terms of marketing, raw materials, and technology. Marketing is carried out to the same target, namely handicraft outlets and people whose products are consumed by themselves. The raw materials used are new products with the same previous product, namely using bamboo lear. In addition, the technology used by the new product is the same as the previous product, namely using traditional methods and drilling machines.

The product strategy carried out by Widya Handicraft in Gintangan Village, Blimbingsari District, Banyuwangi Regency includes types, types, colours, modes, and sizes of products which can be explained as follows:

A. Types and Types of Products Forand

Widya Handicraft Bamboo Crafts in Gintangan Village initially only produced bamboo handicrafts kitchen appliances. Increasing consumer demand and placing orders with different products have made this bamboo handicraft SMES in Gintangan Village produce various types and types of bamboo handicrafts. The following is the diversity of types and types of products produced by bamboo handicraft SMEs in Gintangan Village, Blimbingsari District, Banyuwangi Regency after implementing a product strategy:

Table 1. Types and Types of Bamboo Craft Widya Handicraft Products

No	Widya Handicraft	Product
1.	<p>Traditional kitchen utensils Type: Wakul, welasah, kemarang, steamer, rice barrel, kempis, kalo and tray.</p>	
2.	<p>Modern kitchen utensils Type: Shelf, cake holder, serving hood, and plate</p>	

3. **Functional**

Type: Newspaper, fruit basket, pastel basket, delivery, basket, pencil holder, songkok, the place for sardines, hats, clothes baskets, and trash cans.



4. **Souvenir**

Type: Key chain, ashtray, fan, tissue holder, and candy holder.



5. **Decoration**

Type: Wall hangings, table lamps, lanterns, chandeliers, wall lamps, and flower vases.



6. **Property**

Type: Tables, chairs, bulkheads, and gazebos.



Source: (Primary data, 2021)

Based on the table above, it can be seen that Widya Handicraft produces bamboo handicrafts with property types. Both of these businesses have been established since 1990 so that the types and types of products created are more than those that were newly established.

B. Colour

Colour is one of the factors that can attract consumers to buy these products. Therefore, business owners give colour to bamboo crafts to attract consumers to buy. Consumers can determine the colour of bamboo crafts to be ordered, and it aims to satisfy consumer desires. Colour is given to all products except products with traditional kitchen utensils, aiming to maintain food quality. The craftsmen used all colours such as brown, blue, red, purple, and green. The colouring of bamboo handicrafts is done before the weaving process, and the bamboo is dipped in water that has been given a dye, after which the bamboo is dried in the sun.

C. Mode

Widya Handicraft Bamboo Craft SMEs in Gintangan Village, Blimbingsari District, Banyuwangi Regency has made innovations in product modes; besides, the craftsmen also meet the demands of consumers who order bamboo crafts with the latest fashions. The product modes produced by the Widya Handicraft Bamboo Craft are very diverse so that consumers are more interested and make purchases; the product mode produced also has artistic value with oval, square and rectangular shapes as well as various kinds of woven bamboo modes and has good artistic value. Widya Handicraft Bamboo Craft in Gintangan Village prioritises product mode, prioritises the product's function, and maintains the quality of each product produced.

D. Product Size Product

The size manufactured by Widya Handicraft is very diverse, from small to large. SMEs have different product sizes according to the type and type of product and orders from consumers. The size of the products produced by SMEs varies. It aims to provide a choice of product sizes according to the wants and needs of consumers. The following is the size based on the type of product produced by each bamboo handicraft craftsman in Gintangan Village:

Table 2. Size of the Types of Products of Widya Handicraft

No	Widya Handicraft	Size
1.	Traditional kitchen utensils: 40-60 cm	
2.	Modern kitchen utensils: 25-80 cm	
3.	Functional: 10-80 cm	
4.	Souvenir: 5-30 cm	
5.	Decoration: 20-80 cm	
6.	Property: 100-250 cm	

Source: (Primary data, 2021)

Based on the table above, it can be concluded that the four businesses have the identical product size in traditional kitchen utensils, namely 40 to 60 cm, meanwhile, for bamboo crafts, which are a type of modern kitchen equipment. Bamboo handicraft products of functional types, souvenirs, decorations, and properties in each business also have different sizes. This is because the needs of consumers owned by each business are different so that the size of the products produced is also different.

Based on the research results that have been stated, it can be seen that the bamboo craft by Widya Handicraft S in Gintangan Village, Blimbingsari District, Banyuwangi Regency are implementing a product strategy. Bamboo Craft SMES in Gintangan Village develops products by diversifying the products produced. It is intended that consumers are interested in making repeat purchases. Product strategy also makes the market share owned by the Bamboo Handicraft SMES in Gintangan Village even wider. The opinion explains that strategy is a sub-strategy carried out by adding or expanding new products or services.

According to Mr. Bayu (Owner of Widya Handicraft), the following are the reasons for his company's product diversification: "Consumer needs, initially only producing kitchen utensils such as winnows, rice containers (wakul), and irrigs. " Consumers who are interested in other products, such as fruit baskets and wedding gifts made of bamboo, encourage the proprietor to make the necessary efforts to produce these items. The products we design take into consideration their functionality as well. Then we develop a diverse range of products that are not oversaturated by the market".

Considerations for product diversification: "I think about the function of the product, Ms.," says the author. So, before creating a product without receiving a purchase order from a customer, I investigate the function of the product to ensure that it is acceptable in the market. However, most of the time, the addition of products is driven by consumer demand; for example, if consumer A orders a basket with a model similar to this later, consumer B will likely do the same, and so on.

Widya Handicraft has manufactured a variety of products, including wall lamps, table lamps, and other lighting fixtures. Deliveries were made in 2011. In 2012, there were keychains, and in 2013, there were trash bins and skullcaps to collect and wear around. There is no new product every year because consumers do not request it; however, if consumers do not request new products, we attempt to develop new product configurations.

In terms of design, the designs in this business are more diverse and better than those in other businesses. Then, when it comes to the use of supporting materials such as glue and varnish, we opt for the more expensive and high-quality options to improve the overall product quality.

This coloration process takes place before weaving after the bamboo has been sliced thinly and mashed, and then it is dipped in hot water that has previously been poured with textile dye before weaving. As a result of the overwhelming number of orders from consumers, I took the initiative to color only one or two products, which were only used as examples.

Widya Handicraft is constantly innovating in terms of design; every year, a new design is introduced for each product. Those who frequently change the shape or color of fruit baskets are also likely to change the shape or color of other products, though not as frequently as they do fruit baskets. The reason for the periodic design changes is to avoid consumer saturation so that the consumer can come back as often as possible and not become bored with the products that are currently available.

Widya Handicraft products are available in a variety of sizes, including large, medium, and small. Afterward, there are the standard sizes S, M, L, and XL, with consumers choosing which size they prefer. Typically, customers send photos of the item to show how long it is and how many centimeters it is.

The Bamboo Craft by Widya Handicraft in Gintangan Village applies a concentric product strategy, where the addition of products made is still related to the previous product. The linkage in question is marketing, raw materials, and technology used

(Kotler et al., 2017), which explains that customisation is still going strong. Fortunately, technology has enabled brands to do mass customisation. The brands may use big-data analytics to understand an individual customer's behaviour and preference. New products with previous products have the same target market, namely handicraft outlets and people who consume bamboo handicraft products themselves. The raw material used is the same, namely bamboo with the lear type. The technology used is the same, namely using traditional methods and using a drilling machine.

According to (Kotler et al., 2017) Connectivity has made us question many mainstream theories and major assumptions that we have learned about customer, product, and brand management. Connectivity significantly reduces the costs of interaction among companies, employees, channel partners, custom- ers, and other relevant parties. This lowers the barriers to entering new markets, enables concurrent product development, and shortens the time frame for brand building. The elements regarding product include product type, product type, color, fashion, and product size. The variety of products produced cannot be separated from the implementation of elements of the product strategy. Product strategy needs to be done to anticipate the saturation of a product, and consumers will be more interested in the types and types of products offered that are varied.

According to (Kotler et al., 2017), products can be classified based on their type, including based on form, aspects of endurance, and consumption goals. Meanwhile, product types are items in a *product line* that have a specific shape in other product forms. Based on this, it can be understood that the types of products can be grouped based on the form and purpose of consumption of these products. Bamboo handicrafts in Gintangan Village have six types of products tailored to the form and purpose of consumption. In the type of product, there are different types of products; the types of products in bamboo crafts are items that are shaped according to the type of product. Based on the research results, Widya Handicraft Sirot Art Shop produces the same five types of products, namely 1) Traditional kitchen utensils, 2) Modern kitchen utensils, 3) Functional, 4) Souvenirs, and 5) Ornaments. Even though they produce the same type of product, the type of product in each business is different. Widya Handicraft also produces property-type bamboo crafts. This type of product has not been produced in other bamboo handicraft businesses.

The Bamboo Craft also carries out diversity in the colour element by Widya Handicraft in Gintangan Village. Colour is one of the factors how that make consumers interested in buying a product. Therefore giving colour to the product is very important to attract consumers to buy. The research results knew that the colour application of bamboo crafts is made to attract consumers; a good colour combination can attract consumers to buy. Consumers can also choose colours according to taste; it aims to make consumers feel satisfied and make repeat purchases. This is by (Wu, 2011). Knowledge of this binding domain of global marketing strategy and performance remains limited. In this respect, the study raises many important questions concerning how market orientation, international experience, and global marketing strategy impact performance. Work must be unique, memorable, have advantages, have attractiveness.

Therefore, the colour of a product is essential to attract consumer interest. By giving each product colour, the bamboo handicrafts produced by SMEs in Gintangan Village are unique and have advantages over other bamboo crafts. The colours used are also various, such as brown, blue, red, purple, or green.

Bamboo Craft by Widya Handicraft in Gintangan Village, Blimbingsari District, Banyuwangi Regency also develops products in terms of type product. According to (Kotler et al., 2017), type is a style that is popular and accepted in specific fields. A product must follow the current fashion so that consumers are interested in buying. Bamboo Craft by Widya Handicraft in Gintangan Village constantly changes its appearance according to popular styles at this time. It is intended that the resulting products remain popular with the community to make repeat purchases. Bamboo handicrafts produced by Widya Handicraft in Gintangan Village emphasise the appearance of the product and prioritise the function and quality of the product.

The size of the products produced by Widya Handicraft in Gintangan Village also varies according to the type and type of product. According to (Kotler & Keller 2016), size is the physical structure, shape, and model of a product that can be seen concretely and measurably. The bamboo handicrafts produced by the Bamboo Handicraft SMEs in Gintangan Village are concrete and can be measured. The size of the product is adjusted to the type of bamboo handicraft; each bamboo handicraft business in Gintangan Village has a different product size. The size of the product will affect the price offered; the more significant the bamboo craft, the more raw materials used, so the higher the price offered.

Widya Handicraft, Cindy Ayu Handicraft, Demang Bamboo, Sirot Art Shop, Aulia Handicraft, Hamid Jaya Handicraft, dan Haironi.

Table 3. The Handicraft SMEs in Gintangan Village

No	Widya Handicraft	Since
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1.	Widya Handicraft	1990
2.	Cindy Ayu Handicraft	1990
3.	Demang Bamboo	2013
4.	Sirot Art Shop	2014
5.	Aulia <i>Handicraft</i>	2014
6.	Hamid Jaya <i>Handicraft</i>	2014
7.	Haironi	2014

Source: (Primary data, 2021)

The variety of Bamboo Handicraft SMES in Gintangan Village will continue to increase according to consumer demand. The product strategy that has been implemented by Bamboo Craft SMES in Gintangan Village, Blimbingsari District, Banyuwangi Regency makes the products produced more diverse. Bamboo handicraft products also attract consumers to make purchases, buyers of Bamboo Craft SMES in Gintangan Village are not only Banyuwangi people but also various regions in Indonesia, such as Jember, Bondowoso, Situbondo, Surabaya, Malang, Madura, Jombang, Solo, Jakarta, Bali, Medan, Aceh and Palu. Even bamboo handicrafts from Gintangan Village are also marketed abroad, such as India, Maldives, Spain, Italy, Australia, America, and Germany.

Conclusion

Based on the research results from the discussion, it can be concluded that the product strategy applied to the Bamboo Craft by Widya Handicraft in Gintangan Village, Blimbingsari District, Banyuwangi Regency is a product strategy. Product strategy is a product development strategy by increasing the number of new products related to marketing, raw materials, and technology with the previous product. Marketing is carried out to the same target, namely handicraft outlets and people whose products are consumed by themselves. The raw materials used are new products with the same previous product, namely using bamboo leaf. In addition, the technology used by the new product is the same as the previous product, namely using traditional methods and drilling machines. The product strategy applied by the Bamboo handicraft by Widya Handicraft S in Gintangan Village produces various products, both from different types and types of products, colours, modes, and sizes. Every bamboo handicraft in Gintangan Village has different types and types of products and sizes of a product.

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