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Analysis Of Business Feasibility In Terms Of Market And Marketing Aspects Of The Aman Sasirangan Business

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### ABSTRACT

Each tribe has various unique characteristics and customs, such as variations on themes, costumes, and traditional handwork. For example, one of the very unique and unusual arts in South Kalimantan is sasirangan fabric. One example of this is the Aman Sasirangan business, which produces sasirangan fabrics. The purpose of this study is to understand and see whether the Aman Sasirangan business deserves to be said to be an *udaha*, in terms of market and marketing aspects. One type of research conducted is descriptive research. Data analysis techniques include market and marketing analysis. The subject matter of this research can include market and marketing analysis. The research findings show that Aman Sasirangan can be predicted to be viable when a thorough analysis of the business research is conducted. This is related to market and sales trends that include product development, sales growth in the surrounding area, promotional activities and price phase adjustments such as the use of creative advertising, social media, and cooperation with local communities, which can have a positive impact on business potential.

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## I. Introduction

Indonesia is a country made up of several islands with diverse underwater environments. Each tribe has its own unique art and culture, including variations in themes, patterns, materials and styles of handwork. As one aspect of this artistic diversity, one example of distinctive and unique handmade artwork in South Kalimantan is sasirangan cloth. In the Banjar language, kain pamintan is also another term for a sentence that implies a strong desire or passion. (Syifa Arreishi et al., 2023, p. hlm 262)

Sasirangan is a type of Banjar traditional cloth originating from South Kalimantan. In the production process, this fabric is still made using traditional equipment. The making of the fabric involves a coloring process that is done using printing materials such as rope, yarn,

or similar materials according to a certain pattern. Therefore, the quality of human resources has a useful reasoning in deciding the final result of the sasirangan fabric (Mailiana, 2023, p. hlm 184). Nowadays, every sasirangan fabric-making business has a goal to achieve, either in the short or long term. To increase the production of sasirangan fabrics in Aman Sasirangan, in addition to making improvements to factors related to production, internal analysis of this strategy has very significant advantages. Kotler and Keller state that the mindset will be applied in achieving the marketing targets of a business related to detailing the way to market objectives, setting positions, organizing the mix in marketing and determining the amount of marketing expenditure (Keller, 2021).

The goal of marketing is to achieve the understanding that consumers have about the products or services that are produced according to their needs and sold on time. As the population grows, their aspirations also change. On the other hand, manufacturers use specific strategies and promotions to increase public awareness of the promoted products as a means to meet the recommended needs. Strategic analysis in the context of peer review to increase sales at Aman Sasirangan business is analyzed with some important caveats to consider. This business is engaged in industry, one of which is in handicrafts and has been operating since 1996.

One of them is the development of technology that has undergone a significant transformation in various aspects of people's lives, including behavior, ethics, norms, and culture. One important change in business promotion strategies is that business owners now more often use social media pages such as Instagram, Facebook, Twitter, and Youtube as their main source of leads. This approach allows them to reach consumers more effectively by providing easy access to information about product details and specifications. Beyond its obvious use as a promotional tool, the use of social media can also be a means to foster positive customer interactions, build brand awareness, and cultivate meaningful long-term relationships with customers. As such, technology and social media are not only influencing business practices, but also impacting the way business owners communicate, build relationships with customers and deal with the ever-changing market dynamics (Wildan & Albari, 2023, p. hlm 6138).

Although the business in Aman Sasirangan has progressed in achieving marketing strategies, there is still competition in the market. First, competitors in the same industry, namely, Hafizah Sasirangan, AHS Sasirangan, Kantan Sasirangan, have succeeded in captivating the views of tourists as well as achieving increased sales targets. It was shown that to increase their sales, Aman Sasirangan should examine and analyze effective marketing strategies. In addition, Aman Sasirangan's promotional efforts are mostly limited to the use of WhatsApp, Instagram as well but less vigorous promotion and word of mouth. These marketing methods may not be very effective in reaching a more ambitious target market. Therefore, businesses need to analyze more macro and varied promotional strategies, such as social media, internet advertising, or participation in special events and promotions (Nicholls, 2008).

The business needs to provide a greater sense of belonging to their consumer community. Aman Sasirangan needs to build strong and reliable relationships with their customers. It is crucial for them to communicate product details, such as high-quality fabrics, unique designs, and well-executed coloring. This will make customers more confident and have a stronger sense of loyalty towards the Aman Sasirangan brand. In addition, businesses must overcome hurdles to maintain high quality standards as well as reassure that their products remain unique. Competition has the potential to help some parties in the textile industry in producing or modifying goods. Therefore, Aman Sasirangan should develop an effective quality control and risk management plan to reduce risk and increase revenue.

There are two crucial factors that will be highlighted by the marketing strategy: first, the consumer's perception of what the company will offer; in this case, the business must choose the market segment and the type of product to be offered; in addition, how the

business will determine the price for the product in question; in this case, the business must be able to determine the position and differentiation for customers (Mutmainnah & Syariah, 2023, p. hlm 124).

A marketing strategy is required for each business in order to be able to draw clients and be able to sustain their business among other competitors who are also operating the same business, given the increasingly intense business competition in South Kalimantan (Rifani, 2022, p. hlm 2).

It is important for Aman Sasirangan businesses to pay attention to the latest developments and to keep an eye out for changes in customer preferences. Consumer preferences and likes generally change from day to day, and so do topics. Therefore, business owners must always be aware of current trends and be able to adjust their products and marketing strategies to remain relevant and attractive to customers. To address this issue, Aman Sasirangan should conduct a thorough analysis of their marketing strategy. It is hoped that by understanding and addressing these challenges, their business can increase their revenue.

## 2. Literature Review

### 2.1 Definition of Business Feasibility Study

A business feasibility study is a type of investigative journalism that aims to achieve financial stability. The main objective is to determine a business strategy, where "feasible" refers to the ability to provide benefits to the business venture, investors, lenders, government agencies, and the local community, as stated by Kasmir and Jakfar (Jakfar, 2020, p. hlm 7). Based on this understanding, it can be concluded that a business feasibility study is a study or study conducted to assess a new business, whether or not it is feasible to run.

A project or business feasibility study is a process that involves evaluating, analyzing, and determining whether or not a business project is launched. The purpose of the study is to identify significant investment or margin calls for a project or business initiative that, in all likelihood, will not be profitable for the investor (Abidatul, n.d., p. hlm 3).

### 2.2 Benefits of a Business Feasibility Study

To start a business, entrepreneurs must first conduct an analysis of their own venture, often known as a business planning study. The following are some of the benefits of such a study design (Wildan & Albari, 2023, p. hlm 6141):

- a. According to the study results, entrepreneurs can reduce potential risks in their operations, both true risks and false risks.
- b. Improving Business Prospects Businessmen will get precise information regarding their strengths and weaknesses, as a result of conducting a feasibility study. Based on the results of the analysis, the businessman can conduct research that can provide profitable opportunities for the business enterprise.
- c. Based on the results of the study, the business can evaluate and assess the programs and policies that will be implemented and carried out for the success of the business.
- d. The research results can be used to develop tools that can be used by scientists to conduct their own research, both internal and external.
- e. When conducting research, companies must understand the problems that exist within their organization. If the problem is not too big, the students can find solutions to solve the problem.

### 2.3 Market and Marketing Aspects

A company's ability to succeed financially frequently hinges on its operations, accounting, human resources, and marketing and market capabilities. Before the field of marketing science was established and accepted as a whole, every business attempted to create as much as it could before attempting to sell it. Produce as much as you can at first, and then attempt to sell it back. In these situations, they don't give a damn about the state of the demand, which leads to the failure of many manufacturers and their continued failure. Because there is a mismatch between the quantity of demand and the amount of output, many producers fail and even lose money over time. does not correspond to the level of demand(Halim, 2021, p. hlm 8).

A product's actual and prospective customers make up its market. The group of customers that are interested in, can afford, and have access to a certain good or service is known as the actual market. Customers engage in transactions in this market because they are motivated to purchase and possess. This is so because customers are backed by availability or income as well as an interest or desire to purchase earnings or availability. If they still want it, they will purchase it when they are financially secure and have access to it. This group is a prospective market because of their income and access(Purnomo, Rochmat Aldy, 2017, p. hlm 151). Finding and satisfying societal and human wants is marketing(Purnomo, Rochmat Aldy, 2017, p. hlm 151). Marketing system is a set of commercial operations intended to organize, price, market, and distribute goods that can fulfill consumer needs while accomplishing organizational objectives(Stanton, 2013).

A company's viability depends on its market and marketing components when it comes to the feasibility assessment of a project or enterprise. The possibility exists that the company's objectives won't be met if market factors are not thoroughly investigated, regardless of how the prospects will be in the future will never be accomplished. Thus, in order to accomplish the objectives of the business, a thorough investigation of the market and marketing factors must be conducted using an appropriate methodology. As a consequence, in order to use the research's findings to define the market and carry out the company's objectives, the market and marketing factors must be thoroughly investigated using the appropriate methodology taken into account while identifying the market and putting appropriate marketing techniques into practice.

The general objectives of the marketing process for a particular product or service are as follows: (1) optimize consumption, or in other words, make consumption more pleasant and simple; (2) optimize customer satisfaction; (3) optimize product ownership; (4) optimize human welfare (quality, quantity, availability, cost per unit, religious and physical environment); (5) increase sales of goods and services; (6) achieve market equilibrium and minimize waste; (7) minimize overhead costs for specific products, including services; and (8) minimize customer needs for goods or services(Yousida, 2022, p. hlm 105).

Markets and sales are highly volatile and consistently provoke each other. In other words, all trading activity is always done by traders, and every trading objective and activity is to find or create a market(Jakfar, 2020, p. hlm 43). Marketing can also be described as a way to develop and sell products to various organizations with predetermined criteria. Marketing is a business that develops and sells high-quality goods, such as jewelry and services, to customers in retail establishments(Jakfar, 2020, p. hlm 47).

Regarding marketing tactics. Considering this broad marketing approach, organizations can pursue three different sorts of marketing strategies, which are as follows(Assauri, 2008) undifferentiated marketing, differentiated marketing, concentrated marketing.

### 3. Research Method

The type of research methodology used in this research is descriptive research. Descriptive method is a research technique used to analyze, collect, and present data descriptively, or even just by displaying the data that has been collected (Sekaran, 2006). The object of this research is from the market and marketing aspects. This research also uses primary data sources, namely in the form of direct interview output regarding these aspects. While secondary data is obtained from business owners in the form of business license documents and financial reports..

### 4. Result

Aman Sasirangan, founded in 1996, is a family business with a physical location on Jalan Padat Karya Blok Batu Pirus Rt. 46 No. 32 Sungai Andai Banjarmasin. Since its establishment, the company has consistently worked towards its goal of becoming a large-scale producer of sasirangan fabrics, distinct from related businesses in South Kalimantan. Aman Sasirangan creates high-quality fabrics and prioritizes good customer service. The business also uses unique and strong themes to apply, making it hard to ignore, as well as durable yarns to ensure the yarns are not only pliable but also easy to grasp. In this way, consumers will feel fulfilled and satisfied with the sasirangan they purchase from Aman Sasirangan.

Starting in 1996, Aman Sasirangan has consistently made quality improvements until today. Although sales increase every year, the growth is not as strong as it used to be, as shown by the cases of Hafizah Sasirangan, AHS Sasirangan, and Kantan Sasirangan. This is a result of the erratic promotional campaigns of Aman Sasirangan Banjarmasin. Aman Sasirangan is still losing out to its competitors, one of the factors is the lack of promotion. Currently, the promotion of Aman Sasirangan Banjarmasin is less successful if done through WhatsApp and Instagram word of mouth.

Aman Sasirangan uses several digital communication pages, such as WhatsApp, as the main tool for marketing their products. Starting with WhatsApp status updates, customers can share the latest sasirangan or product images, customer service hours, and private messages with other users. In addition, Aman Sasirangan also utilizes traditional marketing by teaching business owners and customers that they are only in the early stages of their business. Through participation in local events, demonstrations, and personal interactions with customers, they can develop strong brand awareness, teach customers about the unique features of their products, and lower customer expectations through profitable business ventures.

Aman Sasirangan's promotion of word-of-mouth strategy is very important. By offering a comprehensive range of benefits, from high-quality products to good service, they encourage customers to share their positive experiences with others. Aman Sasirangan works diligently to develop loyal customers to increase their own customer base. Trust and recommendations from the surrounding community have a significant influence in the decision-making process. Overall, Aman Sasirangan has successfully undertaken several marketing strategies, including traditional marketing, internet marketing, and door-to-door marketing. Using this approach, they were able to increase customer satisfaction, foster closer relationships with customers, and improve teamwork. Through these initiatives, Aman Sasirangan can achieve sales growth that is indicative of their industry and strengthen their position in the Sasirangan industry.

Based on the ways that Aman Sasirangan needs to implement, it can be concluded that their business can increase its visibility and sense of urgency through various marketing strategies. Firstly, through advertising, both with print and online media, business owners can attract a wider audience and increase customer loyalty from various backgrounds. By selling their own products, such as books, artwork, or demonstrations of Sasirangan fabric-

making skills, Aman Sasirangan is able to provide customers with assurance of their own products, strengthen their relationships with customers, and increase the level of customer trust. And by using sales marketing such as stands, packages, or social media posts, businesses are able to encourage customers to make purchases, increase brand awareness, and create good buzz within their customer base.

Finally, with the use of funds and publicity, Aman Sasirangan can leverage local media, bloggers, influencers, events and related organizations to increase their visibility. By collaborating with local media and receiving positive feedback about their products, businesses can improve their standing in the community and grow public trust. Connecting with similar bloggers or influencers can help them reach a wider audience and increase their sense of belonging in their community. In addition, participating in related events and optimizing online interactions will help Aman Sasirangan increase customer attention, establish meaningful relationships, and develop credibility as a usable source of information in the industry.

Aman Sasirangan business development can actually be reviewed from several aspects, in this study reviewing from one aspect, namely the market and marketing aspects including:

a. Market Development Trend

The business of sasirangan craftsmen is growing, because the presence of sasirangan cloth makes its products able to balance the development of the era and preserve culture, especially the culture of South Kalimantan, with its famous products no one does not know the sasirangan cloth. With the role of promotion on social media, it is also very influential with market development, it has been widely recognized by the wider community. The production results that every day after the development of the Aman Sasirangan business market trend are able to produce around 15-20 fabrics (depending on consumer demand and fabric reserve stock), but it is different when entering in April-June in that month there are many orders from the school for school children's uniforms.

b. Product Development

Product development carried out by Aman Sasirangan in the form of adding types of fabrics and motifs that are carried out in a planned manner to improve existing products, but not at all change the distinctiveness of the sasirangan fabric, this was developed because it wanted to keep up with the times. The goal is to reduce the negative impact of competition among sasirangan craftsmen in an area and hope that in the future with motifs and also new types of fabrics this can make consumers not bored and many choices to use sasirangan motifs with various meanings stored. Some of the sasirangan fabric motifs include: Iris Pudak (Meaning: Fragrant), Kambang Raja, Bayam Raja (Meaning: King), Kulat Kurikit (Meaning: Independent), Ombak Sinapur Karang (Meaning: Struggle in Life), Bintang Bahambur, Sari Gading, Bark, Naga Balimpur (Meaning: Joy), Jajumputan, Turun Dayang, Kambang Tampuk Manggis (Meaning: Honesty), Daun Jaruju (Meaning: Repellent), Kangkung Keombakan (Meaning: Endurance), Sisik Tanggiling, Kambang Tanjung, Kambang Kacang (Meaning: Familiarity).

c. Marketing Area Development

The strategy carried out by Aman Sasirangan in developing its marketing area is to create an official social media account. This is done so that consumers outside the banjarmasin area can access and can also see details about colors, fabric materials, and clear sasirangan motifs with proof of product images displayed.

d. Promotion

One of the promotional activities for Aman Sasirangan products is using the popularity of the owner, namely Mr. Abdurrahman, S. TH. I, he is often a presenter at seminars or

workshops related to Sasirangan activities. So that his relationship is also quite extensive.

In addition, also using social media, promotion on Instagram is able to interact with consumers to find information about products. Through Instagram, consumers can ask the admin for a review so that if the review is good, consumers will indirectly promote it to friends or coworkers. This promotional activity is also accompanied by cooperation assistance to trusted partners and several discounts that are used with special terms and conditions from Aman Sasirangan.

e. Pricing

The pricing strategy practiced by Aman Sasirangan in setting prices adjusts to the type of fabric, motif and the level of difficulty of processing the fabric. Aman sasirangan products have two price categories, for synthetic dye sasirangan starting from the price of IDR 85,000 - IDR 1,000,000. While with natural dyes starting from the price of Rp 250,000 - Rp1,500,000. The pricing has taken various considerations from the durability of the motif color and is also environmentally friendly. With the price that has been set, Aman Sasirangan's products have always been subscribed to by the community, workers and annually serve for the uniform of school children.

## 5. Conclusion

Based on the market and marketing aspects, it can be concluded that Aman Sasirangan is feasible when conducted on a business feasibility study. This is due to market and sales trends that support product development, sales growth in the surrounding area, price promotion activities such as using social media, creative advertising, and joint ventures with local communities, as well as positive contributions to business potential. With a strong understanding of market dynamics and ethical marketing practices, Aman Sasirangan has a significant opportunity to become a dominant player in the industry.

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