

Homedecor Product Marketing Strategy in Milandbay Restaurant Galery

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Abstract. The purpose of this research is to describe Milandbay's marketing strategy for its home design products. These products from Milandbay are complementary items for home decorations made of bamboo, rattan, wood and so on. Milandbay promotes its products directly by emulating a restaurant gallery. Milandbay's SWOT analysis approach (which describes strengths, weaknesses, opportunities, and threats) was employed as the study method. The approaches for data collection are carried out are used observation, questionnaires, and in-depth interviews to collect data about products, prices, and promotion tactics. Milandbay has a defined target consumer, diverse and unique products, according to the findings of the SWOT analysis. The issue, on the other hand, is competing in the same product. Milandbay is capable of developing a marketing strategy that introduces visitors to their stores to goods, services, places, services, and experiences. The five points' strength is also used as an opportunity for Milandbay to develop new products. The ability to introduce their products is aided by social media's power in promoting products and consumer experiences. Its authenticity will be able to compensate for the weaknesses caused by competition from other brands. It is hoped that by employing this method, marketing strategy decisions will be guided.

Keywords: Milandbay, homedecor, marketing strategy, SWOT analysis

1. Introduction

A marketing strategy is a planned action that aims to attract people to become customers of a product. According to the Big Indonesian Dictionary (KBBI), marketing is a process, method, or act of marketing merchandise and disseminating it in general [1]. A marketing strategy's functions include accelerating a company's growth, building a reputation, strengthening the brand, achieving the appropriate target market, and maximizing existing resources. You will be able to reach more consumers specifically with the right marketing strategy. Marketing strategy is one way for businesses that produce goods or services to gain a sustainable competitive advantage [2].

Mil & Bay, also known as Milandbay, is a furniture and handicrafts company (homemade). Milandbay is a Jakarta-based handicraft, home and decor, and interior design firm that was founded in 2018. As part of Mil&Bay's support for local Indonesian craftsmen, Milandbay is a local retailer that focuses on handmade products from Indonesian craftsmen using Indonesian natural materials. Milandbay is one of the companies that strives to develop products that meet the highest possible standards. As illustrated in Figure 1, this company relies on Natural Resources and Human Resources

(craftsmen) spread across Central Java and the Special Region of Yogyakarta. Milandbay's current product marketing strategies are both offline (showroom gallery) and online market.



Figure 1. Milandbay's Human Resources Contribute
Source: www.milandbay.com

Marketing is an activity that involves researching needs and consumers (problem/search), producing goods and services in response to consumer needs and desires (product), determining price levels (price), promoting products so that consumers are aware of them (promotion), and distributing products to consumers' locations. The factors that influence marketing strategy, of which there are two in this case, are the macro factor and the micro factor. Demographics, population, economy, politics, law, technology, and socio-culture are examples of macro factors, whereas marketing, suppliers, competitors, and customers are examples of micro factors.

Steps are required in implementing the marketing strategy to support the success of the marketing strategy, and one another supports each other and is a component to achieve goals [3]. The strategic steps are as follows:

- a. Choose a value proposition.
- b. Creating superior customer value by differentiating market offerings.
- c. Establishing the market offering's position in the minds of market customers.
- d. Provide value to your target customers. Listening, reacting, and speaking, persuading, and negotiating are all part of the marketing communication process [4].
- e. Select the customers to be served.
- f. Segments are used to divide the market into smaller segments.
- g. Goal setting determines which segments to enter. Market segmentation is the process of categorizing consumers in the product market into sub-groups [2].

There are several alternative strategies for selecting the market, first: concentration on a single segment, which focuses on a single group with nearly identical needs. The company's goal is to be the market leader in the segment. Second, selective specialization, which involves focusing on a few segments that are both appealing and have the potential to generate revenue. Last, product specialization, the company focuses on producing specific products that are only sold in a few markets.

In general, businesses will market the following items [3]:

- a. Goods are physical objects that are commonly understood as tradeable.
- b. Intangible entities are services.
- c. Experience is a more specific type of service that transforms goods and services into an experience that consumers can feel.
- d. Events, which are usually marketed by marketers or organizers
- e. People, who are marketed. By understanding the needs, preferences and demands of customers, it will provide important input for the company to design a marketing strategy in order to create satisfaction for its customers [5].
- f. The location
- g. Property is the right to own land and buildings.
- h. Organization
- i. Information
- j. Thought

This study will go over Milandbay's direct marketing strategy in their physical store (showroom gallery). Many studies on marketing strategies have been conducted, including: marketing strategies in business competition (Arlina, 2004), analysis of marketing strategies to increase MSMEs' competitiveness (Dimas, 2015), marketing strategies to increase hotel sales volume (Atmoko, 2018). Designing marketing strategies for woven products was the subject of a study done by Diniaty (2014). The marketing mix method is used by researchers. Wibowo (2015) conducted research on batik items, focusing on marketing effectiveness. There are numerous other studies that cover marketing strategy. Those who conduct product marketing research on multiproduct companies (home decor and food products) using SWOT analyses are still limited. Organizations can choose the best strategy based on the results of a SWOT analysis. An organization can identify critical threats and opportunities in its competitive environment by conducting an external analysis [6]. It also investigates how competition in this environment is likely to evolve, as well as the implications of that evolution for the threats and opportunities that an organization faces. As a result, in this study, we will attempt to discuss how the Milandbay company markets its products in order to compete and grow its market.

2. Method

The descriptive method with a qualitative approach was used in this study. Milandbay restaurants and cafes in Jakarta and the Special Region of Yogyakarta were chosen as case studies. Techniques for gathering data through activities include documentation, interviews, and observations. Content analysis (documentation research) and SWOT analysis are used in the data analysis technique. SWOT analysis is a strategy planning method that evaluates an object's strengths, weaknesses, opportunities, and threats [7]. This procedure examines both the internal and external aspects of the object under consideration.

3. Results and Discussion

Milandbay Restaurant's Homedecor Product Marketing Strategy :

- a. The Milandbay showroom in Jakarta sells a variety of furniture and home decor made of earthenware, rattan, bamboo, and other natural materials. Milandbay's product concept is a tropical nuance that is completely handcrafted (by humans). Figure 2 shows that Milandbay's products include furniture, home decor, lighting, and fashion (bags).



Figure 1. Milandbay sells home decor items
Source: milandbay.com




- b. Suwatu by Milandbay is a gallery restaurant in Yogyakarta's Special Region that has recently opened to the public. This all-white open concept restaurant is located in Sumberwatu Hamlet, Sambirejo Village, Prambanan District, Sleman Regency. The location is right at the foot of Mount Merapi's slopes, not far from Prambanan Temple. Suwatu is a word derived from the Sanskrit language. "Su" means "good," "huge," and "great," while "Watu" means "rock," "strength," and "solidity." Suwatu is a word that means "strong and sturdy." They hope it will bring people and the surrounding community kindness and prosperity. A priceless atmosphere, refined cuisine, a private villa, and the Milandbay Gallery (Figure 3). If the only thing you can get at a restaurant is food, it's no different than a convenience store [8].



Figure 2. Suwatu by Milandbay
Source: www.milandbay.com

The classification of marketing strategies in Milandbay is as follows (Table 1):

Table 1. Milandbay marketing strategy classifications

Type	Image (accessed from www.milandbay.com)	Description
Online Store		Using an online store makes it easier for customers to purchase products that are not available in a physical store.
Product display at an offline store in the DKI Jakarta area		Their product showrooms are well-designed, allowing customers to experience the tropical atmosphere first-hand. Customers can also purchase coffee and snacks in this showroom. This showroom is also popular with customers who want to do photo shoots.
Restaurant gallery in DIY – Suwatu		This restaurant takes advantage of the geographical conditions in this location, in addition to displaying their flagship products.

The discussion of the Milandbay product's Strength, Weakness, Opportunity, and Threat will begin with an explanation of their general marketing strategy.

1. Market Segmentation Strategy.

Milandbay focuses on consumers as individuals as well as in groups/communities. The following criteria are required for this market segmentation:

- a. Geographically, Milandbay's marketing segment is concentrated in major cities and has geographic potential. As a result, they have chosen DKI Jakarta and the Special Region of Yogyakarta as the areas in which to market their products.
- b. Segmentation based on demographics. Milandbay caters to customers who are interested in interior space filling products for residential facilities. The tropical nuance was chosen because it is recognized for its ability to bring the concept of healing to the surrounding environment.
- c. Psychological subdivision. Milandbay caters to customers who want to relive the atmosphere or memories of a peaceful and memorable location. Green, beautiful facades on tropical buildings and a modern interior can be an attraction in and of itself for visitors [9].
- d. Segmentation based on behavior. Milandbay caters to a consumer group that enjoys tropical-inspired space-filling items.

2. Determination of the Target Market Strategy

Milandbay wishes to create an Instagram-worthy and comfortable environment. In the midst of the noise of modern style rigidity, urban people living in big cities like DKI Jakarta are one of the right targets. It presents a concept of a vacation spot that local and foreign residents must visit for a restaurant gallery located in the Special Region of Yogyakarta.

3. Market Positioning Plan

Milandbay is not the only company that sells home decor items made by hand. However, as a result of its success in determining market segmentation targets, this company has established itself as a pioneer in its field.

4. Marketing mix

The company's marketing success is linked to its ability to identify the right products, set reasonable prices, establish effective distribution channels, and run effective promotions. Milandbay carefully selects the marketing mix of products, prices, locations, and promotions to ensure customer satisfaction and business sustainability:

- a. Products, Milandbay products are extremely genuine.
- b. Prices, the prices offered vary and depend on the segment.
- c. Location, the appropriate location is chosen.
- d. Promotion, including product selection and pricing

A SWOT analysis of Milandbay marketing is provided below:

<p>Strength:</p> <ul style="list-style-type: none"> - Genuine value products with characteristics - Long-lasting product - A variety of products - Convenient location - Product materials are readily available. - Reasonable prices in relation to the target market segment 	<p>Weakness:</p> <ul style="list-style-type: none"> - It has a limited geographic scope and does not (yet) have many branches.
<p>Opportunity:</p> <ul style="list-style-type: none"> - Product development innovation - Widespread consumer appeal - Trends - Social media as a site for promotion 	<p>Threat:</p> <ul style="list-style-type: none"> - Product competition from other brands - Human resource and natural resource stability

4. Conclusion

The evolution of product design implies designers' creativity in forging a strong identity by demonstrating the power of originality in the face of an onslaught of imported culture. The Indonesian

furniture and craft industry has enormous potential for growth in both domestic and global markets. Business actors are also expanding their export market targets to various countries, one of which is the furniture & craft product by Mil & Bay @milandbay, who is skilled at identifying market opportunities. Milandbay is capable of developing a marketing strategy that introduces visitors to their stores to goods, services, places, services, and experiences. The five points' strength is also used as an opportunity for Milandbay to develop new products. The ability to introduce their products is aided by social media's power in promoting products and consumer experiences. Its authenticity will be able to compensate for the weaknesses caused by competition from other brands.]

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