

Can We Survive? Personal Branding Model of Five Female Entrepreneurs and Songket Weavers in Padang Genting Village, Batubara Regency

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ABSTRACT. This research was conducted to determine the personal branding model of five female entrepreneurs and songket weavers in Padang Genting Village, Batu Bara District. This research is descriptive research, using qualitative analysis. With interview and observation data collection techniques. From the results of the research it is known that the right personal branding model for five female entrepreneurs as well as songket weavers in Padang Genting Village, Batubara Regency is to maximize the three elements of Personal Branding according to Peter Montoya and Vandehey (2009). The first element is the Person, namely increasing the specialization and uniqueness of the role of women in marketing and songket weaving activities such as holding training programs to improve marketing and songket weaving skills. The second element is the Promise which requires integration between the government and female songket weavers to run a sustainable program to preserve songket weaving activities in Padang Genting Village, Batu Bara District. The obstacle experienced by women entrepreneurs as well as songket weavers is the lack of support from the government. The third element is Relationship, namely increasing the ability to establish good relationships and good communication with songket buyers inside and outside Batu Bara Regency.

KEYWORDS: personal branding; women weaver; women entrepreneurs; Padang Genting village, Batu Bara district

1. INTRODUCTION

Weaving activities in Batu Bara Regency, especially in Padang Genting Village, have been carried out from generation to generation. However, in recent years, the regeneration of weavers has decreased significantly. There are only a few weavers left in Padang Genting Village, Batu Bara Regency. In fact, there are only five songket weavers and entrepreneurs in Padang Genting Village, Batu Bara Regency. Intense competition between weavers in Batu Bara Regency and the lack of government attention has made the sustainability of Batu Bara weaving entrepreneurs increasingly in a worrying position. In fact, the activity of weaving songket is a valuable cultural asset and needs to be preserved and passed on to the next generation.

One way to survive and be able to compete, songket entrepreneurs and weavers in Batu Bara must have a unique marketing strategy. This uniqueness can be manifested in a personal branding model. In this research, we want to see how the 3 elements of personal branding according to Montoya and Vandehey, namely: Person, Promise and Relationship (2009), are maximized by five songket weavers and entrepreneurs, as well as the obstacles experienced by these five songket weavers and entrepreneurs.

2. RESEARCH METHODS

This research is qualitative research with a descriptive method. The data collection technique used was through non-participant observation, interviews with informants and documentation. The data processing technique is to use data condensation, data presentation and drawing conclusions (Sugiyono, 2022).

3. RESULTS AND DISCUSSION

The first informant, Tena, has a business selling weaving products and weaves songket which she sells. The business was named Yusra. Tena is well known to the Batubara community, as well as outside Batubara. Apart from having a strong marketing network, Tena is also an opinion leader in the area.

The second informant, namely Jamailiah, is a single parent who has been in business for decades. Jamailiah has no awareness of maximizing Person's personal branding elements. In fact, he did not give the name of the songket weaving business he managed. However, buyers remain loyal to Jamailiah's weaving products because he maintains relationships and promises (in the form of maintaining a good name by consistently producing quality weaving).

The third informant named Yuli, has a high awareness of maximizing personal branding. Yuli also carries out personal branding online via the social media Instagram. Apart from that, Yuli also really maintains the quality of her weaving products. Even though he is the youngest, Yuli's personal branding is a good process.

The fourth informant, Habibah, named his songket business the Songket Palace. Habibah is assisted by her two children with their respective roles. One of the children is tasked with continuing the weaving tradition and the second child markets it through the online media Shopee. The fifth informant, Masiyarah, named his business Songket Maisyarah after his own name Maisyarah. The goal is for the public to know that the Songket Maisyarah business belongs to Mrs. Maisyarah. Relationships with customers are good. For example, if a customer comes to your songket business, you will be served well. For example, if you want to order songket cloth, you will also explain how long the process will take. If, for example, the customer agrees and agrees, then the sale and purchase will take place. Then Mrs. Maisyarah tries to ensure that the work is done on time so that customers are not disappointed. If a customer is disappointed, then that customer will be deterred from ordering fabric from us. For sales, Mrs. Maisyarah said there were more new customers than regular customers. The products that Mrs. Masiyarah produces are clothes, cloth, scarves, caps and all of this is also marketed through social media. Because he feels that nowadays it is necessary to do business online. Until now he uses social media Facebook and Instagram to market these products. Mrs. Maisyarah's first child also helps with marketing via social media Facebook and Instagram. Not only that, his son works in one of the agencies in Batu Bara Regency and helps promote it to his work friends Mrs Maisyarah said there were more new customers than regular customers. The products that Mrs. Masiyarah produces are clothes, cloth, scarves, caps and all of this is also marketed through social media. Because he feels that nowadays it is necessary to do business online. Until now he uses social media Facebook and Instagram to market these products. Mrs. Maisyarah's first child also helps with marketing via social media Facebook and Instagram. Not only that, his son works in one of the agencies in Batu Bara Regency and helps promote it to his work friends Mrs Maisyarah said there were more new customers than regular customers. The products that Mrs. Masiyarah produces are clothes, cloth, scarves, caps and all of this is also marketed through social media. Because he feels that nowadays it is necessary to do business online. Until now he uses social media Facebook and Instagram to market these products. Mrs. Maisyarah's first child also helps with marketing via social media Facebook and Instagram. Not only that, his son works in one of the agencies in Batu Bara Regency and helps promote it to his work friends In this day and age, it is necessary to do business online. Until now he uses social media Facebook and Instagram to market these products. Mrs. Maisyarah's first child also helps with marketing via social media Facebook and Instagram. Not only that, his son works in one of the agencies in Batu Bara Regency and helps promote it to his work friends In this day and age, it is necessary to do business online. Until now he uses social media Facebook and Instagram to market these products. Mrs. Maisyarah's first child also helps with marketing via social media Facebook and Instagram. Not only that, his son works in one of the agencies in Batu Bara Regency and helps promote it to his work friends

From the five information above, all of them realize that forming personal branding directly is no longer effective in today's competition, especially in the current onslaught of new media. Another obstacle they experience is the lack of attention from the government in helping to introduce, market and preserve products from consumers. craftsman and weaving entrepreneur in Genteng Village, Batu Bara Regency.

Researchers also found that the position of one of the informants, namely Mrs. Tena, as an opinion leader in the village was not maximized properly to preserve woven songket. Mrs. Tena feels that at her current age she is quite satisfied with her achievements in the songket weaving business. Meanwhile, informant Jamailiah does not have the next generation to preserve her songket weaving business. Because, Mrs. Jamailiah's child is a boy and is not interested in the weaving business. In fact, songket weaving business activities are not only women's work. Similar to Mrs. Tena, Mrs. Jamailiah also feels satisfied with her achievements and does not expect her only son to continue his business.

4. CONCLUSION

The conclusion obtained from the results of data collection, 3 informants have awareness of maximizing 3 elements of personal branding. Meanwhile, 1 informant only maximized two elements of personal branding according to Montoya and Vandelehey (2009). In forming personal branding, two informants, namely Mrs. Tena and Jamailiah, formed their personal branding directly, while the other three informants, namely Yuli, Mrs. Habibah and Mrs. Maisyarah, formed personal branding by utilizing social media. The obstacle experienced by two informants, namely Mrs. Tena and Mrs. Jamailiah, was a lack of knowledge in forming personal branding on social media. Meanwhile, the other 3 informants have maximized the formation of personal rankings through new media.

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