

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter provides the definition of role, definition of promotion, definition of industry, definition of the Department of Industry and Trade and definition of *songket*, .

#### **2.1 Definition of Role**

According to Soekanto (1990:268), role is a dynamic aspect of the position or status. If the person carries out the rights and obligations in accordance with his position, it means he or she runs a role. Robbins (2001: 227) defines role as “a set of expected behavior patterns attributed to someone occupying a given position in a social unit”. Meanwhile, Ahmadi (1982) assumes role is a complex expectation man on how individuals should behave and act in a certain situation based on status and function of social.

From the explanation above, it can be concluded that role is an aspect that shows the position of someone who can be seen from the behavior, performance and how he/she is able to exercise the rights and obligations.

#### **2.2 Promotion**

##### **2.2.1 Definition of Promotion**

Promotion is the most important activity which plays an active role in introducing, informing and reminding the benefits of a product in order to encourage consumers to buy the product being promoted. To hold a promotion, every company must be able to determine exactly which of promotional tools used in order to achieve success in sales.

Based on Wahab (1988: 28), promotion is one of the techniques that managed to break through the tastes and desires of the people, creating an image that can affect the number of people who want to introduce themselves through the image.

According Stanson in Angipora (1999), the promotion is a combination of the best strategy of variables advertising, personal selling and other promotional tools, all of which are planned to achieve sales program.

Meanwhile, Mc-Daniel et al in Iskandar (2009) defines promotion as a communication from vendors that inform, persuade, and remind potential buyers of a product in order to influence their opinion or to obtain a response.

From the definition above, it can be concluded that promotion is a strategy to introduce and to inform the product with the prospective customer or society. It is no matter how beneficial a product but if it is not known by the customer, then the product will not be bought, therefore the company should try to create demand or products and then maintained and developed.

### **2.2.2 Purpose of Promotion**

According to Effendi (1982: 235), there are several points that must be understood about the purpose of the promotion. They are to attract buyers, to expand the activities to markets, to ensure the emergence of demand for new good, to give impetus to broker, to pursue bought objects that are less salable, to ensure the urge to broker, to attempt the emergence of good will and to take “patronage motives”. According to Swastha and Irawan (1986: 341) said that there are general purpose of promotion as modifying behavior, notifying and persuading.

Meanwhile, Rossiter and Percy in Tjiptono (2002: 222) classify the purpose of promotion as the effects of communication as follows: growing customer perception of a need, introducing and providing an understanding of a product to consumers, encouraging the selection of a product, persuading customers to buy a product, offsetting the weakness of the other elements of the marketing mix, and imparting product and company image.

So, from the overall promotional purpose alternative carried out, it can be said that the purpose of promotion is closely related to how the efforts of customers or potential customers can get to know the company's products,

to understand it, to change the liking attitude, confident and in fact finally bought and always remember the products.

### **2.2.3 Function of Promotion**

According to Shimp in Maroebeni (2008), promotion has five functions that are important for a company / institution. The fifth functions are described as follows:

#### **1. Informing**

Promotions make consumers aware of the new products; educate them about the various features and benefits of the brand, as well as facilitating the creation of the image of a company that produces products or services. Promotional displays other valuable information role, both for the advertised brand and its consumers, by teaching new uses of existing brands.

#### **2. Persuading**

Promotion media or a good ad will be able to persuade customers to try the products and services offered. Sometimes persuasion shaped affect primary demand, which creates a demand for the entire product category. More often, the promotion seeks to build a secondary request, desire for specific *corporate* brand.

#### **3. Reminding**

Advertisement keeps the company's brand remains fresh in the minds of consumers. When the need arises, relating to products and services advertised, the impact of promotions in the past allows brand advertisers present in the minds of consumers. Advertising further demonstrated to affect the transfer of brand by reminding consumers have not bought brand available and contain of beneficial attributes.

#### **4. Adding value**

There are three fundamental ways where the companies can provide added value for their offerings, innovation, quality improvement, or

change consumer perceptions. The third components of the added value are truly independent. Effective promotion led to the brand is seen as more elegant, more stylish, more prestigious, and can be more superior to competitors offer.

## 5. Assisting

Advertising is one of the promotional tools. Promotion helped sales representatives. Advertising oversee sales process of the company's products and provide a valuable introduction to the salesperson before making personal contact with prospective customers. Effort, time, and cost of advertising can be saved because less time is required to inform prospects about the features and advantages of the service product. Moreover, advertisement legitimizes or makes what is stated by the representative of the seller claims more credible.

The functions above are intended to consumers, so the actual function of the promotion also has a goal to win the competition with competitors. One of the strategies to win the competition in the world of marketing or promotion is using the public relations well.

### 2.2.4 Kinds of promotion

According to Anggraini (2009:32), there are several kinds of promotion that can be done. They are:

#### a. Advertising

All forms of non-personal communication about ideas, goods or services financed by a specific sponsor, advertising can be shaped print ads, brochures, billboards or posters.

#### b. Public Relation

Promotional activity is aimed to the public to communicate a positive image of a product or company and to promote goodwill. The form can be done by sponsoring the event or specific activities.

c. Sales Promotion

Sales promotion refers to the promotional activities, in addition to advertising, publicity and personal selling that stimulate interest, trial or purchase from the customers.

Sales promotion is a tool that offers an incentive to the purchaser and consists of;

- i. Promotion of consumers, such as samples, coupons, cash back offers, price reductions, gifts, premiums, contests, demonstrations, and stker.
- ii. Promotion of trade, such as the guarantee of purchase, gift items together advertising, cooperative advertising and elongation, refunds, sales contests suppliers.
- iii. Promotion of salespeople, such as bonuses, contests and train sales

d. Personal Selling

It means the direct communication between one or more prospective buyers where they provide immediate feedback to the source of the message in the form of presentation.

One of promoting technique that can be used is by advertisement. According to Yoeti in Pratiwi (2014:14), there are 2 ways in advertising.

a. Electronic Media

The medium which can be used in this advertising are through television, radio and internet.

b. Mass Media

In this technique, the medium which can be used that are through booklet, leaflet, newspaper, guide book, brochure, and tourism map.

## **2.3 Industry**

### **2.3.1 Definition of Industry**

Hasibuan (1993: 12) defines industry as a set of companies that produce homogeneous things or the things that have properties which closely replace each other. According Sahaan in Ghozaliq (2013), industry is a part of process which is processing raw materials into finished products so that it becomes a new item that has more value for society needs.

So, industry is a business or activity processing of raw materials or semi-finished goods into finished goods that have value added to get the profit. The result of industry is not only in the form of goods, but also in the form of services.

### **2.3.2 Classification of Industry**

Ghozaliq (2013) classifies industry into some viewpoints like based on the raw materials, based on the workforce, based on the resulting production, based on the process of production, and based on the way of organizing.

#### **a. Based on the raw materials**

Each industry requires different raw materials, depending on what that will be generated from the industrial process.

Based on the raw materials used, the industry can be divided into:

##### **1. Extractive industries**

It is an industry that used raw materials obtained directly from nature, for example; Agriculture industry, fishery product industry, and Forest Products industry.

##### **2. Non-extractive industries**

It is an industry that used raw material with the further processing industry the results of other industries, for example; the plywood industry, the spinning industry, and industrial fabrics.

### 3. Facilitative industries

It is an industry that sell services to the needs of others. For example: banking, commerce, *transportation*, and tourism.

## b. Based on the workforce

Based on the workforce, industry can be divided into:

### 1. Household industry

It has workforce less than four persons. This industry has very limited financial, worker comes from family members, and the owner or manager is usually the head of household industries themselves or their family members. For example: webbing industry, craft industry, and food industry.

### 2. Small industries

It is an industry that has worker about 5 to 19 persons. It also has a relatively small financial, worker comes from the surrounding environment or the remaining sibling relationships. For example: tile industry, brick industry, and rattan processing industry.

### 3. Medium industries

It is an industry that has worker around 20 to 99 persons. This has substantial financial, worker has certain skills, and leadership of the company has a specific managerial traffic. For example: convection industry, the embroidery industry, and ceramics industry.

### 4. **Big** industry

It is an industry with workforce over 100 persons. This industry has a large financial gathered collectively in the form of stock ownership, employment must have special skills, and leadership of the company have been through trials and feasibility traffic. For example: textile industry, automobile industry, steel industry, and aerospace industries.

**c. Based on the resulting production**

Based on the resulting production, the industry can be divided into:

1. Primary industry

It is an industry that produces products or objects that do not need further processing. Items or objects produced can be enjoyed or used directly. For example: industrial woven, garment industry, food and beverage industry.

2. Secondary industry

It is an industry that produces goods or items that require further processing before enjoyed or used. For example: yarn spinning industry, the tire industry, the steel industry, and the textile industry.

3. Tertiary industry

It is an industry that results are not in the form of goods or objects that can be enjoyed or used either directly or indirectly, but in the form of services that can facilitate or assist the needs of the community. For example: the trucking industry, the banking industry, trade, and tourism industry.

**d. Based on the process of production**

Based on the production process, the industry can be divided into:

1. Upstream industry

It is an industry that only processing raw materials into semi-finished goods. The industry is only providing raw materials for other industrial activities. For example: the plywood industry, the aluminum industry, the spinning industry, and the steel industry.

2. Downstream industry

It is an industry in processing semi-finished goods into finished goods so that the goods produced can be directly used or enjoyed by



consumers. For example: aircraft industry, garment industry, the automotive industry and the furniture industry.

### **2.3.3 The Concept of Industry**

In general, there are six concepts of industry as described in Ghozaliq (2013) below:

1. Raw materials

Raw materials are all materials derived from natural resources and / or derived from human endeavor to be exploited further, for example cotton for textile industry, limestone for the cement industry, hematite for iron and steel industry.

2. Feedstock industry

Feedstock industry is the raw material that is processed or unprocessed which can be used as a means of production in the industry, such as iron or steel sheets for industrial pipe, wire, bridge construction, zinc, telephone pole, is cotton yarn that has been spun for the garment industry (textiles), coconut oil, industrial raw materials margarine.

3. Semi-finished products

Semi-finished products are raw materials or raw materials which have undergone one or several stages of industrial processes which can be further processed into finished goods, such as fabrics made for the apparel industry, processed wood for the furniture industry and paper for printed materials.

4. Finished products

Finished products are goods of industrial products are ready-made ready for final consumption or use as means of production, such as the clothing industry, furniture, cement, and fuel.

5. Design of the industry

Design of the industry is industrial activity associated with planning the establishment of industrial / factory in whole or in parts.

6. Engineering industry

Engineering industry is industrial activities related to the design and manufacture of machinery / equipment manufacturers and other industrial equipment.

## **2.4 Department of Industry and Trade**

### **2.4.1 Definition**

Department of Industry and Trade is the executive element of regional autonomy in the field of industry and trade, led by a “*Kepala Dinas*” is under and responsible to “*Bupati*” through “*Sekretaris Daerah*”.

In order to carry out the position and the functions, Department of Industry and Trade has the vision and mission for the industrial and trade development. With different provinces, the vision of his mission was also different.

### **2.4.2 Vision and Mission**

The followings are the vision and mission of Department of Industry and Trade South Sumatera Province:

- **Vision**

"Creating industry and trade being the tough economic power, forward and competitive Global, focused on local resources as well as the welfare of society".

- **Mission**

The followings are mission of the Department of Industry and Trade Palembang

1. Increase the export and the domestic exhibition activity.
2. Encourage the accelerated development of infrastructure in industry, trade and warehousing area.

3. Strengthen and increase the role of small industry and handicraft production center.
4. Promote the development of facilities and infrastructure markets.
5. Promote the development of industry and small trade and craft.
6. Improve the human resource capacity of industry and commerce.
7. Encourage the creation of a business climate.
8. Strengthen the role of inter-sectoral coordination.

### **2.4.3 Organizational Structure**

Organizational Structure of the Department of Industry and Trade of Palembang by Regional Regulations Palembang No. 9 on August 20<sup>th</sup>, 2008 about the establishment of the organizational structure as follows:

1. Head of Department
2. The Secretary, in charge of three sub-sections, namely:
  - Finances Sub Section
  - Personnel Sub-Section
  - Sub General Division
3. Division of Industrial Development, in charge of three sections namely:
  - Basic Industry and Miscellaneous Section
  - Small Industries and Crafts Section
  - Industrial Enterprises Section
4. Division of Domestic Trade Industrial Development, in charge of three sections namely:
  - Implementation and Registration of Trade Section
  - Procurement and Distribution Section
  - Consumer Protection and Competition Section
5. Division of Foreign Trade Industrial Development, in charge of three sections namely:
  - Import Section
  - Export Section

- Foreign Trade Cooperation Section
- 6. Division of Micro, Small and Medium Enterprises Development, in charge of three sections namely:
  - Entrepreneurship Section
  - Facilities Development and Promotion Business Section
  - Facilitation and Partnership Section

#### **2.4.4 Duties and Functions**

According to regulation of *Walikota Palembang* No. 63 tahun 2008 about the main tasks, functions and job descriptions the Department of Industry and Trade of Palembang, those are followings:

- a. The main duty of the Department of Industry and Trade of Palembang is implementing part of government affairs area in the fields of industry and trade under the provisions of the legislation in force and implementation instructions.
- b. The functions of the Department of Industry and Trade Palembang are:
  1. Implementation of activities as well as secretarial services and business sector that exist in the Department of Industry and Trade of Palembang environment in accordance with the tasks given by the *Walikota Palembang*.
  2. The arrangement of vision, mission and strategies plan offices
  3. The formulation, elaboration and implementation of operational policies for regional development in the field of industry and trade.
  4. Implementation of development efforts to support both from government and private sectors.
  5. Implementation kounikasi, consultation, and cooperation with the City Government elements and institutions as well as the business community in the implementation of tasks and functions.

6. Implementation of communication, consultation, and cooperation with elements of city government and agencies as well as the business community in the implementation of tasks and functions.
7. Evaluation Reporting
8. Implementation of other tasks given by *Walikota* Palembang.

## 2.5 *Songket*

### 2.5.1 The History of *Songket*

According to the Palembang folk tale, *songket* was the origin of ancient trade between China and India. The Chinese provided the silk yarn while India distributed for gold and silver yarns; then, it called *songket*.

Intricate patterns were created by introducing extra gold and silver yarn with using flat needles. According to tradition, this weaving technique came from the north. According to tradition, such as the weaving technique comes from the north. However, according to the Terengganu weavers, the people who introduced weaving technique were Indian traders. They sold to Palembang and Jambi, which might be existed since the days of the Sriwijaya Kingdom (7<sup>th</sup> century to 11<sup>th</sup> century).

According to Indonesia's own tradition, this fabric was symbolized with the glories of Sriwijaya in the 7<sup>th</sup> century to the 13<sup>th</sup> in Sumatera. This is because most of the famous *songket* craft center in Indonesia was Palembang. Meanwhile, Syarofie (2009:13) said that there had no official records when exactly *Songket* were created. However, there were two opinions about the process of *Songket* birth. The first opinion, believe that *songket* had been exist since hundreds years ago during the “Palembang Raya” (unknown sultanate 1455-1659) and during Palembang Darussalam Sultanate (1659-1823).

The user is king or sultan and relatives of palace. The second opinion believe that *Songket* was born long before the Palembang Sultanate, namely Sriwijaya Kingdom, especially in the transitional period Sriwijaya Palembang Kingdom (XIII-XV century). Based on this opinion, *Songket*

weaving begins with the concomitant rise of international trade in the kingdom of Sriwijaya.

### **2.5.2 Definition of *Songket***

According to Efrianto in Handayani (2014:9) said that there is no official meaning of *songket*, but the local communities claim that *songket* is derived from “tusuk” and “cungkil” which the acronym is “sungkit” then become “*songket*”

Eprilia (2013) claims that *songket* is a term for a woven fabric which is made by adding the weft as a decoration, by inserting gold yarn, silver or color on the warp yarns

According to Hanafiah in Handayani (2014:9) *songket* is a cloth crafts typical of Palembang. *Songket* is woven cloth that is embroidered with gold or silver yarn, and in combination with other colored yarn.

Thus, the writer can conclude that *songket* is a traditional cloth of Palembang that is made of combination yarn by using traditional loom.

### **2.5.3 Kinds of *Songket***

Efrianto in Handayani (2014) stated that Palembang *Songket* can be categorized into five types of *Songket*. They are *Lepus Songket*, *Limar Songket*, *Bunga-Bunga Songket*, *Tabur Songket*, and *Rumpak Songket*.

#### **1. *Lepus Songket***

*Lepus* is *songket* motif that is woven and the pattern of golden yarn almost covers all parts of *songket*. The ornament of golden yarn is spreading across the surface of *songket* evenly. The surface of *songket* with any middle flower, flower ornament in the middle is always filled with golden yarn.



Picture 1. *Lepus Songket*

## 2. Bunga-Bunga Songket

*Bunga Emas* or *Bunga Cina* is more interesting than *Bunga Pacik*. This is because different yarns are used. Besides, *Bunga Emas Songket* is used by descendants of Chinese society while *Bunga Pacik* is used by descendants of Arabian.

*Songket* with flower motifs can be developed either it is *Lepus Songket* or *Limar Songket*. This is evident from *Bunga Emas* motifs, in addition as powdery; *Bunga Emas* motif is also found in the form of *Lepus*. It is different when it becomes *Lepus* than the dominant yarn in the *Songket* is a golden yarn. While, *Bunga Emas* is the main motif contain in *Songket Lopus*.



Picture 2. *Bunga Cina*

### 3. *Limar Songket*

*Limar* means silk colorful or ber-*Limar-Limar*. It is named *Limar* because the silk yarn is made of colorful like red, green, blue, and purple and so on. The color is not too bright and antique because it is a combination such as black combined with red chili then the color will be maroon, green combined with black leafs the color will be green, etc.



Picture 3. *Limar Antik*

### 4. *Tabur Songket*

In the pattern of *tabur Songket*, its motive is spread evenly as if the flower motive is short. Motive ornament is not from the edges, but in a group. If observed *Songket* with this motif will appear as if motif sprinkled over the surface of *Songket*. *Songket* sow generally floral, star and others. The *Songket* motifs are spreading position adjusted to the tastes of the *Songket* makers.



Picture 4. *Tabur Songket*



*Tabur Songket* is a *Songket* which use golden yarn only for certain motifs and it spread out on a cloth. *Songket* is used by people in rural areas with consideration to create a similarity lifestyle with people in the government center in Palembang.

#### 5. *Rumpak Songket*

*Rumpak* is the last type of Palembang *Songket* contain in people's life. *Rumpak* is categorized as a *Songket* because the way of making it is woven and one of the yarn is used the golden yarn. *Rumpak* is cloth that meant wear when they become a groom. *Rumpak Songket* is not as developed because the man who wears it generally comes from nobles and prijaji of Palembang.



Picture 5. *Rumpak Songket*

The local governments have patented their traditional *songket* motifs. From seventy one owned *songket* motifs of South Sumatera, there are only twenty two motifs that are registered in the Directorate General of Intellectual Property of the Ministry of Justice and Human Rights. They are *Bungo Intan*, *LepusPulis*, *Nampan Perak*, dan *Limar Beranti* etc. Meanwhile, fourty nine other motifs have not registered

yet. Besides *Berante Berakam* motifs, there are other motifs that have not registered such as *Lepus BintangBerakam*, *NagoBesaung*, *Limar Tigo Negeri Tabur Intan*, *Limar Tigo Negeri Cantik Manis*, *Lepus Bintang Penuh*, *Limar Penuh Mawar Berkandang* and other motifs.