



Article

# The Analysis of Omni-channel Marketing Strategy of Wood Carving in Raising Societies' Economy in Karduluk Village

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## ABSTRACT

In this invited paper, the author aims to offer the analysis of Omni channel marketing strategy of wood carving in raising economy of Karduluk's Society. The location of this reasearch is Karduluk. It is in Pragaan subdistrict, Sumenep regency, Madura East Java. This reasearch occurs in the year of 2024. It focuses on Omni-channel marketing strategy and raising economy or economy development. Omni-channel marketing strategy is a plan focused on marketing to obtain maximum results consistently in a coordinated manner, especially to interact with consumers and potential consumers. This strategy focuses on providing the best service to potential customers by implementing the right channels. While this reasearch is to the end that the good result is gained. The focus of the study of this reasearch are: how is Omni-channel marketing strategy in raising economy of Karduluk's society, what are the factors which support and hamper Omni-channel marketing strategy in raising economy of Karduluk's society, and finally what are the results of Omni-channel marketing strategy in raising economy of Karduluk's society. To answer the preceding three questions, this reasearch uses qualitative approach by way of describing the findings. This reasearch, also, uses some instruments in getting data. They are observation, interview, and documentation. Also, the author reviews literature linking personal and electronic channels of communication in an omni-channel context to consumer engagement, with an emphasis on channel and message unity. The research findings are based on the study focuses. They are: the role of Omni-channel marketing strategy in raising economy society, the factors of Omni-channel marketing strategy in raising economy society are classified as supporting and hampering factors, and the results of Omni-channel marketing strategy in raising economy of Karduluk's society. All of the research findings mentioned above are the results of the research and can be concluded that Omni-channel marketing strategy is the best strategy in raising economy of society in Karduluk, being that it is an effort to make sure that this research provides much-needed conceptualisation management strategies for marketing campaign development across Omni-channel marketing in the digital era.

**Keywords:** Omni-channel Marketing Strategy; Wood Carving; Raising Economy

**JEL Classification:** M31; E26

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## INTRODUCTION

Economics is a social science that studies human behavior in managing limited resources and channeling them to various individuals or groups in a society (Duncan, 2011). Economic development is a process of increasing income per capital accompanied by improvements in the institutional system related to development. The economy of society is a group of human groups that have a life structure, norms and customs that are experienced in their environment. (Pritchard, 1996) Economy will be productive independent business by paying attention to management in its business.

Improving the Economic system has an influence on the smooth process of implementing Economic development because development requires an institution that intervenes to regulate development, both in providing funds and the implementation process. Regional development is an effort to improve the quality and provide various services for the community and the region itself in a sustainable manner. So that regional economic growths and community income can continue to increase, so that they are able to fulfill or achieve the welfare of the community well and empowerment of both natural and human resources can be upgraded and improved all day long.

The economy of society is an indicator of the success of a country's economic development. (Savanevičienė et al., 2019) This is because the smallest part of a country is a village, whose society is still far from being developed. In an effort to advance the village, the economic improvement of the village community must first be carried out by the government. It is generally known that infrastructure is the main key to the economic progress of a village. However, unfortunately there are still many village infrastructures projects that are neglected and

unfinished. This is a major obstacle in efforts to improve the economy of village communities. Infrastructure is an important point for a village to increase economic growth. Likewise, the economy is greatly helped by the carving art in Karduluk village.

Nowadays, in an era that is very sophisticated and full of high competition between fellow businessman competitors. Of course, it is not easier to continue in marketing our products with the simple way. However, there is still a region that is able to achieve successful in improving the economy of village communities. The area is Karduluk village, where the majority of people's jobs are carving craftsmen or what we could call furniture craftsmen. Up to now, Karduluk is still an extremely good place for carving and the quality of furniture is still guaranteed.

The art of carving, especially in Karduluk village, as we know, is famous for its quite good quality and the carvings can even be said to be in line with today's times even though there are still classic models that are still maintained (Dahlan et al., 2022). The art of carving in Karduluk village also has enormous potential to improve the community's economy, especially in Karduluk village. Carving art in Karduluk village is not only marketed for sale in local markets but some have also arrived abroad by using Omni-channel Marketing strategy (Ra'ie, 2022). Due to the fact that the strategy that is used by the society of Karduluk is flexible for the society there which majority of village communities' jobs are carving craftsmen.

Eventually, it is advisable and preferable for the writer to have a deep research untitled " *The Analysis of Omni-channel Marketing Strategy of Wood Carving in Raising Societies' Economy in Karduluk.* "

### Objective of the Study:

Based on the focus of study described in the preceding point, the objects of study are as follows:

1. To know the role of Omni-channel marketing in raising economy of society in Karduluk village.
2. To know the factors which support and hamper Omni-channel marketing in raising economy of society in Karduluk village.
3. To know the results of respond about Omni-channel marketing in raising economy of society in Karduluk village.

## LITERATURE REVIEW

### Theoretical Background

This research range serves as a guide to the analysis of researcher to facilitate the research. So, researcher needs to compile this research range flexible facilitate the preparation refinement of this research. It is also to tell readers about the focus of the research or what will be discussed in the thesis.

Because the discussion in this study is the research that appears in the middle of society which is about "*The Analysis of Omni-channel Marketing Strategy of Wood Carving in Raising Society's Economy in Karduluk*," the approach used in this research is *histories – philosophies* approach. Historical approach is an approach taken from a process that includes the method of collecting data and interpreting the symptoms that will be obtained from the community that will be researched, and also to understand the historical reality even to understand the current and developing situation. Whereas, the philosophical approach is about how to analyze widely the thought expressed up to underlying foundation of the thought so as to the basic truth (Nata, 2016). It is necessary for the researcher to use comparative theory on the concept of Omni-

channel Marketing Strategy of Islamic figure, especially in the provision of Omni-channel Marketing Strategy to raise society's economy. It will also discuss about the efforts done by Karduluk village in aiming to get successful to raise the Economy of society.

According to Elizabeth Manser Payne (2019) Omni-channel marketing thus follows a customer-centered focus featuring a "holistic" shopping experience, one in which a customer's buying journey is smooth and seamless, irrespective of the channels used (Manser Payne et al., 2017).

According to Rad, Akbari (2014), the panacea for one-to-one marketing, but this strategic path is mired with obstacles (Suriانشa, 2021). So, Omni-channel Marketing Strategy is marketing strategy which consumers interact through retail channels by using gadgets to find a product, compare prices and make purchase interactions through digital transactions. sellers more possibilities to satisfy consumer wants and expectations, as well as being able to customize products and services to suit consumer needs. This phenomenon.

From the various explanations above we know that the strategy to sell our product in the high competition between fellow businessman competitors is not easy as we think. We need to use other ways which has thousands of benefits for our Economic development.

Departing from the reality above, this research uses historical and the philosophical research. While the steps used in this research is based on the qualitative data.

### Previous Studies:

In this previous research, the researcher needs to do previous research in order not to repeat the research. Here, the researcher will research further about "*The Analysis of Omni-channel Marketing Strategy of Wood Carving in Raising Society's Economy in Karduluk*", which

contains about the strategy with Omni-channel Marketing of Wood Carving in Raising society's economy. Based on the observation and the first research that the researcher had done; the researcher has already learned some thesis being able to be the example or reference and representative enough to discuss the issue of Omni-channel Marketing strategy wood carving.

The first research has been done by Reza Suriانشa in 2021 in the form of journal, the title of which is *Informational Challenges in Omni-channel Marketing* (Suriانشa, 2021). That thesis has traditionally been viewed as intermediaries that facilitate distribution and transfer of products from manufacturers to their customers. Prior to the commercialization of the internet and subsequent digitization innovations, firms usually employed one type of channel such as a physical store, a call center, or a catalog. However, there were also instances where firms employed multiple channels to serve their customers. For example, firms such as L.L. Bean, Sears, and Lands' End sold their products in brick-and-mortar stores, in catalogs, and by phone. This practice gave birth to the idea of multichannel marketing. Subsequently, the idea of multichannel marketing moved beyond product fulfillment to include a whole gamut of interactions between a firm and its customers.

The second research has been done by Venkatesh Shankar in 2019 in the form of journal, the title of which is *Omni-channel Marketing: Are Cross-Channel Effects Symmetric* (Shankar & Kushwaha, 2021). That thesis is the rapid growth in Omni-channel (e.g., Web, call center, sales agent, store) shopping and the need to effectively allocate resources across channels are prompting managers and researchers to better understand cross-channel effects, that is, the effects of marketing efforts in one distribution channel on shopping outcomes in other channels. We develop

a broad set of hypotheses about cross-channel effects based on channel richness and influence roles (informative, persuasive). To test the hypotheses, we model the effects (own and cross) of channel marketing efforts on shopping outcomes in different channels through a simultaneous equation system. We estimate these models using data from the auto insurance industry that comprises the exclusive agent, the independent agent, the Web, and the call center channels. Our results offer novel insights. They show that cross-channel effects and elasticities are significant and asymmetric. While the effect of marketing efforts in a channel on shopping outcomes in a dissimilar (with a different primary influence role) channel is positive (e.g., exclusive agent, the Web, and the call center channels are complementary), the magnitudes of the cross-channel effects are asymmetric. Similarly, while the effect of marketing efforts in a channel on shopping outcomes in a similar (with the same primary influence role) channel is negative (e.g., independent agent and exclusive agent channels are substitutional), they are also asymmetric. Exclusive agent efforts have a greater negative effect on the outcomes of independent agent efforts than vice versa. Based on the results, we develop a channel influence vs. influenceability analysis tool for managers to better plan their channel efforts. We also illustrate a resource allocation model that shows substantial incremental profits from the reallocation of marketing efforts based on our model with cross-channel effects relative to a model without cross-channel effects. The samples used as objects in this research were 80 respondents. The sampling technique in this research is engineering purposive sampling with data collection methods carried out by observation and distributing questionnaires/questionnaires. Analysis

techniques used namely Research Instrument Test, Classic Assumption

Test, Linear Regression Test Multiple, and Hypothesis Testing The research results show that together (simultaneously) Price, product quality and word of mouth influence decisions Purchase.

The third research has been done by João M. Lopes in 2021 which title is *A Citation and Co-citation Bibliometric Analysis of Omni-channel Marketing research* (Lopes et al., 2021). This research consist of Furniture is an industry whose resources come from its own nature, such as wood which is then combined with existing elements namely native Indonesian culture. Precisely located in the Village of Sumenep Regency Karduluk, the majority of his daily work is as a furniture maker and also a fairly large furniture center in the village of Karduluk. The purpose of this research is to find out the strategies of the furniture industry players in facing the competition of the industrial revolution 4.0 at Sumenep Regency. In this study, researchers use SWOT analysis as a tool that will help researchers in conducting research. By determining the strengths, weaknesses, opportunities and threats that exist in the UD Salama Furniture company and also by determining the strategy or planning in the short term or in a long period of time. From the results of the existing SWOT analysis table, it can be concluded that the UD Salama Furniture Company has strengths that are also used to take advantage of opportunities and also reduce the weaknesses of the UD creating a fled of research, namely understanding companies' Omni-channel marketing management. This research aims to conduct a citation and co-citation of bibliometric analysis considering the fled of Omni-channel, using Web of Science database. Furthermore, it helps to fill the gap in the fled of Omni-channel

marketing literature through the identification of the five most important topics obtained from the citation and cavitation: (1) integration of shopping consumption experience, (2) all line customer experience management, (3) strategies for Omni-channel retailing and customer engagement, (4) multichannel Retailing Management, and (5) technology and consumer's shopping experience. These significant themes revealed that the Omni-channel marketing is mainly established in the felts of consumer behavior and retailing. Retailers are advised to adopt an integrated Omni-channel strategy, providing consumers with the advantages of buying online, as well as the benefits of buying in a local retail store. Moreover, this research reinforces the coherence and scientific structure of the existing literature and points out future lines of research to be followed and acts as a starting point for new studies in the area of Omni-channel marketing.

## METHODOLOGY

In the hope that this research can reach the goal desired, it is necessary for the writer to use the appropriate method. Method determination is extremely beneficial for the simple reason that it is the main way used in achieving the aim or idol (Surachmad, 1990).

### 1. Research approach

This research is categorized as field research all the more that the objects and the datum sources merely utilize field materials by way of reviewing various data that relate to research theme. The used approach in this research is qualitative.

Qualitative research method is a type of research which tends to understand the phenomenon experienced by the subject of research descriptively, such as behavior, perception, motivation, and so forth in the form

of words and languages in special context which is natural and by utilizing scientific method in variety (Lexy, 2002).

This research is designed as case study, and the used method is interactive on the grounds of investigating and studying event regarding a comprehensive unit to gain deep understanding.

## 2. Researcher's presence

So that this research reaches the desire goal, it must use the appropriate method. The determination of method is extremely important owing to the fact that the method is the main way used in achieving the goal.

Before the research is done, the researcher has asked for the willingness of them who evolved at Karduluk as the carving craftsmen; accordingly, that the writer will have a research entitled "The Analysis of Omni-channel marketing of wood Carving in Raising Economy of Society in Karduluk," is well known to all.

## 3. Research location

The location of this research is at Karduluk village as we all know the place to make wood carving which is made by carving craftsmen with the best quality. It is very strategic to get thousands of consumers and profits.

The writer is interest to research at that place on the ground of the fact that they, carving craftsmen, is still capable to compete on another among fellow businessman competitors in the surrounding of them.

## 4. Datum source

In this research, the datum source is divided into two. They are primary datum source and secondary datum source. The primary datum source is datum source which directly relates to the object of research; secondary datum source, however, is datum source which completes the primary one (Ndraha, 1981).

### a. Primary data

Primary data are things which are directly collected by people who are interested or use the data. These data are obtained through interview and questionnaires (Tanzeh, 2009).

In-depth interview is a process of transforming information deeply. In this case, in-depth interview method is carried out with a list of a number of questions prepared before (Moleong, 1989).

In this interview, the researcher conducts interview with the carving craftsmen in some places which the writer visits and believed.

### b. Secondary data

Secondary data are data which are collected by interested people indirectly. These can be in the form of historical reports which have been arranged in an archive (Lexy, 2002). The secondary data are used as the supplement when needed. The researcher gets the data through understanding and looking their own daily job as well as other documents being the supporting data to complete the prime one.

## 5. Datum collecting technique

To have loads of data, the researcher makes an action on observation, interview, and documentation. The interview which is about to do is what generally used in field research (Lexy, 2002), In addition, the researcher makes some action of interview, technique done by way of dialogue. Three of them will be discussed here:

### a. Observation

Observation is an action done to gain data by way of observing or overseeing the object of research, so that the researcher should be in the place where the writer observes. In this case the researcher will act as the observer at Karduluk village.

## b. Interview

Interview is an action of bearing some questions for the result of valid data done by the interviewer towards the informants (Nasir, 2020). This is done in one place or in the same place. In doing this interview, the researcher makes effort to collect a great number of questions concerning the motion of this research. In this research, the writer prefers to use direct interview and the interview is done systematically; in other word, the interviewer makes an effort to produce some questions prepared before, and when the interviewer asks the question, it is done in order. The informants consist of the owner of wood carving in some places, carving craftsmen in that place as well as thousands of societies each place that the writer has mentioned.

## c. Documentation

Documentation is an action of getting data by way of collecting some data in the form of pictures, book, magazine, etc. The writer, in this research, will gain the data through understanding and looking their own daily job as well as other documents being the supporting data to complete the prime one.

## 6. Datum analyzing technique

Datum analyzing is a way used to find out a result by comparing the one definition to other. It is done to get certainty. Datum analyzing is done after collecting the data. In this case, the researcher uses one method considered representatively and descriptively good to make an end of this research. The researcher uses interview technique, which is technique by cheating which answer the question (Moleong, 1989). That is content analysis; the data are described and analyzed clearly and that well.

## 7. Datum validity verification

Datum validity verification is meant to give a description relating to the validity of data the writer found in the field of research. The way used her is triangulation. Concerning datum triangulation, there are three types used by the researcher. They are datum source triangulation, technique triangulation, and time triangulation (Lexy, 2002).

a. Datum source triangulation is done by way of datum check. The researcher will have interview with two or more people with the same question.

b. Technique triangulation is done by two following ways:

- 1) Comparing the research result with the recent one
- 2) Comparing observation result with the interview result

c. Time triangulation

The credibility of data is affected by time. Data collected in the morning in which it is fresh are more credible and valid; to gain the datum credibility the researcher makes an action to check the validity by interview, observation, and documentation in different period of time.

## 8. Research steps

a. Pre-field research

- 1) Making research propose
- 2) Asking permission to the related people by the proposal. In this case, the researcher hands the proposal to the owner of wood carving which the writer visit and believed as the place to interview in some places at Karduluk.

b. Research actuating

- 1) Collecting data

In this step, the researcher will collect the data by following process:

- a) Observing the activity done by all them who involve as the carving craftsmen at Karduluk,
  - b) Having interview with the owner of wood carving, carving craftsmen and society in surrounding.
  - c) Collecting some documents of Karduluk village and carving craftsmen' daily activity.
- 2) Identifying data
- The results of the previous process, observation, interview, and documentation, will be identified in the hope that the researcher will be easier to analyze the data to gain the desired purpose.
- c. Research end
- 1) Writing the data in the form of mini thesis
  - 2) Analyzing the data according to the proposal, desirable.

## RESULT AND DISCUSSION

### The Role of Omni-channel Marketing Strategy in Raising Societies' Economy in Karduluk Village

Based on the findings, Karduluk village is known as the place of the best wood carving to decorate our house; like table, chair, and all properties which is able to be carved by the engraver in Karduluk. Almost every house has a carving business.

Carving activity is a process of making furniture which can be found in people's homes in Karduluk and in the surrounding of it. Carving art crafts in Karduluk has become the identity of Karduluk as the place of wood carving, even though it is not all societies in Karduluk as the engraver but most of them are the engraver of wood carving in Karduluk village.

So that, when people need wood carving exactly for themselves or wedding of people

Karduluk has special way to sell and to open a furniture business carving, on the ground of the fact that most of society who became the engraver of wood carving is getting development in the economy.

The proof that Karduluk really commits marketing strategy by using Omni-channel is that the result of observation done by the researcher. That is Early in the morning, it was 08:00 a.m. I do research in one of places in Karduluk which was known as the place to buy furniture exactly wood carving, Nadziri Meubel, researcher was personally surprised when seeing thousands of people in the surrounding of store still look and ask many things about wood carving.

All of them were from outside Karduluk village, like Pamekasan and the area of inside village. But something that makes me surprised was the keepe of that store just describe little thing which is in his mobilephone, exactly application. All consumer did not ask many things, just like the thing that they did not know in the application on the ground of the fact that thousands of point we have to know if we want to book or know the detail of wood carving which is in that application (Tifani et al., 2023).

The finding shown in the previous paragraph tells that there are millions of people in that store which is easier to look detail about that wood carving by using mobilephone, although they did not come to the store, they can enjoy their time to look in their house owing to the fact that the store has channel which content about their product, Whatsap as well as Facebook. For example, a consumer who orders a product online becomes aware that the shop actually has a physical store. This is because the online shop contains the complete address.

That way, consumers can visit stores offline. This means that they use Omni Channel marketing to sell or to publish their product. It is in line with

what has been delivered by Rieza Nur Alifa in his book, she describes that business entrepreneurs are more comfortable using channels in the form of WhatsApp as it means of communicating with customers. You can use the WhatsApp Business with the most complete sales and customer service features (Tifani et al., 2023).

Also, the result of the research describes that they, all people in Karduluk, tend to make all consumers easier to know all things about carving such as door, window, table chair as well as all properties they need which is made from wood, it gives your business the opportunity to better understand consumers. Interaction with consumers on social media allows you to get closer to them and understand their behavior. This will also make it easier for you to design your next product or campaign.

It is like what has been claimed by Emilia Septiani through his book. She avers that why we must use online and offline marketing owing to the fact that customer service is assistance for customers across a network of devices and platforms. Businesses with adequate Omni-channel customer service can consistently maintain and improve customer experience.

Karduluk has many strategies to sell the product of them, like they bring the furniture by using motorbike or they bring the carving by using car, but they think they cannot do their maximally or they are difficult to get consumers because sometimes they bring furniture or carving which is not needed. Because of that, they must use channel which makes them easier to communicate or to sell their product to all consumers in the surrounding of them.

The data prove that the aims of every engraver at Kaduluk are gained to use channel in communicating with consumers as what has been

claimed by the owner of UD. Barokah – Mr. Mudzakkir – acknowledged that along with technological developments, new digital marketing channels emerge through online media. In this era of the internet of things, online marketing is very important because more and more consumers are crowding digital channels. Online marketing is the fastest way to reach them compared to offline marketing using traditional methods.<sup>1</sup>

From that we can know the importance of applying online marketing, but to make easier people who is near, exactly; in the surrounding of Karduluk, we have not to forget the offline marketing. The strategy which they use, Omni channel, really help the development of marketing in Karduluk, exactly furniture or wood carving, and it becomes the best way for the engraver in Karduluk. The engraver is very satisfied with the result of Omni channel marketing in developing marketing in comparing with one another. The engraver is successful in the percentage of 85. It's absolutely great for them.

Every engraver of wood carving in Karduluk has online and offline strategies to introduce or to deliver and sell their wood carving. It is to ensure that engraver easy to sell their carving well. Mr. Adi – The owner of Bumi Ukir Meuble said that Marketing online via social media gives you the opportunity to interact with consumers. You can interact with potential buyers and influence them to look at and learn about your product and then make a purchase. After that, they will provide assessments and reviews about your product which can be read by other potential buyers so that market trust is formed. The paid advertising features provided by several social media platforms such as Facebook and Instagram, apart from being affordable, also make it easier for

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<sup>1</sup> Direct interview with Mr. Mr. Mudzakkir from UD. BAROKAH on 11 June 2024 at 08.20 a.m

product owners to determine their marketing goals.<sup>2</sup>

Based on the interview result in the preceding paragraph, we know that engraver of wood carving in Karduluk was worried and not sure about the fact and condition. That is praise of wood carving or furniture in Karduluk is not same each place of furniture in Karduluk. This condition has made the market system all over the time change. The engraver has no job, if they do not work as the engraver. To be not to be, they must take their job as engraver although they get a little income from the job owing to the condition of market. That is what happened to thousands of engravers of wood carving or furniture in Karduluk. The engravers were worried that they could not achieve or make the work well all day long.

All the owners and engravers of wood carving in Karduluk are compact. They work together and are zestful. Their behavior, as the members of an organization in a place of furniture, is good enough, so they can make it successful in applying Omni-channel marketing in the strategy to sell the furniture.

The activities of engravers in Karduluk are great to develop their economy. The data shows that the engravers start the activity from seven a.m. up to twenty-four p.m. a day. Some engravers manage their rest time by themselves. Though thousands of engravers are busy all day long, it does not mean that they work for twenty-four hours over, due to the fact that they are also the same human like us who need time to rest.

Mainly Omni-channel marketing plays a very important role for the strategy in selling wood carving in Karduluk. This has been existed since the year 2019, and it still stands strong up to now.

### **The Factors which Support and Hamper Omni-channel Marketing Strategy in Raising Societies' Economy in Karduluk Village**

Here is the phase, in which the researcher is going to analyze the findings about the factors both which support and hamper Omni-channel marketing strategy in raising societies' economy.

Based on the result of the research, there are several factors here. The factors are divided as supporting factor and hampering factor. Both are the factors which influence the marketing strategy of wood carving.

#### **1. The supporting factors**

The supporting factor number is more than the hampering one. The data show that the factors which support Omni-channel marketing strategy in raising societies' economy is the quality of the engraver and the natural resource is good enough to develop the economy of society all day long.

The interview result explanation about the factors of Omni-channel marketing strategy can be concluded as internal factors and external factors. Both will be explained in detail in the following points:

#### **a. Environment**

Environment which is good is really needed to support the development of marketing wood carving. Karduluk becomes a good environment to the engravers to make wood carving or furniture with the good quality, in order they can get the biggest income from selling wood carving by using Omni-channel marketing. Mr. Burhan, the society as well as one of engravers in Karduluk said that the environment really supports the marketing off wood carving. Like, they did not confuse to sell the wood carving, owing to the fact they understanding one another about praise each place. So, when there is consumer

<sup>2</sup> Direct interview with Mr. Mr. Muhammad As'adi from UD. BUMI OKER on 19 June 2024 at 09.30 a.m

who wants the wood carving in that place, they still make agreement about that before they move to other places of wood carving or furniture.<sup>3</sup>

Though all of them, the owner of wood carving in Karduluk, has consumers. Sometimes, they are confused when the consumer did not come again or other consumers did not buy or book their furniture of wood carving. They are still in zest to make wood carving on the ground of the fact that they believe one week or two weeks the furniture will be sold out to the consumers It has been delivered by Mr. Burhan, the engraver as well as society in Karduluk. He said that he was motivated by the environment.

Karduluk has its own way to sell the wood carving to the consumer. By having the best quality of wood carving, they know they will get income from the job that they had done. Save that they are motivated by having wish, they are also motivated by a half of society in Karduluk who got development in their economy, as like before they work wood carving or become engraver their economy is like someone who is able to eat every day. But, when they become engraver of wood carving, they can save their money, like joining arisan, buying motor bike and other activities which can make their life better than before.

#### b. Facilities

Good facility is required to get good quality of wood carving. Facility supports carving process when the thousands of engravers carve wood carving or make furniture everywhere. It has been stated by

Muhammad As'adi, the owner of UD. Bumi Oker said that he makes the furniture best by using modern property. We carve the wood carving well. The color we use according to the consumer's decision. He also serves several facilities like the tool of coloring furniture as well as the tool of carve wood in making the best furniture May be, that's all.<sup>4</sup>

From what has been stated by the owner of UD. Bumi Oker in the previous interview result, it can be said that all places of wood carving in Karduluk have special complete tool or property, like olden tool as well as modern tool or property. It is the facility owned by the owner of UD. Bumi Oker the agent of owner of furniture or wood carving in Karduluk to support carving activity.

Also, Karduluk has one group of engravers, to be the place for someone who is beginner in carving wood or never know to carve or make furniture. In this group, they can study to carve like what they want. Owing to the fact that, now the carving is divided into two kind; *ukir* as well as *Minimalist*. So, from that description, all beginner can study to be smart in making *ukir* furniture or minimalist furniture. This is to make them capable of carving wood. It is delivered by Mudzakkir as the owner of UD. Barokah said that Karduluk, all the owner of wood carving in Karduluk, have the group or community of wood carving. But it consists of a few people wood carving in Karduluk, not all."<sup>5</sup>

This is the reason why this group is not maximal still, on the ground of the fact that the group only consists of a few people of engraver in Karduluk. So, it makes them difficult to

<sup>3</sup>Direct interview with Mr. Burhan, engraver and society at Karduluk on 15 June 2024 at 10.40 a.m.

<sup>4</sup>. Direct interview with Mr. Mr. Muhammad As'adi from UD. Bumi Oker on 19 June 2024 at 09.30 a.m

<sup>5</sup> Direct interview with Mr. Mudzakkir from UD. Barokah on 7 June 2024 at 08.16 a.m

communicate with all owners as well as engravers in Karduluk.

## 2. The hampering factors

The hampering factors undergone by the owner as well as engraver in Karduluk are not as many as the supporting factors; the successful marketing at Karduluk, therefore, is more likely to be gained. The engravers are capable of making wood carving though it has hampering thing, factor in front.

The sale of carvings is one of the assessment indicators for the progress of the Karduluk village economy. This sale really supports the development of people's lives, starting from the social, cultural and economic aspects. The sale of these carvings also aims to improve the standard of living of people in the area through sales that are right on target and in line with what the community needs. So that they get income according to what they want. Meanwhile, sales or carvings in Karduluk village receive little attention from the government. Selling carvings in Karduluk village is very strategic because the area borders directly on neighboring countries, there are gaps in social, cultural and economic aspects.

These symptoms will cause concern for the government if they are left alone, because the people in Karduluk village prefer to fulfill their living needs by maximizing the sale of carvings. In fact, the development of border areas is one of the commitments and development policies that mandate that in an effort to equalize development throughout the country, regional development and areas that are less developed.

Regional development is directed at further developing and harmonizing the rate of growth between regions, between and between cities and villages, between sectors, as well as opening up accelerated development of economy of

societies at Karduluk village, underdeveloped areas, which are adjusted to the priorities and potential of the regions concerned so that a development pattern is realized which is the embodiment. But in reality, the government is not serious enough in its efforts to maximize sales of this carving art, even though the sales of carvings in Karduluk village is an area that is very famous for its carving art.

Therefore, for the welfare and prosperity of engravers in Karduluk areas, the government must be involved directly in building and developing the potential that exists in Karduluk areas and there should be no gap between development in selling wood carving in Karduluk village. And after all, the border area is part of Indonesian territory. The government must also build good place for the engravers of people in Karduluk areas so that it is easier for people in border areas to fulfil their daily needs and no longer depend on neighbouring areas.

Some of them still struggled to sell the wood carving well by Omni-channel marketing strategy, but they have no supported by the government in selling wood carving. It makes the researcher feels wondered why it happens of thousands of engravers in Karduluk village, and why they still struggled.<sup>6</sup>

In practice, the market economic system can provide various benefits that the wider community needs to live their lives. However, this system also has various weaknesses and advantages that must be understood properly and correctly.

Mr. Muhammad As'adi as the owner of UD. Bumi Oker argue that here, the market economic system is different from the mixed economic system in that its implementation involves the role of both the government and the private sector. The market economic system aims to create a decent

<sup>6</sup> Observation of Carving activity Activity at Karduluk on 17 June 2024 at 08.16 am.

life for society through healthy and good business competition with the effective implementation of the market economic system. The market economic system has a function or use as a means that can encourage the production of goods or services. We cannot find the good way or solution about the market of wood carving in Karduluk so that the distribution of goods and services cannot be carried out more optimally.<sup>7</sup>

In practice, the market economic system can provide various benefits that the wider community needs to live their lives. However, this system also has various weaknesses and advantages that must be understood properly and correctly.

There is an opportunity to give rise to unbalanced exploitation of resources by capital owners a very minimal government role in Karduluk village can lead to crises and unequal distribution of welfare in this system there is competition that is too free so it could risk creating instability in economic market activities of wood carving. In economic market activities, the use of natural resources is often carried out without paying attention to the preservation of nature and the surrounding environment, resulting in environmental damage.

The unlimited freedom that exists in carrying out economic market activities often results in the neglect of the rights of certain groups in economic activities. The market mechanism system that applied in Karduluk village can give rise to monopoly power that can harm one particular party due to centralized capital ownership.

Capital owners only have a primary focus on profit so they often ignore the long-term effects that can result from the activities of the market economic system they run. The market mechanism system implemented in the market economic system in Karduluk village cannot provide certain

types of goods or services efficiently according to public demand.

In this system, citizen participation in competition will be reduced because the system cannot provide protection for small investors and citizens who have disabilities. This condition means that available human resources cannot be maximized properly.

There is a chance of triggering unhealthy competition among entrepreneur of wood carving in Karduluk as well as engraver in Karduluk village conditions such as businesses that are always controlled by parties who are stronger and have large amounts of capital. Apart from that, the gap between rich people and poor people will widen, which could lead to divisions and a lack of empathy between people, exactly: people who become engraver owing to the fact that they are motivated by the societies in the surrounding who are getting development in the economy on the ground of wood carving or became engraver.

### **The Respond of Omni-channel Marketing Strategy in Raising Societies' Economy in Karduluk village**

Omni-channel marketing strategy done in Karduluk village is aimed to get the good result after the process in selling their wood carving or furniture. Though it takes much pain and some obstacles are in front of the market as well as consumers, the aimed things are gained when they don't stop amid the way of process to get development in their economy by applying Omni-channel marketing.

Datum explanation about the research averred in the previous chapter gives good description about what is after Omni-channel marketing applied in their marketing of wood carving or furniture. It means that it is the result of Omni-channel marketing strategy implemented

<sup>7</sup> Direct interview with Mr. Mr. Muhammad As'adi from UD. Bumi Oker on 19 June 2024 at 09.30 a.m

at Karduluk Village to get development, exactly in their economy.

When the writer tries to analyze about the name of this village, Karduluk which means making sketches of carvings and has the meaning of fertile or beautiful, it's clearly a nice proof that Karduluk is special place at Pragaan subdistrict Sumenep regency serves Omni-channel marketing strategy in selling their wood carving. It's no doubt that Karduluk imprints on letting the thousands of societies in Karduluk to have the best way to sell their wood carving.

However, Karduluk has special group to be the place in studying carving, the responsible person of which is the village government. It is also supported by the same program which is handled by the chief of village in Karduluk. On the ground of the fact that, the way of carving divide into two kinds of steps. There is one who makes small wood in order to make easier millions of engravers in carving the wood, and the one who carve the wood in order the carving can look beautiful or same with the consumers want.

After knowing the meaning, basic elements and concepts of Omni-channel, you also need to understand how this approach works. The use of Omni-channel marketing can be seen in various shop accounts on Instagram that connect their Instagram accounts with online sales, market places or their websites. That way, consumers can find out about various products or services being sold from Instagram, and can be directly connected to different sales channels.

As what has been explained in the previous paragraph, Karduluk, owner of furniture, imprints on Omni-channel marketing applied in their marketing of wood carving or furniture. It means that makes the very first aim of this strategy of wood carving place to get thousands of

consumers. It is also delivered by the owner of CV. Bumi Okir, Mr. Adi. He said that consumers accidentally found a quality shoe product in an online shop account, but in the post, there was no complete information about the product. With an omnichannel strategy, consumers can open an online shop or marketplace to find out variations in color, model, size and stock amount. If consumers feel found the most suitable item, Rika continues the transaction by checking out the item and making a transfer to the seller. With this merging system, it is easier for consumers to find complete information about a product from one channel to another."<sup>8</sup>

It has been clear enough that the owner and all engravers are good. They can understand and implement what they know in this era, exactly digital era. The owner that the researcher has observed are they who is long time in applying this strategy and knew the result when they use this strategy to make development in the economy of engraver of them or get the biggest income from that strategy in unequally when the owner can get the many incomes in equally, they make the economy of society in Karduluk get development all day long owing to the fact that all engraver is the society in Karduluk. Mr. Muhammad Mudzakkir as the owner of UD. Barokah Meuble added that this strategy influences customer satisfaction. Customers are more satisfied if they can easily purchase products/services via any platform or device. In addition, customers are also more comfortable if they have several methods to reach the customer service team."<sup>9</sup>

Though the strategy is Omni-channel marketing, the user of this strategy, the owner among the engraver makes the consumer easy to buy or to book wood carving on the ground of the fact that they are connected with the channel that

<sup>8</sup> Direct interview with Mr. Muhammad As'adi from UD. Bumi Oker on 19 June 2024 at 09.30 a.m.

<sup>9</sup> Direct interview with Mr. Mudzakkir from UD. Barokah on 17 June 2024 at 08.30 a.m

the owner of wood carving. It is similar with what has been delivered by Rieza Nur Alifa. She says the first tip for implementing Omni Channel marketing is to understand your consumer behavior. What is meant is not daily or personal behavior, but behavior in choosing and buying products every consumer has different tendencies in shopping, so it is the duty of entrepreneurs to understand their characteristics. You can regularly observe and review the experiences experienced by consumers in choosing, comparing, buying, and connecting with your product brand.<sup>10</sup>

The number of other researches about a part of Omni-channel marketing have also conducted research showing that consumers tend to visit shops after obtaining information from websites or social media study shows that offline stores that implement an omnichannel strategy can experience an increase in 85 percent owing to Branding Guideline. In this way, Omni-channel chat has also supported increased sales in offline stores.

As what has been explained, Karduluk, owner of furniture, use branding guideline. It also means that makes the very second aim of this strategy of wood carving place to get thousands of consumers. It is also delivered by the owner of UD. Barokah, Mr. Mudzakkir. He said that making up retail company brand Barokah meuble connects online and offline purchases. Customers can use the app to access their account while shopping. After that, they can search for product details and try them virtually using digital software. When they feel suitable, customers can add the products they like to their wish list and can be purchased via the application.<sup>11</sup>

Currently, many entrepreneurs think that brand identity is not something that should be fought for an alternative that can be done is to build brand guidelines through creative content guidelines across all channels. That alternative can encourage consumers to care more about and get to know your products on various platforms. That needs to be considered is to maximize brand guidelines.

According to all statement and interview to the owner of wood carving, millions of engravers, societies in Karduluk as well as the consumers in the surrounding of Karduluk above we can know that the type of marketing strategy of wood carving or furniture to raise the economy of society, exactly; someone who become engraver which is applied in Karduluk village by applying channel which really support with the digital era is Omni-channel customer service.<sup>12</sup>

Although, the steps of Omni-channel are not applied all in marketing of wood carving in Karduluk; using the right matrix, using the right marketing automation tools, using data to develop a strategy, and making your business customer-centric they still get many incomes from that marketing strategy, on the ground of the fact that all steps of Omni-channel marketing strategy have connection one another. But the steps that are used in applying Omni-channel marketing strategy in Karduluk is the importance steps than all steps which I mention about Omni-channel marketing strategy of wood carving in Karduluk.

It is similar with what has been delivered by Rieza Nur Alifa. She said that consumer will feel that the brand they use can anticipate their needs.

<sup>10</sup> Rieza Nur Alifa, *Impact Of Influencer Marketing And Omni-Channel Strategies On Consumer Purchase Intention on Sociolla*, (Jurnal Ekonomi), page 75

<sup>11</sup> Direct interview with Mr. Mudzakkir from UD. Barokah on 20 June 2024 at 09.10 a.m

<sup>12</sup> Observation of carving proses activity and selling wood carving at Karduluk on 20 June 2024 at 08.16 a.m.

If your brand can seize this opportunity, consumer loyalty will follow your product.<sup>13</sup>

However, the challenge that today's entrepreneurs need to face is how to analyze all the facts in the field with lack of government in that area. The thing that needs to be emphasized is that personalization is different from customization. Personalization tends to seek to meet consumer needs more effectively, increase shopping satisfaction, hone a differentiated shopping experience, and allow for repeat purchases.<sup>14</sup>

## CONCLUSION AND RECOMMENDATION

### Conclusion

The writer has explained the result of the research in the previous chapter. This is the phase where those explanations are concluded. The conclusions are as follows:

1. The role of Omni-channel marketing strategy in raising economy of society in Karduluk  
Mainly Omni-channel marketing strategy plays a very important role for the strategy in selling wood carving in Karduluk. This has been existed since the year 2019, and it still stands strong up to now.
2. The factors which support and hamper Omni-channel marketing strategy in raising economy of society in Karduluk  
The supporting factors are things which help the owner as well as the engraver be successful in marketing of wood carving in raising economy of society in Karduluk. The support factors are environment as well as facility, while the hamper factor may be the environment, and facilities,

While the hampering factor is the owner and engraver lack of attention of the government area.

3. The result of Omni-channel marketing strategy in raising economy of society in Karduluk

The type of marketing strategy of wood carving or furniture to raise the economy of society, exactly; someone who become engraver which is applied in Karduluk village by applying channel which really support with the digital era is Omni-channel customer service.

The steps of Omni-channel are not applied all in marketing of wood carving in Karduluk; using the right matrix, using the right marketing automation tools, using data to develop a strategy, and making your business customer-centric they still get many incomes from that marketing strategy, on the ground of the fact that all steps of Omni-channel marketing strategy have connection one another.

### Suggestion

Considering the data which the writer gets, the researcher is about to bear some advises as follows:

1. Karduluk village should keep implementing Omni-channel marketing strategy of wood carving in raising economy of society in Karduluk, all the more that it really helps. It brings about some good impacts for the owner of wood carving; engraver; and the development of societies' economy who has struggled in selling wood carving.
2. Karduluk should make some new innovation about market praise determination to make

<sup>13</sup> Rieza Nur Alifa, *Impact Of Influencer Marketing And Omni-Channel Strategies On Consumer Purchase Intention on Socials*, (Jurnal Ekonomi), page 80

<sup>14</sup> *Ibid*, page 81

sure the consumers that the wood carving in Karduluk is the best carving.

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