

Research Article

Creating a Catalog of UMKM Setu Babakan Products for the Development of Betawi Culture to International Markets

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Abstract.

Betawi culture is a culture that is passed down through generations in Betawi society and is mostly prevalent in the capital city of Jakarta. One of the cultural products that still exist today are produced by the local Small and Medium Enterprise (SME). These products can be promoted through the medium of photography. However, in fact, these local SME products do not have the proper documentation that represents the culture. This research aims to display local SME product in Setu Babakan Betawi village in a visually attractive and informative way. So that, more people will know about the existence of these local SME products in Betawi Cultural village. The catalog will be made not only as media documentation but also as a branding medium to promote in the commercial or industrial sector. The catalog will be in the form of that contains complete list of the products sold and offered and display photos showing the product details. The catalog will be either in the form of print or digital so it could be seen by domestic or foreign tourists. The method used in this study is descriptive qualitative analysis; data were gathered through observation as well as interview with the SME owner regarding the products sold by them.

Keywords: Betawi Culture, SME, catalogs, product branding, tourists

1. INTRODUCTION

Culture is a hereditary heritage passed down to the people of a particular region. Not only traditions, customs, traditional clothing, traditional houses, but also traditional culinary specialties are included in cultural heritage. Although many outside cultures that enter Indonesia penetrate among teenagers, Indonesian culture still emerges with its charm that cannot be replaced. But with the advancement of existing technology, it has a good and unfavorable impact on Indonesian society, especially among young people / teenagers. The behavior of teenagers now seems indifferent to their cultural heritage. One of them is Betawi culture, which exists side by side with the wider community and is closely related to the development of outside cultures.

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Betawi cultural is a culture that was born and developed from generation to generation in the Betawi ethnic community. The variety of Betawi culture that is often heard by the general public is Ondel-ondel, tanjidor, palang pintu and others. In fact, there are many traditional Betawi foods such as crocodile bread, rangi cake, selendang mayang, and so on. The spread of the Betawi tribe is mostly spread in the capital city of Jakarta where many regional cultures coexist and dominate each other including foreign cultures. Thus the existence of Betawi culture is actually very easy to experience erosion from other regions that enter Jakarta. Setu Babakan is a UPK built to facilitate all Betawi culture or better known as the Betawi cultural village.

The Betawi cultural village of Setu Babakan is now a tourist attraction as well as a place of education and preservation of Betawi culture. There are traditional Betawi buildings, ondel-ondel, Betawi ornaments, museums and traditional Betawi cuisine managed by the Betawi community's own SME. However, as a form of introduction of Betawi culture to the general public that can be seen anytime and anywhere, it is the SME products that can help introduce Betawi culture to the general public. Products produced by Betawi cultural SME entrepreneurs can be published and promoted through photographic media. But in reality, the SME products do not have good enough documentation to describe the Betawi cultural products themselves. Whereas the role of product photo documentation with good quality is very important for publication media and promotion of the introduction and preservation of Betawi culture through SME products.

Photography is one of the visual communication fields that has many functions and uses. Not only as a documentation medium, but it can also be used as a medium for conveying information and product branding as well as promotions in the commercial/industrial world, such as product catalog photos. Product catalog photos have an important role in introducing and publicizing products produced by SME entrepreneurs to the public at large. Apart from being able to introduce and publish, product catalogs also have a role as a promotional medium as well as a product preservation medium, especially if the product is a cultural product of a region. So based on the background description above, the author's desire arises to make a research entitled Making Setu Babakan SME Product Catalogs for the Development of Betawi Culture Towards the International Market.

2. METHODOLOGY/ MATERIALS

The research method that can be used in the Creation of Product Catalog for Setu Babakan MSMEs (Micro, Small, and Medium Enterprises) for the Development of Betawi Culture towards the International Market is qualitative descriptive research. According to Sugiyono (2017:10), descriptive research is conducted to determine the values of independent variables, either one or more, without making comparisons or connecting them to other variables. According to Sugiyono (2017:9), qualitative research is a research method used to study natural conditions of the object, where the researcher serves as the key instrument. This qualitative descriptive research takes the form of a case study regarding the issue found in the field, which is the lack of well-publicized product photos of SME in Setu Babakan.

In this research, the data collection method used is the observation of SME products in Setu Babakan to understand the types and characteristics of each product in order to capture them effectively in photographs. Subsequently, interviews are conducted with SME practitioners regarding the products they produce.

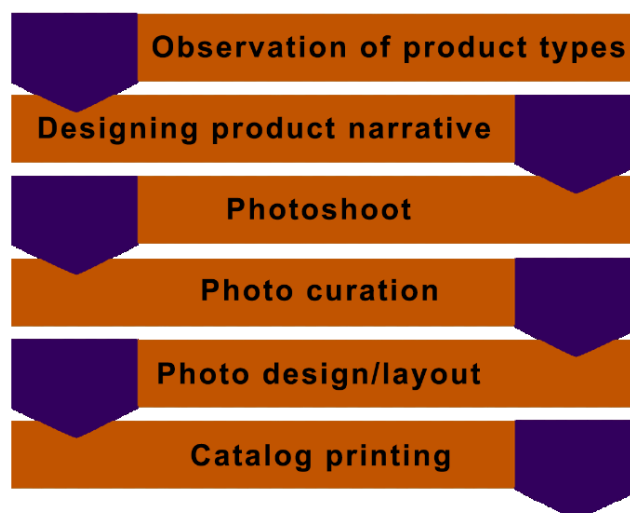


Figure 1: Stage of Research Design.

The research stages include:

Observation of product types: The first step is to observe what types of SME products exist and conduct interviews with SME practitioners about the history and process of the product from the beginning until it is ready to be marketed.

Designing product narratives: designing descriptions of umkm products for the purposes of supporting product information in the catalog.

Photoshoot: Photoshooting products in a photo studio and portraits of entrepreneurs at the product production site.

Photo curation: The existing product photos will be curated according to the design format, layout and description.

Photo design/layout: Design creation of SME product catalogs by members

Catalog printing: the catalog printing process will be carried out and reviewed again, if there are errors, revisions will be made and printed again, then preview the e catalog display using smartphone and laptop devices.

3. RESULTS AND DISCUSSIONS

In this study, the indicators observed for Setu Babakan SME products were that not many promotions were carried out by Setu Babakan SMEs in marketing Betawi specialty products. Products are only displayed on the table when the setu babakan invites its fostered MSMEs at several events held in the setu babakan area.[1] Consumers who have an interest and are interested in their products must directly visit SMEs. This causes less effectiveness and runs long in marketing the product. Although indirectly these SME products can be marketed through word of mouth information which can create confidence and trust in the product, this will take a long time. Currently, there is a need to create a catalog of Setu Babakan SME Products for the Development of Betawi Culture Towards the International Market.[2]

Making catalog media begins with observation, conceptualizing, photographing, layout design and considering the information in the catalog. Setu Babakan SME products were photographed with qualified photography equipment complete with professional lighting equipment. Before being photographed, SME products that have been observed are characterized by the material of each product. Then the lighting that must be used so that the product can reflect the value of the product is determined.

After the product photo process, the next step is photo curation, the best photos are selected for design and product information displayed in the catalog. The design or layout of the catalog is made more attractive and provides product information using two languages, namely Indonesian and English, in order to develop Betawi culture towards the international market. The description of the Setu Babakan SME catalog is as a result:

On the front cover of the catalog, several photos of SME products are displayed to provide a view of the information in the catalog to consumers. Giving a title, namely "Product Catalog of SMEs Assisted by UPK-PBB Setu Babakan" to provide information

that the media is a product catalog. then there is a table of contents regarding what SME products are in the catalog, and the contents page displays the products available for sale, on the contents page of the catalog there are product names according to the table of contents, several series of photos about the product, product prices and also product descriptions, then the back cover, this page is the back page as the closing page of the catalog media. Displayed simply by including the title and logo with a small size.

There is still a shortage of the use of catalogs as a tool for promotional media by Setu Babakan SMEs. This has an impact on product sales which are not so good. With limited facilities and capital, it becomes an obstacle for SMEs in marketing their products. Not many promotions are carried out. Promotional activities that occur are limited to mouth-talk, where consumers who have bought make it possible to tell their experiences of buying SME products so that it will create trust in other potential consumers. The problem is that the time period for marketing products by word of mouth cannot be determined or runs for quite a long time.

The solution to this problem is to create promotional media in the form of catalogs. Why did the author choose catalog promotional media as a solution because with the reasons and based observations that have been made by researchers, namely researchers conducting qualitative tests, based on the survey results it can be seen that consumer knowledge about promotional media is very high, which also shows the need for SMEs for promotional media to support success in attracting consumer interest in the products produced must be done so that consumers can recognize the products produced by Setu Babakan SMEs.[3]

As a result, catalog media is a medium that is still affordable and effective in helping to promote a product, especially MSME products which usually have Betawi criteria and characteristics. The catalog media contains clear information about the SME products under the guidance of UPK-PBB Setu Babakan. The information included starts from the name, description, and even the price of the product. In addition, the product description can also be seen clearly through the product photo information displayed in the catalog media. In contrast to word of mouth media that can only be heard without a clear product description. Through catalog media, consumers are more clearly informed about typical Betawi products, so this makes promotional activities more communicative by using two languages, namely Indonesian and English, in order to develop Betawi culture towards the international market.[4]

4. CONCLUSION AND RECOMMENDATION

So far, there has not been much promotion carried out by SMEs under the guidance of UPK-PBB Setu Babakan. Consumers who have an interest and are interested in their products must directly visit SMEs. This causes less effectiveness and runs long in marketing typical betawi products. Although indirectly these umkm products can be marketed through word of mouth which can generate confidence and trust in umkm products, this will take a long time. Therefore, it is necessary to make a catalog as a more effective promotional media for the Development of Betawi Culture Towards the International Market.[5]

Based on descriptive statistical analysis, this shows that catalog media has its own appeal, which is to have a description of the product using two languages that are needed by prospective buyers/consumers in buying a product.

Catalog media is a medium that is still affordable and effective. The media catalog contains information about the products of SMEs under the guidance of UPK-PBB Setu Babakan. The information included starts from the name, description, and of course the price of the product. In addition, the product description can also be seen clearly through the product photo information displayed in the catalog media. In contrast to word of mouth media that can only be heard without a clear product description. Through catalog media, consumers are more clearly informed about the description of SME products, so this makes promotional activities at UPK-PBB Setu Babakan Assisted SMEs more communicative for the Development of Betawi Culture Towards the International Market.

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