

# The Strategy of Building Trust and Handicraft Products Marketing for People with Schizophrenia

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## ABSTRACT

In the era of globalization, the business competition which is increasingly complex and fully digital is increasing day by day, from the increasing number of different types of business appearing and various specifications in the business and industrial fields. This economic development also continues to decorate this business in Denpasar City. Society now has a life wherein modern technology is the thing that dominates public communication. The development of this communication tool is adapted to the needs of the community, making it easy to carry anywhere. The results of this study are useful, especially in the science of management, especially in the aspect of building trust and marketing strategies in increasing sales of a product so that it can fix the weaknesses that exist in a business. The data used in this research is qualitative. Researchers used data collection techniques through observation, documentation, and interviews. Trust in product quality is not seen from who and where this product is made, consumers tend to ask about the type of aroma, size, and price of the incense being marketed. For beliefs about product quality, because it is done by people with schizo, consumers never make a problem because the most important thing that consumers assess is the balance between packaging, aroma and the price offered whether it is appropriate or not.

## KEYWORDS

Management, Marketing, Products, Schizophrenia, Strategy.

## Introduction

When the Covid-19 pandemic entered Indonesia, many business actors closed their businesses due to conditions that made it impossible to operate in the pandemic era because many things had to be paid attention to, especially in the health aspect. When many business actors close their businesses, Rumah Berdaya Denpasar tries to keep operating in the pandemic era, considering that most craftsmen are schizophrenics who if they are stopped it will be very difficult to find work elsewhere because not all business establishments can employ schizophrenics. Trust is an important component in business. This is the glue between the company and consumers and the community in which the company operates. Consumers will be more likely to buy products they trust. Companies that want to last in the long term, should know that maintaining a level of trustworthiness means building a stronger brand reputation, more reliable societies to operate, and the ability to attract and retain human capital and capital. Loss of consumer confidence is a very fatal thing that is usually experienced by goods or service companies, the cause may be due to poor service and even inadequate product quality. Trust is a descriptive idea that someone has about something. Trust is one of the psychological factors in influencing consumer behavior. In buying products of people with schizophrenia, this occurs when one of the parties involved has received assurance from the other party and is willing and able to provide its obligations. It is presented in Table 1.

**Table 1.** Rumah Berdaya Product Sales in 2018-2020

No	RumahBerdaya Products	Year			Total
		2018	2019	2020	
1	T-shirt with a picture	750 pcs	1.080 pcs	850 pcs	2.680 pcs
2	Incense	1500 pack	1860 pack	1.280 pack	4.640 pack
3	Picture Cloth Bag	280 pcs	450 pcs	260 pcs	990 pcs
Total		2.530	3.390	2.390	

Source: Rumah Berdaya Denpasar (July, 2020)

This study aims to determine strategies in an effort to increase sales of handicraft products produced by schizophrenics

## Literature Review

Trust and commitment are key intermediaries in building long-term relationships for customers who have a high relationship orientation towards the organization (Morgan & Hunt, 1994). Zeithaml et al. (2000), said positive things about service providers to others, recommending or providing services to others, and remaining loyal to providers is desirable behavioral intentions. So it can be estimated that trust will have a positive relationship with the intention to reuse these services. Customer trust is important coordination to support company performance in a competitive marketing environment and can contribute to relationship loyalty (Guenzi et al., 2009; Ekaputri et al., 2020; Putri et al., 2021), therefore consumer trust has begun to be built in corporate marketing called *Front Line Employees (FLEs)* and *Management Policies and Practices (MPPs)*. This indicates the importance of consumer trust in marketing strategies to gain a competitive advantage over market competition (Huo & Zhao, 2015; Suwarba, 2021; Arimbawa et al., 2021). Consumer confidence in product items:

- a) Object-attribute belief: the knowledge that an object has special attributes is called object-attribute trust. Object-attribute belief associates objects, such as a person, goods, or services, with attributes.
- b) Benefit-attribute trust: this belief is the consumer's perception of how far a certain attribute produces or provides certain benefits.
- c) Benefit-object belief: belief in the object of benefits is the consumer's perception of how far the product of a particular person or service will provide certain benefits. This benefit-object belief arises because by buying a Ford Explorer or Jeep Cherokee, consumers will have a favorable view of a product.

According to Kotler & Keller (2016), the definition of marketing is as follows: “marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably”. According to Kotler & Armstrong (2015): “marketing is the process by which companies create value for customers and builds strong customer relationships to capture value from customers in return”. The *American Marketing Association (AMA)* cited by Kotler & Keller (2016) defined marketing as follows: “marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. Meanwhile, John W. Mullins & Orville C. Walker (2013), defined marketing as follows: “marketing is a social process involving the activities necessary to enable individuals and organizations to obtain what they need and want through exchange with others and to develop ongoing exchange relationship”. From some of these definitions, it can be seen that marketing is a process of activity that is needed to enable individuals and companies to get what they need and want through the exchange process. Not only that, but marketing activities are also activities that can provide benefits for the company and its stakeholders. The process of these activities includes creating products, communicating to consumers, exchanging offers that have value for consumers, and building relationships with consumers.

Kotler & Keller (2016) defined marketing management as follows: “marketing management as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value”. Kotler & Armstrong (2015) defined marketing management as follows: “The art and science of choosing target markets and building profitable relationships with them”. According to John W. Mullins & Orville C. Walker (2018) stated that marketing management is “marketing management is the process of analyzing, planning, implementing, coordinating, and controlling programs involving the conception, pricing, promotion and distribution of product, services, and ideas designed to create and maintain beneficial exchanges with target markets to achieve organizational objectives.” From the above definitions, it can be seen that marketing management is the art and science of selecting target markets designed to create, develop and sustain favorable exchange to achieve company goals.

Marketing strategy in business is a way to get the desired results based on the prevailing conditions and structures. This strategy is useful for anticipating future problems and opportunities in the right conditions systematically, rationally, critically, comprehensively, and integratively (Pearce & Robinson, 1997). Marketing strategy articulates a plan in the best use of the company's resources and advantages to achieve the goals of the company. In a business context, the strategy can be interpreted as a description of the direction of the business that follows the selected environment and becomes a guide in allocating resources and organizational efforts (Tjiptono & Diana, 2000).

Products are goods or services produced by the company as something that is marketed. Products are a measure of the success of a company in the eyes of consumers. Price is the only element of the marketing mix that generates revenue, while the other elements generate costs. However, decisions about selling prices have broad implications for both companies and consumers. Place as a distribution channel (place) distribution channel can be defined as an association of companies and individuals who take over rights or assist in the transfer of rights to certain goods or services as long as these goods or services move from producers to consumers (Kotler, 2005). The definition of promotion is the various activities carried out by producers to communicate the benefits of their products, persuade, and remind target consumers to buy these products (Kotler, 2005).

Segmentation is dividing the market into several groups of buyers with different desires, characteristics, or behaviors (Kotler & Armstrong, 2008). According to Ferrell & Hartline (2011), market segmentation is the process of dividing the entire market for certain products or product categories. into relatively homogeneous market segments or groups. After doing market segmentation, the company can determine the target market to be served (*target market*). According to Kotler & Armstrong (2008), targeting is a group of buyers who have the same needs or characteristics that are the goal of company promotion. Tom Duncan (2008) has the following definition of brand position, "brand Position is the standing of a brand in comparison with its competitors in the minds of customers, prospects, and other stakeholders." which means the brand position is the status of a brand compared to its competitors in the minds of customers, potential customers, and other shareholders.

## Research Methodology

The data used in this research is qualitative. Melong (2007) argued that qualitative research methods are research procedures that produce descriptive data in the form of written or spoken words from individuals or observed behavior. Data collection techniques are the methods used by researchers to obtain data in a study. In this research, the researcher chooses the type of qualitative research, so the data obtained must be in-depth, clear, and specific. Furthermore, Sugiyono (2009) explained that data collection can be obtained from observations, interviews, and documentation. In this study, researchers used data collection techniques through observation, documentation, and interviews.

## Results

Based on the interviews conducted in the field, several research results were found. The person in charge of Rumah Berdaya Denpasar (Dr. I Gusti Rai Wijaya Sp., KJ. said "hiring a craftsman who is schizophrenic is a risk that requires a big responsibility. The goal of establishing the Rumah Berdaya Denpasar community is to reduce the number of schizophrenic sufferers who are unproductive during the period. So after the creation of this community they can be creative according to their respective hobbies and have been handled by people who are experts in the process of making their products so that they can be more productive and can erase their stigma or labels in a society which is known to be detrimental and unable to produce. a product that has a selling value".

Meanwhile, when interviewing with the Coordinator of Rumah Berdaya Denpasar Incense Production (I Putu Adit Nugraha and Wayan Edy Santika) said, "if to get the trust of consumers here we, as a team at Rumah Berdaya Denpasar, apply several ways of being creative in the products we produce are the wrong only thing we choose quality ingredients. From the initial process, we are very transparent and always capture the moment by documenting every product we produce and sharing it on social media and the Rumah Berdaya website so that consumers and potential consumers can see from the beginning the process of making the products we produce and know the raw materials we use. Also, we make attractive designs on our products so that consumers have an interest in buying our products, and do not forget that we always provide affordable prices for the products we produce because the prices offered are following the quality of the goods produced. Furthermore, we also offer that if you buy in large quantities, you will get a discount, so that consumers will be more willing to buy our products".

Furthermore, interviews were conducted with consumers, namely one of the employees at the Regional Apparatus Organization of Denpasar City who became a regular buyer of incense produced by schizophrenics at Rumah Berdaya Kota Denpasar, saying that "If in buying a product especially in the form of ceremonial equipment, I have never asked who or where is the production of this product from because if in buying incense the first thing I do is

smell the aroma because when buying incense the most important thing is the aroma, not who is producing it. If I have chosen the aroma, then I ask if the price is following the aroma and durability provided. If I think it is too expensive, maybe I will buy a small amount of content, but if it is cheap, I will buy more than what is needed and usually for daily stock remembering that every day when praying it requires incense as the main and very important thing. The comparison of research results with theory and previous research is presented in Table 2.

**Table 2.** Comparison of research results with theory and previous research

No	Research result	Previous Theory and Research
1	The results of research on consumer belief (perceptions) of handicrafts with schizophrenia. Similarities: when consumers first see the products offered by consumers prioritizing benefits and aroma, after knowing the benefits and types, consumers will perceive whether the price offered is following the quality. Difference: consumers do not see the attributes contained in the product. The most important thing is the benefits and objects in the form of the outer packaging of the incense. Advantage: because consumers who perceive it do not care about who and where the production comes from. So the trust of consumers is easier to obtain because consumers prioritize benefits and objects only.	From the theory put forward by Mawen& Minor (2009), consumer trust is the knowledge that consumers have and conclusions are made about objects, attributes, and benefits. Similarities: Benefits are the most important thing consumers usually ask, and the knowledge of consumers will perceive whether the price is appropriate for the benefits of the product. Difference: consumers tend to prioritize all three, namely objects, attributes, and benefits. Because with his knowledge, consumers can compare the products offered with products elsewhere, and if it is not suitable, consumers can switch subscriptions. Advantages: consumers are more specific about the products offered so that consumers are less likely to be disappointed after buying because they have carefully considered the goods purchased.
2	Results of research on increasing sales of handicraft products for people with schizophrenia. Similarities: before having many enthusiasts, the manager makes offers in the form of prospecting to sellers and sellers as well as offering to end consumers. Difference: in marketing the product the manager shows who is involved in the production process and is always honest about the weaknesses of the product, because what makes it is not a normal person. Advantages: consumers are more comfortable and can perceive themselves if they already know the weaknesses of the product so they don't regret it later. And honesty in the marketing process is also very important and necessary.	According to the opinion of TitikNurbiati and AhmudMahfoez (2005) in marketing management, there are stages used to increase sales. What is the equation: prospecting is a person who can buy and shows interest so that the product purchased can be sold again. Difference: in sales presentations, marketers tend to only explain the advantages of the product being offered and do not explain the weaknesses of the product, even if the weaknesses are hidden. Advantages: it is easier to attract consumers to buy a product that can increase sales because influencing people by explaining the strengths and hiding the weaknesses consumers will be tempted to buy.
3	The results of research on the marketing of handicraft products for people with schizophrenia. Similarities: in the marketing process, the team from RumahDaya offers its products to traders who honestly say that this is a product of schizophrenics. Not exaggerating at all and the merchant can consider whether to accept or reject the product. Difference: the marketing process is only carried out by offering to the shop owner the ceremonial equipment, and the shop owner reselling it to the end customer, so the distribution channel is quite short. Advantages: a simple marketing process that does not cost a lot of time and money. So spending can be reduced because the RumahBerdaya Denpasar has only been established since 2016.	The research results of Irfan Zevi (2018) on marketing strategies in increasing sales. Similarities: the promotion process is carried out honestly without exaggerating because the company has fulfilled sharia marketing, which has good character and paragraph in society. Difference: the marketing mix process to increase sales is carried out systematically and regularly so that it is following the procedures established by the company. Advantages: increased sales have been obtained through the processes and procedures established by the company because the honest and frank promotion process makes consumers interested in trying the product

There are several obstacles experienced by the helpless house manager. From the beginning of the process of working on this incense product, there are several obstacles faced and the efforts made during these obstacles are faced by both craftsmen, coaches, and consumers (Laraeni et al., 2021; Velázquez et al., 2021). The difficulty in facing the psychological consistency of the craftsmen, because the craftsmen at Rumah Berdaya Denpasar are people with schizophrenia, so the coaches often have difficulty controlling them. Constraints faced by the Rumah Berdaya team to market their products through care services through shop owners. Since they have only been established five years, the general public has not known what is contained in this Rumah Berdaya Denpasar they tend not to know that the incense produced in this Rumah Berdaya Denpasar has the same quality as incense processed by normal people. Finally, the efforts made by Rumah Daya Denpasar is that they go around to offices and shops to introduce the products they produce to the wider community so that people realize that this empowering community of people with schizophrenia can produce products that are useful and have good selling value. Furthermore, the obstacle experienced was the lack of human resources who were able to market their products, because the coaches were only two people in 1 incense production with a large number of pursuers this was the main obstacle experienced by the Rumah Daya team, in the end, the craftsmen who went directly to the department-services within the Denpasar City government with the permission of the Mayor of Denpasar.

## Conclusion

Belief in a product's quality is not seen from who and where this product is made, consumers tend to ask about the type of aroma, size, and price of the incense being marketed. For beliefs about product quality, because it is done by people with schizo, consumers never make a problem because the most important thing that consumers assess is the balance between packaging, aroma and the price offered. And the Rumah Berdaya team marketed their products to traders of prayer supplies so that traders who are already regular consumers and always buy in large quantities can increase product sales at Rumah Berdaya Denpasar.

## Suggestion

The Rumah Berdaya Denpasar team should add more variations to the aroma of incense so that consumers will be more interested because of the many variants provided. Besides that it also adds a more creative impression from the craftsmen and the packaging of empowered home products should be more varied, for example, small, medium, and large packaging so that people who don't know the product if they want to try can be advised to buy a smaller one first, this can trigger consumers will buy in bulk.

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