Marketing strategy of wood production in Palopo

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Abstract. In natural forest management, efforts are made to increase the types of products so that natural forests can provide all types of results they contain for the welfare of the community. The needs of the timber industry and in accordance with the needs of the surrounding community to increase the production of wood from forests, both from natural forests and plantation forests, are adjusted to the ability of the forest to produce sustainably. The research aims to formulate what can be done to increase sales of wood production in finished form at UD. X based on market conditions. The condition of the company, the physical condition of the area, capital, market, facilities, and infrastructure and are expected to be information material for UD. X in preventing the problems faced, especially regarding the marketing of wood for the future. The data obtained will be analyzed by tabulation and percentage accompanied by descriptive analysis. The data analyzed by tabulation are the number of supporting industries and economic institutions, while those analyzed by tabulation and percentage are the origin of the workforce, the status of the workforce, and the education level of the workforce. Furthermore, for the preparation of a strategic plan, the data will be entered into a SWOT worksheet. SWOT analysis shows several conditions such as SO: Utilizing the location of X UD, which is quite strategic, and the availability of manpower where the placement is in accordance with the level of education that can support increasing sales, other regions can help with the provision of raw materials, institutions economy which also helps in borrowing capital, the demand for frames is quite high, the existence of IHPK, the existence of transportation and other supporting facilities and infrastructure, as well as the opening of local and foreign marketing opportunities. ST: Taking advantage of the strategic location of UD X and the availability of manpower where the placement is in accordance with the level of education will be able to prevent increasingly fierce competition among trading businesses and with higher products. WO: Efforts to improve the location were not through the promotion of the lack of capital conditions, economic institutions that help in providing capital, raw material providers, opening up local and foreign marketing, availability of IHPK, high demand for frames, and availability of transportation facilities and infrastructure that support activities. To increase the trading business of UD X, an organizational structure should be formed so that all activities are not only regulated by the leader. It is better to do promotions either through print or electronic media because promotion is a tool that can increase sales results and volume.
1. Introduction
The exploitation of forest products is adjusted to the carrying capacity of their natural resources so that the sustainability of forest resources is guaranteed and environmental destruction can be prevented. Various products originating from the forest will be continued so that they are more able to produce goods and services that are in accordance with the needs of the community, including the need for wood for housing residents, household medicines as a complement to decoration as a material for making bridges and others. Market demand for forest products, both at home and abroad, is endeavored to be met through the timber industry which produces high added value with competitive quality and prices.

In the management of natural forests, efforts are made to increase the types of products so that natural forests can provide all types of results they contain for the welfare of the community [1]. Damaged forest areas will be rehabilitated with high-quality forest plant species accompanied by environmental functions. The needs of the timber industry and according to the needs of the surrounding community to increase the production of wood from forests, both from natural forests and plantation forests, are adjusted to the ability of the forest to produce sustainably.

The need for wood for industrial raw materials and community needs can be met from forest areas, both natural forests and plantation forests, including community forests [2]. Taking forest products, in other words, taking the wood, of course, we see the ability of the forest with the value that will be produced not to exceed the capacity of the forest itself the forest will be damaged/deforested, and it will be a threat to forest plants for the future. The research aims to formulate what can be done to increase sales of wood production in finished form at UD. X based on market conditions. Company condition, area physical condition, capital, market, facilities, and infrastructure.

2. Methods
Research This research was conducted at UD X Palopo, Palopo City, South Sulawesi Province. Implementation from May to July 2021. Collecting and collecting data (information) using a list of questions (Questionnaires) that have been prepared in advance. Other complements as writing materials are paper and pens. The types of data collected consist of primary data and secondary data, which include:

a. *The physical condition of the area* (This data is secondary data covering area and topography obtained from BPS).
b. *Company condition.*
   This data is primary data which includes the organizational structure and social conditions of workers (employee status, education level of workers, and origin of workers).
c. *Market*
   This data represents the number of supporting industries and marketing areas. Data regarding the marketing area from primary data sources while the number of supporting industries secondary data obtained from BPS.
d. *Institutional*
   This data is secondary data covering economic institutions, sourced from BPS and Kec. Wara
e. *Facilities and Infrastructure*
   This data includes transportation facilities such as road conditions, as well as other supporting facilities such as electricity and telecommunications. This data is secondary data obtained from BPS and Wara District.

The obtained will be analyzed by tabulation and percentage accompanied by descriptive analysis. The data analyzed by tabulation are the number of supporting industries and economic institutions, while those analyzed by tabulation and percentage are the origin of the workforce, the status of the workforce, and the education level of the workforce. Furthermore, for the preparation of a strategic plan, data will be inserted into the worksheet SWOT and analyzed using SWOT to assess the strength (*Strength*), weaknesses (*Weaknesses*), opportunities (*Opportunities*), and threats (*Treat*).
3. Results and discussion

The types of products that are traded are bureau tables, cabinets, chairs, sills. UD X has formed a trading partner with the area where the marketing is intended to anticipate the competition for existing products related to the same as UD X. Its company does not do marketing through promotion. This can lead to low levels of sales. Increasingly fierce and fierce competition will result in companies having to make the right decisions to enable the continuity and growth of that understanding business [3]. In determining the results of production, decisions need to be based on the results of the consideration that the production strategy must be focused on efforts to increase competitive advantage [4]. Every action taken in production should be able to increase competitive advantage both in the domestic market and in foreign or export markets. According to Assauri, (1999), Competitive advantages that can be created from the production sector include the resulting product is a new product that follows the development progress, the quality of the product is quite competitive so that it can be easily offered [5]. The sale of products made by UD X where the price offered is quite high compared to similar companies UD X the determination of the selling price is usually based on: (1) Costs, production costs that have been used to produce a product will be a consideration in setting the price of their products, (2) consumers only produce uncertain which depends on consumer demand, sometimes only high sometimes only low.

| Type of Industry     | Total |
|----------------------|-------|
| Rattan Chairs        | 27    |
| Wooden Crate         | 32    |
| Black Wood           | 25    |
| Carpenter            | 160   |
| Sawmill              | 28    |
| **Total**            | **272** |

Table 1. The number of IHPK Industries by type that can become Trading Partners of UD X

In table 1, it appears that the number of these supporting industries are trading partners of UD X in terms of supplying raw materials (beams and boards) as other raw materials where most of these raw materials come from outside the Province of South Sulawesi. Ordering of raw materials will be made by UD X according to the number of raw materials needed. According to Assauri (1999), smooth production will be sustainable if the supply of materials will always be on time [5]. The business development of UD X requires a large amount of capital in increasing the smoothness of sales, where so far, the capital used is not only own capital but comes from capital. Foreign (bank loan).

Position UD X is a trading business wherein marketing the products, requires smooth transportation facilities which will support the activities carried out, in this case, the existence of land transportation infrastructure that will also support the smooth distribution of their products. Roads and transportation vehicles/cars are land transportation infrastructure which also plays an important role in the smooth running of UD X activities. The position of UD X can be said to be quite strategic because the reach of vehicles in that situation is easier (North Luwu and East Luwu axis roads) both two-wheeled and four-wheeled vehicles indicate high accessibility (Table 2). This is an opportunity for the functioning of the distribution channel of production to the marketing target areas, besides that, it is possible for consumers to make purchases on their own. Other supporting facilities for the production process carried out by UD X for marketing are electricity and telecommunications. In this case, electricity is very influential where the machine tools used in the production process use electricity. As for telecommunication such as the telephone will be used to communicate as the phone will be used to communicate among its customers by UD X in the purchase of goods or to order goods.
Table 2. SWOT Elements and Strategies to Increase Sales of Processed Timber Products at X UD

| INTERNAL            | POWER (STRENGTHS)                                                                 | WEAKNESSES (WEAKNESSES)                                                                 |
|---------------------|----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
|                      | The strategic location of UD X.                                                   | Absence of organizational structure                                                    |
|                      | Availability of manpower                                                          | Promotions are not carried out                                                          |
|                      | The appearance of workforce according to educational level                        | Lack of capital                                                                         |
| EXTERNAL             |                                                                                  |                                                                                        |
| OPPORTUNITIES        | SO                                                                                | WO                                                                                     |
|                      | Utilizing the strategic location of UD X and the availability of manpower where   | Efforts to improve the location where not through the promotion of a lack of capital    |
|                      | the placement is in accordance with the level of education that can support       | conditions, economic institutions that help in providing capital, raw material providers,|
|                      | increasing sales, other regions can help with the provision of raw materials,     | opening up local and foreign marketing, availability of IHPK, high demand for frames    |
|                      | economic institutions that also help in lending capital, demand for frames is      | and availability of transportation facilities and infrastructure that support activities. |
|                      | quite high, the existence of IHPK, the existence of transportation and other       |                                                                                        |
|                      | supporting facilities and infrastructure, as well as the opening of local and      |                                                                                        |
|                      | foreign marketing.                                                               |                                                                                        |
|                      | Transportation facilities and other supporting facilities.                       |                                                                                        |
| THREATS              | ST                                                                                | WT                                                                                     |
|                      | Taking advantage of the strategic location of UD X and the availability of        | Efforts to improve the location where not through the promotion of a lack of capital    |
|                      | manpower where the placement is in accordance with the level of education will    | conditions, economic institutions that help in providing capital, raw material providers,|
|                      | be able to prevent increasingly fierce competition between fellow trading         | opening up local and foreign marketing, availability of IHPK, high demand for frames    |
|                      | businesses, and with higher products.                                            | and availability of transportation facilities and infrastructure that support activities.|

4. Conclusions

Based on the results of the discussion, it can be concluded as follows:

SO: Utilizing the location of UD X, which is quite strategic and the availability of manpower where the placement is in accordance with the level of education that can support to increase sales, other areas can assist with the provision of raw materials, economic institutions that also assist in borrowing capital, demand for frames is quite high, the existence of IHPK, the existence of transportation and other supporting facilities and infrastructure, as well as the opening of local and foreign marketing opportunities. ST: Taking advantage of the strategic location of UD X and the availability of manpower where the placement is in accordance with the level of education will be able to prevent increasingly fierce competition between fellow trading businesses, and with higher products.

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