

ABSTRAK

HASANA H. NPM 202311. Judul : **STRATEGI PEMASARAN BERBASIS KEARIFAN LOKAL DALAM MEMBANGUN DAYA SAING KERAJINAN TIKAR PURUN DI DESA PANDAMAAN KECAMATAN DANAU PANGGANG KABUPATEN HULU SUNGAI UTARA**. Program Studi D3 Administrasi Bisnis, Sekolah Tinggi Ilmu Administrasi (STIA) Amuntai. Dosen Pembimbing: Ary Yudianto, S.Sos., M.M.

Kerajinan tikar purun merupakan salah satu warisan budaya masyarakat lahan rawa yang memiliki nilai ekonomi sekaligus mencerminkan kearifan lokal. Namun, perkembangan produk modern dan terbatasnya penerapan strategi pemasaran menyebabkan daya saing produk kerajinan tradisional semakin menghadapi tantangan.

Penelitian ini bertujuan untuk mengetahui kondisi pemasaran yang diterapkan oleh pengrajin, mengidentifikasi penerapan nilai-nilai kearifan lokal, serta merumuskan strategi pemasaran berbasis kearifan lokal dalam meningkatkan daya saing kerajinan tikar purun di Desa Pandamaan, Kecamatan Danau Panggang, Kabupaten Hulu Sungai Utara. Penelitian menggunakan pendekatan kualitatif dengan tipe deskriptif. Data diperoleh melalui wawancara, observasi, serta studi dokumentasi, dengan lima informan yang dipilih menggunakan teknik purposive sampling.

Analisis data dilakukan menggunakan model interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan uji kredibilitas dilakukan melalui triangulasi sumber, triangulasi teknik, member check, dan ketekunan pengamatan. Hasil penelitian menunjukkan bahwa strategi pemasaran yang diterapkan masih bersifat konvensional berdasarkan konsep bauran pemasaran (marketing mix).

Keunggulan utama produk terletak pada nilai kearifan lokal dan proses produksi tradisional, namun masih dihadapkan pada keterbatasan inovasi, tingginya biaya produksi, sempitnya jangkauan pemasaran, rendahnya pemanfaatan media digital, serta minimnya regenerasi pengrajin. Oleh karena itu, strategi pemasaran yang menonjolkan nilai budaya lokal dipandang mampu meningkatkan daya saing sekaligus mendukung keberlanjutan kerajinan tikar purun sebagai identitas budaya masyarakat.

Kata Kunci: Strategi Pemasaran, Kearifan Lokal, Daya Saing, Tikar Purun.

ABSTRACT

HASANAH. Student Registration Number (NPM) 202311. Title: "**LOCAL WISDOM-BASED MARKETING STRATEGY IN BUILDING THE COMPETITIVENESS OF PURUN MAT CRAFTS IN PANDAMAAN VILLAGE, DANAU PANGGANG DISTRICT, HULU SUNGAI UTARA REGENCY**". Business Administration Study Program, College of Administrative Sciences (STIA) Amuntai. Advisor: Ary Yudianto, S.Sos., M.M.

Purun woven mat crafts represent a cultural heritage of wetland communities that possess both economic value and local wisdom. However, the development of modern products and the limited implementation of effective marketing strategies have reduced the competitiveness of this traditional craft. This study aims to identify the existing marketing conditions, examine the application of local wisdom, and formulate a local wisdom-based marketing strategy to enhance the competitiveness of purun woven mat crafts in Pandamaan Village, Danau Panggang District, Hulu Sungai Utara Regency.

This research employed a qualitative approach with a descriptive research design. Data were collected through interviews, observations, and document analysis involving five informants selected using the purposive sampling technique. Data were analyzed using the Miles and Huberman interactive model, which consists of data reduction, data display, and conclusion drawing. Data credibility was ensured through source triangulation, technique triangulation, member checking, and prolonged observation.

The findings indicate that the existing marketing strategy remains largely conventional based on the marketing mix (4P) concept. The main strengths of the product lie in its local wisdom values and traditional production process. Nevertheless, the craftsmen still face several challenges, including limited product innovation, increasing production costs, restricted market reach, minimal utilization of digital media, and a lack of younger generations willing to continue the craft.

Therefore, a marketing strategy that emphasizes local wisdom is expected to strengthen competitiveness while preserving the sustainability of purun woven mat crafts as a cultural identity of the local community.

Keywords: Marketing Strategy, Local Wisdom, Competitiveness, Purun Woven Mat Crafts.