

Typical Souvenirs Of West Sumatera And It's Competitiveness

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ABSTRACT

The Culinary and Souvenir Center in West Sumatra is a forum that provides benefits to the surrounding community in developing the economy and tourism which reflects the characteristics of local culture. West Sumatra has various potential regional souvenirs which are a special attraction for every tourist who visits, such as Sanjai Balado, Karak Kaliang, Kipang Kacang, Beef Rendang, Lung Rendang, Egg Rendang and others. This research aims to measure and analyze the competitiveness of the souvenir industry in West Sumatra, namely the crown souvenir center in Padang City, Aneka rendang Asese in Padang City and Kipang Rafifa in Pariaman regency. The results of this research show that there is competitiveness between the three central souvenir industries, such as differences in market share, price differences, differences in quality, taste and promotion.

Keywords: *Typical souvenirs from West Sumatra , industrial competitiveness, product quality, rendang.*

1. INTRODUCTION

West Sumatra is famous for its rich culture, including its culinary and handicrafts. This has encouraged the emergence of many souvenir centers in various regions in West Sumatra. Several factors behind the emergence of souvenir centers in West Sumatra include : first, the increase in tourist visits ; The increasing number of domestic and foreign tourists encourages the growth of the souvenir business , and it should have a strategic location. Second, Diversity of Local Products : West Sumatra has a variety of unique and distinctive local products, such as rendang, sanjai chips, songket, and so on. The souvenir center is a forum for local artisans and entrepreneurs to market their products to tourists. Third, Economic Opportunities : The souvenir business has promising economic opportunities. This attracts many entrepreneurs to open souvenir centers in various regions in West Sumatra. Fourth, Government Support : Local governments in West Sumatra also support the development of the souvenir business by providing various facilities and coaching programs for business actors . Fifth, Habit of Shopping for Souvenirs: Buying souvenirs has become a habit for tourists when visiting an area. This custom is used by entrepreneurs to open souvenir centers . This study examines the competitiveness of souvenir products from the Mahkota Padang souvenir center, the Rendang Asase Industry, and Rafifa Kipang Kacang.

1.1 History of the Center By – By Mahkota Padang

The West Sumatra region is already very famous for its various concoctions of culinary spices that have a sharp and delicious taste. The sharpness of the taste of this Minang cuisine is not only limited to heavy food , but snacks for snacks are also widely known to the wider community. Call it balado chips which have become a typical snack of West Sumatra, has made Elvi Deswita, the owner of the Mahkota snack business, quite successful in developing balado chips and other typical Minang snacks. Starting from an initial capital of IDR 5. 000,000,- currently he has managed to pocket a turnover of billions of rupiah per year.

Elvi Desnita, one of the families who owns Mahkota, said that initially her family ventured to try to develop Minang snacks by accident . The story began when his brother (Yusril) always went back and forth from Jakarta to Padang in confusion looking for Minang specialties that could be alternative souvenirs. "We first started in 1993, my brother went back and forth to Jakarta. Then remember to make balado chips first.

1.2 History of the Asele Rendang Industry

Asele Rendang Industry was established in Padang-West Sumatra since March 23, 2003 and is now renamed PT. The origin of Seiya Sekata which stands for ASESE in accordance with deed No. 10 dated October 23, 2017 with Notary Nasrul, SH in Padang. Initially, they only made rendang to order and only made 1 type of rendang, namely Dried Lung Rendang. As time goes by, consumers/customers begin to increase and often receive orders, so ASESE began to register a Household Industry License (PIRT), create a brand with the name ASESE and package rendang so that rendang can be used as a typical souvenir choice of the Minang realm.

As a development of product innovation, ASESE produces rendang lokan or shellfish (wet) and tuna fish rendang. Now, ASESE has produced 8 types of rendang that have received SNI certificates and other snack products, Raw materials for various processed rendang come from local products with excellent quality handled and produced by good rendang processing methods in accordance with the Technical Guidelines for Good Rendang Processing from the applicable Government Regulations. This quality policy is disseminated to all employees and reviewed for conformity on an ongoing basis. For promotion, ASESE often participates in exhibitions both in the city of Padang, the city of Jakarta and related agencies. For marketing, ASESE has opened a branch for the city of Jakarta.

1.3 History of Rafifa Air Santok Kipang Kacang Businesshu

This souvenir industry was established in 1984, the background of the establishment of this industry is because living requires costs, initially the parents of the owner of kipang kacang raffia sold crackers, which were sold and deposited in stalls near the house. Then because the crackers were felt to be durable, not long the owner's parents decided to produce the peanut kipang, which was run by his parents for 25 years, then the business was continued by his son for 15 years until now. What initially only produced peanut kipang now has many varieties produced such as: glutinous rice kipang, black glutinous rice cake, cassava chips, sala dumplings, original dumplings, and fried corn. Unfortunately, Rafifa's peanut kipang is not known to many audiences because the marketing is only around the city of Pariaman and the marketing has not reached the neighboring city

The owner of Kripik Balado admitted that the beginning of his business did not go smoothly. Through unsalted banana chips as its first product, it turned out that it had not been accepted by the market and experienced obstacles where the quality was quickly destroyed. After experiencing several failures, finally balado chips products were created perfectly with the right taste and packaging on the consumer's tongue.

At its factory located on Jl. Hidayah No. 21 Dadok Tunggul Hitam Koto Tengah Padang, currently Mahkota balado chips, began to develop to make similar snacks up to dozens of items such as balado chips, sanjai, cingcang chips, fried corn, corn chips, kipang kacang, karak kaling, ampera, beans and others. Through 60 employees, Mahkota chips are able to produce up to 1.5 tons of balado chips per day with an average turnover per month of Rp 150-200 million. With prices that vary starting from the cheapest for corn sanjai chips, chopped for Rp 20,000 per kilogram to balado chips which are sold for Rp 32,000 per kilogram.

"Our marketing now is not only in Padang, but has expanded to Pekanbaru, Jambi, Bengkulu, Palembang, Jakarta and others. Currently, he said, the problem of cassava raw materials is still experiencing obstacles because to make good balado chips must be supported by the quality of cassava cassava. To maintain the taste, his party deliberately does not use preservatives by making natural Minang seasoning. Even so, he is optimistic that the typical Minang chips business will grow in the future after there is a lot of demand from several other regions outside Sumatra. "Indeed, some time ago demand dropped, when palm oil prices were low," he said.

2. METHODS

This study is a quantitative research to calculate the competitiveness of souvenir products by analyzing market share with Market Share (MS), Minimum Efficiency Scale (MES), Price Cost Margin (PCM), and internal efficiency (X-eff) and productivity of the three souvenir centers Mahkota, Kipang Rafifa and Rendang Ase.

Market Share (MS), or market share is the percentage of a company's total sales in an industry over a given period. It is calculated by dividing a company's sales by the industry's total sales over the same period. Market share can be used to: Determine the company's position in the market,

Formulate strategies to maintain or expand market share, Know market competitiveness, Measure and assess sales changes, Evaluate market demand.

Minimum Efficiency Scale (MES), The barrier to market entry can be seen from whether or not it is easy for potential competitors to enter the market. The higher the barrier to entry, the weaker the threat from newcomers who want to enter an industry. The way to look at barriers to entry is to use economies of scale that are approached through the output of companies that control more than 50 percent of the market. The output value is then divided by the total industrial output. This data is referred to as the Minimum Efficiency Scale (MES), (Jaya, 2001). Consider whether there are significant barriers to entry for new players to enter the market, such as high initial capital costs, licensing requirements, or the need for strong networking relationships

Price Cost Margin (PCM) is an indicator that shows a company's ability to raise prices above the cost of production. PCM can include wages, output values, input values, and added value. PCM can reflect the performance of the industry and the profit level of the company.

Internal efficiency (X-eff), According to Jaya (2001) Internal efficiency (X-eff) shows the ability of a company in an industry to reduce production costs. The more efficient an industry is, the greater the profits obtained.

Productivity. According to Jaya (2001) Productivity shows the ability of a company to produce output in a period of time by comparing the labor input issued.

Barriers to market entry can be seen from whether or not it is easy for potential competitors to enter the market. The higher the barrier to entry, the weaker the threat from newcomers who want to enter an industry. The way to look at barriers to entry is to use economies of scale that are approached through the output of companies that control more than 50 percent of the market. The output value is then divided by the total industrial output. This data is referred to as the Minimum Efficiency Scale (MES), (Jaya, 2001). Consider whether there are significant barriers to entry for new players to enter the market, such as high initial capital costs, licensing requirements, or the need for strong network relationships.

Market behavior is analyzed descriptively with the aim of obtaining information about the behavior of companies in the industry itself. Behavior analyzes the behavior and application of a company's strategy in an industry to seize market share and beat competitors. The behavior of the intercity transportation industry in West Sumatra will be analyzed by looking at the price strategy, product strategy and promotions carried out.

CLR (Capital to Labor Ratio) is a variable used to determine the behavior that occurs in the tempeh industry. This behavior is about production techniques in the tempeh industry, the technique is more about capital or labor (Wuryanto, 2007). Market behavior is analyzed descriptively with the aim of obtaining information about the behavior of companies in the industry itself. Behavior analyzes the behavior and application of corporate strategies in an industry to seize market share and defeat competitors. The behavior of the intercity transportation industry in West Sumatra will be analyzed by looking at the price strategy, product strategy and promotions carried out.

Strategies carried out by companies or other industries in offering services need to look at market conditions because consumers tend to pay attention to three things, namely: value, cost, and satisfaction. Furthermore, it will also be seen whether there are special strategies that need to be carried out such as diversifying products or service quality. In addition, there are also other strategies carried out by producers such as promotions. Promotion is an important part of selling products to maintain production sustainability, develop innovation, and make profits.

3. COMPETITIVENESS OF THE CROWN INDUSTRY, ASESE RENDANG, AND RAFIFA KIPANG

The souvenir center industry is often greatly influenced by the competitiveness in the market, crown chips and Rafifa peanut kipang. Some of the factors that affect the competitiveness of the souvenir center industry include:

- Product Quality: good quality and in line with consumer expectations. Consistent and satisfactory quality can help improve the competitiveness of the industry. In terms of product quality, crown chips, asese rendang and rafifa kipang have the same good quality in packaging and serving, the most superior of these 3 industries is Asase rendang.
- Innovation: The ability to innovate in terms of new products, packaging design, or customer experience can make the souvenir center industry more attractive to consumers looking for something new and unique. Rendang Asese has more and more diverse innovations compared

to crown chips and rapifa kipang. For example, Rendang Asese provides more variety of products that are produced .

- Rafifa's crown and kipang chips do not only sell his products, but also entrust them from other people . Meanwhile, Kipang Kacang Rafifa only provides products from its own hand-produced.
- Price: The reliability in offering competitive prices, both in terms of products and shipping costs, can affect the competitiveness of a souvenir industry. Of the three industries, Rafifa Peanut Kipang is cheaper than Mahkota Chips and Aseses Rendang Aseses because Rafifa Peanut Kipang sells from one hand alone, and the distribution does not require costs because of the adjacent factories and shops and the profits that are made are not so much, while Mahkota Chips tend to have an expensive price because they rent a store to distribute and sell their products, and the same with Rendang Asese tends to have an expensive price because of production costs and store rental costs.
- Marketing and Distribution: Effectiveness in online and offline marketing and the ability to reach a wider market through good distribution channels can increase the competitiveness of the industry. Marketing and Distribution between Mahkota Chips , Rendang Asese and Kipang Kacang Rafifa are very different, where Kipang Kacang Rafifa does not distribute its products out of the city, only sells its own products without the intervention of other parties. Meanwhile, the crown chips and Rendang Marketing and Distribution Assistants are sold back to small towns in the region.
- Consistency and Reliability: Consumer confidence in the quality and reliability of souvenir products from a region or country can play an important role in maintaining and improving the competitiveness of the industry . The three Crown Chips Industry , Rendang Asese and Kipang Kacang Rafifa are both consistent in running their businesses where Mahkota Chips have been established since 1993 until now and Kipang Kacang Rafifa has been established since 1984 until now and Rendang Asese has been established since 2003.

4. RESULTS AND DISCUSSION

4.1 Results

Table 1. Competitiveness Results of West Sumatra Souvenir Center

Souvenir Center	MS	PCM	X efficiency	Productivity	MES
Crown	0.00075	0.1267	0.34	4	0.5
Rendang Asese	0.0134	0.0571	0.142	1.2	0.34
Kipang Rafifa	0.003	0.004	0.12	1	0.34

OLEH-OLEHMAHKOTAPADANG

$$MS = \frac{S_i}{S_{tot}} \times 100\%$$

$$MS = \frac{1.5}{2.000} \times 100\%$$

$$MS = 0,0075$$

Dimana

MS : pangsa pasar perusahaan

S_i : jumlah penjualan perusahaan

S_{tot} : jumlah total penjualan perusahaan dalam industri.

KIPANG RAFIFA

$$MS = \frac{Si}{Stot} \times 100\%$$

$$MS = \frac{3}{1.000} \times 100\%$$

$$MS = 0,003$$

Dimana

MS : pangsa pasar perusahaan

Si : jumlah penjualan perusahaan

Stot : jumlah total penjualan perusahaan dalam industri.

OLEH-OLEH ASESE PADANG

$$MS = \frac{Si}{Stot} \times 100\%$$

$$MS = \frac{10}{750} \times 100\%$$

$$MS = 0,0134$$

OLEH-OLEH MAHKOTA PADANG

$$PCM = \frac{\text{Nilai tambah} - \text{biaya tenaga kerja}}{\text{Nilai output}} \times 100\%$$

$$PCM = \frac{5.000.000 - 1.200.000}{30.000.000} \times 100\%$$

$$PCM = \frac{3.800.000}{30.000.000} \times 100\%$$

$$PCM = 0,1267$$

KIPANG KACANG RAFIFA

$$PCM = \frac{\text{Nilai tambah} - \text{biaya tenaga kerja}}{\text{Nilai output}} \times 100\%$$

$$PCM = \frac{1.000.000 - 900.000}{25.000.000} \times 100\%$$

$$PCM = \frac{100.000}{25.000.000} \times 100\%$$

$$PCM = 0,004$$

OLEH-OLEH ASESE PADANG

$$PCM = \frac{\text{Nilai tambah} - \text{biaya tenaga kerja}}{\text{Nilai output}} \times 100\%$$

$$PCM = \frac{3.500.000 - 1.500.000}{35.000.000} \times 100\%$$

$$PCM = \frac{2.000.000}{35.000.000} \times 100\%$$

$$PCM = 0,0571$$

- **OLEH-OLEH MAHKOTA**

$$\text{Efisiensi} - x = \frac{\text{Nilai Input}}{\text{Nilai Output}} \times 100\%$$

$$\text{Efisiensi} - x = \frac{10.000.000}{30.000.000} \times 100\%$$

$$\text{Efisiensi} - x = 0,34$$

- **KIPANG KACANG RAFIFA**

$$\text{Efisiensi} - x = \frac{\text{Nilai Input}}{\text{Nilai Output}} \times 100\%$$

$$\text{Efisiensi} - x = \frac{3.000.000}{25.000.000} \times 100\%$$

$$\text{Efisiensi} - x = 0,12$$

- **OLEH-OLEH ASESE PADANG**

$$\text{Efisiensi} - x = \frac{\text{Nilai Input}}{\text{Nilai Output}} \times 100\%$$

$$\text{Efisiensi} - x = \frac{5.000.000}{35.000.000} \times 100\%$$

$$\text{Efisiensi} - x = 0,142$$

- **OLEH-OLEH MAHKOTA**

$$\text{Produktifitas} = \frac{12}{3} \times 100\%$$

$$\text{Produktifitas} = 4$$

- **KIPANG KACANG RAFIFA**

$$\text{Produktifitas} = \frac{6}{6} \times 100\%$$

$$\text{Produktifitas} = 1$$

- **OLEH-OLEH ASESE PADANG**

$$\text{Produktifitas} = \frac{12}{10} \times 100\%$$

$$\text{Produktifitas} = 1,2$$

OLEH-OLEH MAHKOTA

$$MES = \frac{\text{output perusahaan terbesar}}{\text{Output total}} \times 100\%$$

$$MES = \frac{2.000}{4.000} \times 100\%$$

$$MES = 0,5$$

KIPANG KACANG RAFIFA

$$MES = \frac{\text{output perusahaan terbesar}}{\text{Output total}} \times 100\%$$

$$MES = \frac{1.000}{3.000} \times 100\%$$

$$MES = 0,34$$

OLEH-OLEH ASESE PADANG

$$MES = \frac{\text{output perusahaan terbesar}}{\text{Output total}} \times 100\%$$

$$MES = \frac{1.500}{4.500} \times 100\%$$

$$MES = 0,34$$

4.2 Analysis Of The Competitiveness Of The Three West Sumatra Souvenir Centers

1. MS is getting more and more results from the number one, so the market is a perfect competition market.
2. Among the three souvenir centers, the number that shows the number one is the Rendang Asele souvenir center which is a perfect competition market.
3. The higher the PCM, the better the performance will be.
4. Among the three souvenir centers, the number that shows far from the number one is the Crown Souvenir Center is the best performance.
5. X efficiency, if the X efficiency value is higher, it will be better.
6. Among the three souvenir centers, the number that shows the company's ability in an industry that reduces efficient production costs is the crown souvenir center
7. The higher the productivity, the better the productivity of a company.
8. Among the three souvenir centers, the best productivity is the crown souvenir center.
9. MES is getting higher the Minimum Efficiency Scale value among the three souvenir centers The Minimum Efficiency Scale that is easy to enter the market is the crown souvenir center.

5. CONCLUSION

1. Huge Market Potential: The souvenir market in Padang offers great potential because it is rich in Minangkabau cultural and culinary heritage.
2. Fierce Competition: Competition in the Padang souvenir market is very strong with players who are well established and have a stable market share.
3. Challenges of Entering the Market: New businesses are faced with various barriers to entering the market, including high initial capital costs, licensing requirements, intense competition, and limited resources.
4. Importance of Differentiation: In the face of intense competition, it is important for gift centers to have clear differentiation in products, services and customer experience.

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