

**WEBLOG USAGE AS PROMOTION MEDIA  
FOR TASIKMALAYA HANDICRAFT  
(PEMANFAATAN WEBLOG SEBAGAI MEDIA PROMOSI  
KERAJIANAN TASIKMALAYA)**

**BY**

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**Presented on**

**International Seminar**

**Unpad Indonesia – UiTM Malaysia**

**February 3-4, 2008**



**FACULTY OF COMMUNICATION SCIENCE**

**UNIVERSITY OF PADJADJARAN**

**BANDUNG - INDONESIA**

**2008**

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## ABSTRACT

Nuning Kurniasih. 2008. *Weblog Usage as Promotion Media for Tasikmalaya Handicraft = Pemanfaatan Weblog sebagai Media Promosi Kerajinan Tasikmalaya*. Bandung - Indonesia : University of Padjadjaran – Faculty of Communication Science.

Tasikmalaya recognized with various small and middle enterprises. For example, Rajapolah famous with matting craft, Kawalu famous with bordir, in countryside of Setiamulya, yielded bordir, kelom geulis, husk shoe, mebeuler, mendong craft and hat. Other handicraft which developed in Tasikmalaya is Payung Tasik (umbrella), and batik tulis. Weblog or blog is an alternative media in promoting an product, including handicraft product of Tasikmalaya which have been recognized in foreign countries. Blog usage as promotion media of Tasikmalaya handicraft according to Fichter can be formulated as follows : cheap expense, easy to utilized, compatible for everyone, "purpose of sense", sharing of expression, build a community and new media. By using internet especially blog as promotion media a product, its mean all marketer of Tasikmalaya Handicraft ready to implementation of e-business. Readiness of the e-business measured from e-business strategy and infrastructure able to give value to excellence of business entity of Tasikmalaya handicraft.

**Keywords : weblog, Tasikmalaya handicraft, promotion, e-business**

***Weblog Usage as Promotional Media for Tasikmalaya Handicraft***

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**Bandung - Indonesia**

**I. INTRODUCTION**

Tasikmalaya recognized with various small and middle enterprises. For example, Rajapolah famous with matting craft, Kawalu famous with bordir, in countryside of Setiamulya, yielded bordir, kelom geulis, husk shoe, mebeuler, mendong craft and hat. Other handicraft which developed in Tasikmalaya is Payung Tasik (umbrella), and batik tulis. According to Koperindag Kab. Tasikmalaya Year 2004, Small and Medium Enterprises (SME) potency in Kab. Tasikmalaya counted 283 area and 9.988 business unit, 86.777 labour and also assess investment equal to Rp 69,97 billion. The SME is very potential category to be developed. Its delivered by analyzing 6 factors : ( 1) company prospect and situation, ( 2) availability of raw material, ( 3) raw material stability, ( 4) availability of skillful labour, ( 5) potency growth of business, and ( 6) potency of entrepreneurship, hence is multifarious of matting craft of standar material of pandan, bamboo, mendong, agel, eceng gondok, and others. ([www.tasiktrade.or.id](http://www.tasiktrade.or.id)).

With its very potential category to developed, hence Tasikmalaya handicraft need supported with capital ; construction of management of business covering marketing management, monetary management, production management and of employment ; negotiation technique and procedure of export ; and accessed local market and export. To access global market its needed promotion media able to reach market globally also.

In global market era, with very high competition we needed business entity including promotion entity able to give excellence competitive to company business stability. Usage of information technology can give influence to business fluency and company goals. With information communications and technology specially internet, promotion can be easy to conducted, quickly and cheap. And weblog or blog is an alternative media in promoting a product including Tasikmalaya Handicraft which have been recognized in foreign countries.

## **II. WEBLOG AS PROMOTION MEDIA OF TASIKMALAYA HANDICRAFT**

In many reference mentioned that weblog or simply a blog represent application web form containing of articles at a public web page. That articles oftentimes loaded in reverse chronological order ( newest posting ahead ; then followed longer posting), though not always on that way. This web usually focused at a topic or subject or certain concept and can be accessed by all visitors of internet.

Many blogs provide commentary or news on a particular subject; others function as more personal like online diaries.

This paper focus on blog which posting by marketer of Tasikmalaya handicraft to introducing till give sale offer various its handicraft. Blog usage as promotion media of Tasikmalaya handicraft according to Fichter can be formulated as follows :

1. Blog first time popularized by Blogger.Com, had by Pyralab which finally aquisition by Google.Com in the end of year 2002. From the time, many applications having the character of open source which destined to growth writer of blogger. Thereby Blog offer with cheap expense till free, because many web provider giving free blog facility. For example blog provider contained in table 1 following:

**Table 1**  
**List of Blog Provider**

<b>Blog Provider</b>	<b>url</b>
B2	<a href="http://www.cafelog.com/">http://www.cafelog.com/</a>
Blog City	<a href="http://www.blog-city.com/">http://www.blog-city.com/</a>
Blogger.com	<a href="http://www.blogger.com">http://www.blogger.com</a>
Bloxsom	<a href="http://www.bloxsom.com/">http://www.bloxsom.com/</a>
FogCreeek's CityDesk	<a href="http://www.fogcreek.com/CityDesk">http://www.fogcreek.com/CityDesk</a>
Live Journal	<a href="http://www.livejournal.com">http://www.livejournal.com</a>
Nucleus CMS	<a href="http://nucleuscms.org/">http://nucleuscms.org/</a>
Onclave	<a href="http://www.onclave.org">http://www.onclave.org</a>
Pitas	<a href="http://pitas.com/">http://pitas.com/</a>
Pmachine	<a href="http.pmachine.com">http.pmachine.com</a>
Web Crimson	<a href="http://webcrimson.com/">http://webcrimson.com/</a>
WordPress	<a href="http://worldpress.com">http://worldpress.com</a>
Xangan	<a href="http://www.xangan.com">http://www.xangan.com</a>

Source : Nusantari dan Halbrook (Visipustaka Vol.9 No.2 Agust 2007 : 20)

In this case marketer of of Tasikmalaya handicraft remain to chosen web provider providing the blog facility either through search engine like or google.com of yahoo.com or direct go to its address web page.

2. Blog can be easily to utilized, without need knowledge in HTML, etc. Blogger only need to registration at weblog to start blog posting. Hereinafter blogger can maintain its content like edit or update the articles. To blogger of Tasikmalaya handicraft, promotion its handicraft cover product example like price, usefulness, way of transaction, etc. When registration, determine blog topic / subject correctly in order link to relevant web.
3. Blog compatible for everyone, including for the man who wish to promote product in its business entity.
4. Blog give " purpose of sense". To all marketer of Tasikmalaya handicraft, blog can be used for promotion, make relationship with customers and open access to other business.
5. Blog make someone write so that can train ability of thinking. Thereby marketer of Tasikmalaya handicraft will be more creative in promoting its product.
6. Blog as media of share expression. On blog marketer of Tasikmalaya handicraft can express various idea and get feedback from visitors of blog in comment facility.



7. On blog we can build a community, for example community of domestic product lover, community collector of handicraft, even network business community of handycraft
8. Blog referred new media in internet. New media can become fascination to visitor of internet try even utilizing its furthermore.

### III. SOME EXAMPLES OF BLOG PROMOTING OF TASIKMALAYA HANDICRAFT

1. <http://karya-tasik.blogspot.com>



Following is appearance a blog which posting by Roviq Nurjaman in <http://karya-tasik.blogspot.com>.

## *karya-tasik*

*Wednesday, November 14, 2007*

### **PHOTO NU GADUH WEB**



Diposting oleh roviq nurjaman di 5:23 AM 1 komentar   [Link ke posting ini](#)

*Saturday, October 27, 2007*



bordir tasikmalaya



kerajinan has tasik



kerajinan tangan has tasik





kerajinan tangan has tasik



kerajinan rajapolah tasikmalaya





## kerajinan tangan tasikmalaya

Diposting oleh roviq nurjaman di [6:50 AM](#) 0 komentar   [Link ke posting ini](#)





Cinderamata Di daerah Kota Tasikmalaya ada daerah yang amat terkenal dalam hal kerajinan anyaman, yakni Rajapolah. Disini banyak dihasilkan tikar, anyaman dari bambu, seperti perabotan rumah tangga dan sebagainya. Industri kecil lainnya yang amat menarik ialah : bordir di Kawalu, Payung Tasik, Kelom Geulis dan Batik Tulis. Lingkungan Industri kecil yang sedang pesat berkembang adalah di Desa Setiamulya. Hasil Industri daerah ini adalah bordir, kelom geulis, sepatu kulit, meubel, anyaman mendong dan topi. dan adalagi di daerah indihiang khususnya daerah desa sirnagalih sekarang ini yang sedang pesat adalah sulaman payetan dan kerajinan profil gyfsum yaitu untuk pemasangan liss dan pelapon,juga wost tiang beraneka ragam.kalu da yang mu pesen tentang oleh oleh tasik baik:bordil dan sulaman atau payetan,ayaman,lampu hias,jaket kulit dan sepatu kulit, **payung gelis** atau pemasangan liss dan **propil gypsum**, untuk di rumah rumah dan di hotel hotel bisa hubungi ke no ini:**roviq nurzaman**(0265)7036678 HP(085223588241)

Diposting oleh roviq nurjaman di [6:14 AM](#) 0 komentar   [Link ke posting ini](#)

## jaket damelan urang tasik

Kd : 007		Kd : 009		Kd : 011	
					
Depan		Depan		Depan	
Jenis bahan	Harga	Jenis bahan	Harga	Jenis bahan	Harga
Kulf Domba	Rp. 550.000	Kulf Domba	Rp. 700.000	Kulf Domba	Rp. 450.000
Oscar (imitasi) no. 1	Rp. 250.000	Oscar (imitasi) no. 1	Rp. 350.000	Oscar (imitasi) no. 1	Rp. 300.000
Oscar (imitasi) no. 2	Rp. 120.000	Oscar (imitasi) no. 2	Rp. 250.000	Oscar (imitasi) no. 2	Rp. 150.000
Kd : 008		Kd : 010		Kd : 012	
					
Jenis bahan		Jenis bahan		Jenis bahan	
Kulf Domba	Rp. 480.000	Kulf Domba	Rp. 625.000	Kulf Domba	Rp. 625.000
Oscar (imitasi) no. 1	Rp. 350.000	Oscar (imitasi) no. 1	Rp. 350.000	Oscar (imitasi) no. 1	Rp. 350.000
Oscar (imitasi) no. 2	Rp. 200.000	Oscar (imitasi) no. 2	Rp. 200.000	Oscar (imitasi) no. 2	Rp. 200.000
Catatan: Harga, warna dan desain bisa di pesan ke tauik. 081544820311		Catatan: Harga, warna dan desain bisa di pesan ke tauik. 081544820311		Catatan: Harga, warna dan desain bisa di pesan ke tauik. 081544820311	



Diposting oleh roviq nurjaman di 6:00 AM 0 komentar   [Link ke posting ini](#)

*Thursday, August 2, 2007*

## gypsum collection





Diposting oleh roviq nurjaman di [6:49 AM](#) [1 komentar](#)   [Link ke posting ini](#)

Subscribe to: [Posts \(Atom\)](#)

## ***KERAJINAN INDUSTRI DAN KARYA HAS TASIKMALAYA***

*SELAMAT DATANG DI KARYA PUTRA DAERAH TASIKMALAYA, JAWA  
BARAT, INDONESIA.*

### ***Roviq Nurjaman***



Anak Asli Tasikmalaya



### ***Blog Archive***

- [▼\\_2007 \(5\)](#)
  - [▼\\_November \(1\)](#)
    - [FHOTO NU GADUH WEB](#)

- o           ▶\_October (3)
  - [bordir tasikmalaya kerajinan has tasik kera...](#)
  - [Cinderata Mata Di daerah Kota Tasikmalaya ada daerah...](#)
  - [jaket damelan urang tasik](#)
- o           ▶\_August (1)
  - [gypsum colection](#)



### ***about me***

roviq nurjaman

[View my complete profile](#)



<http://karya-tasik.blogspot.com> look very simple. Blogger upload articles (becoming archives) as long as desired. Blogger build his expression, like by presenting profile and photo owner of blog . Hereinafter blogger present pictures of Tasikmalaya handicraft to be promoted. Rofiq offer 4 kinds products : border, souvenir, jacket and gypsum collections. To know feed back and blog visitor interest with product example hence provided blogger contact number and comment facility. This Blog very simple, in promoting of Tasikmalaya Handicraft, presented information still very limited. In this case blogger admit to enhance other information like prices, size, packaging system, raw material, color, production period, marketing address, etc. By the way, this blog have earned to promote Tasikmalaya handicraft.

2. <http://perniktasik.multiply.com/>

Other example is perniktasik in Jl. R.E. Martadinata No.346 Indihiang Tasikmalaya in <http://perniktasik.multiply.com/>. In this blog handicraft models presented more detail like seen following :

## Kerajinan Rajapolah Tasikmalaya

Aug 10, 2007



Souvenir Batik  
14 Photos



TAS BARU  
32 Photos



Tas Cantik  
32 Photos, 5 comments

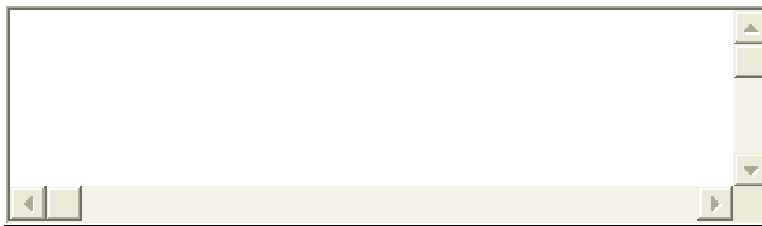
[\*\*View All\*\*](#)

## **Kerajinan Tasikmalaya**

Alhamdulillah, Pada kesempatan ini kami mencoba untuk memasarkan produk kerajinan tangan asli buatan tasik. Namun mohon maaf apabila produk kami belum sepenuhnya ada, karena masih dalam proses. Dan untuk pemesanan dan daftar harga bisa di peroleh... [more](#)

**[View All](#)**

## Guestbook



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This blog seen handicraft picture more interesting than first blog example. With interesting appearance expected visitor will be more interest to know more about Tasikmalaya handicraft so that in the end they have interest to buy and then promoting to others. In this case creativity needed from blogger to make unique and interesting something that.



#### **IV. E-BUSINESS INFRASTRUCTURE**

By using internet especially blog as promotion media an product, marketer of Tasikmalaya handicraft need to ready implementation e-business. Readiness of in face of the e-business measured from some factor, that is

1. Connectivity, its mean the existence of readiness, ability and readiness of information infrastructure
2. E-Leadership, its mean the existence of exponent, responsibility and leadership in e-business.
3. Information security, refer for strength of security to run e-business in its bearing with copyrights, personal secret electronic and also relevant regulation framework in each state
4. Environmental of e-business related with regulation, government and transparent and open legislative environmental, competition which open to foreign investment and also have good and modern financial system (adopted from Kompas Edition 5 June 2001 ( in Ediarti, [www.kiosdagang.com](http://www.kiosdagang.com))).

Government and private sector have to shoulder mentioned facility for the shake fluency of e-business Tasikmalaya handicraft. Meanwhile perpetrator of e-business have to comprehend strategy of e-bisnis, for example :

1. Understanding the market situation. This matter often disregarded because defeated by publicity miracle of internet. Recognition to local cultural and behavioral factor very important in acceptance an technology including decision to use a product. This matter has been done by :

- a. Preparing conducive media in order consumer given appropriate choice of preference (manual or interactive ).
  - b. Attention to technological level which used by consumer.
2. Vision and readiness. Business vision in virtual world is become entity which consistently present goods or service at market such as those which presented in its. Therefore , key successful lay in ability external networks company becoming support like product , bank as payment gateway and also distribution and delivery chain
  3. Brand / brand have global vision
  4. Web page give interesting experience.

(Adopted from Sunarip, [http://www.bppk.depkeu.go.id/pp7 / Menata%20Ulang%20Strategi % 20Bisnis.html](http://www.bppk.depkeu.go.id/pp7/Menata%20Ulang%20Strategi%20Bisnis.html))

By implementing e-business strategy , business entity of Tasikmalaya handicraft expected to have value able to be passed to all consumer or consumer candidate. More and more value given, hence consumer will progressively forbear staying 'seen' webpage also.

## V. CONCLUSION

Weblog usage give competitive advantage to all business entity Tasikmalaya handicraft if the blog give value to consumer or its consumer candidate.

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- [http://www.ericsson.co.id/mobilityworld/download/newsletter/Newsletter\\_feb\\_02.pdf](http://www.ericsson.co.id/mobilityworld/download/newsletter/Newsletter_feb_02.pdf)  
f. *Content provider di era mobile internet*.
- <http://perniktasik.multiply.com/>
- <http://karya-tasik.blogspot.com>
- [www.tasiktrade.or.id](http://www.tasiktrade.or.id).