

# MAJAPAHIT SILVER JEWELRY NEW PRODUCT DEVELOPMENT STRATEGY

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## Abstract:

Majapahit is one of the big kingdoms and the last Hindu-Buddhist kingdom in Java Island based in East Java Indonesia. One of the Majapahit Kingdom estate is Bajang Ratu Temple which located in Trowulan, nowadays called Mojokerto county, which has a philosophical meaning is in terms of function where the temple was established to honor Jayanegara. Hindu religion can not be separated with frangipani flowers as a medium of joy. About why frangipani flowers with white petals and yellow tinge more often we meet because the flowers are often planted by adherents of Hinduism. By looking at opportunities for international jewelry sales then Indonesia jewelry has a chance to make a profit. In addition, Indonesia also has the opportunity to introduce Indonesian culture to the outside world, especially abroad. It is intended that Indonesian culture is also recognized internationally by showing its trademark. Therefore, an alternative way is needed to introduce the culture. One of the alternatives related to culture is jewelry. Middle East, Russia is one of the overseas areas that have the potential to be targeted, where women there are using abaya. Usually, abaya used outside the house, but when in the house, abaya released and then there are many worn luxury products. One of the luxury products is jewelry. To make products that fit the target market of Middle Eastern and Russia women author conducted data collection from various literature studies both from the internet and from books. In addition, the method of collecting images to find product placement based on trends is also done to facilitate analysis where products can enter and expand marketing. Determination of some matters related to the product is also required, namely determining product strategy, branding, visual elements, new product development process, product level, sales forecast methods, and product protocol. From these determinations, it can be obtained data where the product can be developed with appropriate marketing management in several ways that can attract consumers to the product and cultural creativity creation jewelry inspired by Majapahit kingdoms and frangipani flower is made with a more modern style and use silver material that is suitable for women.

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**Index terms:** Jewellery, Majapahit, Middle East, Russia, Silver

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## I. INTRODUCTION

### I.1 Background

Majapahit is a large kingdom in Java Island based in East Java, Indonesia. This kingdom stood around the year 1293 AD until 1500 AD. This kingdom is one of the last major kingdom in the archipelago that bequeathed many relics that can expose its greatness. Majapahit cultural heritage such as art, building, and culture. Cultural relics in the form of buildings we can see directly on the formation of temples scattered throughout the territory of Indonesia, one of which is Candi Bajang Ratu. This temple is located in Dukuh Kraton, Temon Village, Trowulan Subdistrict, Mojokerto Regency which stood between the 13th and 14th centuries. The name of Bajang Ratu relates to King Jayanegara from Majapahit. The word Bajang means dwarf. At that time, King Jayanegara was

crowned when he was still single or small so that the title of Queen Bajang attached to him. The function of the establishment of this temple is to honor Jayanegara. In addition, the shape of the roof of Bajang Ratu temple has a special meaning that conical upwards and centered on a hollow square stone with a lotus image symbolizing the throne of God.

Jewelry is closely related to the culture in which the form of jewelry used in dressing in each tribe has a difference of rationale that is revealed through the motion of behavior and works as a reflection in a culture. Koentjaraningrat explained that culture has at least three forms, one of which is the form of culture as objects of human works. One of the forms of objects as works related to various human needs of jewelry.

Jewelry in Indonesia, especially East Java has a good chance to be sold on an international scale. This can be seen from the statistics of export sales of jewelry period 2011-2016 which showed an increase of 16.85% in 2016. Therefore, export sales of jewelry abroad is being intensively conducted through several ways, one of which is by following a series of exhibitions international jewelry.

Jewelry made in Indonesia has a distinctive characteristic that is the main attraction for buyers, especially foreign tourists. These characteristics can be seen from the handmade results of jewelry craftsmen combined with the philosophical meaning contained in the jewelry. In addition, jewelry is also made by adjusting the times so jewelry looks unique and interesting.

One area of foreign tourists who can be targeted consumers are women of the Middle East, where they like to use luxury products and willing to spend tens of millions to buy products that can complement their beauty and appearance. There is a culture where if Middle Eastern women always use abaya while outside the house, but when they are in the house then all the clothes abaya will be removed. While inside the house, especially there are same-sex parties or with the family then they will preen and wear luxury products with jewelry that come complete their appearance.

Therefore, typical Indonesian jewelry can be one of the products that can be sold to Middle East market. Jewelry sold also contains certain philosophical meanings associated with the Kingdom of Majapahit so it can make jewelry that is sold as one of the unique and interesting products. In addition, jewelry can be used as an alternative to introduce Indonesian culture to the outside world, especially overseas. That way, it is expected that Indonesian jewelry can be a product that has high selling value and give a positive impact for the development of Indonesia.

### I.2 Formulation of the problem

How to make jewelry set to introduce Indonesian culture and characteristics by taking the philosophy of Majapahit Kingdom and using Frangipani's as Hindunism symbol to be sold in Middle Eastern and Russia markets.

### I.3 Limitation

1. The philosophical value is taken from Majapahit Work which is Bajang Ratu Temple and Frangipani's as Hindunism symbol.
2. Target market is Middle Eastern women who 20-30 y.o.
3. Jewelry set range from ring, earrings, brooch, bracelet and necklace.

## II. FUNDAMENTAL THEORY

### II.1 Idea Screening

According to Kotler in the book Marketing (1987), important steps in product development seen in the picture below.

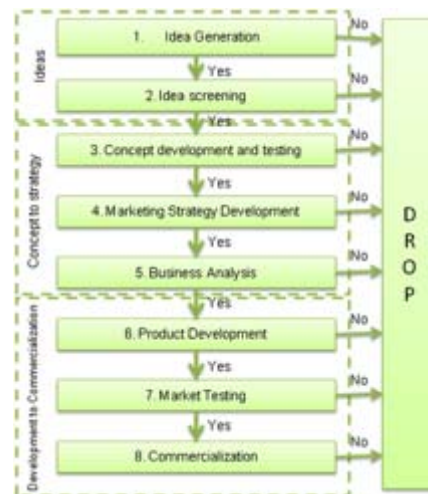


Diagram 1: New Product Development

### 1. Idea Generation

New development begins with research on new product ideas

### 2. Idea Screening

To reduce the number of ideas by finding and eliminating unfavorable ideas as early as possible

### 3. Concept Development and Testing

An idea that passes in screening, then developed into several alternative product concepts

### 4. Marketing Strategy Development

To introduce products to market

### 5. Business Analysis

By assessing sales, costs, and profit forecasts to determine whether they have fulfilled the company's objectives

### 6. Product Development

Create one or several versions of the physical form of the product concept in order to find a prototype that meets the product concept and can be produced at a budgeted production cost

### 7. Market Testing

The circumstance in which products and marketing programs are introduced to the consumer to know how wide the market

### 8. Commercialization

Concerning the planning and implementation of new product launch strategies to market

### II.2 Jewelry

As a complementary element that also supports the appearance, the use of jewelry becomes so important, and never ignored. Accessories or jewelry is in the form of Bros or Pin is usually in letakka on the cleavage kebaya women, then the earrings (subeng) or piercing that can also be used by men, including the use of necklaces, rings, bracelets, and also do not miss the use watches (watches), eyeglasses, and others that all serve as body jewelry.

### II.3 Trend

Using GREYZONE 2017-2018 Indonesia's Trend Forecast. Under ARCHEAN the sub-theme was inspired by the early period of photosynthesis on earth. represents the thought of the essence of life, at a time when the earth is still a young age which then proceeds into a world that allows human existence, represents the inspiration of Formation from Earth. Natural colors of the rocks: from light gray to brownish, reddish, to very gray dark, brown soil and brown clay.

Brilliant colors of mineral rocks: agate, obsidian, emeralds,

### II.4 Material

Silver, in terms of appearance it has a shimmering natural white color. Excess Silver is one of the most popular metals for jewelry. Silver does not expand if exposed to heat, does not fade and does not cause allergic reactions so it is suitable for people who have sensitive skin or allergic to nickel. Silver deficiency in this case though strong, over time Silver rings will form a layer of brownish or greenish due to oxidation. In addition, Silver is a heavy and dense metal so it is more widely used for rings, small pendants and earrings for women.

After doing material weighting, then can get the data of material composition as follows. Material weighting.

For decoration part, based on 3 criteria such as: suitable color with interest of product, easy to produce, reach of price. Natural stone like blue sapphire are the suitable compare with swarovski. And for chain material, based on 3 criteria such as: durability, production lead time, reach of price, leather are the suitable compare with gold.

**Table 5 Ring composition material**

Material	Ring	Necklace	Bracelet	Brooch
Silver	40%	45%	40%	45%
Leather	45%	40%	30%	15%
Blue Sapphire Stone	10%	10%	20%	25%
Swarovski	5%	5%	10%	15%

### II.5 Design Aspects

#### A. Color and Shape

The colors used in jewelry making are divided into 2, namely primary and secondary colors. Primary colors are silver and brown. The secondary color is the blue sapphire color

Based on shape The form applied to the jewelry is a form of the existing culture in Mojokerto. The applied shape is a geometric shape.



**Figure 1: Color, geometric shape, texture used**

B. Texture The texture used in the designed product is a real texture obtained from finishing on the jewelry material. Texture can be felt by touching and looking.



**Figure 2: Texture**

C. Aesthetics Aesthetic aspects used are:

1. Unity: applied in the manufacture of this product is on every form of jewelry has elements of similarity form.
2. Repetition
3. Accentuation: will be raised as a center that can steal the attention diantar other forms.

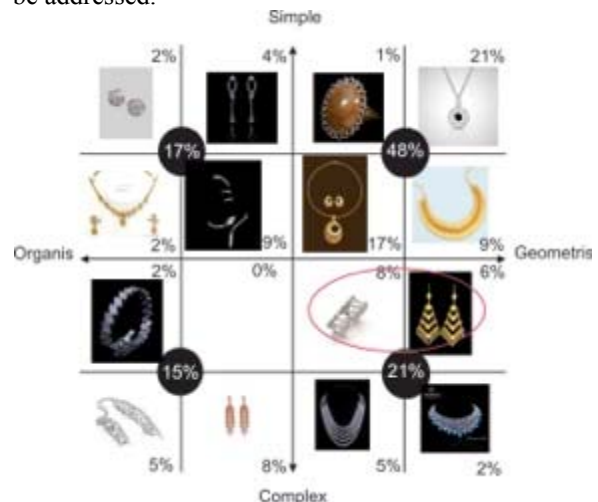
### II.6. Middle East and Russia Climate

The Middle East climate is classified as a tropical climate. The Middle East has a large amount of rainfall throughout the year. This is true even for the driest month.

## III. METHODS

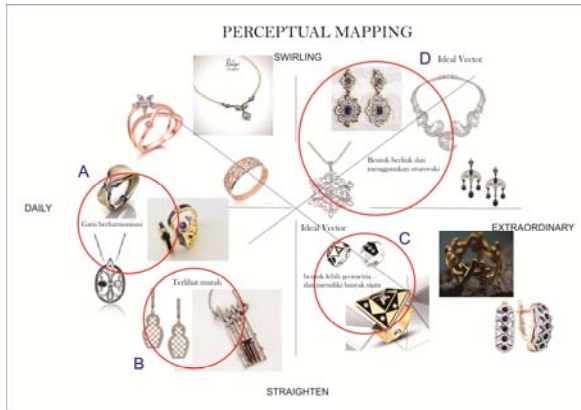
The research methodology used is using literature product catalogue data and market trend spotting chart. And also interviews to jewelry users, jewelers, silversmiths, and ornamental artists. As well as observation, observations made in the Hindu worship place and ask the Hindu religious experts.

By collecting images and put into the axis in accordance with the grouping image design of products made. Collection of 100 jewelry images that been sale in Middle East are analyze the trend to be addressed.



**Diagram 2: Market Trend Spotting Chart**

The selected product placement is in the Geometric-Complex area (quadrant IV, sub-quadrant XI-XII). In these quadrants, competitors tend to be less (14%) and jewelry brands on the axis are not so well known that it makes it easier for new products to expand new market launching. From user perspective, author used visual perceptual mapping to create a persona scenario targeted precise user.



**Diagram 3 : Perceptual Mapping**

## IV.RESULT

### IV.1 Product strategy

In the type of consumer product, the product belongs to specialty goods because the product is considered unique in the eyes of consumers. Consumers who want to buy it must spend a lot of money and make special efforts to get it



**Figure 3. Product Design**

#### A. Segmentation

Segementation is the process of dividing consumer groups where segmentation of this jewelry product is:

- Demographics
  - Gender: Women
  - Age: 25-40 years
  - Occupation: Housewife, entrepreneur, traveler, blogger, business woman
  - Expenses: Rp 3,000,000, -s / d Rp 7,000,000, -

- Revenue: Rp 9,000,000, -s / d Rp 15,000,000, -
- Psychographic
  - Women who like and collect jewelry
  - Women who have needs in the look.
  - Women who are always updated with jewelry trends
  - Women from middle to upper economy
  - Women who like jewelry with simple glamor style
  - Women interested in products inspired by Indonesian culture
- Geographic
  - Middle East countries, Russia, Big Cities in Indonesia

#### B. Target

Targeting is a small group of segments (discussing the particular segmentation group). In this process will be selected the desired consumer groups to be focused in marketing the product. The targets of this product are:

- Target
  - o Demographics
    - Age: 25-35 Years
    - Gender: Women
    - Expenses: Rp. 5.000.000, -s / d Rp 8.000.000, -perbulan
    - Revenue: Rp. 10.000.000, -s / d Rp 20.000.000, -perbulan
  - o Psychographic
    - Women who love and collect jewelry
    - Women who have needs in appearance.
    - Women with upper middle class
    - Women who like jewelry with a simple glamor style
    - Women interested in products inspired by Indonesian culture
  - o Geographical
    - Major Cities in Indonesia: Denpasar, Jakarta, Surabaya
    - Abu Dhabi, Dhoha, Macca, Medinah
    - Saint Petersburg, Moscow

#### C. Positioning

Jewelry for Middle East and Russia market based on Indonesian culture

### IV.2 Branding

Naming: Kumbang Silver, *kumbang* is an Indonesian word "Bugs", the name are inspire from the owner's nick name Mr.Sochwan

Byline: silver jewelry

Logo



**Figure 4. Logo**

Logo style is using line as main visual element, with no sharp edge, combine with brand naming and byline application to create clear meaning for the product. Using single color with high contrast like white on black or vice versa.

### IV.3 Visual element

Packaging: using a cardboard material that has a logo on the top Labels: small papers in the package containing a brief description of the philosophical meaning of jewelry form Warranty: When damaged products can be repaired at the jewelry production site. Packaging lining designed to hold the product by special shape with repetition of outside line jewelry shape.

#### IV.4 New Product Development process

Business analyst



Diagram 4: Product placement

Product placement is where the value of philosophy is higher with the price is somewhat lower than competitors Middle East brand. This product placement is tailored to a product brand that also sells Middle Eastern jewelry worth of philosophy ie Penumbra Jewelry and Ayala Bar. Test marketing Standart Test Market: follow some jewelry exhibition to introduce products and get positive feedback from consumers.

#### IV.5 Product level

Core Benefit: complementary appearance

Basic Product: A combination of woman silver jewelry and suits consisting of necklaces, earrings, rings, and bracelets. (Bracelets, Broochs, Necklaces, Rings)

Expected Product: Jewelry whose inspiration is taken from the value, philosophy, aesthetics of Cambodia Bali and Majapahit culture

Augmented Product: Gives color warranty for 6 months with the condition of carrying the warranty card along with the purchase note.

Potential product: Mens and kids jewellery, other type of women jewelry

Product classification: Consumer goods-Specialty goods

Product differentiation:

Form (with Majapahit culture and typical handmade artisans Mojokerto jewelry)

Service: Ordering ease, Repair, Delivery and Returns

#### IV.6 Sales forecast methods

Quantitative:

1. Time Series Analysis (viewed from sales over time)

2. Trend Analysis:

A method for forecasting sales data when a definite upward or downward pattern exists.

Model includes double exponential smoothing, regression & triple smoothing.

Qualitative: Delphi method (through discussions and opinions from experts) and survey of buyers (following consumer demand)

#### IV.7 Product Protocol

Product attributes: the size of the product is made for all size so that all body size can use it, ranging from skinny to fat. Launching product timing every season spring/summer S/S & autumn/winter A/W yearly.

### V. CONCLUSION

Jewelry products are made to have a philosophical meaning about the culture of Majapahit namely Candi Bajang Ratu, Berahu. In addition, products made tailored to the target users of the Middle East women who use abayas outside the home and for use to the party while in the house. Adjustment of materials to the Middle East climate is also enforced to make products more durable for long-term use. Jewelry made with Mojokerto craftsman style, East Java which has certain characteristics. Products are made using the visual aspect and follow the trend of jewelry used today to the future. And also designing modern women's jewelry by lifting the Hindu culture of majapahit kingdom to be known by many people. As well as introduce about Indonesia has hindu-budha work last which has a diverse range of cultures and skills that vary.

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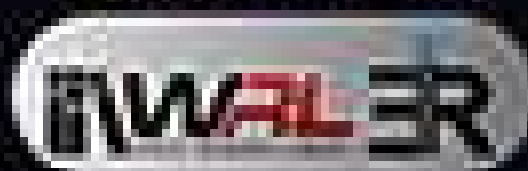


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