

ANALYSIS OF POTENTIAL EXPORT OF TENUN LEJO IN BENGKALIS (Case Study of SME Putri Mas)

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Abstract

This research aims to find out if there is export potential to malayu specialty crafts known as lejo weaving produced by the small industry weaving Putri Mas located in Sebauk Village. This research uses qualitative descriptive methods, which are explained systematically and describe accurately and clearly. The data collection techniques used in this study are to use interviews, observations and documentation. The results of this study show that the sales strategy through social media and following all events that exist anywhere, and with good enough product quality the small industry weaving Putri Mas has a great opportunity to be able to sell its products abroad. From the results of this study there are two countries that want to cooperate with Weaving Putri Mas, namely Vietnam and Malaysia. Although currently still hindered by the covid-19 pandemic until there is a delay. Weaving Putri Mas is able to maintain the quality of its products so that it can give a positive impression to consumers so that consumers are interested in making their products developed internationally.

Keywords: Tenun Putri Mas, Sales strategy, Potential export