Analysis of Promotion and Creativity in Increasing Family Income of Women Aceh Embroidery Articles in Montasik Sub-District

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Abstract

The purpose of this study was to analyze the influence of promotion and creativity possessed by Acehnese embroidery craftswomen in an effort to market their handicrafts so as to increase family income (a case study on the Acehnese embroidery creative craft business group in Dayah Daboh village, District Montasic). This research belongs to the type of field research with a quantitative approach. The population in this study were women who were members of the Acehnese embroidery craft business group. The sampling method used in this study is non-probability sampling with simple random sampling technique, and data collection techniques using survey methods through questionnaires with a sample of 75 respondents. The method of data processing and analysis uses multiple linear regression with the help of IBM SPSS Statistic 22 which includes classical assumption test and hypothesis testing. The results showed that promotion partially had a positive and significant effect on an increase in income of 0.001 and creativity partially had a positive and significant effect on an increase in income of 0.000. Promotion and creativity variables simultaneously have a positive and significant effect on increasing income by 0.000.

Keywords: Promotion, Creativity, and Income

1. Introduction

The development of an increasingly modern world as it is today requires the business world to be able to create opportunities and challenges for every company to compete in building brand awareness and being able to adapt to needs and desires and being able to gain public trust. For this reason, it is very necessary to have a marketing strategy, high creativity and innovation which can play a role in stimulating the development of a business (Ibrahim, 2019). This situation is one of the driving factors for the creation of competition for all groups, especially business people. The development of information technology and telecommunications has also made the market conditions more dynamic, requiring business people to continuously create, improvise and innovate in retaining their customers. In order to be successful in a competitive business, business people must be able to offer the right promotions, with standardized services (Faradina, 2016).

One form of marketing strategy is to increase promotions. This is important
because it will relate to the profits to be achieved by the company. Putri (2015) stated that the existence of a promotion will be optimally useful if it is supported by structured planning both in terms of internal and external companies. Sales promotion as a component of the marketing mix has an important role in communicating a product, and can create consumer preferences or potential consumers regarding the effectiveness and efficiency of the promotional mix used. The promotional mix used by each company is not the same; it depends on the condition of the company.

Promotions should be programmed in a systematic and sustainable manner so as to increase consumer purchasing decisions which in turn can increase sales revenue. Kotler and Keller (in Prasetiyo, 2018) state that promotions are designed to stimulate faster or larger purchases of certain products or services by consumers or trade. The existence of a sales promotion strategy is a plan of activities carried out to increase demand from end consumers which aims to increase sales turnover by directly influencing consumers so that they can increase income, especially for workers. By offering promotions made by traders, it can attract consumer buying interest.

In addition to promotions, high creativity or different new actions are also needed to expand the selling power of products in the market. Abdullah (Maryam, 2021) suggests that creativity is the skill of a person who gives ideas in the process of creative thinking in creating something. This creativity must be owned by business workers to introduce products to their customers. Creating creative elements can also be seen in general the work of the surrounding community, which by looking for new ideas can develop changes so that they become opportunities in increasing people's buying and selling power (Utaminingsih, 2016).

According to Yanti (2017) the creativity of business people has a very important role in achieving the goals of a company in order to maintain its competitive ability, which can be done by improving the quality of products that can be obtained from high creativity and will result in higher consumer satisfaction as well. so that automatically the income received by business people will also increase. Hubeis (Nirwana, 2022) states that creativity is connecting and reassembling knowledge in the human mind to think more freely in generating new ideas in producing useful innovations. In this case, creativity is born from the ability to develop ideas and ideas and find new ways to see opportunities and problems faced. Therefore, it is very important for sales promotion and creativity in product marketing to be carried out so that sales results increase so that the income to be received also increases and can help the economy of the workers as stated by Conny Semiawan (Romli, 2022).

Income is the total income or amount of money received by individuals and households in a certain period. In other words, income is an increase in company assets caused by transactions with third parties or can also be referred to as an increase in owner's equity caused by the process of selling goods or services to buyers and is an additional capital used in business activities (Iskandar, 2017). According to Sukirno (Hanum, 2017) the income itself is used to meet family needs.

This research was conducted in Dayah Daboh village which is one of the villages in Montasik District, Aceh Besar District. In that village, a handicraft business has been established, namely Acehnese embroidery souvenir crafts. A craft business is a work of art, basically souvenirs or embroidery using a technique with thread media woven into areas in the form of cloth or leather using a needle. By utilizing and exploring and developing the potential of the area owned by Dayah Daboh village, there is a marketing strategy through sales promotions and the emergence of community creativity supported by the Regional Government, so that small and medium industrial businesses grow, namely souvenir crafts, which create various models of Acehnese souvenirs such as bags, key chains, prayer rugs,
wallets, pencil cases, suitcases, and more. The Dayah Daboh community has high potential and enthusiasm for work. Many embroidery products that meet local, national and international markets have been produced. These embroidery craftsmen are all women who are members of several groups which have been fostered by the Dekranasda Aceh and Aceh Besar since 1990 and are the centers for business units for embroidery crafts typical of Aceh. The existence of the development of embroidery crafts is very instrumental in improving their welfare and can also increase the income received by the women embroidery craftsmen so that they can help their family life.

Promotion activities and the results of embroidery creativity that are often carried out by embroidery business craftsmen in Dayah Daboh village, such as promotions through social media, distributing brochures to the public which aim to introduce the motifs and forms of embroidery crafts produced, holding exhibitions of handicrafts that are carried out on the premises, crowded places visited by the public such as the Aceh Cultural Week events, the anniversary celebrations of the Aceh Culture and Tourism Office, there are quite large events within the reach of regional and national scope events, shopping centers in Aceh Province, and so forth.

This study aims to analyze the effect of sales promotion and creativity in increasing the family income of Acehnese embroidery craftsmen in Dayah Daboh village, Montasik district. The scope of this research is how much influence sales promotion and creativity have in increasing the family income of Acehnese embroidery craftsmen in the village. The formulation of the hypothesis in this study is that there is an effect of sales promotion and creativity both simultaneously and partially on increasing the family income of women craftsmen in the embroidery business in Dayah Daboh village.

2. Method

This research was conducted on a typical Acehnese embroidery craft business group in Dayah Daboh village, Montasik district, Aceh Besar. The research approach used in this study is a quantitative descriptive approach, namely research that measures the strength of the relationship between two or more variables, where the approach is carried out by going to the field, testing hypotheses, carrying out the analysis process, conclusions and the authors use the dimensions of calculations, measurements, formulas, and the certainty of numerical data as suggested by Musianto (Fikri, 2022).

The population in this study was all members of the embroidery craftsmen group, all of whom were women, totaling 75 people. In this study, to determine the sample using a non-probability sampling technique, namely saturated sampling where all members of the population are sampled (Sugiyono, 2018: 76). Determination of the sample in this study using simple random sampling is a sampling technique that provides equal opportunity to the population to be sampled. This sampling is guided by the opinion of Arikunto (2018: 134), which says that if the population is less than 100 people, it is better if all are taken as samples. The research population consisted of 75 respondents, because the sampling technique was saturated, so the entire population was taken as a sample, namely 75 respondents. The research instrument used to measure the relationship between the independent and dependent variables is a closed questionnaire in which respondents are given alternative answer choices for each statement.

Data collection techniques used in this study were observation, questionnaires, and literature study. The data analysis method used is multiple linear regression analysis, namely the analysis of the relationship between two or more independent variables (X) to one dependent variable (Y) with the assumption that Y is a function of X. The results of the regression analysis are in the form of coefficients for each independent variable.
Systematically, the relationship between these variables can be expressed in the following form:

\[ Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon \] (1)

Description:
- \( Y \) = Income
- \( \alpha \) = Constant
- \( \beta_1, \beta_2 \) = Variable regression coefficient
- \( X_1 \) = Promotion
- \( X_2 \) = Creativity
- \( \varepsilon \) = error term

Testing the hypothesis in this study is as follows:

a. Correlation Coefficient Test (R)
   This test was conducted to see the relationship between two or more dependent variables and one independent variable.

b. Coefficient of determination test (\( R^2 \))
   This test was conducted to find out how much the percentage of the independent variable is able to explain the dependent variable. This test can be seen by using the determinant formula.

c. Simultaneous Test (Uji-F)
   This test is carried out to see if all the independent variables entered are in the model has a simultaneous effect on the dependent variable. The effect of the independent variable on the dependent is tested with the level of confidence (confidence interval) 95% or at alpha = 5%. To test whether the hypothesis is rejected or accepted, the F test statistic is used:
   - If \( F_{\text{count}} > F_{\text{table}} \), then Ho is rejected and Ha is accepted.
   - If \( F_{\text{count}} < F_{\text{table}} \), then Ho is accepted and Ha is rejected

d. Partially Test (Uji-t)
   Partially test was conducted to determine the effect of each independent variable on the dependent variable. The test criteria are carried out by comparing the calculated t value with the t-table, namely:
   - If \( t_{\text{count}} > t_{\text{table}} \), reject Ho accept Ha at 95% significant level
   - If \( t_{\text{count}} < t_{\text{table}} \), accept Ho reject Ha at 95% significant level

3. Results and Discussions
   Classic Assumption Test
   The classical assumption test is used to find out whether the multiple linear regression model can be used or not. If this test is fulfilled, the intended test tool can be used to test the model which consists of:
   a. Normality Test
      In the scatter diagram, the results of SPSS data processing are based on decision making, namely if the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model satisfies the assumption of normality.
The results of the normality test can be seen in Figure 1.

![Figure 1. Normality Test Results](image)

In Figure 1 it can be seen that the data is spread around the diagonal line and shows that the data is normally distributed.

b. **Multicollinearity Test**

Based on the results of SPSS processing can be seen in Table 1.

<table>
<thead>
<tr>
<th>No</th>
<th>Independent Variable</th>
<th>Tolerance</th>
<th>VIF</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Promotion</td>
<td>0.985</td>
<td>1.051</td>
<td>Non Multicollinearity</td>
</tr>
<tr>
<td>2</td>
<td>Creativity</td>
<td>0.861</td>
<td>1.162</td>
<td>Non Multicollinearity</td>
</tr>
</tbody>
</table>

Based on Table 1, it shows that the results of the promotion and creativity variable, the VIF value is smaller than 10 and the tolerance value is close to 1. This indicates that there are no symptoms of multicollinearity.

c. **Heteroscedasticity Test**

![Figure 2. Heteroscedasticity Test Results](image)

In Figure 2 it can be seen that there are no clear patterns (wavy, widened then narrowed) in the scatterplot image, as well as the dots spread above and below the number 0 on the Y axis so that it can be concluded that there are no symptoms of heteroscedasticity so that the regression model is feasible to use.

d. **Correlation (R) and Determination (R²) Coefficient Test**

<table>
<thead>
<tr>
<th>Model Number</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.684^a</td>
<td>.796</td>
<td>.722</td>
<td>.44485</td>
</tr>
</tbody>
</table>

^a indicates the correlation is significant at the 0.05 level.
Based on Table 2, it can be seen that the correlation coefficient of 0.684 shows a moderate correlation because it is in the range of 0.50 – 0.699. The coefficient of multiple linear determination (adjusted R Square) is 0.722, meaning that the ability of the sales promotion variable (X1) and creativity (X2) can explain the variation in the income of Acehnese embroidery craftsmen in Dayah Daboh village, which is 72.2%. The remaining 27.8% is explained by other factors not examined in this study.

Hypothesis test
Multiple Linear Regression Equation Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>0.181</td>
<td>0.502</td>
<td>0.360</td>
</tr>
<tr>
<td></td>
<td>Promotion (X1)</td>
<td>0.215</td>
<td>0.061</td>
<td>0.283</td>
</tr>
<tr>
<td></td>
<td>Creativity (X2)</td>
<td>0.546</td>
<td>0.095</td>
<td>0.529</td>
</tr>
</tbody>
</table>

Based on Table 3 the multiple linear regression equation in this study is as follows:

\[ Y = 0.181 + 0.215X_1 + 0.546X_2 + \varepsilon \]

It means:

a. \( \alpha \) (constant) = 1.181 meaning if promotion and creativity are constant or equal to zero, the income of the typical Aceh embroidery business craftsmen in the village of Dayah Daboh will increase as big 18.1.

b. \( \beta_1 = 0.215 \) it means that if the promotion increases by 1% where creativity is constant then the income of the Acehnese embroidery business craftsmen in Dayah Daboh village will increase by 21.5.

c. \( \beta_2 = 0.546 \) meaning if creativity increases by 1% where sales promotion is constant then the income of Acehnese embroidery business craftsmen in Dayah Daboh village will increase by 54.6.

This shows that promotion and creativity variables have an influence on increasing the income of Acehnese embroidery craftsmen in Dayah Daboh village, Montasik district, Aceh Besar district.

t Test (Partially Test)
Based on Table 3, the results of the partial test (t test) are obtained as follows:

a. The calculated t value for the promotion variable (3.516) is greater than the t table value (1.665), or the sig t value for the promotion variable (0.005) is smaller than the alpha (0.001). Based on the results obtained, reject \( H_0 \) and accept \( H_a \) for the promotion variable. Thus, partially promotion has a positive and significant effect on the income of Acehnese embroidery craftsmen in Dayah Daboh village.
b. The calculated t value for the creativity variable (5.747) is greater than the t table value (1.665), or the sig t value for the creativity variable (0.000) is smaller than alpha (0.05). Based on the results obtained, it rejects Ho and accepts Ha for the creativity variable. Thus, partially, creativity has a positive and significant effect on the income of Acehnese embroidery craftsmen in the village of Dayah Daboh.

**F Test (Simultaneous Test)**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>Fhitung</th>
<th>Ftable</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>17,188</td>
<td>2</td>
<td>5,729</td>
<td>28,952</td>
<td>3,124</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>18,206</td>
<td>72</td>
<td>.198</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>35,394</td>
<td>75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*a. Dependent Variable: Income (Y)

b. Predictors: (Constant), Creativity (X2), Promotion (X1)*

In Table 4, the results of Fcount are 28.952 while Ftables are obtained 3.124 (at \( \alpha = 0.05 \)) from these results it is known that Fcount > Ftable, and a significance of 0.000 or less than \( \alpha = 0.05 \) so the position of the significance test point is at the area of Ho is rejection or it can be concluded that Ha is accepted, which means that the promotion and creativity variables together have a positive and significant effect on the income variable of the Acehnese embroidery craftsmen in the village of Dayah Daboh.

**Analysis of Promotion and Creativity in Increasing the Family Income of Acehnese Embroidery Craftswomen in Montasik District**

The results of research that has been carried out both partially and simultaneously, it was found that the promotion and creativity variables had a positive and significant effect on the income variable of the Acehnese embroidery business craftsmen in the village of Dayah Daboh. This shows that promotion and creativity have a significant effect on increasing the family income of these craftsmen. This is in line with research conducted by Putri (2015), Hariman (2019) and Helmalia (2018) that promotion has a significant effect on increasing sales results so that it can increase business income. In addition, research that is in line with this was also carried out by Ishak (2022), Maryam (2021) and Sulaiman (2021) which stated that creativity (creation) could increase income and progress in business results.

**4. Conclusion**

Based on the tests that have been done, it can be concluded that promotion and creativity both simultaneously and partially have a positive and significant effect on increasing income with the creativity variable having a greater influence on increasing income compared to the promotion variable. This shows that the level of promotion and creativity possessed by these craftsmen has an influence on the increase in income they will receive.

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References


