

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Indonesia is very famous for the furniture made of teak wood. According to Litchfield (1893), furniture includes everything that is "movable" in a house and is understood as "Decorative Furniture and Woodwork.". One famous place which produces furniture especially teak wood is Jepara (Wicaksono, n.d.). This furniture has been made based on the demand of the society which is quite high.

Jepara's furniture sellers create new models of furniture that can attract buyers. Other than that Jepara's furniture sellers also have a lot of antique furniture. The demand of antique furniture is quite high and makes this business grow as can be seen from the presence of more and more sellers of antiques furniture. Antique means work of art, piece of furniture, or decorative object made at an earlier period and according to various customs laws at least 100 years ago (Merriam-Webster, 2018). However, the meaning of antique itself may not be understood by both sellers and buyers. Some people may decide the antiqueness of something on the age, while others may decide something is antique as it has no duplicate of the furniture.

Although Jepara is more well-known for its furniture selling, Yogyakarta is also considered as a city which can provide information on sellers' perception of antiquity. A lot of tourists come to Yogyakarta not only for a holiday but also for business. According to Pigawati (2018), Indonesian tourism especially in

Yogya is still oriented to the economic activities which are in the global technological progress. Besides, the writer has network with Yogya's furniture sellers, so the writer decides to choose Yogya's furniture sellers as the object of the study.

In Yogyakarta, according to one of the antique furniture sellers, they tend to choose the secondhand products. They will do the reconditioning to the collectibles furniture which is not well maintained. According to Lindahl et al. (n.d), reconditioning is a process to restore components that do not work well to be satisfying and normal by doing some changes such as resurfacing, repainting, and also refinishing. Some methods for cleaning and reconditioning are: 1. Cleaning/washing 2. Abrasion 3. Over coating 4. Re-amalgamation 5. Padding 6. Patching. They are listed in order of increasing difficulty. Use the method that will require the least work to accomplish the desired result (Williams, 2000). By doing this, they can get profit from the margin of buying the furniture with a low cost to selling it in a high cost after reconditioning. The sellers collect the antique furniture such as dressing tables, cupboard, tables, and more from areas surrounding Yogyakarta like Temanggung and Wonosari or even farther area like Tuban and Pati. For his study, the writer chooses to investigate the antique furniture sellers in Yogyakarta. The reason behind the choice is that the writer has a network with Yogyakarta's furniture sellers so the writer can get access to interview the sellers easily on their perception of antiquity.

A study on furniture has been done by Prastiyan (2017). Prastiyan studied about the history and the development of the furniture industries in Indonesia. He

also highlighted the role of the Indonesian government related to the furniture industries. The result showed that the government also supported the industries with fundand job vacancies for the craftsmenso that art industries in Jepara would last long and become the identity of Jepara. Besides, local people can earn more money from the furniture selling as well. The policy in Indonesia after New Order era had a lot of impacts in furniture industries as there were a lot of improvements. The sellers could find a large amount of raw materials and help new entrepreneurs to find their interests well. According to Prastiyan (2017), the growth of industries was influenced by the low rate of Rupiah exchange. It made the foreigners or the buyers consider those furniture cheap and worth to buy. In fact, due to the limitation of the raw materials, the industries were not stable and the costs were not calculated perfectly by the entrepreneurs.

However, none of the research has been done to know the perception of sellers on the antiqueness of furniture. The writer cannot find any articles in journal that discusses the topic of Indonesian antiques furniture. Therefore, it is interesting to know the sellers' perception of antiquity on deciding whether a piece of furniture is antique. Besides, the writer is also interested in knowing how the sellers decide the product, price, placement and promotion which are the elements of four P to market product.

1.2 Field of the Study

This research relates to the culture as it discusses antique furniture. In addition, it discusses the product, price, placement, promotion of the furniture.

1.3 Scope of the Study

This research focuses on finding out the sellers' idea of furniture antiquity using 4 P. Besides, it will discuss how they produce, giving price, place, and promote their antique furniture.

1.4 Problem Formulation

The writer formulates problems of the study of this research as follows.

1. What are the sellers' perceptions of furniture antiquity?
2. How do the sellers' perceptions of antiquity influence the product, price, placement, and promotion of the antique furniture?

1.5 Objectives of the Study

According the problems mentioned, this research is conducted to achieve these following objectives:

1. To find out the sellers' perception of furniture antiquity.
2. To know how the sellers' perception of antiquity influence the product, price, place, and promotion of the antique furniture

1.6 Significance of the Study

This research is intended to give an understanding to the readers of the furniture sellers' idea of furniture antiquity. By understanding the concept of antiquity, the readers are hoped to understand the 4P and also antiquity.

1.7 Definition of Term

There are some terms which are used in this study:

1. Furniture

Some objects which present a manifestation of unique culture and also way of live that fits every cultural situation. (Hanif et al., 2014)

2. Antique furniture

It is furniture and other pieces of arts which were made by using a wide range of durable materials, from the plain lime to the most precious metals and valuables. (Ajzenberg as cited by Namicev & Shopova, 2018)

