

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

In this chapter, the writer would like to discuss the sellers' perception of furniture antiquity and how the sellers' perception of antiquity influences the product, price, place, and promotion of the antique furniture. To get the data, the writer chose five respondents as the participants of this study.

4.1 The Sellers' Perception of Furniture Antiquity

In order to get the data from 5 participants, the writer interviewed. The data and the analysis are presented below.

4.1.1 The style/ model

Based on the interviews and observations, the writer gets the data on style/model of the antique furniture. The interview with P1 reveals that what considers antique by P1 is when its style shows the influence of Chinese and Dutch tradition or when it is ancient Javanese furniture. Other than that P1 states that he considers furniture antique when the style is different from the modern furniture. Antique furniture according to P1 is rarely found in both the village and the city as it was produced in the late 70s.

Kriteria antik karena bentuk mebel: biasanya bentuknya mengarah ke tradisi Cina dan Belanda. Kriteria barang antik ya dari bentuk unik. biasanya bentuknya beda dari furniture modern. ... kalo furniture antic biasanya mengambil kiblat model dari gaya Cina, Belanda dan Jawa kuno. [The criterion of antique is because of the furniture style. The style is usually different from modern furniture. ... the antique furniture usually takes a model from Chinese style, Dutch and ancient Java.] (P1, interviewed on 28 June 2019)

P1's opinion is supported by the result of the interview with P2 who also states that furniture is considered antique when the style Chinese or Dutch, a so-called classic one,

Kriteria antik karena bentuk mebel : biasanya bentuknya mengarah ke tradisi Cina dan Belanda. ... Mebel dikatakan antic karena berdasarkan model / bentuk bentuknya klasik dan gaya pembuatannya dari jaman Belanda atupun bergaya Cina. [Antique is based on the style of the furniture: usually the style refers to the Chinese and Dutch traditions. ... Furniture is said to be antic because it is based on the model / style and style of manufacture from the Dutch or Chinese style] (P2, interviewed on 28 June 2019)

While P1 and P2 state that furniture is considered antique when it has Dutch, Chinese, or ancient Javanese style, P3 presents slightly different opinion. He says that what he considers antique is when the style 'imitates' Dutch or Chinese style during the colonial era. The choice to use the word "imitate" is interesting because

it implies the idea that the furniture might not be originally antique but only “look antique”.

Mebel bisa dikatakan antic karena model / bentuknya yang mengikuti furniture pada jaman Belanda dan kadang meniru furniture antic bergaya cina dari masyarakat Indonesia ber etnis tionghoa yang hidup pada jaman colonial Belanda.[Furniture can be said as antique because the style follows Dutch style furniture and sometimes imitates Chinese style antique furniture of Chinese Indonesian in Dutch Colonial era](P3, interviewed on 28 June 2019).

Other than having Chinese or Dutch style, the fifth respondent said that furniture is considered antique when it has many ornaments, “*Kriteria mebel antic dari bentuk mebel yang biasanya jarang ada di pasaran dan bentuknya tak lazim, memiliki banyak ornamen atau ukiran di setiap sudut furniture antique tersebut.*[Criteria for antic furniture from the form of furniture that is usually rarely on the market and its shape is unusual, it has a lot of ornaments or carvings on each corner of the antique furniture] (P5, interviewed on 28 June 2019).”

4.1.2 The age/maturity of the furniture

Based on the interviews and observations, the writer gets the data that age/maturity of the furniture is the mark of antiquity. The interview with the interviewees reveals that the sellers’ decision whether a furniture is antique or not is influenced by the age of manufacture and the age of the wood.

P4 definitely said that the style/model of the furniture cannot necessarily decide that it is an antique furniture because the material also determines the furniture antiquity.

Bentuk / model mebel belum tentu dikatakan antic, harus diteliti lebih lanjut kualitas bahan dan Keasliannya. Model mebel yang tidak banyak dipasaran belum tentu dikatakan antic, karena bisa saja si penjual menggunakan kayu muda dalam proses pembuatannya walaupun model furniturnya antic Akan diambil atau dibeli jika mebel tersebut cocok modelnya, bahannya jati lama yang masih kuat, & harganya bisa dikatakan murah Plitur ulang mebel belum tentu menghilangkan nilai keantikannya, karena terkadang bertujuan untuk merawat atau menjaga kualitas kayu. Jadi tidak hanya memperbaharui tampilan saja tetapi juga mempertahankan keantikannya 2019)[The style/model of furniture is not necessarily said to be antic, the quality of the material and its authenticity must be further examined. Furniture model that cannot be found in the market is not necessarily said to be antic, because it could be that the seller uses young wood in the manufacturing process. Even though the furniture will be taken or purchased if the furniture matches the model desired by buyer, the old teak material is still strong, and the price can be said to be cheap. Varnishing the furniture does not necessarily reduce the value of its anticipation, because sometimes it aims to treat or maintain the quality of the wood. So it is not only renewing the display but also maintaining its anticipation] (P4, interviewed on 28 June 2019).

The first respondent(P1) supports P4 answer by saying that anitquity is influenced by the age of the wood and the age of manufacture. Teak wood is once again mentioned as a preferable wood for furniture, “*Mebel dikatakan antic karena sangat dipengaruhi factor usia pembuatan & umur kayu (biasanya berasal dari kayu jati tua yang sudah tampak seratnya).*”[Furniture said to be antique because very influenced by the age of manufacture and the age of the wood.](P1, interviewed on 28 June 2019).”Participant 2 (P2) has similar idea on the antiquity with participant 1 (P2).According to P2, furniture can be classified as antique because of the age. However, he did not mention the yearbecause he does not know the exact age of the wood’s texture and also the maturity of the wood color.

Basically, participant 3 has similar idea on antiquity with participant 1 (P1) and also participant 2 (P2), the differences between participant 1 and 2 is that participant 3 mentions that the older the wood, themore antique the furniture is, “*Kriteria mebel antic dari usia kayu & bentuk mebel yang bisa dikatakan kuno. Mebel bisa dikatakan antic dari usia kayu jati yang digunakan sebagai bahan baku pembuatan furniture antik, semakin tua kayunya maka bisa dikatakan sebagai furniture antik.*”[Furniture can be said to be antic from the age of teak wood which is used as the raw material for making antic furniture, theolder the age of the woodthe more antique the furniture is.](P3, interviewed on 28 June 2019).”Participant 3 also said that furniture can be classified into antique furniture when it was made in the past although he did not mention the year. He emphasised more on the material; that it should be from mature teak wood, not the

young one. For him, the originality of the furniture is the criterion that he never looks over.

Participant 4 (P4) said that the standard of antique furniture is 50 to 100 years which is shown by the style of the furniture, "*Kriteria antic dari usia mebel mencapai 50 sampai 100 tahun ... Bentuk & jenisnya yang menunjukkan tahun pada saat pembuatan misalnya dari serat kayu jati tua yang Nampak di furniture antic tersebut. Mebel dapat dikatakan antic karena dari usia kayunya.*[The age criteria for antique furniture is 50 to 100 years ...the style and the type show the year of the manufacture, for example from the old teak wood fibre that appears in the antic furniture. Furniture can be said to be antic because of the age of the wood.](P4, interviewed on 28 June 2019)."

Almost the same opinion is the opinion of participant 5 (P5) who states that furniture can be said to be antique when the age of wood and the raw material are old. According to P5 antique furniture is usually stronger than the modern furniture both in terms of physical durability and also the quality.

Mebel bisa dikatakan antic dari usia, karena usia mebel yang tua biasanya terlihat dari kayu atau materialnya, seratnya yang sudah matang, dan masa furniture yang berat tidak seperti furniture modern yang ringan. Furniture antik biasanya lebih kuat di berbagai macam cuaca dan suhu, dan biasanya lebih kuat dari gigitan rayap jika dibandingkan dengan furniture moder. Model / bentuk mebel belum dapat dikatakan antic, karena bisa terjadi model lama tetap buatan baru / pabrikan (Nampak dari texture kayunya).[Furniture can be said to be antique because the age

of the furniture is usually seen from the wood or the material, the fibres are mature, and the furniture is heavy not light like modern furniture. Antique furniture can stand stronger through various weather and temperatures, and is usually more resistant to termite bites compared to modern furniture. The model/style of the furniture cannot determine that the furniture is antique because even some new manufactured furniture has old style/model (which can be seen from the texture of the wood]. (P5, interviewed on 28 June 2019).”

In short, the antiquity of furniture is determined by how long ago the furniture was manufactured and how mature the wood is. It is important to note that all interviewees mentioned teak wood as the raw material of antique furniture as if to say that furniture made of teak wood tends to give added value to the antiquity of the furniture.

4.1.3 Scarcity

From the previous discussion, it can be seen that furniture can be classified as antique because of its style/model and its maturity in wood and manufacture. In addition, scarcity of the furniture is also the criteria of antique furniture. Participant 1 (P1) mentions that furniture is considered antique when it cannot be easily found in the countryside and in urban areas because the raw materials are usually from the village and produced before 1970, “...*Juga dari jenis / bentuknya langka / jarang : biasanya jarang ditemukan dipedesaan dan jarang dipertanian karena bahan baku pembuatannya biasanya di pedesaan dan diproduksi sebelum tahun 1970.* [Also because it is rare. It is scarcely found in the

village and it is scarcely found in the city because the raw material is usually from the village and it is produced before 1970] (P1, interviewed on 28 June 2019).

The same opinion comes from participant 2 and participant 5 who said that furniture is considered antique when there are not many of them in the market as well as when it is hand-made, “*Mebel dikatakan antic karena tidak banyak ada dipasaran terbatas & jarang diproduksi) serta bukan buatan pabrik.* [Furniture is considered antique when there are not many of them in the market, limited and scarcely produced, and it is not a factory-made.] (P2, interviewed on 28 June 2019)”, and when there are not many of them in the market and the style is unique as well as old, “*Kriteria mebel antic dari bentuk mebel yang biasanya jarang ada di pasaran dan bentuknya tak lazim & usia (Nampak dari texture / serat kayu)*[Antique furniture is rarely found in the market and the style is unusual and the age can be seen from the texture fiber of the wood](P5, interviewed on 28 June 2019).”

However, the furniture sellers warn that scarcity alone does not guarantee the antiquity of furniture. The furniture cannot be considered antique even when it is scarcely found in the market is when the sellers use young wood in the making process as stated by participant 3, *Model mebel yang tidak banyak dipasaran belum tentu dikatakan antic karena harus diperhatikan usia kayunya, jika kayunya masih muda belum bisa dikatakan furniture antic.*[The furniture scarcely found in the market is not always categorized as antique because the maturity of the wood should be considered as well, if the wood is young it cannot be antique furniture] (P3, interviewed on 28 June 2019), and participant 4, “*Model mebel yang tidak banyak dipasaran belum tentu dikatakan antic, karena bisa saja si penjual menggunakan kayu muda dalam*

proses pembuatannya walaupun model furniturnya antic –[furniture rarely found in the market cannot be considered antique because there is a possibility that the seller uses young wood in the making process even though the model is antique. (P4, interviewed on 28 June 2019).”

4.2 The Influence the Sellers’ Perception of Antiquity on 4Ps of the Antique Furniture

This part talks about 4Ps and how the sellers’ perception of antiquity influences 4Ps (Product, Price, Promotion and place). Here are the responses from the sellers on the questions about 4Ps..

4.2.1 Product

The products sold are different from one seller to another:

- P1 sells chairs, tables, buffets, cabinets, dressing tables, couches.
- P2 sells chairs, cabinets, buffets, dressing tables, cots, partition (room dividers).
- P3 sells cabinets, resban (like a cot but with a larger size), buffet, chair, dressing table, room divider (partition).
- P4 sells tables, chairs, partition (room divider), dining table, and cupboard.
- P5 sells guest chairs, cabinets, resban, buffets, partition (room dividers).

The data above shows that all respondents sell chairs and tables. The writer assumes that this kind of furniture is the most needed among the other furniture. Besides, the chairs that they sell are living room chairs which they may consider

as a kind of decoration to make the living rooms look antique and beautiful. Partition which is usually put in the living room is another kind of furniture sold by the participants.

4.2.2 Price

The next4P is price. Here are the data on how the sellers decide the price. There are no special criteria to decide the price, but several antique sellers have some criteria to sell their product. The following are the criteria in deciding price which has been stated by participant 1.

‘Saya membatasi jenis mebel antic karena tergantung model & harganya, karena biasanya harga furniture antic ditentukan oleh selera pembeli dan banyaknya biaya yg dikeluarkan untuk merekondisi furniture antic tersebut. Harga biasanya ditentukan oleh pembeli dan harga setelah furniture antic tersebut direkondisi. Harga jual disesuaikan dengan harga beli, model, jenis, dan tingkat keantikannya karena biasanya harga furniture antic ditentukan dari selera pembeli banyak pembeli yang mau membayar dengan mahal walaupun pasaran harga furniture antic tersebut tidak semahal itu. Harga jual dibandingkan dengan pedagang lain yang mungkin menjual dengan harga seperti yang saya jual karena banyak juga dari mereka yang menjual secara eksport sehingga harga tidak bisa dibandingkan Harga bisa lebih murah atau lebih mahal dari pedagang lain tergantung minat pembeli, karena biasanya selera pembeli beda-beda & harga pasaran yang biasanya menjual dalam skala lokal’. [I limit the type of furniture because it depends on the model & price, because usually

the price of antic furniture is determined by the tastes of buyers and the amount of costs incurred to recondition the antic furniture. Prices are usually determined by the buyer and the price after the antic furniture is reconditioned. The selling price is adjusted according to the purchase price, model, type and level of anticipation because usually the price of antic furniture is determined by the tastes of many buyers who want to pay dearly even though the market price of antic furniture is not that expensive. The selling price is compared to other traders who might sell at a price like the one I sell because there are also many of them who sell export so that prices cannot be compared Prices can be cheaper or more expensive than other traders depending on buyer interest, because buyers usually taste different & market prices that usually sell on a local scale.] (P1, interviewed on 28 June 2019).

Based on the interview, the writer can conclude that the antiquity of the furniture influences the sellers in deciding the price. However, this is not the only thing that he considers. In the interview, he emphasizes that the taste of the buyer is the most important thing. When a buyer likes the antique furniture he sells, he will pay high price which is higher than the price of similar furniture sold by other buyers. The writer assumes that the buyer would like to pay a high price when he or she thinks that the furniture is antique.

Participant 2 has similar criteria as that of participant 1. He acknowledges that the price is based on the buyer taste. When a buyer likes the furniture, he or she will buy it. Additionally, he considers the price that he has spent to get the

furniture ready to be sold, the buying price and the expense that he has spent to repair it. He does not compare the price before pricing. The writer assumes that he does not compare because it is possible that there is no duplicate or the same antique furniture that is sold by other buyers.

Tidak ada patokan harga, jadi harga jual disesuaikan dengan harga beli dari pemilik & biaya perbaikan dan yang penting kepuasan pembeli. Patokan harga berdasarkan dari harga beli & biaya perbaikan, semisal membeli furniture antic tidak terpakai seharga 1.500.000 lalu direkondisi dengan biaya 1.000.000 dan dijual kembali seharga 3.000.000. Tidak pernah membandingkan harga dengan pedagang lain. Harga bisa lebih murah / lebih mahal dari pedagang lain karena tergantung penawaran pembeli dan selera pembeli yang berbeda-beda. [There is no standard price, so the price selling is adjusted to the purchase price of the owner & the cost of repairs and what is important is buyer satisfaction. Benchmark prices are based on purchase price & repair costs, such as buying 1,500,000 unused furniture and reconditioning for 1,000,000 and reselling for 3,000,000 Never compare prices with other traders. Prices can be cheaper / more expensive than other traders because it depends on buyers' offers and different tastes of buyers] (P2, interviewed on 28 June 2019)

Other way is done by P3 who does not repair the antique he sells. He decides the price based on the buying price. He gets the benefit from the buying price and also the scarcity. When there is no similar furniture, he can get high price. He does not compare the price with other buyers.

“Harga jual mebel ditentukan berdasarkan permintaan pembeli, semisal jika ada pembeli yang request dipan baru saya hunting dengan tujuan mencari dipan & jenis mebel : biasanya mencari mebel yang laku keras di pasaran seperti kursi tamu satu set, lemari pakaian serta dipan, biasanya orderan berasal dari pengusaha yang membuka kafe, tempat billiard, beer garden dengan toko mereka yang berkonsep retro. Patokan harga berdasarkan harga beli, biasanya setiap lokasi beli harganya berbeda-beda tergantung para warga desa yang menjual furniture mereka. Harga jual tidak dibandingkan dengan pedagang lain, karena biasanya mereka menjual barang jadi sedangkan saya hanya menjual furniture antic yang masih mentah atau dengan kata lain menjual furniture antic yang belum direkondisi atau masih apa adanya. Harga bisa lebih mahal / lebih murah tergantung langka tidaknya barang yg saya dapat jika langka maka bisa dijual mengalahkan penjual lain karena misal kami sesama penjual barang antic menjual meja rias tetapi karena meja rias saya lebih kuno dan bentuknya lebih aneh maka harganya lebih mahal meja rias saya. Tetapi disini saya berbicara tentang penjual barang antic yang sama-sama menjual barang yang belum direkondisi.” [The selling price of furniture is determined based on the buyer's request, such as if there are buyers who request my new divan hunting for the purpose of looking for cots & furniture types: Usually, looking for furniture that sells well in the market such as guest chairs, sets, wardrobes and cots, usually orders come from entrepreneurs who open cafes, billiard places, beer

gardens with their retro concept stores. Benchmark prices are based on purchase prices; usually each purchase location varies depending on the villagers who sell their furniture. The selling price is not compared to other traders, because usually they sell finished goods while I only sell antic furniture that is still raw or in other words sell antic furniture that has not been reconditioned or is still present. Prices can be more expensive / cheaper depending on the rarity of the items that I get if it's rare so it can be sold to beat other sellers because for example our fellow anti-sellers sell dressers but because my dressing table is more ancient and its shape is more bizarre it costs more my dressing table . But here I am talking about antic goods sellers who both sell goods that have not been reconditioned.] (P3, interviewed on 28 June 2019).

The following is the data got from P4. Based on the interview, the writer finds that P4 decides the price based on the following criteria.

‘Tidak ada patokan harga jual, tergantung minat pembeli, walaupun harganya murah tapi barang antic tersebut langka, mereka rela membayar mahal agar barang tersebut tidak dibeli oleh orang lain. Harga jual ditentukan berdasarkan analisa pribadi penjual saja, walaupun mebel antic itu bentuknya bagus tetapi menurut selera saya biasa saja maka saya akan menjual pada harga yang bisa dibilang sesuai dengan harga yang ada di pasaran. Tidak membandingkan harga jual dengan pedagang lain, karena setiap mebel antic yang dijual pasti akan berbeda dari segi umur, bahan baku pembuatan, maupun segi bentuk dari penjual furniture antic

lainnya. Tergantung juga dari segi ukur pembeli baik dari bentuk maupun selera warnanya. Harga jual tidak selalu lebih mahal / lebih murah, tergantung apakah model tersebut sedang banyak dicari konsumen atau mungkin tergantung dari selera pembeli yang bisa dikatakan memiliki selera yang berbeda-beda dalam memilih mebel antic untuk mengisi rumah mereka ataupun tempat usaha mereka.” [[There is no benchmark selling price, depending on the interest of the buyer, although the price is cheap but the antic goods are rare, they are willing to pay dearly so that the item is not bought by someone else. The selling price is determined based on the seller's personal analysis; although the antic furniture is good but according to taste I'm normal so I will sell at a price that can be said according to the price on the market. Do not compare the selling price with other traders, because each antic furniture sold will definitely be different in terms of age, manufacturing raw materials, and in terms of the shape of other antic furniture sellers. It also depends on the size of the buyer both in terms of shape and color. Selling prices are not always more expensive / cheaper, depending on whether the model is being sought by consumers or may depend on the tastes of buyers who can be said to have different tastes in choosing antic furniture to fill their homes or their place of business.]

(P4, interviewed on 28 June 2019)

P4 sells the furniture without repairing or varnishing it. She decides the price based on her own estimation. When she thinks that the furniture is antique, she will decide above the average price. There is no bench marking price. According

to her, the buyer also decides the price. When a buyer likes the furniture based on her taste, she or he will buy the furniture although it is expensive.

4.2.3 Promotion

The next part of 4P is promotion. When selling things, sellers usually promote them. The following discusses the promotion that the sellers of the antique furniture. In promoting his antique furniture, P1 does the following.

“Promosi via teman-teman sesama penjual furniture antik & media social seperti facebook, instagram, ataupun biasanya transaksi dilakukan melalui whatsapp.Promosi melalui media tertentu yaitu media social seperti facebook, instagram dan whatsapp agar transaksi lebih mudah dan cepat.Pemasaran memakai media social seperti facebook, instagram dan whatsapp.Pemasaran memakai jasa iklan di media social karena tidak memerlukan biaya yang banyak untuk memasarkan serta lebih mudah dan cepat. Tidak memiliki tenaga pemasaran, karena melalui media social saja sudah cukup untuk memasarkannya”[Promotion via friends of antique furniture sellers & social media such as Facebook, Instagram, or usually transactions made via WhatsApp.Promotion through certain media namely social media such as Facebook, Instagram and WhatsApp make transactions easier and faster. Marketing uses social media such as Facebook, Instagram and WhatsApp. Marketing uses advertising services on social media because it does not require a lot of money to market and be easier and faster. Do not have marketing staff, because social media alone is enough to market it] (P1, interviewed onn 28 June 2019).

Here participant 1 is helped by other antique furniture sellers. Usually they have different items so that they can help each other in promoting the furniture. He also chooses social media because it is cheap as it does not need any cost. He does not have any marketing staff. The transaction is done through whatsapp because it can be done fast.

The second participant chooses the following ways to promote his furniture.

“Mempromosikan melalui media social seperti whatsapp, market place di facebook dan melalui OLX. Media promosi seperti WA, Market Place Facebook, OLX. Pemasaran melalui media social seperti WA, facebook, dan OLX. Tidak memakai jasa iklan, hanya menggunakan media social. Tidak memiliki tenaga pemasaran, hanya bekerja sama dengn teman dan media social unruk pemasaran”. [Promoting via social media like whatsapp, market place on Facebook and through OLX. Media promotions like WA, Market Place Facebook, and OLX. Marketing through social media such as WA, Facebook, and OLX. Not using advertising services, only using social media. Do not have marketing staff, only work with friends and social media for participant marketing.] (P2, interviewed on 28 June 2019)

Participant 2 also promotes the furniture through his friends. He also uses social media like Facebook because it does not cost anything. Besides he also promotes it in OXL, a virtual market, which does not cost anything.

The interview with participant 3 reveal that he does not really promote his products. He only uses Whatsapp.

‘Mempromosikan melalui media social seperti whatsapp, saya hanya menggunakan whatsapp karena sudah mempunyai banyak chanel yang bisa menampung furniture antic yang belum direkondisi. Tidak menggunakan media promosi, hanya menggunakan whatsapp Karena buyer saya sudah pasti yaitu teman-teman yang menjual furniture antic siap pakai, mereka biasanya membeli mentah dari saya dan setelah itu direkondisi sebelum dijual. Memakai media social, hanya whatsapp karena saya sudah memiliki pembeli tetap. Tidak memakai jasa iklan, hanya menggunakan whatsapp sebagai media pemasaran. Tidak memiliki tenaga pemasaran, hanya media social sebagai sarana pemasaran’. [Promoting via social media like whatsapp, I only use whatsapp because it already has many channels that can accommodate antic furniture that hasn't been reconditioned. Not using media promotions, only using whatsapp because my buyer is certain, friends who sell ready-made antic furniture, they usually buy raw from me and after that are reconditioned before being sold. Using social media, just whatsapp, because I already have long term buyer. Do not use advertising services; only use whatsapp as a marketing medium. Do not have marketing personnel, only social media as a means of marketing.] (P3, interviewed on 28 June 2019)

From the interview it can be seen that P3 does not really promote his products. He usually contacts his friends or his friends who are also antique furniture sellers in promoting the products. Other sellers contact him because he usually sells antiques furniture without repairing or varnishing, so other sellers can buy and do the repairing or varnishing it.

Based on the interview, it can be seen that participant 4 believes that words of mouth is the best way to promote. When a buyer feels satisfied with the quality and also the cheap price, he or she will tell other people that he or she knows. She does not need to spend any money. That is why she always gives the best service so that her buyers will feel satisfied. Although she also uses social media, mouth to mouth promotion is the most important one.

“Mempromosikan lewat media social seperti facebook dan whatsapp, teman (karena saya pernah mengikuti perkumpulan penjual mebel, jadi kadang mereka membantu memasarkannya jika ada yang mencari furniture antic), dari mulut ke mulut (biasanya jika ada konsumen yang merasa puas dan senang akan harga, bentuk dan kualitas furniture antic yang saya jual, mereka biasanya bercerita baik pada teman-teman mereka sesama kolektor furniture antic atau mungkin keluarga atau saudara mereka yang mulai tertarik untuk mengganti furniture rumah mereka dengan barang antic, itu akan lebih cepat menyebar jika dibandingkan dengan media social, apalagi jika barang yang saya jual harganya murah, jadi saya tidak perlu menggunakan biaya untuk pemasaran, hanya gratis karena hanya menggunakan mulut pembeli saya yang puas karena barang

yang saya jual ke mereka itu memuaskan''. [Promoting through social media such as Facebook and WhatsApp, friends (because I have participated in furniture sales associations, so sometimes they help market it if someone is looking for antic furniture), word of mouth (usually if there are consumers who are satisfied and happy about prices, forms and the quality of the antic furniture that I sell, they usually tell stories to their friends as antic furniture collectors or maybe their family or relatives who are interested in replacing their home furniture with antic goods, it will spread faster compared to social media, especially if the items I sell are cheap, so I don't need to use the costs for marketing, it's only free because I only use the mouth of my satisfied buyers because the items I sell to them are satisfying.](P4, interviewed on 28 June 2019).

Like P4, P5 also believes that the important thing in promoting is satisfaction of the buyers. When a buyer is satisfied, he or she will be able to help the seller to promote, so that the seller does not need to spend any fee to pay for the promotion.

''Tidak menggunakan media promosi tertentu, hanya melalui media social seperti facebook dan whatsapp serta melalui mulut ke mulut.Terkadang menggunakan media social untuk pemasaran seperti facebook dan whatsapp tetapi menurut saya yang palinhg signifikan adalah menggunakan kepuasan pembeli untuk memasarkan furniture antic saya secara tidak langsung.Tidak memakai jasa iklan, hanya media social dan mulut pembeli saya saja.Tidak memiliki tenaga pemasaran, karena tidak

sebanding dengan harga furniture yang saya jual, lebih baik menggunakan media social dan kepuasan pelanggan karena lebih murah dan efisien untuk pemasaran produk yang saya jual''.[Not using certain promotional media, only through social media like Facebook and whatsapp and by word of mouth. Sometimes using social media for marketing such as Facebook and WhatsApp but in my opinion the most significant thing is to use buyer satisfaction to market my antic furniture indirectly. Not using advertising services, only social media and my buyer's mouth. Do not have marketing staff, because it is not worth the price of furniture that I sell, it is better to use social media and customer satisfaction because it is cheaper and more efficient for marketing the products I sell.](P5, interviewed on 28 June 2019).

4.2.4 Place

The following is the data on the place that the participants choose to sell the products. Participant 1 mentioned that

Menjual mebel di rumah, saya memiliki gudang di sebelah rumah sebagai showroom pribadi agar lebih mudah dalam pengurusannya dan tidak mengeluarkan biaya sewa. Tidak mempunyai show room, hanya gudang di sebelah rumah saya untuk menjual furniture antik.[Selling furniture at home, I have a warehouse next to the house as a private showroom to make it easier to manage and not to pay any fees. I do not have a show room, only a warehouse next to my house to sell antique furniture.] (P1, interviewed on 28 June 2019)

The only place that Participant uses is his own warehouse which functions as the show room. He chooses this because it does not cost anything. He does not to pay any fee to rend a show room. The same thing is done by P2 who also uses his own house is the place to market his antique furniture. His house also functions as the showroom so that he does not need to rent, "*Menjual mebel di rumah, agar tidak perlu membayar sewa tempat untuk showroom. Memiliki show room di rumah agar murah.*" [Selling furniture at home, so you don't have to pay rent for a showroom. Have a show room at home so it's cheap.] (P2, interviewed on 28 June 2019).

Similar reason stated by P3 who like P1 and P2 also uses his house at the back yard as the showroom, so he does not need to pay the rent fee, "*Show room di rumah, agar lebih praktis dan tidak perlu menyewa tanah untuk dijadikan showroom. Memiliki showroom, hanya di halaman belakang rumah.*" [Show room at home, to make it more practical and not need to rent land to be a showroom. It has a showroom, only in the backyard.] (P3, interviewed on 28 June 2019).

P4 places her products at her home which function s as her show room .in her home she also uses antiques furniture that she likes and she will sell it when she feels bored with her collection. Besides at home, she also places her product in Kasongan, a place where people sell antique things. She chooses this place because there are many visitors who come there to find antique things. The visitors are both domestic and foreign tourists.

Menjual di showroom yang terletak di daerah Kasongan Yogyakarta karena Kasongan merupakan pusat dari penjual kerajinan baik yang

antikmaupun kerajinan modern di Yogyakarta (banyak juga penjual barang antik yang menjual barang mereka di kasongan karena banyak wisatawan baik dari dalam negeri maupun dari luar negeri datang ke Kasongan untuk membeli furniture ataupun kerajinan lainnya, di rumah, sebagian furniture antik yang saya jual saya letakkan di rumah saya karena saya mau menjualnya secara online melalui facebook dan sebagian merupakan koleksi saya sendiri yang saya ingin jual jika saya sudah bosan dan tentu saja dengan harga yang sedikit lebih tinggi. - work shop juga di Kasongan tetapi dengan lokasi yang berbeda, workshop terletak di dekat gapura kasongan agar lebih strategis dan lebih mudah dilihat oleh tourist karena dekat dengan parkir bis. Memiliki show room & work shop yang terletak di daerah Kasongan.

[Selling in a showroom located in the Kasongan area of Yogyakarta because Kasongan is the center of antic handicrafts and modern handicraft sellers in Yogyakarta (many antic merchants sell their goods in Kasongan because many tourists from both domestic and overseas come to Kasongan to buy furniture or other crafts, at home, some of the antique furniture that I sell is placed in my house because I want to sell it online through Facebook and some of it is my own collection that I want to sell if I'm bored and of course at a small price higher - work shop also in Kasongan but with different shop locations, the workshop is located near the gate of Kasongan to be more strategic and easier to see by tourist because it is close to the bus parking. I have a show room & work shop located in the Kasongan area. have

certain lines for sales, because it's faster and cheap if you sell yourself.](P4, interviewed on 28 June 2019).

Other seller, in this case P5 chooses Kota Gede, which is a strategic place to sell antique furniture because it is a tourist destination.

Galeri yang terletak di Kota Gede dan juga di pameran karena agar pengawasannya lebih mudah dan lebih efisien. Ada galeri di Kota Gede karena letaknya yang strategis sebagai tujuan pariwisata serta untuk berjualan furniture antic. [The gallery is located in Kota Gede and also at the exhibition because of its easier and more efficient supervision. There is a gallery in Kota Gede because of its strategic location as a tourist destination and to sell antic furniture.] (P5, interviewed on 28 June 2019).

