

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

This chapter consists of two parts, conclusion and suggestions based on the findings that have already been discussed in chapter 4.

#### 5.1. Conclusion

Based on the discussion in chapter 4, there are some conclusion that can be drawn that they consider furniture antique. The criteria are the style of the furniture. The furniture style that is considered as antique are the furniture with Chinese or Dutch colonial style as well ancient Javanese style. Other than that The crafting is also complicated. The second criteria is the maturity or the age of the wood. When the wood used is old as can be seen in its texture and fibre, it is antique. The important thing revealed during the interviews is that the furniture should be made from old teak wood that can be proven from the fiber in the wood. Besides, furniture is antique when it is scarcely found in the market.

The conclusion on the second part, the part which discusses the 4Ps of the product (product, price, promotion, place, shows that in deciding the price to sell the antique furniture like chairs, tables, buffets, cabinets, dressing tables, partition, they are influenced by their idea of antiquity. When the model is antique and it is scarce in the public market, they can sell it with good price. However, it also depends on the buyers' taste. When they like the furniture, they will pay it although it is expensive. In promoting, they are also influenced by their idea of antiquity. All of them use social media and mouth to mouth to promote their

product because people who like their products will tell others about the scarce furniture. In placing their products, two of the participants place their products in Kota Gedhe and Kasongan which are the tourist destination to get antique things. Therefore, it can be said that their choice of place is influenced by their idea of antiquity.

## 5.2 Suggestions

As this study relates to furniture, it is a good idea if it is conducted in Jepara, which is famous as furniture city. Besides the number of the participants should be higher so that more data can be collected and discussed.

