The Relationship Between Ethnicity & Age Factors and the Tendency of East Kalimantan People's Preference Towards the Component of Handicraft Products

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Abstract— *In developing a product, the preferences of the user community must be considered carefully so that new products will always sell well in the market. The society of product users in a region can differ from one region to another in terms of whether or not the population is heterogeneous. This can also affect people's preferences when choosing a product. The conclusions of several studies that have been carried out show that a person's culture affects the level of preference/choice towards the product. The contribution of the handicraft industry to the national GDP was 15.7 percent. Tas women with distinctive materials made manually is one of the craft products that has the opportunity to be developed. It is necessary to conduct research on the relationship between ethnicity and age with the tendency of East Kalimantan people's preference for handicraft bag products from ulap doyo. The purpose of this study is to find out what are the preferences of handicraft bag products from ulap doyo and know the relationship between age / tribe and preferences for handicraft bag products from ulap doyo. The method carried out is descriptive with a single cross sectional form with crosstabulation analysis with chi square. The results of this study were Most of the respondents were educated by late adolescence (17-25 yrs) with 64.4%, Javanese 31 people with 35.6%. Respondents' preference towards alternative handicraft design bags from ulap doyo is alternative 7. From the results of data processing, there is no relationship between ethnicity and age with the craft of bags from ulap doyo.*

Keywords— *Relationship, ethnicity, age, preferences, bags, East Kalimantan.*

I. INTRODUCTION

In developing a product, the preferences of the user community must be considered carefully so that new products will always sell well in the market. According to Lee & DeLong (2018) in a study entitled Re-birthed fashion handbags as a collaborative design project, it can be concluded that the recreated design analysis shows that the most common reason for not choosing a product in the market is a design that does not need attention because it is too common or no different from other similar items. In such cases, the consumer can replace this basic design with products of cheaper brands. Thus, the recreated design of fashion bags is given unique design features and utility that consumers can recognize as associated with brand identity. (Re-birthed fashion handbags as a collaborative design project,Yoon Kyung Lee & Marilyn DeLong, 04 June 2018). From this conclusion, it can be seen

that product features / components are one of the important things in a design.

The society of product users in a region can differ from one region to another in terms of whether or not the population is heterogeneous. This can also affect people's preferences when choosing a product. According to Raid & Gopal (2014) in a study entitled Study of consumer buying behavior on Branded ethnic apparel, concluded that consumers' buying behavior has to do with age group, occupation (occupation) and has nothing to do with gender, family annual income, and region. According to Leng & Botelho (2010) in How does national culture impact on consumers decision-making style? a cross cultural study in Brazil, The United States an Japan, concluded that there are differences in decision-making styles according to the culture that consumers have. In his research entitled The Relationship Between Local Factors to Their Preference Tendencies (Nofiawaty, 2010) concluded that there is a level of association as a native of Palembang to favorite colors, favorite motifs, favorite food flavors and favorite shopping places. The conclusions of several studies that have been carried out show that a person's culture affects the level of preference/choice towards the product.

According to Minister of Industry Airlangga Hartarto at the opening of Indonesia Fashion Week (IFW) 2017 in Jakarta, Wednesday (Februauri 1, 2017), that the fashion industry contributes greatly to the country's foreign exchange, national GDP and employment. Based on BPS data, the export value of fashion products in 2015 reached USD12.11 billion with the main markets of the United States, Europe and Japan. Furthermore, the contribution of the fashion industry to the national GDP amounted to 1.21 percent. Meanwhile, as a labor-intensive sector, the fashion industry is able to absorb a workforce of two million people or 14.7 percent of the total workforce in the industrial sector.

The five non-oil and gas processing industry sectors that recorded the largest export value in 2019, namely the food and beverage industry which was able to penetrate up to US $ 27.28 billion. Then, the base metal industry amounted to US$ 17.37 billion, and the textile and apparel industry reached US$ 12.90 billion. (https://kemenperin.go.id/).

One of the online marketplaces, Shopee, said that the highest transaction recorded on their application is the fashion

shopping category. According to Chris Feng as CEO of Shopee, at the Fairmount Hotel, Friday (19/1/2018), the fashion category with the highest transactions is fashion, shoes, and other complements to the look. It is stated that of the 400 thousand transactions that occur, the highest is the fashion category that is in demand in Indonesia.

Along with its development, fashion is not only dominated by one jenis product, namely clothing, but also develops in it accessories such as shoes and bags. From history it can be seen, pthere are 1950s, the postwar economic boom sparked a fashion revolution, spearheaded by Dior's New Look. Dresses with close-fitting waist models, long skirts grazing ankles, and women need smaller, structured handbags to balance out this new silhouette. While the 1980s, with its maximum style and rampant consumerism, was a heyday for fashion, and handbags were the fastest way to communicate the style of the owner. (https://www.vogue.co.uk/gallery/bag-trends-by-the-decade). Thus, women's bags are one of the fashion accessories products that have the opportunity to be developed.

Andansari & Keliwar (2019) in a study entitled Development of Fashion Product Design Made from Ulap Doyo to be Applied at UKM Pokant Takaq, Tenggarong, East Kalimantan to Support the Tourism Sector, where the emphasis ison product components that from the results of the questionnaire shows that the choice for the highest value bag handle component is in the type of handle there is a ring, the highest value bag cover component is the type of half front lid with a rotary key related, the components of the bag bag with zippers, the side joints of the bag with the highest value, namely the type of joints with straps and buttoned and the bag material selected with the highest value is the combined material of Ulap Doyo woven fabric and genuine leather. Where respondents filled out questionnaires with different ethnicities and ages.

From the above background, it is necessary to conduct research on the relationship between ethnicity and age with the tendency of East Kalimantan people's preference towards the components of bag fashion products.

II. METHOD

The methods in this study are as follows:

1) Types of Research

In this study, descriptive conclusive research was used in the form of a single cross sectional. Conclusive research is used to test specific hiotheses and test their relationships. Descriptive research is research by explaining the functions and characteristics of respondents using primary and secondary data.

2) Research Location

The location of this study was conducted in Samarinda City, Kalimantan Timut Province

3) Operational Limitations

The population aspect discussed in this study is the tribal aspect of culture and age. The product components that will be discussed are the handle component of the handrail type bag

there is a ring, the bag cover component of the front lid half with a hooked rotary key, the bag bag component with zipper, the side joints of the bag with straps and buttoned and the bag material is a combined material of ulap doyo woven fabric and genuine leather

4) Research Population and Sample

The population selected in this study was the people of East Kalimantan with an age range between 17 to 55 years, female gender, ethnicity: Javanese, Dayak, Banjar, Bugis, Padang, Sundanese, Kutai, and Batak, as many as 72 respondents.

5) Data Collection Methods

Data collection in this study by distributing questionnaires.

6) Data Analysis Techniques

The data analysis technique used in this study used descriptive qualitative. The existing data is processed using SPSS 17 and then analyzed using a cross tabulation statistical analysis tool and then the results will be analyzed to get an idea of the collected data.

III. RESULT AND DISCUSSION

The analysis begins with the respondent profile, from the results of processing the respondent data, the respondent profile is obtained as follows:

1. The age of respondents in late adolescence (17-25 yrs) was 64.4% (5 6 people), early adults (26-35 yrs) as much as 13.8% (1 2 people), late adults (36-45 yrs) as much as 18.4% (1 6 people) and early elderly (46-55) as many as 3.4% (3 people).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25	56	64.4	64.4	64.4
	26-35	12	13.8	13.8	78.2
	36-45	16	18.4	18.4	96.6
	46-55	3	3.4	3.4	100.0
	Total	87	100.0	100.0	

2. Javanese as many as 35.6% (31 people), Dayak as much as 3.4% (3 people), Banjar as much as 20.7% (1 8 people), Madurese as much as 1.1% (1 person), Sundanese as much as 4.6% (4 people), Makassar as much as 1.1% (1 person), and others as many as 18.4% (16 people).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Banjar	18	20.7	20.7	20.7
	Beating	3	3.4	3.4	24.1
	Bugis	13	14.9	14.9	39.1
	Javanese	31	35.6	35.6	74.7
	Sundanese	4	4.6	4.6	79.3
	Grow up	1	1.1	1.1	80.5
	Makassar	1	1.1	1.1	81.6
	Other	16	18.4	18.4	100.0
	Total	87	100.0	100.0	

3. The final teenagers of the Banjar tribe 1 1 person, Dayak 2 people, Bugis 9 people, Java 20 people, Sunda 3 people, Madura 1 person, Makassar 1 person and Others 9 people. Early adulthood consists of Banjar tribe 1 person, Dayak 0 people, Bugis 1 person, Javanese 6 people, Sundanese 1 person, Madura 0 people, Makassar 0 people and Others 3 people. The final adult consists of the Banjar tribe 5 people, Dayak 1 person, Bugis 2 people, Javanese 5 people, Sundanese 0 people, Madura 0 people, Makassar 0 people and Others 3 people. The initial elderly consisted of the Banjar tribe 1 person, Dayak 0 people, Bugis 1 person, Java 0 people, Sunda 0 people, Madura 0 people, Makassar 1 person and Others 3 people.

Suku * Usia Crosstabulation

Count

Suku		Usia				Total
		17-25	26-35	36-45	46-55	
Suku	Banjar	11	1	5	1	18
	Dayak	2	0	1	0	3
	Bugis	9	1	2	1	13
	Jawa	20	6	5	0	31
	Sunda	3	1	0	0	4
	Madura	1	0	0	0	1
	Makassar	1	0	0	0	1
	Lainnya	9	3	3	1	16
Total		56	12	16	3	87

Cross Tabulation Analysis

In this study, a relationship will be found between the degree of association between ethnicity and age with respondents' preference for the components of women's bags. The way it was done was a cross-tabulation between questions about preferences for women's bag components and the age and type of respondent's ethnicity. But not all results from cross-tabulation will be analyzed, the result to be discussed is a cross-tabulalsi table that has a chi square significance value below 0.05.

From the results of data processing, there are results such as the following

Suku * Alternatif Crosstabulation

Count

Suku		Alternatif										Total
		Alternatif 1	Alternatif 2	Alternatif 3	Alternatif 4	Alternatif 5	Alternatif 6	Alternatif 7	Alternatif 8	Alternatif 9	Alternatif 11	
Suku	Banjar	0	3	0	0	0	1	12	1	0	1	18
	Dayak	0	0	0	0	0	0	3	0	0	0	3
	Bugis	1	2	0	1	0	4	3	1	1	0	13
	Jawa	3	9	5	1	0	0	7	3	1	2	31
	Sunda	1	1	0	0	0	0	1	1	0	0	4
	Madura	0	1	0	0	0	0	0	0	0	0	1
	Makassar	0	0	1	0	0	0	0	0	0	0	1
	Lainnya	1	4	0	1	0	3	6	0	0	1	16
Total		6	20	6	3	1	7	32	6	2	4	87

From the tribal factor, there were many alternative bag designs selected alternative 7 as many as 32 people and the most chosen by the Banjar tribe as many as 12 people.

From the age factor, there were 32 selected alternative 7 alternatives and the most were chosen by late teens as many as 22 people.

Usia * Alternatif Crosstabulation

Count

Usia		Alternatif										Total
		Alternatif 1	Alternatif 2	Alternatif 3	Alternatif 4	Alternatif 5	Alternatif 6	Alternatif 7	Alternatif 8	Alternatif 9	Alternatif 11	
Usia	17-25	3	16	2	1	0	4	22	4	2	2	56
	26-35	2	0	4	1	0	2	2	0	0	1	12
	36-45	1	4	0	1	1	1	5	2	0	1	16
	46-55	0	0	0	0	0	0	3	0	0	0	3
Total		6	20	6	3	1	7	32	6	2	4	87

The relationship between age and ethnicity with people's preference for handicraft bag products from ulap doyo, can be seen as follows:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.579a	63	.294
Likelihood Ratio	64.479	63	.425
Linear-by-Linear Association	2.186	1	.139
N of Valid Cases	87		

a. 76 cells (95.0%) have expected count less than 5. The minimum expected count is .01.

On the chi square test table, it reads that the chi square value is 0. 294, meaning above 0.05 then it can be interpreted that there is no real influence between the level of tribal linkage and the choice of bag crafts from ulap doyo.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.739a	27	.100
Likelihood Ratio	35.215	27	.133
Linear-by-Linear Association	.247	1	.619
N of Valid Cases	87		

a. 37 cells (92.5%) have expected count less than 5. The minimum expected count is .03.

On the chi square test table, it reads that the chi square value is 0. 100, meaning above 0.05, it can be interpreted that there is no real influence between the level of age association and the choice of bag crafts from ulap doyo.

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