

***The Marketing Strategy of the Copper and Brass Medium-Scale Craft Industry: A Case
Research of Talijiwo Art in Tumang, Cepogo, Boyolali***

ABSTRACT

The traditional copper and brass crafts in Tumang are cultural heritage crafts that possess distinctive characteristics. One such example is Talijiwo Art, which boasts a unique forged texture and diverse forms through a custom system. However, Talijiwo Art faces challenges in its marketing approach, which proves ineffective in reaching the millennial market due to its reliance on conventional selling methods and word-of-mouth promotion. Consequently, this traditional approach impedes the growth of its business, while failing to effectively highlight the distinctive characteristics of its products, as a result of insufficient dissemination of information. Therefore, it requires the implementation of appropriate marketing strategies to develop the business. The research employs a design approach method, analyzing internal environmental data using STP and marketing mix, as well as external data using PEST and Porter's Five Forces analysis, and SWOT analysis with IFAS and EFAS matrices. The research outcomes consist of the design of implementation strategies as recommendations, which involve implementing marketing strategies for online and offline media, as well as visual design in marketing, aiming to develop Talijiwo crafts that are unique with distinctive characteristics.

Keywords: *Crafts, Characteristics, Marketing, Copper, Talijiwo Art.*