

## Local Brand Adaptation Strategy: "Tiger Hood" In Bukittinggi

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### ABSTRACT

This research discusses "Local Brand" Adaptation Strategy: Tiger Hood in Bukittinggi. The purpose of this study is to describe the obstacles faced by the local brand Tiger Hood and how the adaptation strategy of the local brand Tiger Hood in Bukittinggi. The theory used in this study is Tallcot Parson's theory of structural functionalism. The method used is a qualitative method with observation, interview, and documentation data collection techniques. The findings in this study explain that the local brand Tiger Hood has several obstacles in facing competition between fellow local brands in Bukittinggi such as fierce competition, changes in consumer preferences and consumer misperception. The adaptation strategies carried out by the local brand Tiger Hood such as promotions on social media, promos and discounts, improving product quality and improving customer service.

**Keywords:** *strategy, adaptation, local brand*

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### INTRODUCTION

Local brand or local product according to Zhou, Yang and Hui in "Chikita, et al" (2019: 3) defines that local branding is a brand that is located in a country or in a geographical area. This means that local brands are products that come from within the country, are produced and marketed domestically. Each local brand usually has its own characteristics of the person who created the brand. One of the local brands developed in Bukittinggi is in the form of souvenir products such as bags, wallets, accessories and t-shirts. Local products in Bukittinggi, especially screenprinting t-shirts, are increasingly found with different models and designs. This happens because the development of fashion that continues to change makes consumer demand increasing.

There are several t-shirt shopping options local brand such as: Tangkelek, Uhuy, and Tiger Hood. Tangkelek is a local brand who sells T-shirts with Minang characteristics with the first distro is in the Andalas Padang plaza. Tangkelek is synonymous with the writing of clothes that highlight local culture such as minang words. One of the ways Tangkelek continues to exist by taking advantage of technological developments is social

media. Tiger Hood is a Brand Bukittinggi which has been established for a long time since 2014. Tiger Hood has the difference of Brand other such as Tangkelek, which is the design issued is a picture design style streetwear. Streetwear It is a casual fashion style that began to be popular in the 1990s inspired by hip-hop culture and skater style.

The large number of local brand sellers in Bukittinggi accompanied by the emergence of many new local brands makes the competition even tighter, especially for the local brand Tiger Hood. Another because that makes the local brand Tiger Hood experience difficulties is the change in consumer habits caused by the pandemic. The community is facing a new way of life where all needs are accessed online until it has become a habit until now. This situation is a threat as well as a challenge for the local brand Tiger Hood in order to compete with the many local t-shirt entrepreneurs. Tiger Hood must be able to design an effective adaptation strategy to be able to adapt to changes and face the many competitors of the jersey in Bukittinggi.

The findings in this study explain that the local brand Tiger Hood has several obstacles in facing competition between fellow local brands in Bukittinggi such as fierce competition, changes in consumer preferences and consumer misperception. The adaptation strategies carried out by the local brand Tiger Hood such as promotions on social media, promos and discounts, improving product quality and improving customer service. Based on the above background, this opens up the opportunity to study more deeply to describe what obstacles Tiger Hood faces in the midst of competition with other brands, as well as how Tiger Hood's strategy is to be able to adapt in Bukittinggi.

The benefits of this research are theoretically expected to be useful for anthropological science and cultural studies. The results can be used for further research so that they can be a reference and reference for other research in conducting similar research with different topics. Then in order to provide information for readers about fashion developments that are useful for business actors, the community and the government regarding fashion strategies and trends that are currently developing. The practical benefits are taken from the research itself and can solve the problem of adaptation strategies in society practically.

## **METHOD**

The method used in this study is a qualitative method that produces descriptive data in the form of a systematic and orderly description of the subject matter regarding "Local Brand Adaptation Strategy: "Tiger Hood" in Bukittinggi". The descriptive approach method used in this study, as revealed by Sugiyono (2018: 3) is a qualitative method to obtain data that contains meaning. This means that the qualitative method presents directly the essence between the researcher and the informant, object, and subject of the research. The datacollection techniques in this study are carried out with several techniques, namely, observation, interviews, documentation. This method is written descriptively and as much as possible gives the reader an overview of the research methods used, ranging from data collection methods, data processing and analysis methods to drawing conclusions. The data analysis techniques in this study are data

collection, data analysis, data display, and drawing conclusions from the available data analysis with the theory used, conclusions can be drawn about the local brand adaptation strategy: "tiger hood" in Bukittinggi.

## **FINDING AND DISCUSSION**

### **A. Description of the area where the study was conducted**

Bukittinggi City is the second largest economic city in West Sumatra Province. This city in the Netherlands colonial era was called Fort De Kock. Bukittinggi City is located in the mountains of Bukit Barisan about 90 km north of Padang City. This city is on the edge of the Sianok Gorge and is surrounded by 2 mountains, namely Mount Singgalang and Mount Marapi. Bukittinggi City is located at an altitude of 900-941 meters above sea level, so this city has a cool air with a temperature of around 16.1-24.9° C. meanwhile from the total area of Bukittinggi currently (25.24km<sup>2</sup>). 82.8% is intended for cultivation land, while the rest is protected forest. (Bukittinggi City Government).

### **B. Local Brand Tiger Hood**

Brand local in Indonesia is currently developing both in terms of models, shapes, colors and designs. In keeping up with trends Fashion Business Actors local brand must innovate to be able to survive in the midst of many t-shirt shopping options in Bukittinggi. Existence local brand not only about products and services, but also about creativity, real contribution to the community and economy in Bukittinggi. Therefore, local brand It must have its own identity that includes values, unique stories, and characteristics that set it apart from competitors. Shopping options for clothes, especially T-shirts, are quite varied. Starting from different price options, quality and brands. Along with the rapid development of technology, people are beginning to experience changes to a more modern era, causing changes in both shopping interests and the use of social media to find information. One Brand The one that stood for quite a long time in Bukittinggi was Tiger Hood. Brand This has been established since 2014 which has experienced the ups and downs of a business. Tiger Hood is an original distro in Bukittinggi that sells Sweaters jacket merchandise bands and T-shirts. The name Tiger Hood has a long history with the aim that Tiger Hood has an icon that is more Sumatran.

### **C. Obstacles Faced by Local Brand Tiger Hood in Local Brand Competition in Bukittinggi**

There are several obstacles faced by business actors local brand Tiger Hood in competition local brand in Bukittinggi, as follows:

#### **1. Fierce Competition**

The obstacle faced by the local brand Tiger Hood is the large number of T-shirt shopping options, one of which is the Tangklek and Uhuy brands. The competition that occurs between fellow local brands in Bukittinggi is a healthy competition, even though they have the same goal, they still compete in a healthy way. With this concept of healthy competition, business actors will still be able to compete. There is no monopoly among traders, no bad competition and honest competition. The concept of healthy competition is to protect new business actors, both similar and

non-similar who are competitors. With this concept of healthy competition, business actors will still be able to compete.

## **2. Changing Consumer Preferences**

Entrepreneurs follow the pattern of their people's needs which are influenced by both external and internal factors. The rapid flow of information disrupts and contributes to changes in consumer preferences and what consumers are interested in. The entry of information through online media has made people's tastes change because the references seen by the public adopt fashion from the outside.

## **3. Consumer misperception**

Misperception in the Indonesian Language dictionary means misperception or wrong acceptance. Competition does not only occur with fellow local brand T-shirt sellers in Bukittinggi, but also occurs with dishonest T-shirt sellers who damage the image of the local brand Tiger Hood. The public is only tempted by the low price and trusts the claims made by the seller of the product without knowing the authenticity of the materials purchased so that there is a misperception from consumers that they consider the materials used by Tiger Hood to be the same as what they buy. This is an obstacle for local brand Tiger Hood in educating consumers so that they are not consumed by cheap prices.

## **D. Tiger Hood's Local Brand Adaptation Strategy in Bukittinggi**

The word "strategy" relates to things like victory, life, and fighting power. That is, it is related to whether or not an institution or organization is able to face pressure that arises from within and outside (Mukarom, et al. 2015: 221). A strategy can provide information to every community. Adaptation is a system that must meet the needs of the community in accordance with existing situations and conditions. Because in order for the community to survive, it must be able to adapt to the environment and its needs. There are several ways that local brand entrepreneurs Tiger Hood can adapt in the midst of many local T-shirt shopping options as follows:

### **1. Promotion on Social Media**

Social media is one of the strategies carried out by entrepreneurs local brand Tiger Hood to expand the sales range. The social media that is widely used today to promote products is Instagram. Tiger Hood takes advantage of online shop like Shopee to increase sales. On the app Shopee Entrepreneurs start posting products and doing live streaming.

### **2. Promos and Discounts**

Promos can be in the form of buy 2 get 1 free or buy 1 bonus t-shirt 1 accessory. Meanwhile, discounts are discounts given to consumers without reducing the quality of the goods sold. Promos and discounts are offers that are given to attract consumer shopping interest in an item. Consumers tend to be more interested in promos and discounts.

### **3. Product Quality Improvement**

Product quality improvement focuses on customer needs, such as using quality materials, innovating in every production and conducting market

research to achieve better results. In addition to the material, the thing that is greatly improved by the local brand Tiger Hood is in terms of design.

#### **4. Improved Customer Service**

Ensuring that the service provided by Tiger Hood is a good and satisfactory service. These include speed in service, friendliness, consistency of product quality, as well as responsiveness to customer feedback. Evaluation of market response, customer feedback, as a whole will help in adjusting strategies to survive. By following these steps, Tiger Hood was able to build an adaptation strategy in the city of Bukittinggi, by maintaining customer satisfaction, and strengthening their position in the local market.

Based on the description above, it is a form of Tiger Hood's local brand adaptation strategy in maintaining its business in accordance with Talcot Parsons' AGIL theory, as follows:

##### **a. Adaptation**

The adjustment made by the Tiger Hood brand to social conditions, because if it is not able to adapt, it will be difficult to survive. Therefore, as a form of adaptation to the environment that has changed its conditions so that it can survive and be able to adjust to the environment and needs, the Tiger Hood brand does ways such as starting to activate social media which originally only focused on online sales and providing promos and product innovations to maintain customer loyalty.

##### **b. Goal Attainment**

Tiger Hood ensures that the service provided is good and satisfactory. These include speed in service, friendliness, consistency of product quality, as well as responsiveness to customer feedback. Evaluation of market response, customer feedback, as a whole will help in adjusting strategies to survive.

##### **c. Integration**

Tiger Hood brand business actors must be able to manage the relationship between existing components in order to function optimally. The Tiger Hood brand must continue to maintain and manage a brand, as with the original goal of surviving in the face of competition with fellow local brands so that it can develop without having to kill other local brands.

##### **d. Pattern Maintenance (Latency)**

The efforts that have been made by Tiger Hood business actors are to maintain relationships between local brand entrepreneurs in Bukittinggi and consumers so that they both get profits, as well as opportunities for other local brands so that their businesses both advance and develop.

## CONCLUSION

There are obstacles faced by the local brand Tiger Hood, business actors certainly have several ways to adapt to survive in Bukittinggi. Tiger Hood's local brand entrepreneurs have several strategies to adapt to promotions on social media, where initially local brand entrepreneurs only sell offline, now they are starting to enter the online market to reach a wider market. Promos and discounts are also held on certain days with the aim of attracting customers. Local brand entrepreneur Tiger Hood improves product quality by collaborating with art workers to create designs, as well as posting catalog photos and videos on social media. And Tiger Hood business actors improve customer service by providing a comfortable space to consumers when shopping and establishing strong and sustainable relationships with Tiger Hood consumers and other local brands.

This research is expected to help local brands in Bukittinggi in facing the obstacles experienced. And it can help consumers to be wiser in assessing the product quality of a T-shirt where local brands, especially in Bukittinggi, on average have used 100% cotton combed material. It is hoped that this research can be continued by the next researcher because there are still many other interesting findings both in the field of economics and other fields that are still related to the problem of local brands.

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