

Bonsai's Marketing Strategy Centers on Creating Customer Value



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ABSTRACT: This paper contributes to a different marketing approach on how to describe value from the customer's perspective. This research examines value-based pricing by highlighting a customer-centric approach with a focus on customer value creation to explore what this literature can convey in achieving success. The research locus is the research object of the Jombang Bonsai Community FB community which has 16,645 members. with consideration: Members of the Jombang Bonsai Facebook Community Trust; Own a bonsai plant business; Join the community for at least 2 years. The qualitative approach carried out through the data analysis technique used is the Manual Data Analysis Procedure (MDAP), from the results of interviews accompanied by triangulation of sources and theories to produce findings on customer-centred approach marketing strategies including Price Formation: Product and Services, Authorization Use, Resource Access, Benefit Claim Rights, Buyer Type, Availability, Use, Results, Economic Success. As well as Mechanism Policies: Quantity, Price Formation, Price Conditions, Price Discrimination, Product Characteristics, Customer Identity, Transaction Forms, Market Laws.

KEYWORDS: customer focused marketing approach, value-based pricing, customer value creation, pricing

I. INTRODUCTION

The marketing literature considers different approaches to how to describe value from the customer's perspective (Mostaghel & Chirumalla, 2021). Richards, (2021) note that the conceptualization of value determines how to measure value and design marketing and pricing strategies. As a result, various value-based pricing approaches use different value concepts (Zeithaml et al., 2020). These approaches differ in the understanding, detection and quantification of value (Y. Chen et al., 2021). Pricing schemes are intended to capture value and share it among business partners through monetary measures. In this context, Lim & Rasul, (2022) ask the question: "How do you define value? Can you measure it?" Answering this question, we compare the concepts of product-centric and customer-centric value-based pricing (Paiola et al., 2021). Product-centric providers try to build competitive advantages by offering superior products and optimizing their production processes (Becker & Jaakkola, 2020). In this regard, Leiting et al., (2023) provides a product-centered definition of value-based pricing: "The customer value-based pricing approach uses the value that a product or service provides to consumers (F. Chen et al., 2024). Predetermined customer segments as the primary factor in setting prices (Hoffmann et al., 2023)." This definition explicitly refers to the value that a product or service provides to a customer segment, meaning that value is attached to the product. Price is the monetary counterpart of this value (Kassemeier et al., 2023).

This research begins with the current development phenomenon, namely the number of people interested in the bonsai community has increased in the last 12 months, sourced from Google Trend (Ledermann et al., 2021). This can also be seen from the increasingly active bonsai community on Facebook (Ajuwon et al., 2024). The Jombang Beriman Bonsai Community is a forum that acts as an intermediary for bonsai sellers and buyers (Fajri & Suryantini, 2023). Interest in the bonsai community is increasing from time to time, according to Google Trend statistical data, interest in the bonsai community in Indonesia from March 2023 to September 2023. This is an opportunity for bonsai business actors to market their products (Rossato & Castellani, 2020), because in society there are many connections to interact with each other in carrying out buying and selling activities (Mishra et al., 2023). Bonsai Jombang Beriman (BJB) is a Facebook community that is currently active and public, founded on October 14 2019 with 16,645 members from various areas around Jombang district, East Java. The Jombang Beriman Bonsai Community acts as an intermediary between sellers and buyers of bonsai plants, each member is given full rights to interact starting from selling by posting bonsai with appropriate prices and descriptions, commenting on each other in the comments column. In this community,

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bonsai is the main plant that is bought and sold and sought after by bonsai lovers, plants or trees that are grown in pots or outside pots, with the aim of making miniatures of the original form of large, old trees growing in the wild. The art of dwarfing trees is something extraordinary and has many fans. It is thought that the art of bonsai began in Japan when Japanese Buddhist priests returned from China in the 7th century (Batson, 2023). However, the first record of bonsai was found in 970 AD (Kinski et al., 2021). Many people believe that a set price will definitely generate profits (Mishra et al., 2023). However, there are many types of pricing strategies that should be used to get maximum profits, because choosing the right pricing strategy can increase sales (R. Lee, 2022). Business actors in this community sell various kinds of bonsai with varying shapes and prices (Munten et al., 2021). The price element is a relevant issue, business actors in the business sector producing goods or services have the same goals as other social goals (De Silva et al., 2021).

The prices of bonsai plants are currently unrealistic, so it is difficult to know on what basis the price of bonsai for sale and purchase is based (Tykkyläinen & Ritala, 2021). There is a Bonsai for Rp. 600,000,- to get five types of bonsai plants, while in another post there is a medium sized wacang bonsai Rp. 150,000,- get two bonsai, then an economical package containing 3 small bonsai Rp. 250,000,-, then in the next post there is a medium sized shaved bonsai for Rp. 300,000 to get one bonsai. Members of the Jombang Bonsai Community Believe in BJB number 16,645. Every day business people post products for sale. Each business actor uses different pricing methods, but with the same goal of making a profit from each product sold (Carlbäck, 2022). Customer-centered pricing is more in line with customer use values (Awwad et al., 2024), various shapes (Anderson et al., 2023), sizes and the prices of bonsai vary in this community (Tao et al., 2023).

In a customer-centered view, products and services are distribution mechanisms for service provision (Anderson et al., 2023). In this sense, service means an integrative solution to customer problems (Tao et al., 2023). In industrial markets, customer solutions are not only a collection of capital goods and services integrated into the customer environment but also a relational process with high interaction between customers and providers (S. M. Lee et al., 2024). A customer-centric approach goes beyond the value of product attributes and components (Ndudi & Kifordu, 2021). In contrast to a product-centric approach, this approach focuses on the customer's business and value creation as well as the provider's opportunities to support the customer (Buhalis & Cheng, 2020). By shifting key aspects of the relationship beyond transactions to interaction and support in the customer's usage process (Sjödín, Parida, Kohtamäki, et al., 2020), providers can identify additional revenue potential (Kamalaldin et al., 2020; Linde et al., 2021; Sjödín, Parida, Jovanovic, et al., 2020).

This paper contributes to a different marketing approach on how to describe value from the customer's perspective. Regarding value-based pricing by highlighting a customer-focused approach with a focus on creating customer value to explore what this literature can convey in achieving success. Marketing strategy research by providing a systematic and rigorous approach to identifying research gaps that bridges (Ghobakhloo et al., 2024), the research of strategic marketing practices and pricing schemes, bonsai entrepreneur community centered customer value approach

II. THEORITICAL REVIEW

Marketing Strategy Customer Value-Based Pricing Approach

Marketing strategies using a customer value-based pricing approach (De Toni et al., 2022) use the value provided by a product or service to predetermined customer segments as the main price determining factor (Raja et al., 2020). This definition explicitly refers to the value a product or service delivers to a customer segment, meaning that value is inherent in the product (Christen et al., 2022). Price is the monetary counterpart of this value. In a customer-centered view, products and services are the distribution mechanisms of service provision (Steinbrenner & Turčínková, 2021). In that sense, service means an integrative solution to customer problems (Lüdeke-Freund, 2020). In industrial markets, customer solutions are not only a collection of capital goods and services integrated into the customer environment but also a relational process with high interaction between customers and providers (Kamal et al., 2020). A customer-centric approach has gone beyond the value of product attributes and components (Patrício et al., 2020). In contrast to a product-centric approach, they focus on the customer's business and the provider's value creation and opportunities to support the customer. Shifting key aspects of the relationship beyond transactions to interaction and support in the customer's use process, the provider can identify additional revenue potential (Åström et al., 2022).

Pricing Scheme

Pricing schemes discussed in the existing literature are generally designed from a product-centric viewpoint (Gupta, S., & Ramachandran, 2021). However, testing this pricing scheme against the backdrop of bonsai cultivation business solutions shows that it is not very suitable for relational processes. The emphasis is on specific products, services, and their attributes and features. However, a product is only part of the complete solution to a customer's problem. The following problems arise: (1) The customer is responsible for the integration of various components to solve the real problem (Daft, J., Albers, S., & Stabenow, 2021); (2) The

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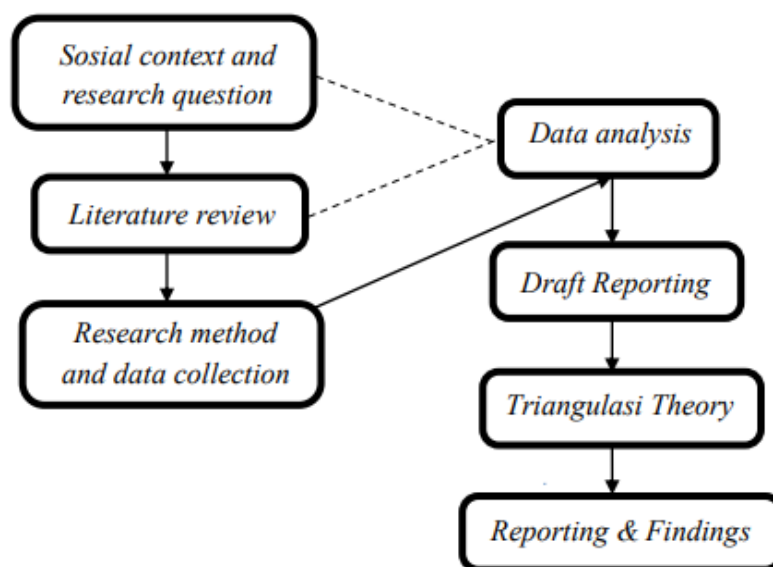
scope of services is usually predetermined in the contract (Koc, K., & Gurgun, 2022); (3) Pricing schemes are directed at specific transactions and not at ongoing relationships (Ketokivi, M., & Mahoney, 2020); (4) Providers fail to exploit the potential of collaboration in the usage phase when customers need to solve unexpected problems (Kleinaltenkamp, M., Prohl-Schwenke, K., & Keränen, 2022). Therefore, product-centric pricing schemes that set prices before customer use and value creation are incompatible with the concept of customer solutions as a relational process. In contrast, pricing schemes with revenue streams in use phases and alternative units of measurement that refer to the creation of use value by customers are more suitable in this context. Around the turn of the millennium, practitioners in the market realized this problem and started using alternative pricing schemes, which was something new in the bonsai cultivation business.

Bonsai

The term bonsai itself comes from Japanese, namely (bon, 盆) which means pot and (sai, 栽) which means tree (Moore, 2024). During the Yuan dynasty around 1280 – 1368 AD, many officials and traders in China who came from Japan brought these bonsai as souvenirs to their country (EFSA Panel on Plant Health (PLH), Bragard, C., Baptista, P., Chatzivassiliou, E., Di Serio, F., Jaques Miret, J. A., ... & Gonthier, 2022). However, as it developed, bonsai became widely known as originating from Japan, because Japan was the one who popularized the art and technique of planting trees in other countries (Yoshida, 2020). Even today, bonsai continues to develop rapidly in Japan, the history of bonsai is proven in many paintings made by Takakane Takashina around 1309 AD. The art of bonsai trees first originated from mainland China, during the Tsin dynasty era around 265 - 420 AD with the name penjing or penzai, at which time penjing was very popular with royal officials. Then the art of bonsai continued to develop during the Tang dynasty, namely around 618 – 907 AD. The development of the art of penjing in mainland China cannot be separated from the role of Taoist monks at that time. They believed and believed that penjing was a plant that represented the important points of their teachings which contained how to create harmony and balance between humans and the nature around them (Moore, 2024).

III. RESEARCH METHODS

In this study, the research method used by researchers is using qualitative research (C. Rofiah, 2023), a phenomenological approach. With the Methods model Simple Research Design With triangulation theory. Simple qualitative research can still be compiled without having to carry out lengthy discussions but can still be accounted for (Rofiah, 2021). This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the model from a simple design to a simple design model with triangulation theory/simpleresearch design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:



Source: Rofiah & Bungin, 2021

1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.

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3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

Research Locus

This research was conducted on bonsai business actors on the Jombang Beriman Bonsai Community Facebook. With the terms and conditions of the Informant as follows: (1) Members of the Jombang Bonsai Facebook Community Believe, (2) Bonsai plant business owner, (3) Join the community for at least 2 years. This research starting February 2024 until this research was completed.

Research Informant:

No	Informant's Name	Business Name, Position	Long Time To Join The Community
1	Dadang Darmadi	Community Founder	Since October 14, 2019
2	Rodi Sambodo	Owner Bonsai Art	Since November 19, 2020
3	Mudhofar	Owner Pohon Kerdil	Since August 29, 2022
4	Muhamad Nurul Huda	Owner Bonsai Bang Jhon	Since July 12, 2020
5	Yusuf Hidayat	Owner Fafa Bonsai	Since November 10, 2021

Source: **Researcher Data, 2024**

Data Collection Technique and Triangulation

To obtain data, researchers used the following techniques: 1. In-depth Interview Technique; 2. Direct Observation Technique; 3. Documentation Techniques. Source triangulation and theory triangulation are two types of triangulation used in this research (Rofiah, 2021)

IV. DATA ANALYSIS TECHNIQUE

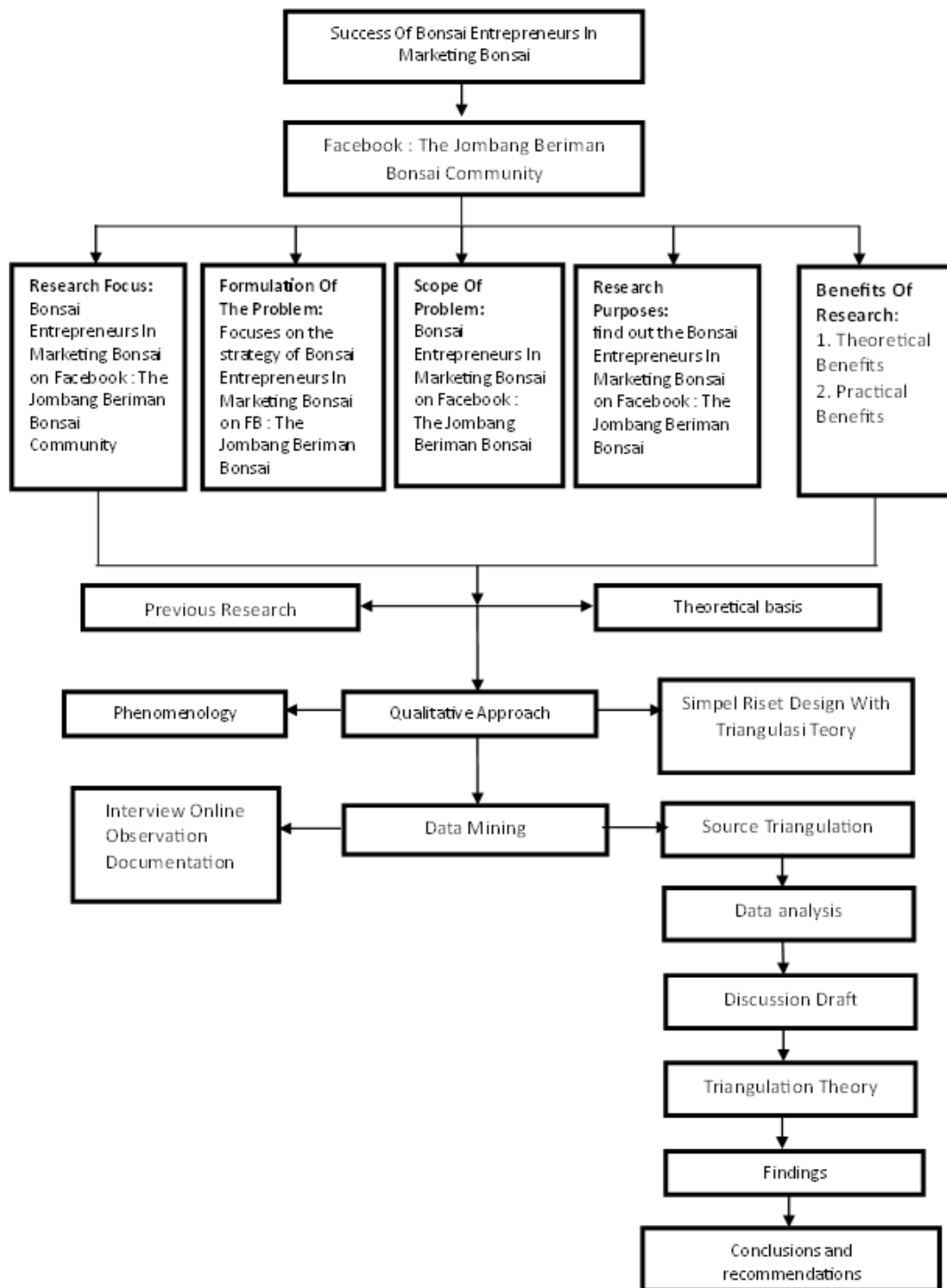
In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts:

1. Through preparation of the coding process.
2. Categorization process.
3. The process of determining the theme.
4. Proposition Formation Process.

Research Line of Thought

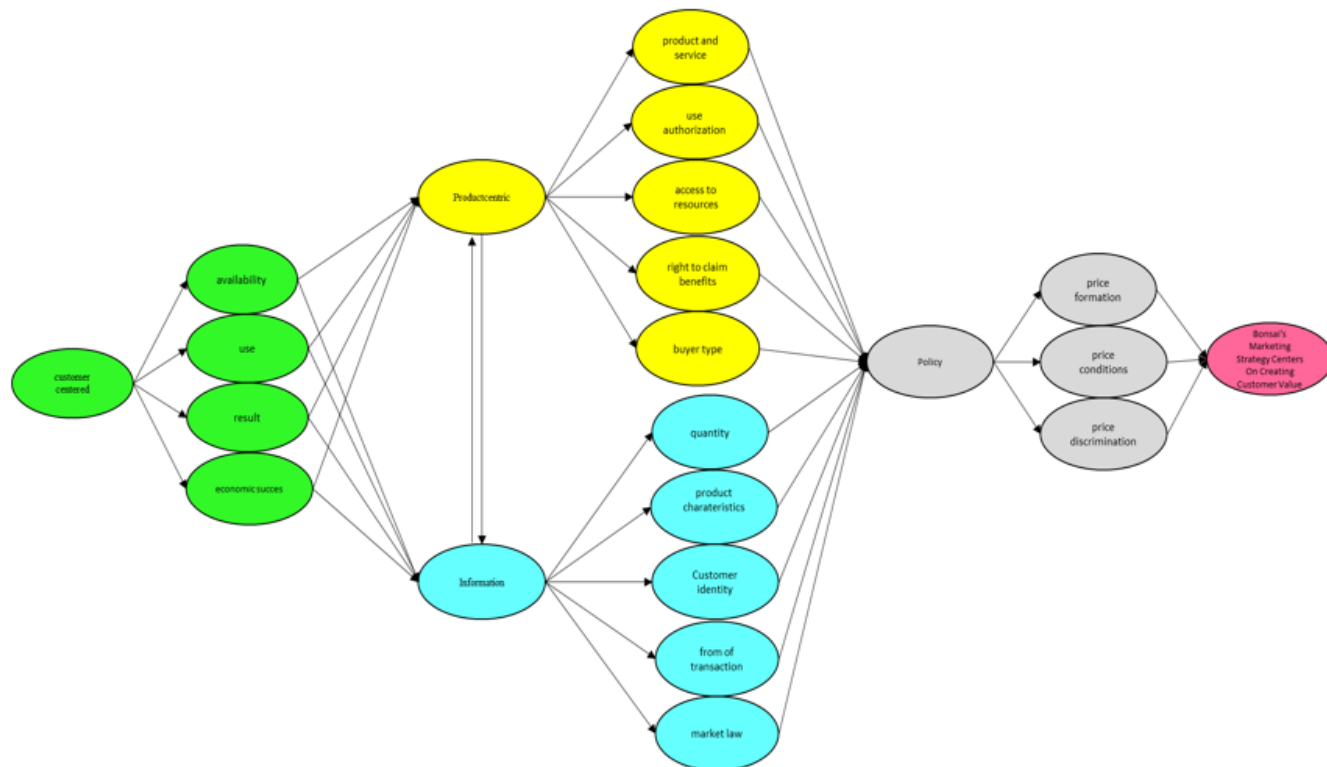
The framework of this research can be described as follows:

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Source: Researcher, (2024)

V. RESULTS AND DISCUSSION



Source: Research proposition, 2024

DISCUSSION

I. Customer Centered

I.1 Availability

"For fixed costs or dulinan bonsai boso jowo e, maybe the maintenance costs are just the watering costs, sis, if we use a water pump for watering, that's also the electricity costs, then the maintenance costs are fertilizer, there are two kinds of fertilizer, we buy organic and non-organic, organic We can make it ourselves from household waste, or leftover leaves for compost." (Dadang, 2024)

Based on the results of the interview, according to Dadang, fixed costs include maintenance costs, water pump or electricity costs and maintenance costs in the form of purchased fertilizer, namely organic and non-organic fertilizer.

"There are leaf fertilizers, fertilizers, roots, stems, there are insects for pests, fungicides, for diseases, various treatments" (Mudhofar, 2024)

Then, according to informant Mudhofar, fixed costs include fertilizer for leaves, roots and stems, insects for pests or fungicides

"If it's a fixed cost, it's electricity, electricity and sanyo is a, and if it's routine, it's fixed cost fertilizer" (Yusuf, 2024)

According to Yusuf, he also supports fixed costs, namely electricity and fertilizer.

I.2 Use

"As for labor maintenance, we do it ourselves, sis, friends also help us clean grass or spray plants that have pests, it's not big, but we often do it ourselves" (Dadang, 2024)

Based on the results of the interview, Dadang does the work himself, sometimes he also helps friends to clean the grass and spray plants with pests.

"In the past, I was per tree, I had a handyman to take care of it first, now I can handle it myself, I also open a maintenance service for other people to come to the house, I can now offer services" (Nurul, 2024)

According to informant Nurul, he stated that there was a handyman for each tree to take care of it, now he handles it himself, then he also provides maintenance services for other people who come to the house.

"There is no hourly fee" (Yusuf, 2024)

In contrast to Informant Yusuf, in his business there are no costs per hour.

I.3 Results

"There is a cost, per hour because every activity we do is powered" (Rodi, 2024)

Based on the results of the interview, there are production costs, because each of our activities is called power

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"If the person doesn't make it himself, buys the materials from other people, then they have already spent money from the start, they buy the black media like poor sand" (Mudhofar, 2024)

According to Mudhofar, the production costs of the materials are bought from people, they have started to spend money, then the black media like poor sand is also bought.

"In terms of production costs, I usually have 2 friends who have the same hobby, sometimes I get their daily salary, like an employee's salary, for electricity for 1 month 200 thousand for watering" (Nurul, 2024)

Then according to Nurul, production costs include employee salaries and electricity for watering

"As for the production costs, the raw materials, if we use the term, are wholesalers, we take the media, pots, then fertilizer, electricity, because Sanyo is just that, we are based on a hobby, right, sis, so that's what we pay for the energy costs. Many people don't count, it's basically a hobby" (Yusuf, 2024)

According to the interview results, the production costs incurred by Yusuf were the production of raw materials, taking the potting media, then fertilizer and electricity

I.4 Economic Success

"We'll give you an example of buying and selling. If a friend can't set a price, there's a fee, the fee is around 10%, sis. For example, if a friend brings a buyer, we'll give 10% to the person who brought the buyer, yes, the benchmark is like that, it depends on the price of the materials. "For bonsai, if the price is above 1 million, we can give you a fee of that amount, sometimes we increase it" (Dadang, 2024)

Based on the results of the interview, there is economic success in the form of sharing profits as explained by Dadang, for example if a friend brings a buyer they will be given 10% of the person who brought the buyer, depending on the price of the bonsai material.

"Again, this is a hobby object, attached to friendship activities", the most stuck is cigarettes, if people are disciplined in economics, economics demands that, that's a contradiction with the mentality of a friend, that concept doesn't apply, there's that "In a year or two people forget, I keep doing it, the economy is refuted by friendship mentality, this is a hobby network" (Rodi, 2024)

According to Rodi, bonsai is attached to friendship activities, sharing profits according to him is like giving cigarettes, it contradicts the mentality of a friendship, even though the economy demands it, the economy is refuted by the mentality of friendship because bonsai is a network of hobbies

"Like in Tirta, in our booth there are one or two people who are guarding it, whoever is guarding it will share the profits, that's a small amount but the majority of people are on their own" (Mudhofar, 2024)

"My partner is usually pots, the pot craftsmen give me prices below the general price, because I buy lots of them in cash, so I buy lots of them with cash at a discount" (Nurul, 2024)

Based on the results of the interview, Nurul shares profits through pot craftsmen, because he buys bonsai pots in large quantities or batches, so he gets a discount

"It's also possible, sis, but for sustainable things, for example fertilizer is possible, it's also possible for bonsai, but with fertilizer, bonsai with fertilizer, with tools, that's possible" (Yusuf, 2024)

According to Yusuf, there can also be sustainable sharing of profits, for example fertilizer with tools.

II. Productcentric

II.1 Products and Services

"If the products sold are shaved, kimeng, princess earrings, sianci, sancang, banyan, tamarind and dongkel materials... related to bonsai starting from equipment, tools and materials for bonsai, scissors, vise, wire and so on, there are pots, stones, moss... usually for those who buy in bulk, you usually sell them again, usually at least 10 materials, the price is different..." (Dadang, 2024).

Based on the results of the interview, the products sold at the Jombang Beriman Bonsai Community are multi-variate bonsai products, tools and equipment as well as materials for making bonsai, then he sells them in bulk, such as at least 10 materials with different prices.

"Incidentally, I have two species that import Barbados cherry, usually called sianci, hockanti or shaved fence, there are lots of them here. We brought them in from outside but in the end the Indonesian bonsai ran out... selling them one by one, coincidentally I met a collector who wasn't the one who wanted to sell the bonsai again. ... " (Rodi, 2024).

In contrast to the second informant who imported bonsai from abroad, the type of bonsai that Rodi sold was not much different from Dadang. Rodi stated that bonsai imported from abroad ended up going abroad, he also sold them individually in his business.

"There are various kinds of bonsai, there are sancang, santigi, waru, there are lots of them, not just one type, some are local, some are imported, local ones are like kimeng, shaved, santigi which are now very popular because they are extraordinary trees..."

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no bundling, because bonsai "It's a hobby, so there are no cheap, expensive sizes, so in other words, who likes to dare buy expensive..." (Mudhofar, 2024)

Mudhofar, the third informant, said that the products being sold were not much different from before, he said that kimeng, shaved fruit, santigi are now popular because of the extraordinary trees. He sells products individually without bundling.

"... there is Sancang, Serut, Santigi, Bougainvillea, Mirten, Sel Sembur, Sianci, there is Kimeng... Sis's unit, if there is more then it is discounted,... purely I cultivate it myself" (Nurul, 2024)

The next informant, Nurul Huda, was different from before, he added the types of bonsai variants being sold, namely Bougainvillea, Mirten and Sel Sembur, to sell them in units and his business was purely his own cultivation.

"If I am kimeng, santigi, ah then mustang, elegant, Hokkianti, earring princess and then Indian waru, saeng simbur... that's to get more interest from buyers and we usually bundle... other people market my products..." (Yusuf, 2024)

Based on the results of the interview, he added different types of bonsai from the previous informants, namely Mustang, Elegant, Anting putri, Waru India, then he used a bundling strategy in sales so that buyers were more interested, then he had other people to market his products.

II.2 Use Authorization

"... I am now a pure farmer, the costs from the start are not capital so we just need determination and will, we look for nature, we sell it, the costs are to buy materials that we don't have, for the land I rent land, the garden is for cultivation, it is cultivated .." (Dadang, 2024)

According to research results, Dadang was purely a farmer who from the start had no capital, he just needed determination and will, then he said that if you don't have land you can rent it.

"This is your own business, if you want entrusting services, there is also one" (Rodi, 2024)

The results of the interview with the owner of the bonsai art said that he owned his business and he offered entrustment services

"...purely my own cultivation" (Nurul, 2024)

The independent business statement is not much different from Informant Nurul, Yusuf also stated that his business is self-cultivating

II.3 Access to Resources

"What are the facilities, sis, just a consultation about care because plants in pots need special care, unlike those in soil or larger media." (Dadang, 2024)

According to research results, the facilities provided by Dadang are consultations about care because plants grown in pots need special care, unlike plants in soil or more media.

"There's no maintenance, right after the goods leave me, there are no facilities, he just buys the goods, the message and impression that I'm working on are destroyed..." (Rodi, 2024)

In contrast to Rodi, his bonsai business does not offer purchasing facilities.

"Usually buyers, if they are children, have a bonus, they are given bonsai seeds from which I put the grafts in polybags, I give a bonus like this... Because of this area, my stand is complete so I already have a lot of customers, so it doesn't rule out the possibility, at least It's busy, here I sponsor free coffee and cigarettes, my branding is like that" (Nurul, 2024)

The next informant is Nurul, in contrast to Rodi who does not offer facilities, Nurul provides facilities and purchase bonuses, facilities starting from branding with "free coffee and cigarettes", while the purchase bonus is in the form of bonsai seeds.

"No, I've been a regular all this time but I don't have a certain time period" (Yusuf, 2024)

The next informant named Yusuf, the results of the interview were the same as Rodi, who did not provide facilities because he had been subscribing but the time was uncertain.

II.4 Right to Claim Benefits

"For guarantees according to the sale and purchase agreement, sis, for example, if the goods die, we just agreed at the beginning, but during the delivery process via cargo, thank God, no one died or was damaged" (Dadang, 2024)

Based on the results of the interview, Dadang provided a guarantee of product delivery according to the sale and purchase agreement.

"... if I'm on a trip, I'm automatically responsible, but if he's the one carrying it, he's the one who's responsible, the second it's been paid, it's been acknowledged, it's been taken to the car, that's it, unless I made an error when delivering the goods" (Rodi, 2024)

In contrast to Rodi, he has the principle that if the customer has brought the goods, then he is not responsible, unless Rodi himself delivers them.

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"For example, if something is damaged and where the damage is, from the start, if it was from us or if we didn't pay enough attention to whether the box was strong or not, we would automatically be the ones to claim it, but if it was due to an accident then we can't" (Mudhofar, 2024)

Based on an interview with Mudhofar, he stated that, for example, if there is damage, where is the damage, if it is from him then you will be subject to a claim, but if it is an accident, you cannot

"... if you send it via package there is definitely a guarantee, if you pick it up here there isn't..." (Nurul, 2024)

The next informant, namely Nurul, stated that if it was sent via package there would be a guarantee, if it was picked up on site there would be no guarantee

"Yes, it's usually an expedition, sis, but we insure that if something breaks, so to minimize that, we make our delivery as neat as possible and as safely as possible, so don't let it happen. Breaks don't happen, usually breaks happen because our packing isn't strong enough" (Yusuf, 2024)

Based on the results of the interview, Yusuf stated that he would insure if something was broken, to minimize this the delivery would also be made as neat and safe as possible.

III.5 Types of Bonsai Buyers

"... So people buy all kinds of bonsai, there are those who buy it just because they like it, like this bro, they sell it on Car Free Day, every Sunday, if we sell the good ones they don't sell there, but the mediocre ones sell. "So, whoever buys the bonsai first, if the person who buys it is someone who understands bonsai and is a bonsai player, they will automatically look at it from all aspects, but if you just like it as long as the bonsai is growing, we're happy" (Mudhofar, 2024).

Based on the results of the interview, there are findings, namely the types of bonsai buyers according to informant Mudhofar, he stated that there are various types of bonsai buyers, such as those who buy just because they like it and indeed buy because that person understands bonsai and is a bonsai player who automatically looks at it from all aspects, but people If you buy it because you like it, seeing the bonsai growing together makes you happy.

IV Policy

IV.1 Price Formation

"That's the formation of prices, maybe at the moment bonsai depends on the market, sis, this is the season for what trees are being hunted or looked for, usually the price will also increase" (Dadang, 2024)

Based on the results of the interview, Dadang stated that price formation is based on the market and season, the price of which trees are being hunted or sought after will increase.

"...universally it means, anatomy wis jangkep unrunng, wis ngeranting or opo unrunng, after that until maturity..." (Rodi, 2024)

This is different from Rodi, who universally sees whether bonsai anatomy is complete or not, like a branch until the maturity of a tree

"... if individual price formation is price formation, it cannot be guaranteed, there are people who make bonsai but can't sell them. Personally, I sell them as long as I don't make a loss." (Mudhofar, 2024)

The next informant, Mudhofar, stated that the price of bonsai cannot be determined, the most important thing is that it can be sold as long as there is no loss

"There is no set price for bonsai, sis. Bonsai is an art. For example, if I offer someone a price of 50 thousand, that person may be too expensive but someone else is too cheap. Prices are determined based on shape and age. The better the shape, the older the price. the price is getting higher" (Nurul, 2024)

Supported by Nurul's statement that there is no price benchmark for bonsai, because different people will have different statements about the price of bonsai.

"Based on the shape of the item, sis, the point is that there is a standard for the quality of bonsai, the standard is at the exhibition, basically based on the item, how good the quality is" (Yusuf, 2024)

Based on the interview, Yusuf stated that the price of bonsai is based on quality and bonsai have standards, namely at exhibitions.

IV.2 Price Condition

"The price is actually stable, sis, for bonsai, but good bonsai, you know, if it's just bonsai, usually beautiful bonsai fluctuates" (Dadang, 2024)

Based on the results of the interview, Dadang stated that the price of bonsai is actually stable, but for good bonsai, just beautiful bonsai fluctuates.

"Not stable, like it, when I say today, tomorrow I can change it" (Rodi, 2024)

In contrast to Rodi's statement, price conditions are unstable because when we talk about prices for today, the prices could change tomorrow

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"Bonsai fluctuates, for example there is a contest or competition event, for example today's exhibition where this type of tree is the winner, usually it is a trend and the price goes up. If you say it is stable or not, there is something that is not stable. If the bonsai is ready, it is automatically stable. "If the bonsai is going to be finished or half finished, it cannot be said to be stable, like before the sancang didn't sell but there was an event, it could increase" (Mudhofar, 2024)

Mudhofar's statement supports Rodi, that the condition of bonsai prices fluctuates, for example there is a contest or competition event, the price of this type of tree winner or one that is currently trending will increase in price.

"Bonsai is stable, people say that bonsai goes up and down, if I say it's stable because of what, because of the community and art, so it's not a product, which means the longer the product gets cheaper, but if the bonsai gets more and more expensive, each bonsai can go up, "The older the bonsai gets, the more it grows" (Nurul, 2024)

However, the statement from informant Nurul stated the same thing as Rodi, that the condition of bonsai prices was stable because of the community and art.

"It can go up and down, sometimes it is influenced by the season, that type can also happen" (Yusuf, 2024)

Based on the results of the interview, Yusuf's statement supports Informant Mudhofar that the price of bonsai fluctuates because it is influenced by season and type.

III.3 Price Discrimination

"In terms of price, the problem of discrimination or monopoly actually doesn't exist, sis, we are not affected by things like that, because bonsai has elements of art, art is unlimited, free, the more unique the art or the more difficult it is to imitate, the price is still expensive" (Dadang, 2024)

Based on the results of the interview, Dadang stated that there is no price discrimination for bonsai, because bonsai is not affected by things like that, bonsai is an art so it is free, the more unique the art, the more difficult it is to imitate.

"The form of goods is different, the performance is different, in one variety one species produces different prices, that's not discrimination, I think it's a price variant" (Rodi, 2024)

Rodi's informant stated that bonsai has different forms of goods, different results give rise to different prices, this is not discrimination but price variance.

"Actually, there is no price standard, there is no price for this type of tree, there is no price for this type of tree, not many people are interested in this type of tree, but if the tree is a good tree, the tree will still sell," (Mudhofar, 2024)

Mudhofar stated that there is no benchmark for the price of bonsai, because this type of tree does not have such a price

"No, it means that a bonsai tree doesn't look at its type, it looks at beauty, the more beautiful the better, the more expensive it is" (Nurul, 2024)

Nurul's statement also supports that price discrimination in bonsai plants does not exist, because bonsai does not look at the type, the better the price, the more expensive it is.

"...the goods are different, sis, the product is the same in terms of type but the quality of the goods is different, we automatically give different prices" (Yusuf, 2024)

Based on the statements of the five informants that price discrimination does not exist in bonsai, the product can be the same in terms of type but different quality, automatically the price will also be different

IV. INFORMATION

IV.1 Quantity

"If we post on social media, if it were me, I would definitely change the product while we introduce the types of products that I have at home" (Dadang, 2024)

Based on the results of the interview, Dadang posted the bonsai by changing products while introducing the types of products available at home

"Yes, just post it, don't share updates on stock numbers, an artist has high self-esteem, don't let people say my image is low, give me credibility so I can maintain it, if I go offline I use my network of friends" (Rodi, 2024)

According to Rodi, the statement regarding stock updates is by not updating, because an artist's image is high, their credibility should not decrease.

"No, as long as people want it, they can buy it" (Mudhofar, 2024)

Supported by Mudhofar's statement that there is no latest stock update

"Usually I give numbers, meaning there are hundreds or tens, not every time I post" (Nurul, 2024)

Meanwhile, informant Nurul kept updating the number of product stocks being sold

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IV.2 Product Characteristics

"The characteristics of the product are different from the others, we are not an industry or a craft, so if it's a craft, we make this type, type A, it's almost the same, right? For other bonsai worlds, it's not the same as crafts, it's different, we follow the flow of the tree" (Dadang, 2024)

Based on the results of the interview, the characteristics of bonsai products according to Dadang, the owner of the Community, namely that one bonsai product is different from another because bonsai is not an industry.

"Yes, that was it, the limit edition is the price holder, the lower the limit, the lower the competitors and that is a wide market opportunity if the majority of competition occurs" (Rodi, 2024)

Meanwhile, Rodi stated that if Bonsai is a limit edition, the higher the price limit, the lower the competitors

"Bonsai products don't have a factory so they're not the same as other forms, that's their advantage" (Mudhofar, 2024)

Mudhofar's statement supports what Dadang said that there is no factory for bonsai products so they come in different shapes.

"Bonsai is first, the buyer must be comfortable at the stand because every bonsai customer must be made a king, meaning that he sees the stand as fun, he feels at home, he has a good place to choose, so it's not dirty, not overgrown, lots of grass, that's the first appearance the most important stand, so it's interesting" (Nurul, 2024)

In contrast to Nurul, who views the characteristics of bonsai as providing comfortable, clean facilities for his place or business, because for him comfort is the main thing.

IV.3 Customer Identity

"We only keep it, usually the buyer's cell phone number or secret, we keep it for personal use, for example outside of Java there are some of my customers, that's why I usually keep the names of their identities," (Dadang, 2024)

Based on research results, Dadang stated that he usually keeps the cellphone numbers and names of buyers' identities

"You don't need anything, you just need the money, the goods can be seen, the quality can be seen through the lens of bonsai science, then the money has been paid, it's clear, and I will protect it, it's my work of art, when it's finished I will protect people's privacy" (Rodi, 2024)

The next informant, Rodi, stated a different answer, he doesn't need anything, he just needs the money, because if it has been paid, it's clear and Rodi will protect the product or work of art that already belongs to that person, he will protect their privacy.

"... identity is only the name, if interested go directly to the owner's house" (Mudhofar, 2024)

This is different from Mudhofar, who only needs a name and prefers customers to come directly to his house

"As for the customer's identity, I only ask for name, address and cellphone number, for what reason, to monitor the status of my product on WA" (Nurul, 2024)

Furthermore, based on the results of the interview with Nurul, he stated that the customer identity he needed included name, address and cellphone number because it was to monitor his status on WA

"As for the customer's identity, maybe this is something more, sis, if it's on a Facebook account, we'll see first whether this is a real account or not, then if the identity is on social media, we'll automatically get the goods far away, to calculate the shipping costs, we'll find out the prices later. "Yes, the address, we usually ask when the price is ready, people ask how much the shipping costs are, we check on the website for each cargo, the majority of the cargo is sis because it's quite big" (Yusuf, 2024)

Based on the results of the interview, the customer's identity is more about whether the Facebook account is a real account or not, then if they already know, they will calculate the shipping costs.

IV.4 Transaction Form

"For transfer and cash financial transactions," (Dadang, 2024)

Based on the results of the interview, the forms of transactions offered by Dadang are transfers and cash

"Cash exists, transfers exist, barter also exists, all transaction techniques in the economy" (Rodi, 2024)

Furthermore, there are additional options offered by Rodi apart from cash and transfers, there is also barter

"Customizing, can be done online and in person" (Mudhofar, 2024)

Mudhofar's statement also supports using online and in-person forms of transactions.

"The transaction is cash, direct, transfer is possible, if it is sent via transfer party" (Nurul, 2024)

Nurul offered the previous offer, namely using cash transactions or transfers, transfers are used if the party wants to make a delivery

"The transactions are online and offline, for example, in other cities that are nearby, people prefer to come, sis" (Yusuf, 2024)

Based on the research results, all informants offered cash transactions, transfers and also through bartering as offered by Rodi.

IV.5 Market Law

"... in principle, the higher the price limit, the more exclusive, this product limit means high prices, like other market laws, scarcity of goods, high prices, few product players means high prices..." (Rodi, 2024)

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Based on the results of interviews conducted by researchers and sources, there were findings, namely market law as explained by one of Rodi's informants, he stated that in principle the more limited or exclusive Bonsai is, the higher the price of bonsai is like Market Law, fewer business actors means higher prices.

Triangulation Theory

Price Formation

Based on the results of interviews from various data sources conducted regarding product centricity, five informants namely (Dadang Darmadi, Rodi Sambodo, Mudhofar, Muhamad Nurul Huda, Yusuf Hidayat) used product centric and customer centered pricing as follows:

1. Productcentric

1.1 Products or Services

A product is anything that is sold on the market to be purchased, used or consumed with the aim of fulfilling a want or need and a product can be a good, service or idea. The products and services implemented by the five informants are a variety of bonsai products sold, for example:

"The products being sold are shaved, kimeng, princess earrings, sianci, sancang, banyan, tamarind and jack material" (Dadang, 2024)

Then there are also other bonsai product variants as mentioned by informants Rodi, Mudhofar, Muhamad Nurul Huda and Yusuf Hidayat such as Bougenville, Mirten, Sel Sembur, Mustang, Elegan, Hokianti, Santigi, and Waru. Then the theory is that in the case of combined products, sellers can apply price bundling (Hemmati, M., Ghomi, S. F., & Sajadieh, 2023) or tied sales (Liebowitz, 1983), in the results of interviews informants also apply combined product sales or bundling

"That's to get more interest from buyers, and we usually do bundling... (Yusuf, 2024)

1.2 Use Authorization

Regarding the authorization of use as a provider generating income in the use phase, here there is no transformation of ownership or transformation after the contract ends (Kamalaldin et al., 2020). Based on the results of interviews, the informant's bonsai business is their cultivation. Personal property does not belong to someone else, so there is no contract in terms of renting land, one of the proofs is as follows:

"...purely my own cultivation" (Nurul, 2024)

"This is your own business, if you want entrusting services, there is also one" (Rodi, 2024)

1.3 Access to Resources

Utilizing existing resources in the bonsai business can be in the form of the facilities provided. Based on the results of interviews, there were informants who provided facilities for customers in the form of consultations about maintenance and free cigarette coffee as branding, the evidence included:

"... here I sponsor free coffee and cigarettes, my branding is like that" (Nurul, 2024)

"What are the facilities, sis, just a consultation about treatment" (Dadang, 2024)

This is relevant to the theory according to (Kopf, 2020) that resource access means customers pay for the privilege of accessing facilities but do not obtain any rights or use the facilities themselves, usually resources are available to several customers.

1.4 Right to Claim Benefits

Based on the results of the interview, the right to claim benefits applied by the informants, namely guaranteed delivery of bonsai products, is evidenced as follows:

"Yes, it's usually an expedition, sis, but we insure that if something breaks, so to minimize that, we make our delivery as neat as possible and as safely as possible, so don't let it happen. Breaks don't happen, usually breaks happen because our packing isn't strong enough" (Yusuf, 2024)

"For guarantees according to the sale and purchase agreement, sis" (Dadang, 2024)

This is relevant to the theory according to Friedmann,(2020) that the right to claim benefits is characterized by a single or periodic payment for conditional benefits depending on future environmental statistics with common examples including options, policies, insurance and guarantees.

2. Customer-centric

2.1 Availability

The concept of "availability" refers to how ready a means, such as goods, energy, capital, or budget, is to be used or operated within a certain time period. Based on the results of interviews, informants explained various types of fixed costs such as fixed costs in the form of electricity costs, maintenance costs.

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2.2 Use

Based on the results of the interview, what is meant here is the labor cost per hour for bonsai care

2.3 Results

Then, regarding the results, namely the production costs incurred by bonsai entrepreneurs who are members of the Jombang Beriman Bonsai Community, production costs include raw material costs, employee salaries and electricity costs.

"In terms of production costs, I usually have 2 friends who have the same hobby, sometimes I get their daily salary, like an employee's salary, for electricity for 1 month 200 thousand for watering" (Nurul, 2024)

2.4 Economic Success

Based on the results of the interview, economic success, namely the activity of sharing profits between bonsai sellers, in the interview there were many types of profit sharing such as a 10% fee, cigarettes, pots and sustainable ones such as fertilizer.

Based on relevant findings made by Tao et al., (2023), in the form of a classification of customer-centered pricing schemes, that availability is in the form of fixed costs, usage is such as hourly costs, results are costs during production and economic success of an interaction is in the form of profit sharing.

3. Mechanism Policy

Based on the results of interviews from various data sources conducted regarding policy mechanisms, five informants namely (Dadang Darmadi, Rodi Sambodo, Mudhofar, Muhamad Nurul Huda, Yusuf Hidayat) used the following policies and information:

3.1 Policy

3.1.1 Price Formation

The process by which the price of goods or services is set. In economics, demand and supply determine prices. Based on the results of interviews, bonsai prices are formed depending on the market, what season the tree is being hunted or the champion at the time of the contest, based on anatomical completeness, based on shape, age and quality.

3.1.2 Price Condition

In pricing, price conditions refer to the various internal and external variables that influence the price of goods or services. In the interview results, the condition of bonsai prices was said to fluctuate because it is influenced by season and type.

"Bonsai fluctuates, for example there is a contest or competition event, for example today's exhibition where this type of tree is the winner, usually it is a trend and the price goes up. If you say it is stable or not, there is something that is not stable. If the bonsai is ready, it is automatically stable. "If the bonsai is going to be finished or half finished, it cannot be said to be stable, like before the sancang didn't sell but there was an event, it could increase" (Mudhofar, 2024)

"It can go up and down, sometimes it is influenced by the season, that type can also happen" (Yusuf, 2024)

3.1.3 Price Discrimination

A business strategy in which a business provides different prices for the same goods or services to different groups of customers. Based on the results of interviews conducted, the five informants explained that there is no price discrimination in bonsai. However, according to one informant, discrimination is a price variation because the goods have different forms, different achievements give rise to different prices.

"The form of goods is different, the performance is different, in one variety one species produces different prices, that's not discrimination, I think it's a price variant" (Rodi, 2024)

Based on relevant findings made by Liu, et al, (2021), that price discrimination rules determine the difference in price that each customer must pay for similar products, this has similarities with the interview results. Aparicio, D., Metzman, Z., & Rigobon, (2024) says that, consumers can get the price set by the company. Products often have many types within a brand, prices also vary, from the cheapest to the most expensive, this theory is also relevant to the interview results.

3.2 Information

3.2.1 Quantity

Quantity is a unit of measurement that shows the number of objects or the value of something. In simple terms, a quantity is a thing that can be counted and has a definite value, and is usually represented in numbers. Based on the results of interviews, informants or bonsai business actors in the Jombang bonsai community believe that they do not update stock numbers, only post bonsai products.

3.2.2 Product Characteristics

Product characteristics are the properties that differentiate a product from other products. In the interview results, the characteristics of each bonsai form of bonsai product are different from each other,

"The characteristics of the product are different from the others, we are not an industry or a craft, so if it's a craft, we make this type, type A, it's almost the same, right? For other bonsai worlds, it's not the same as crafts, it's different, we follow the flow of the tree" (Dadang, 2024)

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3.2.3 Customer Identity

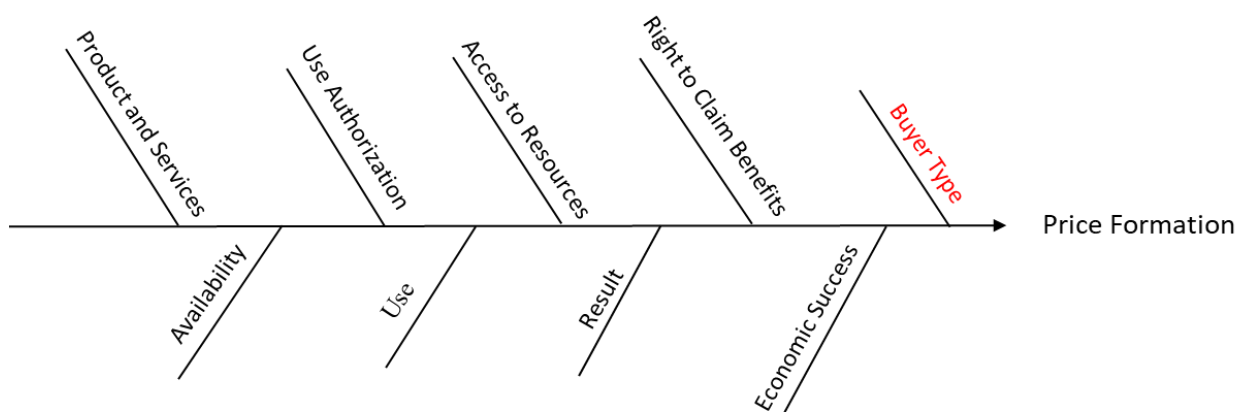
Information known as customer identity is used to identify and verify the person or organization that uses a particular product or service. Based on the results of the interview, the required customer identity includes name, telephone number, address and ensuring that the Facebook account is a genuine account.

3.2.4 Transaction Form

There are two types of transactions based on transaction media, namely cash and non-cash. Based on the results of interviews, all informants used cash and transfer forms of transactions.

"The transactions are online and offline, for example, in other cities that are nearby, people prefer to come, sis" (Yusuf, 2024)

Findings

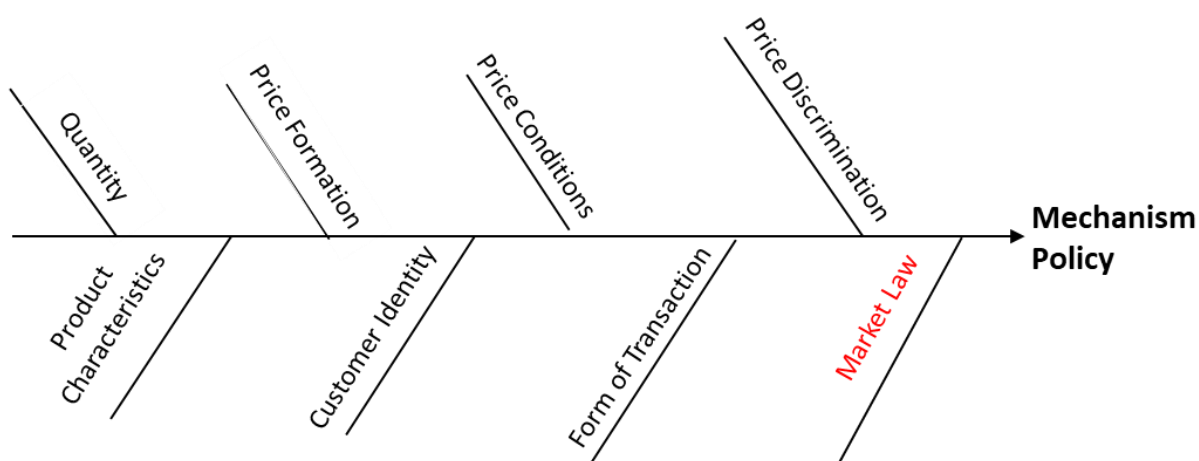


Source: researcher's findings price formulation, 2024

In this research it was found that price formation based on the price determination scheme can be done in the following way:

Type of Buyer

There are two types of buyers taken from the Jombang Beliman Bonsai Community, namely. In the results of the interview there were findings of Types of Bonsai Buyers, according to the informant (Mudhofar, 2024), he stated that there are various types of bonsai buyers, such as those who buy just like it and those who buy it. because that person understands bonsai and bonsai players automatically see it from all aspects.



Source: researcher's findings Mechanism Policy, 2024

In this research it was found that price formation based on policy mechanisms can be done in the following way:

Market Law

Market law is when demand is quite high but the supply of commodities from producers (supply) is very small, then there will be an increase in prices. Meanwhile, when market demand is low and supply from producers is large, prices will decrease.

In the interview results, one of the informants stated that in principle the more limited or exclusive Bonsai is, the higher the price of bonsai, as per Market Law, a small number of business actors means high prices. The TikTok application continues to evolve

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from a short video platform, TikTok evolved into a marketplace, then TikTok became a search engine. SEO is the most frequently performed search by users on TikTok. SEO can be used to increase the chances of videos getting into top search recommendations. The use of SEO can be done through the default video in text from the TikTok application, clear voice over, using captions that relate to keywords that the audience is searching for, and hashtags are very helpful and have an important role in increasing videos to top searches.

VI. CONCLUSION

Based on the results of the research and observations carried out, it was found that the price determination carried out by business actors who are members of the Jombang Beliman Bonsai Community is based on:

1. Type of Buyer

The types of buyers found by researchers in productcentric units of measurement can help differentiate the types of buyers to make it easier to target the market, namely there are two types of buyers in the research results as follows: Buyers who just like it and buyers who buy because their parents understand bonsai and are bonsai players who automatically look at it. bonsai from all aspects.

2. Market Law

Market law is when demand is quite high but the supply of commodities from producers (supply) is very small, then there will be an increase in prices. Meanwhile, when market demand is low and supply from producers is large, prices will decrease. In the research results, one of the informants stated that in principle the more limited or exclusive Bonsai is, the higher the price of bonsai, as per Market Law, a small number of business actors means high prices.

Based on research conducted on the Jombang Beriman Bonsai Community, the researchers provide the following suggestions:

a. For Faithful Members of the Jombang Bonsai Community

1. For wider market reach and relationships, the Jombang Beliman Bonsai Community can have social media other than Facebook and WhatsApp
2. Land Coffee or what is called "KOPDAR" is further enhanced to establish close relationships
3. Update stock numbers to make it easier for customers to know product availability
4. Providing education through content to differentiate the types of bonsai plants in the community
5. Carry out bookkeeping for buying and selling transactions
6. Provide price information for the bonsai products being sold

b. For further research

Further research can continue this research, further researchers are advised to choose the right time to conduct interviews, namely when the informant is not doing his work so as not to be disturbed and burdened, further researchers are advised to look for more than five relevant journals according to the topic currently being discussed so that it is easy get a point of view or theory.

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Bonsai's Marketing Strategy Centers on Creating Customer Value

ATTACHMENT

Question Guidance

Topic	Question
Creating Customer Value Produktsentris	1. Products/Services
	2. Authorize use
	3. Access to resources
	4. The right to claim benefits
Creating Customer Value Customer-centric	5. Availability
	6. Use
	7. Results
Calculation Mechanism Policy	8. Economic success
	9. Price formation
	10. Price conditions
Calculation Mechanism Information	11. Price discrimination
	12. Quantity
	13. Product characteristics
	14. Customer identity
	15. Transaction form



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