

DO YOU WANT TO KNOW ME? (Brands as Local Wealth Identity)

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Abstract

Natural wealth is one of the reasons an area makes it an identity. Natural wealth with distinctive characteristics is one of the regional assets that must be maintained and developed. Its development requires sufficient thought and knowledge for the local community and government. Exploration of natural resources should still be carried out wisely for the sake of the future of natural wealth and the region, including the people. South Kalimantan, especially the Cempaka area, contains natural resources that must be preserved, processed and developed wisely in order to improve the economic conditions of the community and the region itself. Efforts to increase knowledge about natural assets and their ownership as well as products produced by the local community, including brands, are very necessary to be carried out by the government and non-governmental organizations that have attention in this field (Dickinson, P., 2001).

Keywords: natural wealth, human resources, brand

1. INTRODUCTION

Each region and country in the world is endowed with different natural resources and the ability to cultivate and manage them. This is what causes trade cooperation between regions, between provinces, between countries and even between continents. Countries in the northern and southern hemispheres have their own specialties. These countries also have different ways of managing and developing their natural wealth (Easterby-Smith, et. al., 1991).

Often in the process of managing and processing it, between countries or between these regions enter into cooperation. This cooperation not only makes one of them take advantage of the other, but in general a mutually beneficial cooperation will grow between them (De Chernatony, L. and Dall'Olmo Riley, F., 1999). Not infrequently there will also be cooperation in many other fields, not only in the process of managing and processing the old wealth they have. And usually, this process will actually produce a combined product that is able to attract market attention (Egan, C., et. al., 1992).

Indonesia, with its many islands, makes this nation have a variety of amazing local products. The islands in Indonesia not only have natural wealth that can invite local, national and international tourists to come. Its natural wealth is also able to make tourists happy to shop for local products (Fournier, S., 1998). The happiness of tourists by shopping for local products makes the economic conditions of the people in the area better (Alzate, Miriam, et. al, 2022).

As many international tourists think so far, Indonesia is not only Bali, many other islands also have natural beauty and products that are no less amazing (Doyle, P., 1990). Kalimantan with its uniqueness also has many interesting products and processed natural resources, as well as its culture. The richness of

the earth of Kalimantan needs to be explored wisely in order to maintain a sustainable living environment. All forms of processed natural resource products need to be guarded by the community as their owners and the government in order to be protected from irresponsible parties and recognize them as their property (Gallart, Valentín, et. al., 2021).

2. LITERATURE REVIEW

Natural wealth

Indonesia's natural wealth has various forms and sources. This natural wealth is not only on land and sea, but even in the earth. We must protect natural resources throughout Indonesia for the sake of survival and sustainability at all times. Natural wealth actually does not only belong to the people in that area, but also to the entire Indonesian nation.

Protecting natural wealth does not only protect it physically but also must be accompanied by knowledge that is able to support it (Gardner, B. B., & Levy, J. S., 1955). Protecting it can be done by managing and processing it wisely. Managing and processing it wisely means, for example, we or the people around us are obliged to take only the required amount of wood or forest products and immediately "replace" it by planting new plants. This kind of management and processing has the function of maintaining the sustainability and sustainability of the surrounding natural wealth properly (Świtała, Marcin, et. al, 2018).

The natural wealth on the island of Kalimantan is as diverse as that on other islands in Indonesia. Not only natural scenery can invite tourists to come, but also the processed natural wealth (Hakala, Ulla, et. al, 2015). In fact, a kind of nuisance plant is also a source of natural wealth that "tempts" tourists' wallets. Because these types of nuisance plants can be processed and converted into products of high economic value.

Human Resources

Human resources in the process of processing and preserving nature are the central figures. Human resources are creatures who have more ability to be able to think how it should be done in order to maintain the sustainability and survival of the surrounding environment. Humans also will not be able to live in an environment that does not "provide" everything they need in living their daily lives. Because most of the necessities of life for humans and other living things come from the natural surroundings.

Every human resource has different abilities and ways of thinking even though they live in the same area. Likewise, the response of the people of an area to advances in science or technology which will actually be very beneficial for them now and in the future (Alzate, Miriam, et. al, 2022). For this reason, assistance is needed from the supporting environment from the government or from anywhere that is concerned about the transfer of knowledge. With the process and method of transferring knowledge that is appropriate and they are able to receive it well, it is certain that the ability of the community will be better.

The government as a leader in the region will also always remind the surrounding community to always be good at protecting nature and the surrounding environment (Ukaj, Fatos, 2016). Human resources or communities in the South Kalimantan area, especially Cempaka, are people who are still very "one" with nature, in terms of their people's economic activities. The local government has begun to "cooperate" with the community by introducing new knowledge as an effort to cultivate the natural wealth around them, without destroying nature (Chandra, Shobhana, et.al, 2022). Local communities still with their simplicity are finally starting to open up to new knowledge that is useful in the process of developing their people's economic capacity.

Brand

The identity of a product is a brand. This identity can be a good identifier for all consumers. Consumers who are loyal to a product will more easily mention their identity or brand (Brakus, J. J., et.al., 2009). And when the brand is conveyed in general, consumers or the general public must have recognized it very well, without the need for more time.

The government has greatly helped producers or micro, small and medium enterprises to get easier in terms of obtaining a brand for the products they produce. Currently, for the brand management process, the government has made the process easier (Chandra, Shobhana, et.al, 2022). A brand is an identification that has been suggested by the government to be owned by every product produced by micro, small and medium enterprises or all producers of any product wherever they are (Chandra, Shobhana, et.al, 2022). Indeed, the brand in the future will also be related to the owner's business tax.

The more positive the value of a product in the eyes of the public or its users, the producers of these products no longer need to "pay" expensive consumers who are loyal to them. These loyal consumers will voluntarily "promote" their idol products without getting paid "cash" to potential new consumers around them. The brand magnet for potential new consumers of a product is the positive value of the product that has been introduced to the general public (Brakus, J. J., et.al., 2009). And the brand as the identity of a product in general is also the "price" of a product.

3. RESEARCH METHODS

This qualitative research on brands aims to reveal how important a brand is for a product, namely an identity, which is able to become an identifier for the product in the eyes of consumers wherever they are.

4. RESULTS AND DISCUSSION

The natural wealth owned by this nation is very diverse and a lot of them spread from the tip of the island of Sumatra to the island of Papua. Everything spreads in the universe, both in the sea, air and land. Everything belongs to this nation which must be preserved forever. It is not an easy thing in order to preserve nature and the natural wealth contained in Indonesia.

The preservation of the natural wealth that exists today has become the duty and obligation of all the children of the nation and the people of Indonesia. The natural wealth that exists is indeed available to us as children of the nation and the owners of this nation, but its preservation must always be maintained. Conservation of nature can be maintained in many ways. One way to maintain its sustainability, one of them is by taking an amount or according to our needs and "replacing" what we take by planting new trees, if we take wood for our needs (Hakala, Ulla, et. al, 2015).).

For people in the Cempaka area, South Kalimantan, taking, processing and managing natural resources around them to be processed into new products is not something new. Cempaka area is an area surrounded by peatlands. The area has a plant native to the area that only grows on peat soil, namely the Purun plant. In fact, the Purun plant was known as a nuisance plant or weed in ancient times.

Peatlands can only be found on the island of Borneo on a large scale, and Purun plants thrive there. Since some time, the people of the Cempaka area have been using this plant in a very simple way. Purun plants are used and processed by the people of the Cempaka area into products that they use for their daily activities, apart from cleaning the environment around their homes from weeds. Finally, the government through several government institutions and several other institutions, including an educational institution, has held community empowerment activities there (Hakala, Ulla, et. al, 2015).

When the processed products of the Purun plant began to be known by the public from outside the region, since then the processed Purun plant has increased. These products are currently not only in demand by people in South Kalimantan or Indonesia, but have become products undergoing export activities (Veloutsou, Cleopatra, et. al, 2018). However, until now, the processed product of this Purun plant is still an unbranded home industry product. Although there have been many government institutions or State-Owned Enterprises that support cottage industry activities that process this Purun plant product (De Chernatony, L. and Dall'Olmo Riley, F., 1999).

The brand is actually very necessary for the processed products of the Purun plant. Because the processed Purun plants are in the form of handbags, shopping bags, and even souvenir bags with the addition of attractive colors, they can make the product more beautiful (De Chernatony, L. 2001). Currently, these products are only processed by a few small and medium-sized home industry players in the area, meanwhile they still do not have a brand as their product identity. This is what makes the price of the bag processed by the Purun plant only around Rp. 10,000.00 to Rp. 40.000,00, even though when the product “appears” at the micro, small and medium business outlets at the local airport, the price is several times higher (Balleste, Elena Delgado, et. al, 2005).

The processed products of the Purun plant have become souvenirs in many activities carried out and held by the community and the local government. However, these products are products that remain "plain" without a brand (De Chernatony, L. 2001). Even though these products have been circulating outside the Cempaka area, South Kalimantan. Even micro, small and medium enterprises there have run e-business activities, including e-marketing and e-payment (Balleste, Elena Delgado, et. al, 2005).

In fact, a brand can act as an identity for products originating from the Cempaka area, South Kalimantan, and will also be an effort to increase safeguards from product counterfeiting that can be carried out by irresponsible parties outside the home industry players in the area (Appiah, Dominic, et al. et al., 2018). Judging from the facts, it can be stated that the processed product of this Purun plant is prone to counterfeiting. Because apparently of the many products produced by micro, small and medium enterprises in the location, there is no brand attached to these products. And there has been no effort from micro, small and medium enterprises in the area to immediately have a brand for the products they produce (Appiah, Dominic, et. al., 2018).

5. CONCLUSION AND SUGGESTION

Conclusion

Based on the fact that processed products from the Purun plant in the Cempaka area, South Kalimantan, still do not have a brand as their identity, it is certain that socialization and education activities need to be carried out (De Chernatony, L. and Segal-Horn, S., 2001). Socialization and education activities regarding the importance and function of a brand should be carried out by the government and related institutions. An introduction to the function of a brand should also include material on business law or commercial law for a product (Appiah, Dominic, et. al., 2018). The implementation of these activities should be carried out on a scheduled basis, so that the expected results can be achieved for the government and micro, small and medium enterprises.

For this reason, holding outreach and education activities to the local community regarding brands and their functions is very important. The new knowledge is very important for the people and government of Cempaka now and in the future (De Chernatony, L., 1989). Because a brand for home-made industrial products is the value of creativity and "price" for the arts and self-esteem of the product-producing community, educational activities need to be carried out on a scheduled basis by the relevant government (De Chernatony, L. and McDonald, M., 1998) . This is important, because the community and the processed products of the Purun plant are assets for the regional government of Cempaka, South

Kalimantan in particular and the Indonesian government in general, as well as improving the economic level of the community and government.

Suggestion

For this reason, it is very necessary to carry out a scheduled and structured knowledge transfer activity regarding the importance of a brand for a product to home-based industry entrepreneurs in the Cempaka area (De Chernatony, L. and Dall'Olmo Riley, F., 1999). And the relevant government should also cooperate with legal, trade or even educational institutions in its territory or outside its territory related to the science (De Chernatony, L. and McDonald, M., 1998). This is very necessary to do because the market is starting to recognize the processed product of the Purun plant, and the prices outside the Cempaka area, South Kalimantan are so high. When the brand as the identity of the processed product of the Purun plant is owned by residents of the Cempaka area, South Kalimantan, it is certain that the income of the home industry players will increase or get better (De Chernatony, L., 1989). In addition, the local government of South Kalimantan will also get an increase in income through increasing tourists visiting the Cempaka area (Verma, Sanjeev, et. al, 2021).

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