

THE RELATIONSHIP OF MARKETING STRATEGY TO THE SALES LEVEL OF A WOVEN SARONG CLOTH PRODUCT SAMARINDA EAST KALIMANTAN DURING THE ERA OF GLOBALIZATION IS VIEWED FROM AN ISLAMIC ECONOMIC PERSPECTIVE

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ABSTRACT Sarong Samarinda, also known as Tajong Samarinda, is a traditional woven fabric from the city of Samarinda in East Kalimantan. This type of sheath is woven using a loom known as ATBM Gedokan. Because the sarong weaving craft has unique characteristics, the life traces of the Samarinda people become symbols or symbols. In 2013, Samarinda Weaving Cultural Sarong was inaugurated and inaugurated by the Minister of Education and Culture as Indonesia's cultural heritage from the East. Kalimantan in 2016 This study investigates the philosophy of Sarong Tenun Samarinda, the capital of East Kalimantan, as an identity and symbol. This research uses a qualitative approach with a pure phenomenological approach to study the nature of attitudes until they find a foundation. Samarinda sarong weaving and the organization responsible for the business are the subjects of this study. In this study, integrity, reduction, presentation, and decision making and validation are the data analysis techniques used.

KEYWORDS: *Sarong samarinda, Traditional weaving*

1. INTRODUCTION

In today's competitive era of globalization, every business must consider marketing, an essential element in business management. Global businesses are increasingly competing in line with Indonesia's rapid economic growth. Therefore, to achieve its goals, including increasing sales, the company must be able to cope with various problems.

All businesses strive to achieve the goal, which is to make a profit or profit. To achieve this goal, the company must be able to achieve the sales volume that has been predicted before. This is because profits increase the efficiency of the company every year. The company will go bankrupt if it continues to experience growth every year. The company must understand customer needs and control the quality of service. This industry plays an important role in the structure of the national economy, and businesses like this in Samarinda Province, East Kalimantan, are currently experiencing intense competition as many manufacturers are competing to develop new products starting from competitive prices.

Currently, machineless methods (ATBM) or gedogan are used to make Samarinda sarongs manually. The use of hand looms is considered unique to Samarinda sarongs because Gedogan is one of the traditional types of weaving used by artisans and requires a longer production time than ATBM. However, recent printing methods can lower production costs, threatening conventional technology. In addition, customers do not know the origin of the Samarinda sarong.

The Samarinda Sarong research is expected to provide useful information for traders and governments as well as other parties involved in the decision-making process. Therefore, research on Samarinda Sarong must be done appropriately and importantly. To ensure that customers remain loyal to its products, the company constantly strives to increase customer brand awareness. The company must seize this great opportunity in Samarinda in East Kalimantan to achieve its goals.

Philip Kotler (1981) defined marketing as a social and managerial process in which individuals and groups meet their needs and desires by making, offering, selling, and exchanging goods and values with others.

According to the understanding of sharia marketing developed by Nurcolifah (1996), the application of professional management is very important; this means that each product or service created through such activities will have a separate location. Competitors are not barriers that you should hate or fear. Maximize customer satisfaction by providing a variety of requested services. Maximizing choice (product diversification) means that a company provides its customers with different types of products so that they have many choices and qualities.

The Prophet's promotion explains this very clearly to consumers. In addition, they should explain the benefits of the product and its side effects. Cigarette advertisements often say "Smoking can cause cancer, heart attack, impotence, pregnancy and birth defects." Despite the warnings, people who smoke do it anyway. In other words, if the promotion overcomes the weakness of the product and the consumer is satisfied, the promotion must be in accordance with our religion (Islam).

Since gharar can harm either party, Islam does not advocate transparency or gharar in everything. In addition, one of the conditions stipulated in Islamic Trading is that there must be no loss to any party. The principles of Şiddik, Amanah, and Fatonah are applied in Islam even when buying things, and do not promote things that are not true, such as praise.. in al-Muthaffafiin/83:1-3:

يُخْسِرُونَ^٣ وَرَزُونَهُمْ أَوْ كَالْوَهْمِ وَإِذَا يَسْتَوْفُونَ^٢ النَّاسَ عَلَىٰ أَكْتَالُوا إِذَا الَّذِينَ^١ لِلْمُطَفِّينِ وَيٰٓ

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Artinya: What a great calamity it is for those who deceive, those who demand a measure when they measure others and those who reduce it when they measure or weigh for others.¹

This refers to those who mismeasure and weigh. An important marketing strategy to increase sales is dishonest and non-transparent advertising used by businesses to entice consumers to buy the goods it markets. Therefore, competition between economic entities will be fiercer in the era of globalization. Due to this fierce competition, all businesses should pay more attention to the field of "marketing", which is one of the important aspects in the management of the company. But unfortunately, empirical research shows that companies today have marketing weaknesses.

The Indonesian archipelago has many interesting tourist attractions. The tourism sector is very profitable for the country. Many people working in the tourism sector do not smoke. Because, the development of tourism will not eliminate human resources, which technology cannot replace. Everyone agrees that the tourism sector drives growth and progress, creates new jobs, and increases incomes for communities and regions. Cultural and natural tourism has long been a priority in Indonesia.

Because culture is the result of art and culture of the local community such as customs, religious rituals, folk arts and every community is obliged to maintain and preserve it. The author is interested in researching this work because he grew up in Samarinda, East Kalimantan. Heading: "The Relationship Of Marketing Strategy To The Sales Level Of A Woven Sarong Cloth Product Samarinda East Kalimantan During The Era Of Globalization Is Viewed From An Islamic Economic Perspective"

¹ Fakultas Agama. Al-Qur'an dan terjemahannya. (Semarang: PT. Toha Putra. 1996), hal.

Problem Statement

1. Based on the background above, the main problems in this writing are:
 1. What is the Marketing Strategy carried out by Entrepreneurs on the Sales Level of a Sarong Woven Fabric Product in Samarinda Province, East Kalimantan?
 2. What is the Marketing Strategy carried out by Entrepreneurs on the Sales Level of a Sarong Woven Fabric Product in Samarinda Province, East Kalimantan during the Globalization Era According to an Islamic Economic Perspective?

Purpose of the study

1. Improved marketing strategy for sales of woven sarong products in Samarinda, East Kalimantan
2. To examine the marketing strategy applied by entrepreneurs at the level of sales of woven sarong products in Samarinda province, East Kalimantan in the era of globalization in an Islamic economic perspective.

Research benefits

Research Benefits This research is expected to provide benefits for all parties, including:

1. Advantages for researchers: Theoretical and practical knowledge of business strategy in particular how marketing strategy affects the sales level of Samarinda woven sarong products in the global era chemistry.
2. Benefits for the company. Let the company's management know whether their strategy is in line with the fierce competition
3. Benefits for Scholars:
 - a. As a reference document, especially a business strategy document.
 - b. As an editing tool for researchers and other scholars.

Operational definition

1. The operational definition in the title of this study is as follows:
 1. Marketing strategy is a choice of marketing strategy made by the company to win the competition.
 2. Consumers are all parties who use (purchase) Mission products or services.
 3. Product strategy is a good or service designed and offered by a company to meet consumer needs.

4. The pricing strategy is an effort by the company to provide an appropriate nominal amount for the goods or services produced.
5. The placement strategy chooses to position the product in such a way that consumers can easily get it.
6. Promotion strategy is an activity that aims to convey information about the products offered.
7. This process includes the implementation of efficient manufacturing processes and innovative designs.
8. The physical environment is a facility owned by the company that supports the continuity of the company's operational activities.
9. It is humans who interact directly with consumers.
10. Islam is a religion handed down to our Prophet Muhammad (peace be upon him)

Marketing theories and concepts

1. Understand marketing strategy

a. Understanding strategy

Alfred Chandler considered strategy to consist of the determination of the long-term goals and objectives of the company, as well as the actions to be taken and the allocation of the necessary resources to achieve them. In contrast, Marrus considers strategy as a planning process that leads to the identification of long-term goals and is accompanied by the preparation of a plan to achieve them.

Prahalad describes his strategy as one that is constantly evolving and sustainable in relation to future customer expectations. Strategy is a way to achieve a goal. Strategy, according to Learned, Christensen, Andrews, and Guth, is a tool for building, acquiring, and maintaining competitive advantage. Porter considered strategy as an important means of obtaining a company's competitive advantage.² To achieve long-term goals, strategies are used to gain a competitive advantage. This is the conclusion of the above experts' understanding.

b. Understanding marketing

According to the American Marketing Association (AMA), marketing is the process of planning and implementing a plan to price, promote, and distribute ideas, products, and services in an effort to create an exchange that meets the needs of customers and organizations. Philip Kotler

² Freddy Rangkuti, *SWOT Analysis Techniques for Business Case Analysis*, (Jakarta: PT Gramedia Pustaka Utama, 2006), 3.

described marketing as a social and administrative process in which individuals or groups do something to satisfy their needs and desires by making and selling other valuable products.³

Panja Anoraga Business Management Book says that marketing management is a process that includes analysis, planning, implementation, and control, as well as ideas about goods and services. In addition, management is the decision-making process of stakeholders.⁴

From the foregoing, it can be concluded that marketing management is the analysis, planning, and control of programs designed to establish, establish, and maintain profitable relationships. The program's key marketing objectives are achieved through policy, pricing, and product distribution. Product needs, wants and requirements; value, cost, and satisfaction; Exchange, transactions, and relationships and marketing are important components of the marketing concept.⁵ The basic concepts of marketing above can be explained as follows:

1. Needs, wants and desires. Human needs are not created by society or the corporate world; On the contrary, they have existed in the life and conditions of society from the beginning. The desire for a product supported by its capabilities and availability is known as demand. In addition, human needs can be defined as states in which one feels one has no basic satisfaction or a state in which one feels one lacks basic satisfaction.
2. Product. A product, both a good and a service, can be defined as something that can be accessed to meet human needs and desires. Therefore, a product can be defined as something that is accessible to meet human needs and desires. It is not the product itself that matters, but the service provided to the buyer. Therefore, the responsibility of the marketer is to sell the profit or service offered by the product rather than just explaining its physical features.
3. Value, price and satisfaction. The actual value of a product depends on how close it is to the desired ideal product; the cost of acquiring the product is price and other costs. Acceptable product value is the comparison between the acceptable value of the product and the cost of acquiring it.

c. Exchange, transactions and connections

When a person chooses to fulfill their needs and wants through exchange, it is called marketing. Therefore, barter is a way to get something desired from someone and then give something desired from someone in exchange. The exchange of value between two people who have reached an agreement through the exchange process is referred to as a "transaction". Good

³ Age., 215

⁴ Panji Anoraga, commercial manager, (Rinika Cipta, Jakarta: 2009), 217.

⁵ Moh Aris Pasigai, "The Importance of Marketing Concepts and Strategies in Fighting Economic Competition", Journal of Marketing, Vol. 1 No. 1. UK, 1 2009, p.

business doesn't just make transactions; They must also establish trusting and long-term relationships with distributors, agents, suppliers, and customers by continuously providing competitive prices and quality.

1. **Market.** A market is any potential customer who has certain needs and wants and is willing and able to engage in change to satisfy those needs and wants. Therefore, exchange occurs when there is an exchange.
2. **Marketing Marketing.** The term "marketing" refers to human activities related to the market. Working with the market is the goal so that the transaction can meet human needs and desires. A marketer, on the other hand, is a person who acquires resources from others and produces something valuable in return for those resources. The basic concept of marketing above suggests that marketing should be seen as a consumer-facing, or consumer-facing, approach supported by well-designed marketing activities to achieve consumer satisfaction. Ultimately, they can be leveraged to achieve business goals.
3. **Marketing Mix.** Kotler and Armstrong state that "the marketing mix is a set of tactical marketing tools that a company combines to achieve a desired response in a target market." In other words, they state that "the marketing mix is a set of tactical marketing tools." The four components of a marketing strategy known as the "4Ps" comprise the marketing mix.
4. **Produc goods.** Services, or ideas created and sold by a company to meet customer needs.
5. **Price.** What consumers have to pay to buy a product
6. **Location (location including distribution).** Placing products for sale to target buyers; Delivery of products by manufacturers is one of the types of actions.
7. **Process.** By providing information about the product, the event encourages buyers to buy.

In addition, Lovelock and Wright state that, because the service industry considers other 3Ps to be 7Ps, the marketing mix theory changes according to the state of the industry:

1. **Progress.** If service is critical, you should plan and implement effective processes for creating and distributing product parts.
2. **Physical Environment.** During the service use process, service manifestations such as buildings, land, vehicles, interior equipment, equipment, employee uniforms, and other documents can serve as direct evidence of the company's service quality and service history to customers.
3. **Person .** Individuals who interact directly with customers, require good communication skills and a positive attitude.⁶

⁶ Christopher H Lauren K Wright, Lovelock, Service Marketing Management, (Jakarta: PT Index Gramedia Group, 2007), p. 44-48.

2. Sharia Marketing

a. Understanding sharia marketing

A strategic business principle known as Shariah marketing governs the way of creation, sale, and exchange of value between creators and shareholders. This process is carried out on the basis of Islamic principles and transactional (commercial) contracts.⁷ In other words, every step in the marketing of Shariah, whether in the manufacture, distribution, or exchange of value, must not contradict the Islamic principles of Muamala. As a result, marketing activities should not deviate from Islamic trading principles. In QS. Ahzab 21 is as follows:

اللَّهُ وَذَكَرَ الْآخِرَ وَالْيَوْمَ اللَّهُ يَرْجُو كَان لِمَنْ حَسَنَةً أُسْوَةٌ اللَّهُ رَسُولٍ فِي لَكُمْ كَان لَقَدْ
كثييراً

*Meaning: Indeed, in the Messenger of Allah there really is a good example for you, (that is) for those who hope for Allah (mercy) and (the coming) of the Day of Judgment and who remember Allah a lot.*⁸

Tips for making an image according to the Prophet SAW:

1. Appearance. Don't lie about size or quantity.
2. Service. You have to give customers enough time to pay if they don't pay cash. Besides, if you really can't afford to pay, you should forgive him if that's possible.
3. Persuasi. Don't overpromise when you're selling something.
4. Satisfaction. Sales can proceed perfectly only if there is mutual agreement, proposal and acceptance.⁹

b. Shariah Marketing Features

The characteristics of sharia marketing that can be a guideline for marketers are as follows:

1. Theistic (rabbaniyah): This shows that an undivided belief in the oneness of God is the cornerstone of Islamic ethics. In their hearts, sharia marketers believe that sharia law, which is divine or theistic, is just, perfect, in accordance with all good, most effective in preventing all evil, and has the ability to create the truest. Abolish evil and spread good.

⁷ Hermawan Kertajaya và Muhammad Syakir Sula, *Tiép thị Sharia*, (Bandung: Mizan, 2006), str. 139.

⁸ Department of Religious Affairs. *The Qur'an and its Translations*. (Semarang: PT. Toha Putra.1996) p. 827.

⁹ Hermawan Kertajaya and Muhammad Syakir Sula, *Sharia Marketing*, (Bandung: Mizan, 2006), b. 186

2. Ethics (ahlasiiyyah): In addition to being theistic (rubhaniyyah), sharia marketers pay great attention to Ahlaq (ethics, ethics) in every aspect of their actions. Because all religions teach universal moral and ethical values.
3. Reality (al-waqiyyah): Shariah marketing is a flexible marketing concept supported by Islamic Sharia. Sharia marketers are professional marketers who prioritize religious, religious, ethical, and honest values in their marketing and have a clean, neat, and unpretentious appearance.¹⁰

c. Sharia Marketing Basics

1. Faith in Allah (Rubhaniyyah) A sharia marketer has confidence in his heart that Allah Almighty is always by his side and offers help in doing any kind of business he does. Moreover, he believes that everything matters in the end, regardless of scale.
2. Maintaining morality or noble ethics Ethical issues are highly regarded by Islamic marketers in every aspect of their operations. The number of corruption cases occurring in our country shows that values and ethics are no longer standard in business. Any method that can produce the most results is acceptable.
3. Be aware of market conditions (Waqi'iyah). Sharia marketing is a flexible and dynamic concept. Please Allah Almighty and Prophet Muhammad (peace be upon him) that we be better, friendlier, and more affectionate to our brothers and sisters of different races, tribes, and religions. Understand correctly that Muhammad (S.A.W) gave an example of teaching.
4. Islamic Sharia is a humanistic Sharia that always places human dignity or humanity above all else (Al-Insaniyyah). Islamic Sharia aims to meet the needs of everyone regardless of their social status, race, color, color, or nationality. thanks to this convenience. This is not the case because society is greedy; Everything is done to maximize profits. It is impossible for a person to enjoy the sadness of others. Therefore, sharia is humanistic and universal.

3. Islamic economic perspective on marketing concepts

Every step in life must be planned. Synthesis and blueprint can be achieved in the religion of Islam through guidance and encouragement. "God's grace" is used systematically to achieve certain goals, taking into account the needs of society and life-building values during planning. Planning in a broad sense means preparing everything related to the economy.

The concept of planning is accepted in Islamic society in a limited sense because it requires the use of resources that Allah has given Subhanahu wa ta'ala for human prosperity and well-being. Business strategies known as marketing are meant to help customers create, buy, and change value.

¹⁰ Hermawan Kertajaya and Muhammad Syakir Sula, *Sharia Marketing*, (Bandung: Mizan, 2006), b. 187.

According to Islamic teachings, marketing activities must be based on Islamic values, worship the spirit of Allah, and try as much as possible for the common good, not for the benefit of certain individuals or groups. In the time of the Prophet, many marketing terms were unknown. The most famous concept at that time was buying and selling which existed before the entry of Islam

Promotion of products or services can be done through communication and interaction. "Whoever wants to expand his source of life and expand his influence, let him tie a rope with silatuhram," said the hadith of the Prophet Anas bin Malik, narrated by Bukhari and Muslim.¹¹

The previous hadith states that marketers are also friendly with others. It is very important to always maintain good relationships with others because in marketing, you always need to meet new people. Due to the fact that your relationship with new people is getting stronger, your relationship with them is getting stronger.

Islam is a very beautiful religion because it is pure, which means it respects every aspect of human life. He can balance worldly things in the following year, such as hablum minallah (relationship with God) and hablum minannas (relationship with others). Since Islam is the last religion, its teachings must have the ability to solve the great problems facing humanity today. In his life, both in this world and in the hereafter, one must always maintain balance.

Just like the teachings of Islam that will destroy the world in the next year. As written in the Quran in Surat Al-Jum'a/62:10

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ وَاذْكُرُوا اللَّهَ كَثِيرًا لَعَلَّكُمْ تُفْلِحُونَ

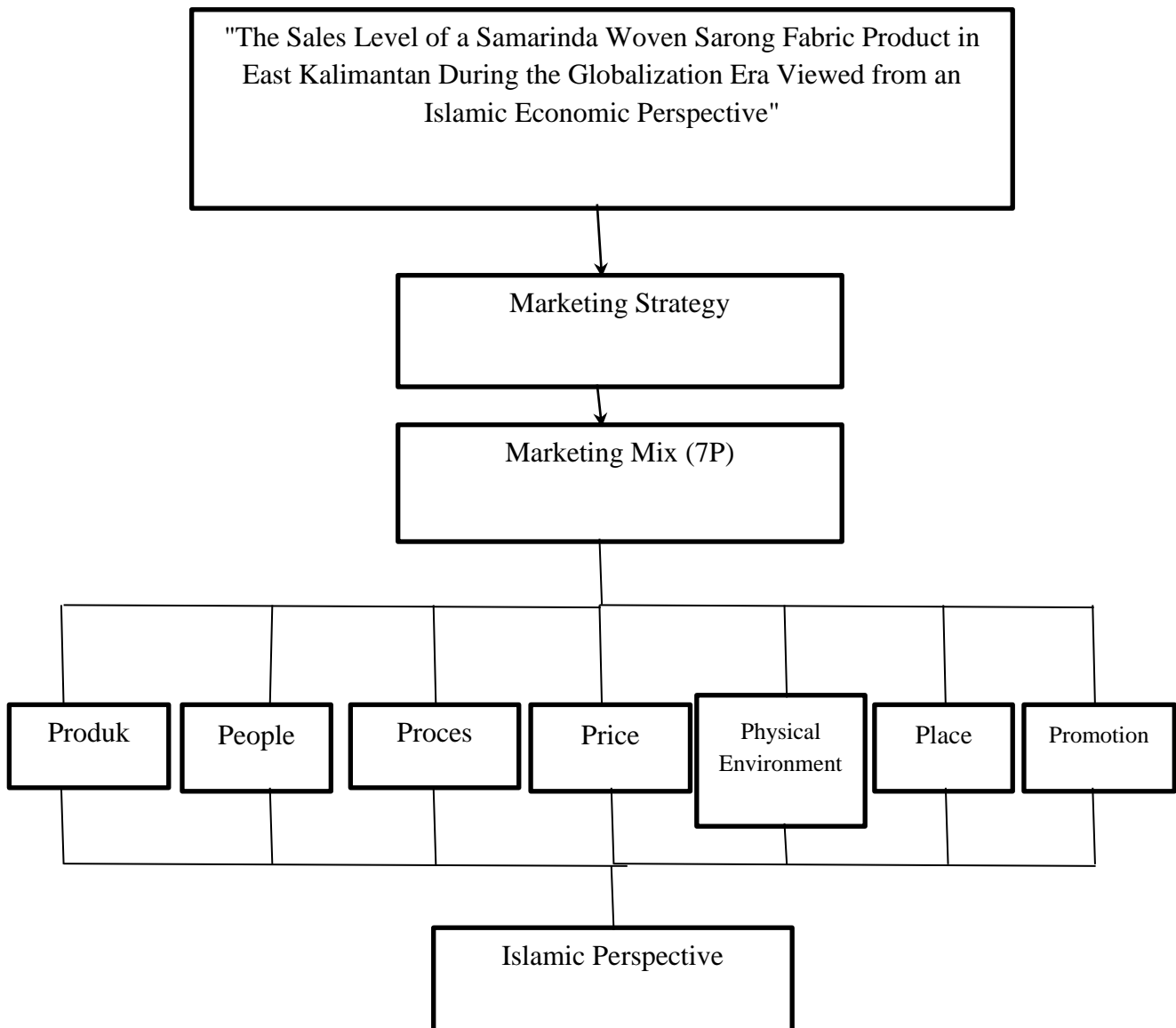
Means: When the (Friday) prayer has been performed, scatter all over the face of the earth, seek the goodness of Allah and remember Allah as much as possible so that you are saved.¹²

- a. In the above verse it is stated that food will be distributed to everyone when they drink tea, according to the command of Allah Almighty. Therefore, it is very important for us to build good relationships with others and pray (remember God) for food to spread all over the world.
- b. The following are some of the characteristics that made the Prophet successful in the business world: In Islamic economics, transactions made sincerely to gain the pleasure of Allah are considered as valuable worship in the eyes of Allah.
- c. Shiddiq means honest or honest, and has always been known as an honest and trustworthy businessman in providing information about his products.

¹¹ H.idri, Ekonomi Hadits, (Jakarta: PT Kencana, 2015), s.192

¹² Faculty of Religion. The Qur'an and its translations. (Semarang: PT. Toha Son. 1996)

- d. Amanah means trustworthy, always returning goods to his superiors, both the proceeds of sales and the rest of the goods.
- e. Fathanah means a leader who is intelligent, knowledgeable, highly appreciative, and understands job responsibilities.
- f. Communicative: Marketers must be able to convey product profits in an accurate and engaging manner.¹³



Schema 1. Conceptual Framework

¹³ H. Idri, *Kinh tế Hadith*, (Jakarta: PT Kencana, 2015), s32

2. METHOD

In this study, the library method was used. Based on the research topic, this study will analyze documents from various sources, including books, scientific journals, articles, and library data. Primary and secondary data consist of previous research articles and journals that support the research topic. The primary data contains important information about the author's marketing strategy regarding the level of sales of woven sarong products at that time. All information is gathered from available library sources. The data collection techniques used are as follows.

Data analysis consists of the process of data collection, data reduction, data visualization, and conclusions. If research results are to be relied upon and answer research problems, they must be supported by valid and consistent evidence from the sources studied. Samarinda Seberang, the research site, is the center of Samarinda sarong production. In Samarinda Seberang sub-district, there are handicraft stalls on Jalan Tomo, Gang Petenunan, and Jalan Pangeran Bendahara. The place where the sarong is made is in the mosque section and the Baqa section.

Population and sample: According to preliminary data, there are about 100 registered Samarinda sarong manufacturers and ten manufacturers who have souvenir shops or galleries. The sample can be taken randomly because all respondents are identical. In addition, the data for this study were obtained from the survey, which contained specific questions related to the objectives of the previous study. Data Collection Techniques: Fieldwork was used to collect data for the study, which proved that the research was truly systematic and scientific. Direct field research was conducted through observation and direct interviews with two Samarinda Sarong manufacturers. owner of an East Kalimantan souvenir shop that sells Samarinda sarongs.

3. RESULT AND DISCUSSION

Samarinda sarong has so far not shown significant progress. There are several obstacles such as capital, marketing, technological limitations and mental attitude..

1. Marketing

Samarinda sarong is very popular both in East Kalimantan and outside East Kalimantan. However, this does not necessarily increase the demand for Samarinda sarongs. The upper middle class who prioritize quality and domestic and foreign tourists love this sarong. One of the reasons for the low demand for this type of sarong is that the price is relatively higher for most people. Today, there are many types of sarongs made of tetoron that have the same motif but are more expensive. Entrepreneurs outside Kalimantan also make sarongs made of tetoron and are referred to as "Samarinda Sarongs." Because the authenticity and reputation of well-known textiles guarantee their quality, this does not greatly affect the sales of Samarindayang's original sarongs.

Although demand did not increase, the Samarinda sarong market shifted to Malaysia, the Netherlands, Germany, and Arabia. During working visits to East Kalimantan, city and provincial government officials also frequently submit requests. During Ramadan or the eve of holidays, other events occur that allow traders to receive very high demand. Sarongs are often used during worship and as gifts for holidays or souvenirs to family members.

Due to the bright sales prospects of Samarinda Sarong, there needs to be an improvement in promotion and marketing. This can be achieved by holding international cultural events in collaboration with Indonesian Embassies abroad or by holding national events in East Kalimantan, such as the recent PON. However, many interested parties must work together to achieve this.

2. Technology

In the previous section, it was explained that the Samarinda sarong is made by the Gedogan and Without Machine (ATBM) method. Technically, ATBM is able to produce products faster than Gedogan, and the scabbard can be completed within fifteen (fifteen) days if Gedogan is used. These two looms can only make sarongs with a fabric width of 90 cm, but for sewing suits, the fabric must be 120 cm.

Because it can increase merchant income, ATBM is more effective in terms of time efficiency. However, one of the drawbacks of using this tool is that the bond made is not as smooth as the bond made with Gedogan. In addition, ATBM does not give crafters the opportunity to create more creative design ideas. Due to the number of customers who continue to choose godogan material to make woven products, Samarinda sarong entrepreneurs continue to use it. Gedogan weaving is considered smoother and tighter than hand weaving. Many craftsmen still use this tool because it is more suitable for housewives who work part-time and are not pressured by the lockdown period.

3. Modal

The Samarinda sarong, along with mandau, amplang, beads, and other handicrafts, is now a symbol of East Kalimantan. We hope that the government pays attention to typical East Kalimantan products, especially Samarinda sarongs, because East Kalimantan has become a tourist spot such as Jogjakarta and Jakarta. Like other small entrepreneurs, Samarinda businessmen and sarong artisans face financial difficulties. The development of this typical Kaltim sarong is hampered by raw materials that are difficult to obtain and high costs. Sarong artisans and small-scale entrepreneurs are expected to attract the attention of the government.

It has long been known that financial institutions, especially banks, require very high fees to obtain small loans. These factors include the risk of high bad debts, which means low payments,

and transaction costs such as complicated procedures. Therefore, the government can help financial institutions by providing collateral to get loans. Therefore, traders are expected to concentrate on increasing production in both quality and quantity if the government takes action. As you know, small loans have very high costs, including transaction costs such as complicated procedures and high risk of bad debts. As a result, the government can provide loans to financial institutions by providing collateral. Therefore, traders are expected to concentrate on increasing production in both quality and quantity if the government takes action.

4. Mental attitude

Mental attitude is essential for the growth and success of an enterprise. There is no desire to change and a satisfied mental attitude towards the current state is one of the obstacles to becoming a craftsman. This attitude makes it difficult for you to get out of the situation for fear of failure and not daring to take risks. Another factor that hinders productivity is lack of work habits. As is known, discipline is very important for business growth because it relates to the results to be achieved. Because their work is often done without pressure and without consistency, artisans who work individually (household) often face this discipline problem.

As a result, they do not value time and are not eager to solve problems immediately. How to attract prospective and stay customers to proceed with a purchase or increase the customer base is one of the most important and fundamental things in a marketing strategy. The interview results showed that the business used the same marketing strategies used by other companies. As mentioned earlier, a marketing mix, also known as a "marketing mix", is a set of tactical marketing tools designed by a company to elicit the desired response from its target customers.. Although the marketing mix consists of four components, it varies according to the conditions of the service industry and the results of the 7Ps: product, price, place, promotion, process, physical environment, and people.

a. Product

Everything that is marketed to be purchased and used to meet the wants and needs of buyers is called a product. In total, there are about thirty designs of Samarinda sarongs. Among them are Lebba Suasa, Belang Hatta (kamummu), Anyam Palupuh (tabba), Assepulu Bolong, Billa Takkajo, Garanso, Burica, Sabbi, Belang Suharto, Belang Sukarno (Kudara), Rawa-rawa Masak, Pucuk tre boku, Coka manippi, Negeri Belang, Kuningsau, and Bride Belang (Siparape). To complement this, scarves of the same style are added. Some of the reasons documented by the researchers include:

Belang Hatta (youmu)

A striped hatta is a large, square-shaped sarong with a horizontal stripe in the middle in red, blue, white, or black. In honor of Mohammad Hatta, former First Vice President of the Republic of Indonesia and one of our publishers, this theme was named Hatta. As vice president, Hatta once visited Samarinda to see the production of Samarinda sarongs.



Picture 1. Belang hatta

Belang Negera

It is a sarong pattern consisting of square stripes overlapping each other on a blue background. These stripes can be combined with green, purple, or white stripes. There is no other important information either. That is the reason for the title of this thread.



Picture 2: Belang Negara

Belang Pengantin

During the traditional Bugis wedding procession, the groom wears a bridal shawl, a special motif. With small stripes in purple or black, this theme has a pink main color. As mentioned earlier, the Bugis Wajo Tribe was the first tribe to build Samarinda Seberang, and this tribe still follows this tradition to this day. Over time, Bridal Stripe motifs began to be used not only for weddings but also for other events such as prayers and other formal events.



Picture 3: Belang Pengantin

Kuningsau Belang

Unfortunately, the meaning of the word Bugis is unknown from our sources. In addition, this belt is unique due to the small square stripes and the main color of orange. This pattern also uses a mixture of green, white, blue, and pink.



Picture 4: Garis-garis Kuningsau

Diversification pattern: Samarinda sarong craftsmen are currently developing various types of products to grow in the market, one of which is the motif of women's sarongs and ovens typical of East Kalimantan.



Figure 5: Sarong material used to make peci

In addition, women's patterns are often inspired by orchids and arranged in a set, as shown in Figure 6, while other patterns can be varied, such as the Dayak cut-inspired sarong pattern.



Figure 6: Sarong pattern for women
(Quelle: Kompas Daily, Disperindag)

In accordance with the example of Prophet Muhammad SWT in his business life:

- a) Shiddiq (honest). CThis typical envy of Şiddik is very important because the products sold must be honest, halal and new. This Samarinda woven sarong is of high quality and is famous at home and abroad for its unique pattern and comfortable sense of wear. Because the tetoron material is the same, many sarongs are sold under the brand "Samarinda Sarong" at lower prices. Buyers who do not yet know how to make an original samarinda sarong will not be impressed. Sarung Tenun Samarinda always offers a wider variety of products than other stores but always guarantees quality and benefits for customers. Also, be honest about every product available.
- b) Amanah (trustworthy). The product really should be considered safe for the customer and they should be sure that the product is new and not an old product.
- c) Fathanan (smart). Smart / Fatanah in the sense that this product has many ideas and innovations that can distinguish it from other stores but still practical.
- d) Tabligh . Samarinda Woven Sarong can show that customers have paid attention and are responsible for the quality of their products.

b. Price

The results of an exclusive interview conducted a few days ago showed that the price of the product varies greatly depending on the quality of the product chosen by the buyer. The price of Samarinda sarong in souvenir shops ranges from two hundred thousand to one million thousand rupiah per sarong, depending on the material, pattern, and quality of workmanship. On the other hand, the average selling price of Samarinda sarongs to artisans is between two hundred thousand

and two hundred thousand rupees per sarong, with a sponsorship per artisan ratio of seven to thirty.

According to the Prophet (peace be upon him) description of the terms of trade are as follows:

1. Siddik means honest and truthful, and is based on honesty in determining the price of goods; Honesty in this case means the price as it is, which corresponds to the quality of the product. Customers and business owners are never at odds. "We're human too," the customer said. We want to feel the profit from this trade if you win.
2. Amanah means trustworthy means the price of the product in accordance with its quality so that potential buyers can trust it.
3. Fathonah, determine the price of goods based on their quality and nature. Do not disturb consumers.
4. Tabligh, or communication: Determining prices in a communicated way. It is the result of the combination of goods and services that a company provides to its customers..

c. Location

The company uses special strategies in this section, such as choosing good lighting so that buyers can clearly see the condition of the goods they want to buy. Then, place items that are difficult to reach so that the items he wants to buy are easy to hold and see. Also, don't combine products that sell high with products that buyers aren't interested in, so buyers can see products that are more in demand. Layouts include many elements, including distribution, inventory, layout, range, and options. Based on the characteristics of Muhammad (S.A.V.) in his business life:

1. Shiddiq. Choosing the location Shiddiq chooses (honestly/correctly) guarantees that clients will feel comfortable in a clean, spacious, and comfortable place.
2. Amanah. Unique (Trusted) Souvenir Shop offers a comfortable and safe place to shop, both in-store and directly from the seller. Since most weavers are just weavers and pay a fee because they usually have an expert who provides everything from tools to yarn to make sarong cloth, they often work together. In addition, the 7S concept of greeting, smiling, welcoming, being polite, courteous, readily available, and alert is favored in gift shops due to the exceptional quality of service.
3. Fatanah . Means right on the spot. The seller must place his product in a strategic place so that potential buyers can see it.
4. Tabliqh. Communication Communicate with others when looking for a strategic location. This is very important for customers because when they buy something, they don't have to go to remote areas; Instead, goods should be readily available and easily accessible in urban and strategic locations.

d. Promotion

The results of the interview showed that each product sold had certain promotional elements. words of persuasion, solicitation, advice, encouragement, and encouragement. One of the characteristics of persuasive communication (communication) is that the communicator organizes the message and the way it is delivered so that the recipient can do it. According to the characteristics of Muhammad SAW in his business life:

- a. Siddiq. That is through promotional activities, providing honest and reliable product information. One way to change attitudes and behaviors is to attract customers through banners, social media ads, and low-cost marketplaces.
- b. Amanah. An honest approach (siddiq) fosters the trust of potential buyers because the company sells its products honestly and trustfully without sacrificing the changed product.
- c. Fathonah (smart). It's crucial to examine the target market conditions to understand how this campaign might differ from other store campaigns. Having quality standards ensures that freshness is neither too high nor too low to be advertised, so one or the other is not allowed.
- d. Tablig. Promotional media can attract potential buyers to the product. The goal is for sellers and potential buyers to know what is being sold or bought.

e. Process

In situations where service is the highest priority, effective design and implementation is required for the manufacture and distribution of product parts. The interview results show that each manufacturer has a unique design to attract customers. However, providing good service throughout the shipping process until it reaches the customer is important. It is dangerous if the delivery is delayed. All procedures, mechanisms, and operational flows used to deliver services are included in the service delivery system. However, promotion is carried out only by one party, and one of the ways of marketing to achieve product goals is communication.

Promotion is usually a strategy or effort to support government and private marketing campaigns. In other words, promotion is an activity that aims to disseminate information to influence, persuade, or increase consumer interest in receiving, buying, and remaining loyal to the goods sold by the company concerned.

f. Physical environment

Service manifestations, such as buildings, land, vehicles, interior equipment, equipment, employee uniforms, and other documents, can serve as direct evidence of the company's service quality and service history to customers during the service use process. Customer preoccupation is

the company's top priority. Physical evidence includes all tangible components that facilitate service operations and communication, as well as the environment in which the business delivers services and interacts with customers.

g. Person

Salespeople who deal directly with customers must have good communication skills and a positive attitude, friendly, and ready to provide the best service according to the 7S concept: greeting, smile, greeting, courtesy, courtesy, and ready. Because of its great human resources, its service potential is also increasingly popular. People, including customers, employees, and other customers, are human agents who provide services and impact others.

Islamic review of marketing strategies

Looking at the explanation above and the results of the interview "The relationship of marketing strategy with the level of sales of Samarinda Sarong textile products in East Kalimantan in the era of globalization in the perspective of Islamic economics" shows that despite using traditional marketing theories and concepts, Islamic values are also used in business. It was all revealed in an in-depth interview conducted recently. These sources focus on Muslim marketing strategies. This strategy includes elements of Islamic marketing, Islamic business ethics, and Prophet Muhammad (PBUH). It includes examples of Prophet Muhammad marketing.

4. CONCLUSION

From the following analysis of the understanding, strengths, weaknesses, opportunities and threats of Samarinda Sarong, the following conclusions can be drawn:

1. Samarinda Seberang is the center of sarong weaving craft in Samarinda. Weavers live in Kampung Masjid and Kampung Baqa, especially on Jalan P. Bendahara, Jalan Tomo, and Gang Petenunan.
2. Most entrepreneurs led by men are women who make the scabbard. In addition, these sarong craftsmen have been weaving for generations.
3. The Samarinda sarong market is limited to domestic and foreign tourists and the upper middle class. During the Hajj season, Ramadan, or the lead-up to Eid al-Fitr, sales reach their peak. Sarongs are usually ordered by buyers to be taken to Mecca as religious clothing, but some are ordered by the Bugis community living in the Arabian Peninsula. Sarongs are used for worship during Ramadan, and ahead of Eid, they are often requested to be worn during Eid prayers or as souvenirs for the family.

2. This Samarinda woven sarong has excellent quality and is famous at home and abroad because of its unique style and comfortable to wear. One other problem is the large number of sarongs made of Teton material of the same design but sold at a lower price under the brand "Samarinda Sarong", which makes it more difficult for buyers to make a decision because they do not know what the original Samarinda sarong actually is.
3. Samarinda sarong has limitations in its technology. Today, Gedogan and machineless remote tools (ATBMs) are used to make scabbards. ATBM can make a sarong in 2 days, but Gedogan needs about 15 days. The sarong made by Gedogan is better in terms of quality.
4. So far, Samarinda sarong artisans only produce sarongs when orders come in and are done in the middle of homework, which results in less effective production. This is due to many things, such as the high price of raw materials in the local market of Samarinda and the lack of entrepreneurial spirit among craftsmen.
5. There is no relationship between the tourism development model and system with the economy of Samarinda City specifically and East Kalimantan as a whole. With the lack of national events organized in East Kalimantan, the situation is getting worse. Since there is not always an opportunity for Samarinda Sarong artisans and entrepreneurs to exhibit outside the region, organizing this event will greatly help in the promotion and marketing of Samarinda Sarong.

Suggestion

Based on the results of the research above, the things that are considered necessary to overcome the problems that exist in Samarinda Sarong today are as follows:

1. Efforts need to be made to increase the production of Samarinda sarongs both in quality and quantity because the existence is widely known by domestic and foreign customers. Therefore, to drive the expected growth, the government should provide traders with guidance and training on a regular and thorough basis. Courses and training should combine technical and non-technical training, such as business mindset training. This is very important because if just one happens, the state of the artisans and the progress of Samarinda Sarong will not change much.
2. Improving the quality and quantity of products cannot be done only as a side job; This is necessary to meet the expansion of market demand. It is not easy to get cheap raw materials in the local market of Samarinda is one of the obstacles that hinder continuous production. To solve this problem, raw materials must be grown and given to craftsmen. The availability of raw materials will encourage craftsmen to make more items, which will ultimately lead to better results.

3. It is expected that the government will continue to provide capital assistance to improve the quality and quantity of sarongs. Here, capital support means the government provides guarantees to financial institutions to obtain loans to increase production, such as buying raw materials and developing technology. Since the biggest obstacle for sheath entrepreneurs is capital, the government must improve access to financial institutions.
2. To protect the intellectual property of Samarinda Sarong and support the artisans of Samarinda Sarong, it is important to provide information about the original Samarinda Sarong because there are many circulating types of sarongs with the same design and branded "Samarinda Sarong" at a much cheaper price than Tetoron.
3. In an effort to promote East Kalimantan tourism, integration of tourism development models and systems with the economy of East Kalimantan, especially Samarinda City, is still partly impossible. Ultimately, this will boost craft marketing and stimulate overall economic growth.

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