

## Work Ethic And Strategic Development of Batik Pekalongan Indonesia on Islamic Business Perspective

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### Abstract

This paper aims to find out how the work ethics of Pekalongan batik entrepreneurs and the business development strategies of Pekalongan batik entrepreneurs from perspective of Islamic business ethics. This study uses a qualitative approach by observations, interviews, and documentation to Muslim entrepreneurs. The results study note that batik entrepreneurs in Pekalongan conduct their business with a high work ethic spirit, nature maintains and develops business, they do business development strategies mostly by Islamic business ethics, both from marketing strategies such as products, prices, distribution of promotions, and sales systems that adapted times, treating employees, still less additional capital that is related to conventional banking, and still a lack of awareness not to dispose of batik waste in rivers. The findings of the study that the businessman batik Muslims in Pekalongan have the ethic of work are high and pass strategy development effort batik using principle business of Islam.

**Keywords:** Work Ethic, Strategic Development, Islamic Ethics Business

### INTRODUCTION

Pekalongan is well known for its batik industry, even its market reach has spread to various regions in Indonesia to foreign countries such as America, Australia, Europe, the Middle East, Japan, Korea and Singapore (Darmayanti & Suryantini, 2017). Until when is the industry batik into a business that is quite promising, so that emerging entrepreneurs new in the field of industries batik (Mahdun, 2017). The emerging generation of entrepreneurs just have to add the number of rows of competitors, which makes the competition share of the market becomes more narrow, especially entrepreneurs new to the capital large (Sihombing & Sitanggang, 2019).

Competition among the batik entrepreneurs ensued, entrepreneurs, batik is not able to follow the

flow of the competition many who have gone out of business, both occur because of the strategy Prince (Dedi, Triono, & Muhajiroh, 2017), where one entrepreneur determines a more expensive price of the same quality, by another entrepreneur offered at a cheaper price, this strategy will make capital-less entrepreneurs suffer losses because they are no longer able to produce (Wibowo & Arifin, 2015).

Folded also occur when the entrepreneurs incapable of innovating models of products monotonous (Purnomo, Budiwiyanto, & Wuryani, 2012), without any change to adjust to the market demand, so that the product may not be desirable again by consumers, as a result, batik products are not sold (Pujiyanto, 2013).

Speaking origins of the birth of businessman batik in Pekalongan when traced his footsteps have

the background behind the history of the different. *First*, employers batik success which started its business as a legacy effort the parents, it means the parents of a businessman batik, then lowered his skills are to their children, although not all children entrepreneurs batik pursue a career become entrepreneurs batik (Chisty & Faiza, 2014). *Second*, employers batik career effort to become employees or workers even used in one of the businessmen batik more, after he has a *skill* that is proficient in batik, then opened a business batik itself (Ainurrohmah, 2018). *Third*, employers batik which started the career efforts of the deliveryman (Dani, 2012), or sells products batik from one of the employers batik to the markets, then after having capital and experience were sufficient, then set up a business batik and sell it themselves. *Fourth*, employers batik is actually not a lot of knowledge about the business of batik (Tamaya, Sulandari, & Lituhayu, 2013), but because it has capital finance are pretty much trying to open a business batik assisted by experts batik running his business, and the entrepreneur while learning over time he became a capable batik entrepreneur.

In other content a Muslim businessman has sole responsibility moral that all efforts should be followed by the ethics of business are correct according to Islamic law (Sukron, 2009), do not just because of mere competition, make entrepreneurs competing to dominate market share by doing various important ways to get profit, or maximize profits without regard to Islamic rules or Islamic business ethics.

From library research, researchers found several studies that discussed work ethics and business development in an Islamic business perspective, including Journal written by Mochammad Nadjib with the title "*Religion, Ethics and Work Ethics in Economic Activities of the Javanese Fishing Communities*". The results showed that a horse Islam does not preclude doing the process of accumulation of capital, only way to obtain it is set according to the ethics that are taught in the Qur'an

and Hadith. Likewise also the ethics of working hard is known also without forgetting the command to pray for life in the Hereafter later. Although Islam teaches ethics work hard, the reality of what happened in the community of fishermen Java is poverty and underdevelopment. Failure and underdevelopment economy fishermen Java is besides caused by factors structurally also occur because of factors environment of social culture, where fishermen have been trapped by a system of life that is relatively loose (Nadjib, 2013).

Research that is conducted by Rev. Miji Sampurno (2016) in the year 2016 with the title "*Impact of Implementation of Ethical Business Islam Against Progress Business Home Industry in the Era of Global in the company Bandeng Plump Ummuqoni Pemalang, Jawa Tengah*". Research that concluded bahwa a company Bandeng Plump Ummuqoni greatly promote the values of Shariah in it. This can be marked by the study and briefing before carrying out the production process activities. In terms of the implementation of the axioms of Islamic business ethics namely monotheism, balance, responsibility, free will, and virtue. As well as the results of the research that is done then the company Bandeng Plump Ummuqoni have to integrate the five axioms are against aspects of the parameter progress business. Some aspects of the parameters of the progress of businesses that use that aspect of marketing, aspects of management and human resources aspects of the law, aspects of social, aspects of the impact of the environment and aspects of financial.

Dhita Julienna, in his research, that entitled "*Ethos Work in Perspective of the Koran*". The results of the study stated that passages ethic of work in the Qur'an very much, such as requiring humans to work for the prosperity of the earth to manage it. Tawhid is the capital of a major in the works, so has the attitude ethic of work is high. While the relevance of the verse about work ethic in increasing the work productivity of Muslims is very good

(relevant), but the reality is relatively far from what is expected (Juliena, 2015).

Muhammad Sutrimo, in his research, were entitled "*The Role of Ethos Work Company Batik Milky In Pekalongan Perspective of Islam*" the results of the study showed that success Company Batik Bima in maintaining the company and its ability to face current competition effort batik is because the ethic of work are implemented in the companies mentioned. Indicators' ethos of working Islam is used as a means of measuring to determine the extent to which the ethos of work on Batik Company in applying the ethos of working Islam. And the Batik Bima Company has applied the principle of the Islamic work ethic in its operations and is relevant to the Islamic work ethic indikator (Sutrimo, 2018).

Research that is done by Ulfatun Nisa', with the title "*Strategic Development of Enterprises Employers Batik Write Lasem*". The results of the study that the strategy of development of business are carried by employers Batik Write Lasem most large already by the strategy of development of business in Islam, because most large employers to apply honesty, accountability, establish a relationship both to the customer and the entrepreneur to another, and compete in trade with ways are healthy. One of the reasons employers of Indigenous Muslims now be grown because they also want to develop a relic of history Lasem since olden namely Batik Write Lasem. While the businessmen of Chinese who mastered the technology, access to markets and capital venture batik write Lasem when it has faced obstacles regeneration effort the (Nisa, 2015).

Of the four kinds of the background behind the businessman 's all have a risk of loss if not have spirit ethos of work are high and do not have the management strategy of development of business of batik Tembak. By because it was to be a businessman who still exist in various situation and conditions, as well as success in the face of competition, of course, takes the ethos of work are

high that stems from her, me contagious to environment company compounded with strategy development effort that is usually not owned by other entrepreneurs.

## METHOD

The description above makes the writer interested in examining how the work ethic and business development strategies of Pekalongan batik entrepreneurs in the perspective of Islamic business ethics.

To answer these questions researchers conducted *field research*. (Maulidizen, 2016). with a qualitative approach. The method of research that is in use approach qualitative (Rahayu, 2017), It is based on the ethos of Work and Strategy Development of Enterprises Batik in Perspective Business Islam that emerged in the study is that require researchers to conduct studies explore to understand and explain the Ethos Work and Batik Business Development Strategy in the Islamic Business Perspective of batik entrepreneurs in Pekalongan that are the focus of the problem in this study. in collecting data derived from the results of an interview, observation, and documentation. With its data sources in the form of primary and secondary data sources. In concluding, researchers used the method of deductive, which is a way of thinking departs from the knowledge that is common to the special conclusion. So to do the analysis, the expected data collected will be a data sequence, practical, and easy to be read and understood by the reader.

## DISCUSSION

### Work Ethics of Batik Entrepreneurs in Pekalongan in the Perspective of Islamic Business

The word ethos (ethos) in the language of Greece can be interpreted as a character, temperament, personality, attitudes, and beliefs on anything. Ethos is formed by because habits are

influenced by the culture and governance value of the trust. Ethos can be owned by individuals and community Group (Tasmara, 2002). The meaning of work according to the KBBI (Big Indonesian Dictionary) is the activity of doing something. Of course the meaning of the work that is work that deliberately do have objectives and motives of certain and get income or wages of both material and nonmaterial (Asifudin, 2004). Islam has a unique work ethic concept, different from other concepts. Tasmara termed the ethos of work Islami as an effort in earnest to mobilize the entire asset, mind and Dhikr to actualize or put meaning himself as a servant of God who had to subdue the world and put himself as part of a community that is best (*khairu umma*) (Tasmara, 2002). In the view of Islam, work is obligation as liabilities ablutions before doing prayers, as the rules of jurisprudence say that if something liabilities not be perfect but with something else, then something else even then convicted mandatory. A person is required to maintain his life by eating and drinking, to be able to buy food and drink he must have money and to have money he must try to work.

In the work, Islam recommends that in doing all things should be done with *Itqan* that is earnest and professionals that provide results that maximum, where the need for work is accompanied by a determination ethos of work are high. Toto Tasmara (2002) in his book "Cultivating a Work Ethic" provides his views on the characteristics of the Muslim work ethic as follows: Addicted to time, Having clean morality (sincere), Having honesty, Having commitment (*aqidah, aqad, itiqad*), Istiqomah (strong stance), Having discipline, Consistent and brave to face challenges, Having an attitude of confidence, Having creativity, Having responsibility, Having a sense of happiness because of serving, Having self-esteem, Having a leadership spirit, Having orientation to the future (Timisela, Leatemia, & Polnaya, 2017), Life-saving and efficient (Aslikah, 2019), Having an entrepreneurial spirit, Having a competitive insting (Permata &

Kusumanto, 2016), Having a learning addiction and thirst for seeking knowledge (Ramadhan & Ryandono, 2015), Having a spirit of overseas, Paying attention to health, tough and never give up (Alfianto, Sos, & AB, 2012), Bero reviewing productivity, Enriching friendship networks, Having a spirit of change.

### **Appreciate time**

In using time businessman batik in Pekalongan have a standard time that is different, there are works from the start at 07.00 am there was the start of 10:00 am, and the time of completion there were hours of 15:00 pm until there were 21.00 just finished (Interview with owner Batik Novi, 2019). However, based on research interviews, in general, the standard hours of work a majority of SMEs batik This is 8 hours and given time break is at 12.00 am for the rest, pray and eat. In addition to that, employers batik usually have a *time-line* or a groove which is usually done is done for the day is also coupled with the *planning*. One of the businessmen batik was interviewed he said that every day he set the time with both, before doing the activities she has always plan what course that will be done his day 's. Besides that, he gives time working standard is 8 hours, ranging from at 08:00 to the at 16:00 and give time a break was beaten 12:00 to rest, pray and eat (Interview with Eddywan owner of Batik Larissa, 2019). In general, employers in Pekalongan, especially in the Buaran area, work hours from Saturday to Thursday, holidays on Friday, so that Friday can be used for socialization events with the community both *walimahan, tahlilan*, recitation every Friday. For batik shops there are closed on Sunday but usually there is no closing for one week, except for Islamic holidays, it's just that the shopkeepers take a day off according to their respective sip.

### **Have honesty**

One of the characteristics of entrepreneurs who have a high work ethic by Asifudin is honesty. Honesty is the key of success. if an entrepreneur is

always honest in his business, the buyer or customer will definitely be loyal to him (Anoraga & Prasetyo, 2015).

Based on interviews with employers batik in Pekalongan honesty is the foundation of the main well was to keep the quality, provide service best, so that the buyer be loyal. Employers batik uphold high honesty to maintain the quality of one of them is Mr. Eddywan. According to him "There is a price, there is quality". He also entrusted the store to his employees. If there is one of the employees who are not honest and he knew it, then he does not hesitate to pull out employees of the (Interview with Eddywan owner of Batik Larissa, 2019). Thus also a description of the owner of Batik Campus that honesty in price and quality are also important, the price of which he applied in accordance with the quality of the goods if there is stuff that is goods market it to apply the price of normal market but with the price of the lowest If the quality of goods are much better then the price in accordance with the quality (Interview with Batik Campus owner, 2019).

### **Having a strong stance (Istiqomah)**

Based on observations and research to entrepreneurs batik exist in Pekalongan, tips to become entrepreneurs succeed one of them is still consistently sell or offer. Besides that, it also must update their knowledge in periodically so as not lagging information and still istiqomah to run business even though it is quiet or crowded. Working most beloved of God is the work that is done constantly being even too little. Based on interviews with the owners of Batik Sul & Mit namely Mifta Ulha and Sulaiman. They pioneered to run its business by maintaining consistency or chospitality in doing business. Since the shop batik belongs to them on fire, they start again with a stock of goods that exist at home. Besides that, they learn a bit-by-bit to develop its business by following the seminar entrepreneurial and constantly update the science of marketing its online are consistently and

periodically (Interview with Mifta Ulha owner of Batik Sul & Mit, 2019). Other Muslim entrepreneurs who show a consistent attitude (Sari, 2019) or istiqamah are Abdul Ghani, the owner of Batik Kampus. He studied marketing knowledge to friends or customers who run batik online shops. So he also develops his business based on periodic business analysis and evaluates his work. Then fixed with a bit-by-bit basis consistent (Interview with M. Abdul Ghani owner of Batik Campus, 2019)

### **Have discipline**

One of the ethic of work that is both an entrepreneur is to discipline (Huda, 2016). Discipline can be said to be the starting point in achieving success for someone. Discipline in the positive sense, according to Hodges, is the attitude of a person or group who follows the rules that have been set. Here, the discipline is not only done by the employee alone, but by the owners of the business. According Eddywan, a Cultural and owner effort Batik Larissa, discipline can be started from the self itself. For example, by making a *to do list* for each job to be done. In addition, the discipline of an entrepreneur is to balance his role as an entrepreneur and a figure in the family (Interview with Eddywan, owner of Batik Larissa, 2019).

Based on the results of research, observation and interviews, discipline in relation to work itself is a form of employee obedience to the rules in the organization. An employee, demanded that the right time, move quickly and be able to serve customers with friendly. It it becomes a profit itself on a company, because it can maximize service to prospective buyers. It it also will affect the achievement of employees, so it can only be given a reward by his boss.

### **Consequences and Dare to Face Challenges**

Challenges in the business of batik now this is about the speed of informatif (Dewanti, Melati, & Simbolon, 2013). It it must be followed by the skill

and the utilization of the technologies that exist. Besides that, as based on interviews with Askur employees Batik Feno (interview with Askur, 2019) in the business of batik itself that most big splash in the world of *fashion*, then the perpetrators businesses also have to follow the development trend or fashion to always meg- *update* its products as well as do innovations so that the products are produced may remain competitive in the market. In the angle of view as a consumer, of course we are going to buy a product that is superior in quality are good. In terms of this, the quality can affect the satisfaction of consumers on a product that is purchased. Satisfaction is the result of consumers' assessment that the product or service has given them pleasure where the level of fulfillment can be more or less. Consumers will certainly feel satisfied if their expectations are met or will be very satisfied if the expectations of consumers can be exceeded. In addition to that, services are good as well as the appreciation of the buyers also become points extra for a consumer to decide whether going to buy the product or not.

#### **Having Attitude Believe Yourself**

From the activities of production to a product of batik to the consumer, an owner of the business should dare to take responsibility over the products that it markets. It mentioned, constituted by the attitude of trust yourself that indeed must be owned by an entrepreneur successful, as one of the elements of the ethos of work islami which became the basis for her to run her business. A who have and live the ethic of work will appear in the attitudes and behavior behavior (Ramadhan & Ryandono, 2015). Attitude believe themselves by the entrepreneur will the product be interpreted in custody quality products, innovation in products and loyalty of consumers, things are based on the results of observations and interviews with Eni, one of the employees Shop Batik (interviews with Eni, 2019). A sense of trust yourself consumers on the decision of purchase represents the extent to which

consumers have confidence himself on his decision choosing a product, reflects the level of confidence of consumers on a product (Astuti & Cahyadi, 2007).

#### **Have creativity**

Doing creativity in products is one of the ways that a company batik still be able to compete on the Market (Wibowo & Arifin, 2015). Based on the results of observations and interviews on one of the employees of Batik Ellna, in determining the strategy of marketing, innovation of products that vary in motifs and materials, and always follow the trend are several ways that such can be done by a businessman of batik. Batik itself is one of the industries creative whose existence is increasingly developing in which the activities are included in the activities of economic creative which is a system of activities of man which includes the activities of creative, production, distribution, exchange, and consumption of goods and services are valuable cultural, artistic, aesthetic, intellectual, and emotional for the customers in the Market (Simatupang, 2008). And the creative economy itself is driven by creativity and innovation in the production of a product or craft.

#### **Have a Responsibility Responsibility**

A businessman, certainly has some responsibility responsibility that must be fulfilled. As sole responsibility on her own, the environment, consumers, and employees. In the ethic of Islamic work, a businessman, must fulfill the rights which become dependents. Based on interviews with Marlina, employees Batik Novi (interviews with Marlin, 2019), a businessman gives the right employees with wages, in addition to that, if the consumer an employer must provide services their best to keep maintaining its quality. And do not forget to ourselves alone and the environment, such as not damaging the environment around the place effort. Responsibility responsible social enterprise is believed to be as a program that can reconcile the

relationship between the activities of the business with the rights of people around (Sefriani & Wartini, 2017).

#### **Had the price of self**

Price ourselves that assessment thorough about themselves own (Rozika & Ramdhani, 2016), how he liked his personal, priced themselves affect creativity, and even whether he would be someone a leader or a follower. In maintaining their self-esteem, batik entrepreneurs in Pekalongan with neat appearance, conditional attitude towards employees such as firm and disciplined but still with a relaxed nature. Besides that they also always careful in running a business that owned so as not suffered bankruptcy and the circumstances of any still serving buyers with friendly.

#### **Having orientation to the future ahead**

The life of a Muslim is not just living life as it si (Muniruddin, 2018). But really have a plan, focused, and has a goal that clearly into the future. Orientasi future ahead of businessman batik in Pekalongan focused on sustainability efforts batiknya who wish lowered to children grandchildren someday and improve the service that is good and keeping the name of both his effort a in order to increase productivity. Batik Mihama, batik Mahkota Agung, is a number of batik entrepreneurs who inherit a family business and become a batik business that grows big, and they also have the motivation that their efforts are not only to seek the benefits of the world, but have a future orientation for the happiness of the hereafter, by establishing a mosque sympathizing the poor and others, is a form of brilliant future orientation.

#### **Having Competing Instincts**

A leader should have the attitude of instinctive play, such as that already described in the QS. Al-Baqarah: 148 which means " *Every ummah has its Qibla (itself) which it faces to it. So competence (in goodness) where only you are surely God will gather you all...* "

Race to achieve self- achievement is not the origin of the race (desperate), but to race with full calculation. Like the people who want to play it more advance must maintain stamina, gather the strength to snatch victory of " *The Winner* ". A leader who has the spirit of the entrepreneur is also not a person who easily give up (breaking up) in the face of circumstances. He is fully aware of the tenacity and perseverance in fighting for something, in fact is human nature, so the attitude of being lazy and losing the attitude of " *sense of competition* " is a condition that is against the nature of humanity and at the same time betrayed its function as " *khalifah fil ardh* ". A leader whose character entrepreneurs do not ever give up on failure (Abdullah, 2012).

Compete in here is defined as a competition that is healthy, vying to get consumers with a way that is lawful. Compete in a way that is lawful is not reviling among employers that one with businessman to another. The perpetrators attempt at pekalongan they also have the instinct to play, but they do not have a strategy specifically to think about competitors. For example when the authors do interviews to batik Sul & Mit, they do not think about competitors, but they focus on the business of what that was they live. If you focus too much on your competition it will make you go *down* and not be able to maximize the business that you could otherwise do. Steps were right to face the competitive market that is by way of improving the quality of products in order to be superior compared to batik others already exist, then improve the service. Improving performance, not just thinking about the existence of competitors (Interview with Batik Sul & Mit owners : 2019).

#### **Having an Addiction to Learning and Thirst for Knowledge**

Having opiate to knowledge is an attitude that must be possessed by business actors (Setia & Muta'ali, 2019), so that the business can be developed. Always looking for entrepreneurship sciences so that the business they live can survive in the current era, so that their business will still exist.

The majority of batik performers in Pekalongan already have a high enthusiasm for learning related to their business. One example is in Larissa batik, the owner is always thirsty for knowledge (Interview with Larissa Batik owner, 2019). The owner does not give up on the situation, instead he always makes improvements in his business to be able to compete in the current era. In order to understand the steps that should be taken when the business begins to recede so that the policies taken in the business can be right on target. This is evidenced by the owner who always participates in seminars, Islamic studies, a combination of several communities in Pekalongan so they can share their experiences (Interview with Batik Sul & Mit owners, 2019). Trisno Suhito argues that "in trying we also need to rely on and maximize technology, he personally bought 3 series of books "Disruption". With this book, you can learn how to stay in business so there will be no failures in the future" (interview with Trisno Suhitho, 2019).

### **Tough and Never Give Up**

Based on the results of interviews with entrepreneurs batik area Buaran and the surrounding note that the businessman batik in implementing the attitude tough and abstinence surrender indicated in cases where businesses batik experienced a decline in production and income that efforts are on to do is maintain the innovation of products, managing the store, install promo discount, give shodaqoh, straighten the intention, do not take the debt to the bank (much better loan to a relation or sell the asset more. It can also be done with a way to add capital to go down and keep maintaining the cohesiveness of the team work (Interview with Mrs. Vini owner batik Vini 2019).

Employers batik must have a soul working hard is tough and abstinence surrender. Employers batik motivate the employees that work with hard, full of passion and does not easily give up the condition of any of the things that happened in the business of batik (Interview with Mr. Askur, 2019).

### **Oriented on Productivity**

Based on the results of interviews with entrepreneurs Batik Pekalongan and surrounding known that the businessman batik in terms of increase in productivity indicated in the strategy of marketing a product that is made by a variety of means among others displaying the products in the store, put an ad in the audience public and media social. In fixing the price of each effort batik refers to the price of a standard in which the prices of factors of production plus a percentage of profit and then do the distribution of sales of the product to the dealer or retailer. In maintaining the product marketing strategy is done by updating product information. Strengthen communication with resellers was also very instrumental important for improvement as well as the smooth productivity of businesses batik (Interview with the owner of Shop Batik 2019).

Personal characteristics that have an Islamic work ethic, one of which is oriented to productivity (Ramadhan & Ryandono, 2015). Sach-run business should pay attention to business ethics I slam including batik industry that one of the characteristics that is oriented towards productivity improvements that will refer to the success and the success of efforts undertaken batik (Interview with the owner of Batik Sul & Mit, 2019).

### **Enrich Silaturahmi Network**

One of the traits - traits ethic of work that do not lose important that enrich the fabric of friendship. Establishing relationships are good between actors effort batik and consumers is a way to expand the network in order to attempt batik increasingly advanced and evolving achieve success (Interviews with employees Shop Batik 2019).

Based on the results of interviews with entrepreneurs Batik Pekalongan known that the businessman batik in terms of ensuring that the network silaturahmi between employers batik to establish relations co- working that well and not do



things that harm one each other. Establish silaturahmi the good with the customers also can give a benefit that is great for the development of the business. Expanding the network to fellow entrepreneurs batik by way of joining the community of actors attempt batik of the community are able to acquire knowledge, co-working, as well as various experiences draw from each businessman batik. The importance of sharing together on the development of enterprises can arouse passion and build motivation high in the soul of actors attempt batik in order to always improve the productivity of each - each effort batiknya (Interview with employee Ellna Batik, 2019).

### **Have the Spirit of Change**

Based on the results of interviews with Pekalongan batik entrepreneurs, it is known that in terms of making changes to the batik business, it is shown by the efforts of batik businesses in building the spirit of change (Umam, 2016). To be peng effort batik bona fide and beneficial for society then carried out by way of maintaining the existence of each business batik. Implement Sharia Islam as keeping the prayer is fard, pray sunna such as praying Duha and prayers tahajud and actively preaching that took the theme of doing business in the religion of Islam. Maintain cohesiveness and solid work between teams. To become a businessman who respite must have committed, honest, master of the science of the business (*product knowledge*), assertive, smart reading opportunities, and smart read candidates desire prospective buyers. Changes effort batik look is started to run the market *online* in addition to opening the store with the system *offline*. Communicate the good associated development effort batik and trying to do innovation and increase creativity in each year (Interview directly with employees Batik Feno 2019).

The spirit of change is very necessary for a business of batik by way of doing innovative products such as the model and motif and bring the

creativity that is attractive in order to attempt batik increasingly attract investors and consumers (Interview with employee Batik Feno, 2019).

## **Pekalongan Batik Business Entrepreneur Development Strategy in Islamic Business Perspective**

### **Capital Aspects**

The development effort is done so that a business that is run can be run with the maximum. The first time that is needed by entrepreneurs when starting a business is the need for financial capital. Pekalongan Batik entrepreneurs seek their business capital from their own capital, parents, starting from working the laborers first in order to collect capital money. Because large enough funds are definitely needed, especially when the early establishment of a business. And usually after a long time, they try to find additional capital to financial institutions. (Observation of Pekalongan Batik Entrepreneurs 2019) Capital is used in order to be able to buy raw materials to make batik, such as nights, canting, fabric, colors, pay employees rent places and so forth. Seiring developing its business that occupied small to be big the ease arises with various offers capital of business associates and financial institutions.

### **Energy Work Aspects**

After getting capital sufficient, businessman batik then recruit personnel employment or employees. Employees can come from around the village itself or from outside the village, even from out of town so that they are from out of town sometimes given the residential facilities of the skipper, could also boarding or contract at a nearby boarding house. Currently batik activities are usually carried out by women so that it often appears that batik is synonymous with women, for the job of tasting, screen printing, making batik (*mbabar*), unskilled laborers (*kulikeceh*) usually done by men. They consist of young people who

drop out of school to fill in activities and experience or the adult due to meet the need to provide for the family. The division of work based on the heavy/light or elaborate whether the type of work. If written batik is demanded to have accuracy, patience, and skill to produce smooth batik. By because it's, batik wrote over many done by women, while batik stamp and stencil needed a powerful force that is usually done by men (Observations and interviews with Employers and Employees Batik Pekalongan, 2019).

The system of recruitment of employees who do with how simple, usually labor work given training up first and then force working on the drop into the employee even though the employee are still not able to make batik with good, because in the end they will get used by itself.

The businessmen and craftsmen (employees) Batik Pekalongan most big already have knowledge about the skills of batik, especially the already aged parents. Skills are owned by craftsmen (employees) in the business Batik on basically because they practice on their own. The first time they practiced at the place of their business work, and over time they were used to making batik. Most of them rarely that have expertise specifically but only in part only, because in general they only people plain that most of the average educated lower with graduate -level elementary, junior high, or high school, and the average was aged further, because the work of batik is less desirable by the younger generation.

For the provision of wages, employers batik or bosses usually give rewards based system daily and system contract (with the system of wages per piece of cloth) and are usually given every week once, they work from Saturday to Thursday, and on Thursday afternoon they were given *pocoan* (wage) (Interview with Batik Pekalongan employees, 2019).. Remuneration (wages) were positive (appropriate) can be a motivation booster that is strong for people to carry out orders and obey the rules of the work ; eg hours of work, uniforms work

and so on, reaching the target of work that must be achieved, as well as trying to work that much better (ikhshan) for consideration of the world and the hereafter. For a Muslim who sincerely God will give you an appointment, as the word of God in the Qur'an. Al- An'am, artinya: "*He who did the kindness received a reply ten times as much to his credit. And whoever commits evil is reciprocated in proportion to his crime. They were a little too not aggrieved (wronged).*" (Surat al- An'am : 160).

Then it is important for employers Muslims are "*pay wages (salaries) of employees before the dry sweat, and tidings of how wage (salary) employees were so said the Prophet SAW.*" (HR. Baihaqi).

Companies that good is that is able to absorb a lot of labor work so as to reduce the number of unemployed (Hafiz, 2017). The existence of industrial Batik Pekalongan this should be encouraged in order to continue to grow in order to force the work that absorbed too much much. Employers batik in Pekalongan in recruiting employees consists of force labor fixed, not fixed and force employment contract. Some employers try to provide training on batik for their employees. There are several villages in Pekalongan are already set up a bevy of community entrepreneurs batik, such as Kampung Batik Pesindon, Kampung Batik Kauman, Society of Batik Kusuma Banyurip, since the establishment of the community have them harder to hold training batik, training how to seek capital business, management finance and training others, which usually works closely with government agencies and related tertiary institutions (observations and interviews with the Banyurip batik kusuma management, 2019).

#### **Production Innovation Aspects**

Human well- being can be realized through meeting the material and spiritual needs of humans (Sodiq, 2015), Then Islam encourages people Muslims to take advantage of nature that has been provided by God for the benefit of man, and not only concerned with the needs of the material only, but also the fulfillment of a spiritual man with not

ignore aspects of the spiritual man. Enterprises Industry Batik Pekalongan in general are *home industry*, so that the structure of the organization and its management have not been coordinated with the good, but some there are already becoming *the industry* are huge.

In essentially the product is all something that can be offered to the market to get attention, owned, used or consumed, which includes the goods are physically, services, personalities, places, organizations and ideas or pieces of mind. According to Islam, a product for the consumer is the product that is empowered to, the material that can be consumed (Suwarda & Maarif, 2013) and helpful that produce repair material, moral, spiritual. Something that does not exist benefits and prohibited in Islam is not a product.

In the conditions of competition, companies are not allowed to simply rely on products that have been there without any effort to develop it. So from that, every company in maintaining and increasing sales and *share of market*, must hold effort to improve and innovation of the products are produced to the direction which is good, so it can provide benefits and satisfaction as well as power pull consumers are more great. Innovations products are supplied to the market are intended to increase the satisfaction of consumers and at the same time can increase the profits of companies in run length, through an increase in sales and an increase in *the share* market.

The results of the production of Batik Pekalongan have a variety of diverse types and patterns. As for the motive Jlamprang a motif typical. Enthusiasts batik today is much in demand not only in the generation of the old course, but the generation younger also loved it. Moreover, with the suggestion the Government of Regions to wear the uniform of batik typical of the area for the Employees of State Civil, lecturers, teachers and employees to encourage an increase in the production of batik. In producing batik, the cost of production and material standard that is required in

a production depends on the magnitude of the volume of production. To produce Batik require materials raw and material helper, there are also employers who mix their own colors for dyeing batik wrote of material herbs, employers are usually colored with a material that is mixed itself but the drug for mixing the colors that should be bought. Material naturally from plants that use is Leaf Tea will produce the color brown, leaf Avocado can produce color green-brown batik, daun Teak produce color red brown batik, Indigo/Tarum/Nila Tarum can produce the color blue, tree skin and Mango Leaves can produce color green naturally on batik, Pace Root/Noni will produce the colour red, Andong leaves can produce color green, coconut husk produce beige-brown color, Mimosa will produce the color yellow -green, Secang skin produce red colour, Tuber Turmeric will produce the color yellow, Shallot were taken is part of the skin and can produce colour orange brown. plant indigo for the color blue and material are supplied from outside the city. Mixing with color naturally it also meant that the quality of color remain awake. How else do with batik stamp mixed hair with a price that is affordable but feels luxurious and attractive.

In the business of Islam, employers of Indigenous Muslims are expected to have ethics are good in business. Not only just run the business alone. It is hoped that by abiding by the business ethics of Muslim Indigenous entrepreneurs, they will get the blessings of Allah SWT in the world and the hereafter for the business they run.

It has been naturally when a businessman required to run the business with based on a sense of honesty that is not detrimental to partner transactions or customers. Abu sa' ad narrated that the Prophet Muhammad once said, means: " Traders are honest and can be trusted to be included in the group of the prophets, the truthful, and the martyrs " (HR. Tirmidhi).

In a hadith it is explained that the business is a work of noble, and the glory that would be

obtained if a businessman running a business with full honesty. In other words, if a businessperson offers something, it must be stated in accordance with reality. It seems to have been rarely found in business in the universe is. So also many businesses that offer goods merchandise through advertising or media social which exaggerates the condition of the goods, even though the condition of the goods is not such as that advertised. Rasulullah SAW said, "Not allowed a Muslim to sell one-on-one jualannya which has a disgrace, before she explained of her shame." (Narrated by Al- Quzuwaini).

But not so that is done by employers Batik Write Pekalongan. In selling its products through the media of social as well as direct them to say to be honest, if the goods are defective or there are broken Employers are trying to apply to be honest, because honesty is also important to the business they are. If honesty it does not exist then the partner business is not going to buy their products, it is also a key to achieve the trust of consumers.

### **Product Development Aspects**

A development of the product is the activity that is carried out if the possibility of the case change product certain that more can understand the desire of the market, increase quality, and add the type and size to satisfy the market. On the strategy of this, employers should really know the condition of the market when this. So entrepreneurs can understand how the market development and can know how the market wants, especially in developing products that are increasingly developing and varies (Assauri & Assauri, 2011).

In the development of products that made by employers Batik Pekalongan on a product that is produced includes the development of various shades of batik as well as with the passage of time entrepreneurs to add production in a variety of diverse types of creations of products, such as the creation of bags, purses, sandals, cover laptops, and so on. Development of the product on the pattern motif carried entrepreneurs with the intention that

consumers do not get bored in the pattern motif just that-it alone. The existence of the development of these products is expected to increase batik enthusiasts and later will increase consumers.

### **Aspects of On-Line Marketing Models**

Marketing aspect is one of the aspects that is very influential in business development besides production aspects (Nasarudin, 2014). Aspects of marketing need to be considered by both as well as the necessary existence of a technique specified that sales can be increased. In the aspect of marketing is certainly the behavior of consumers and competitors also need to be considered so that the product that we produce still sold in the market. Pekalongan Batik competitors are batik outside Pekalongan such as batik originating from Madura, Trenggalek, Tuban, Solo, Yogya, Cirebon, Banyumas and others.

Nowadays, there are many online batik sales places in Pekalongan, which is a way to develop batik marketing through the internet, they are building an online batik selling community in a complex whose buyers are mostly resellers who have received orders, so they buy with the intention to sell it again to consumers.

### **Marketing Mix Strategy**

Business development that is now being developed in the Batik Pekalongan industry is one of them in terms of marketing, several marketing aspects are developed :

#### **Quality (Product Quality)**

Each company must choose a quality product that will help to improve business or maintain the product's position in the market. Quality is measured by the perception of the buyer about the quality or the quality of the products it. Most products are supplied there are several levels of quality, such that the quality of the low, the quality average (moderate), the quality of good (high), and the quality is very good.

Quality products entrepreneur Batik Pekalongan vary depending on each attempt each and the price that is offered. Some are offering products with quality low with prices that low, or perhaps the standard average price on each manufacturer, but there are others offer the quality that is the same but the price is low again compared with employers other, ie the products that the fabric of the color. Others also with the product of three colors and so on, the level of the price is different to the one employer to employers of others and of course also depend on the motive. Price is an element that is essential in the company, because the price that determines income of the company. One of the decisions that must be determined by the company is setting prices. Pricing is based on cost, competition, demand and profit. The price of the right is the price which is in accordance with the quality of products an item, and the price that will give satisfaction to the consumer.

Determining the price of the Batik Pekalongan is by a businessman batik it alone, because the companies are a company that is small. Determination of prices that do businessman batik is usually based on the motifs that are produced as well as the texture colors are produced. The more complex patterns motif that generated the increasingly high price of the offer, and the more varied texture stain on the fabric it is getting higher as well the price that is offered producers. Prices are offered by employers Batik Pekalongan ranged from start to Rp 35,000 as negligee with bag material (santung) printing up to tens of millions of rupiah in batik stationery made from cotton, silk, primis material, etc., and the price that could be hung art motif batik are high.

In running a business, a businessman must have responsibility for his business and work. The task of the businessman is to meet the people's needs for goods or services. With such, employers Batik Pekalongan meet the needs will be public by offering products batik quality according the wishes of consumers. The products are offered at prices that

are reasonable and beneficial to the needs of the material as well as spiritual.

Employers Batik Pekalongan not do hoarding goods merchandise, the article if the products that are offered are damaged they do not sell it unless if there is the wish to buy and of course with a price that is different from the price of the original. Services are supplied to consumers is also good in offering goods merchandise. Because there is satisfaction in itself if consumers feel satisfied of the services are given.

In the application of the price, has been in accordance with the theory that there is. Prices are formed is a price that is adjusted to the quality of the product, so the price that gives satisfaction to the consumer.

#### **Distribution/place**

Producers recognize the very important role of marketing intermediaries. One of the decisions of the most important in marketing is to determine how the way a product can be available in the market.

Distribution channels are divided into two parts ; the first, distribution channels for industrial goods, and the second, distribution channels for consumer goods. Many companies are using the system channel of distribution of goods of consumption for companies manufacturing that make the products or services of the industry which in general is a product worth considering and often requires negotiation before going on the deal. Channels of distribution do employers Batik Pekalongan with channel direct to the consumer, and there is also through intermediary agents, merchants large, as well as traders small. The Pekalongan batik business has a different market segment. Segment market Batik Pekalongan is for the whole circle either the top, middle, or classes below, all available

Some areas of marketing that is accessible by employers Batik Pekalongan include: (1) Local and Regional Marketing At the time now Batik

Pekalongan has a segment markets a wide range of areas such as at around karisidenan Pekalongan, Semarang, Yogyakarta, Solo, Surabaya, Bali, Bandung, Jakarta, Sumatra, Kalimantan, and still many more as well as the consumer society class middle and lower. (2) Markets Foreign Affairs. Consumers outside the country know Batik Pekalongan through, museum Batik Pekalongan, exhibitions of batik in Pekalongan, cities great, and the exhibition of batik in outside the country, because pekalongan already known as the city of batik to the world.

### Promotion

The efforts that have been taken by the entrepreneurs/craftsmen batik Pekalongan in improving the marketing is to do promotion. Promotion is an effort to offer items of merchandise to prospective buyers

In essentially to promote goods merchandise must use a method that is right, that will attract interest of prospective buyers. According to researchers, entrepreneurs industry crafts Batik Pekalongan carry out promotion through the card name, signpost/board name, packaging products, and there is also the same at all not carry out the promotion. One of the promotional sales that do employers Batik Pekalongan is by selling personal. Sales of personal is a communication by an individual who carried out the organization of business with customers in direct. Communications are carried out to increase sales and generate profit that is favorable for the organization of business.

Silatullah is a way to strengthen relations both with fellow human beings, the environment as well as its creator. Relationships well not only with its customers alone, would but with prospective customers or even with competitors. Silatullah was also run by entrepreneurs Batik Pekalongan to its customers, and prospective customers as well as the relationship well was also established by se together entrepreneurs Batik Pekalongan. According to employers, the relationships that exist

between customers, prospective customers and with competitors have been established long ago. Coupled again with their community of the village of batik, such as the village of batik Pesindon, village Batik Kauman, Society of Batik Kusuma Banyurip and groups (clusters) need a which is managed by the government more and held a meeting among fellow entrepreneurs Batik Pekalongan. So no wonder good relations exist between entrepreneurs.

Sales personal who conducted one of them by way of the exhibition trade. Interest is distributed through the exhibition trade is that the products that are offered can be viewed instantly and felt directly by the prospective buyer. Trade shows are held by Batik Pekalongan entrepreneurs in several cities in Indonesia, such as Semarang, Bandung, Jakarta, Bogor, Surabaya, and so on. The aim is also to introduce Batik Pekalonga to various cities in.

### CONCLUSION

Employers b tweaking pekalongan has worked with fulfilling the criteria of the ethos of work Islami namely Addictions to time, have the morality that clean (sincere), Having honesty, Commitment (*aqidah, aqad, itiqad*), Istiqomah (strong stance), Having discipline, Consistent and bold facing challenges, having a confident attitude, having creativity, having responsibilities, having a sense of happiness because of serving, having self-esteem, having a leadership spirit, having an orientation to the future, living frugally and efficiently, having an entrepreneurial spirit, having competing instincts, having a learning addiction and thirst for knowledge, Having a spirit of overseas, Paying attention to health, Tough and unyielding, Productivity-oriented, Enriching friendship networks, Having a spirit of change.

Nature maintain and develop the business they undertake strategy development effort most large has been in accordance with the ethics of the business of Islam, both of the strategies of marketing such as product, price, distribution

promotion, and system sales are adjusted to the development of the times, as well as in treating employees or workers, but that still less appropriate is to seek additional capital is still dealing with the banking conventionally the use of flowers, and still lack the awareness to not dispose of waste batik in river or where the flow of water public.

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### Interviews

Interview with Batik Novi owner, Thursday, August 8, 2019  
 Interview with Batik Larissa's owner, Pak Eddywan on Thursday, August 8, 2019  
 Interview with Batik Sul & Mit owner Mifta

Ulha on Wednesday, 31 July 2019  
 Interview with Mrs. Vini Fitria Hani, owner of Batik Vini, Wednesday 31 July 2019  
 Interview with M. Abdul Ghani, owner of Batik Campus on Sunday, August 4, 2019  
 Interview with Mifta Ulha, owner of Batik Sul & Mit on Wednesday, 31 July 2019  
 Interview with Batik Larissa's owner, Pak Eddywan on Thursday, August 8, 2019  
 Interview with Mrs. Vini Fitria Hani, owner of Batik Vini, Wednesday 31 July 2019  
 Interview with Ellna Batik employees on Saturday, 31 August 2019  
 Interview with Mr. Askur, Feno batik employee on Wednesday, August 7, 2019  
 Interview with Ellna Batik employees on Saturday, 31 August 2019  
 Interview with Kedai Batik employees on Saturday, 31 August 2019  
 Interview with Batik Feno employees on Wednesday, August 7, 2019  
 Interview with Trisno Suhitho, Owner of Batik Foda, 2018