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## ANALYSIS OF SHARIA MARKETING STRATEGY ON BT BATIK TRUSMI BUSINESS

**Syamsul Huda, Anik Yuliati**

Faculty of Economics and Business, The East Java Branch of Veterans National Development University, Indonesia

Email: syamsul.huda.ep@upnjatim.ac.id, anikyuliati.ak@upnjatim.ac.id

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### ABSTRACT

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*The purpose of this study was to determine the marketing of BT Batik Trusmi in Trusmi Village, Cirebon. To find out the sharia marketing strategy at BT Batik Trusmi in Trusmi Village, Cirebon. To find out what are the obstacles to sharia marketing and their solutions. The research method used in this research is qualitative research in the form of case studies. The result of this research is that marketing at BT Batik Trusmi Cirebon when the sharia marketing strategy has not been implemented is to use conventional marketing like other shops so that the income is the same as other shops and even competes. The sharia marketing strategy implemented at BT Batik Trusmi Cirebon is by providing excellent service, such as: When the shop is about to close or a holiday is always given advance notice. The shop assistants always provide excellent service by being friendly and ready to provide the best service according to the 7S concept, namely: Greetings, Smiles, Greetings, Polite, Polite, Ready and Alert. The things that become obstacles in the sharia marketing strategy at BT Batik Trusmi Cirebon are: the community does not accept it with shops that often close due to prayer times, the difficulty in educating and teaching employees to always provide excellent service to customers. While the solutions to deal with these obstacles are: the surrounding community needs to be given understanding and habituation to be able to understand and accept that shops that implement Islamic marketing strategies will imitate the trade practiced by the Prophet, one of which is by closing the shop when prayer time arrives. Employees must be given training or upgrading every week to always provide excellent service to customers, Be more careful and updated in analyzing market prices so that they can provide the best prices and in accordance with the quality of goods, once a picnic is held so that employees do not get*

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*bored in serving customers, give understanding to consumers that the price is in accordance with the quality of the goods.*

**KEYWORDS**

Marketing, Sharia Marketing, BT Batik Trusmi



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## INTRODUCTION

Cirebonan batik production at the present time consists of hand-drawn batik, stamped batik and stamped batik combinations. In 1990 - 2000 there were some Cirebonan batik craftsmen who produced Cirebon batik-patterned fabrics with hand screen printing techniques, but recently the hand screen printing technique is almost extinct, due to losing everything to the machine screen printing technique owned by companies that are more profitable big.

The production areas and Cirebonan batik craftsmen are located in 5 different village areas, specifically the areas around Trusmi village (Cirebon batik center). The villages around Trusmi village include Gamel, Kaliwulu, Wotgali, Kalitengah and Panembahan villages. The growth of Trusmi batik seems to be moving rapidly starting in 2000, this can be seen from the number of batik showrooms that have sprung up around the main roads of Trusmi and Panembahan villages (Hao, 2020). The owners of Trusmi batik showrooms are almost entirely owned by the indigenous Trusmi people, although there are only one or two owned by owners of capital from outside Trusmi (Yudhoyono, 2013).

One of the batik shops that maintains local cultural wisdom is BT Batik Trusmi (Sunarjo, Manalu, & Adawiyah, 2021). BT Batik Trusmi used to be a wood factory owned by local residents by renting land to the Chinese. In 2012 the factory was transformed into a Batik Mall by a young couple, Sally Geovani and Ibnu Riyanto. Sally Giovanny is one of the successful young entrepreneurs in the field of handicrafts, especially batik (Rodgers & Cumella, 2012). Sally Giovanny is a woman from Cirebon, West Java who was born on September 25, 1988. If you count her current age, she is still under 31 years old, but has had a very big success (Rocher, Hendrickx, & De Montjoye, 2019). Sally and her husband, Ibnu Riyanto, are the owners of Trusmi Group which has businesses in various fields such as Batik, Fashion, Property, Car Rental and Culinary from Cirebon.

In addition, Sally is also the builder of 8 Tahfidh Houses at the Rizki Abundant Blessing Foundation (Kailani, 2015). Much the same as novice entrepreneurs in general, Sally and her husband also did not immediately succeed (Barrow, Barrow, & Brown, 2018). They have to accept the bitterness of being entrepreneurs when the batik they sell doesn't sell well (Rahayu, 2019). According to Sally, this is because he who has no business experience takes immediate action without conducting a market survey first (Gross & Musgrave, 2020). That was a lesson for him in taking the next step for his business. Trusmi is the name of one of the areas in Cirebon where his business started to develop.

Sally decided to use the remaining business capital of 12 million rupiah and the remaining cloth to make batik (Pranata, 2019). He works with small batik craftsmen in the area where he lives. This is where the development of a typical Cirebon batik business began, which was named BT Batik Trusmi (Purwanto & Yulia, 2018). For Sally Giovanny, quality is number one. All batik products produced by Trusmi Batik are of high quality and quality. That's what then made the name Batik Trusmi began to be known by many people (Trihanondo, Endriawan, Haryotedjo, Putra, & Machfiroh, 2021).

Over time, the success of Batik Trusmi began to be seen with the establishment of the Trusmi Cirebon Batik Wholesale Center which has an area of 1.5 hectares. Batik Trusmi

has employees of more than 850 people and has collaborated with more than 500 craftsmen who help its business (Harren, 2019). Not only that, Sally Giovanni also opened 9 showrooms spread across major cities in Indonesia such as Cirebon, Jakarta, Bandung, Medan and Surabaya (Iguchi, 2015). Besides selling well in Indonesia, Batik Trusmi is also successful in international markets such as Europe and America. In one week Batik Trusmi can export up to 7000 pieces of silk batik cloth. The turnover he gets can reach 100 million rupiah every day. For Sally, success doesn't just come (Zichermann & Cunningham, 2011). In the midst of his success, he still does not forget his obligations as a social person. He founded the Abundant Fortune Sustainance Foundation which has various social activities such as distributing 1000 basic necessities every month. This foundation provides assistance to the elderly and the needy who have serious illnesses such as cancer and tumors. In addition, this Foundation also empowers orphans.

As time goes by, there is a lot of market competition in the Trusmi Cirebon area with the emergence of showrooms with the conventional marketing system they use, in this case BT Batik Trusmi Cirebon which uses a sharia marketing strategy must be able to deal with market share so that the company remains superior in selling batik in Trusmi Cirebon.

Based on this background, the authors are interested in researching and bringing it up into a journal entitled "Analysis of Sharia Marketing Strategy for BT Trusmi Batik Business in Trusmi Village, Cirebon".

## RESEARCH METHOD

This research is a qualitative research in the form of a case study, which is an approach that takes an object of research to be observed with careful incentives so that it gets an overview of the object under study and conclusions from the results of the case study. The design in this research is descriptive, namely research that forms, describes in a sequential and systematic, factual, and definite manner regarding the application of sharia marketing strategies at BT Batik Trusmi Cirebon, as well as observing the advantages and disadvantages of marketing strategies from an Islamic economic perspective on products BT Trusmi. Research with qualitative methods uses data collection techniques with interviews and documentation methods with data validity using triangulation. Data analysis in qualitative research is carried out when data collection takes place, and after completing data collection within a certain period (Sugiyono, 2018). Activities in data analysis are: data collection, data reduction, data display, and conclusion drawing/verification.

## RESULT AND DISCUSSION

### 1. Marketing at BT Batik Trusmi Cirebon

According to the results of research interviews with the owner of BT Batik Trusmi Cirebon along with employees and several customers concluded that marketing at BT Batik Trusmi Cirebon at the time the sharia marketing strategy had not been implemented was using conventional marketing like other shops so that the income was the same as other shops and even compete. Marketing at BT Batik Trusmi Cirebon often raises prices and no longer cares about halal and haram, the service is still not good, the employees are rude and disrespectful, there is no openness about the price and quality of goods and the buyers are not so crowded. The service is also still not excellent, the place is not comfortable so consumers don't feel comfortable shopping at BT Batik Trusmi Cirebon. Customers are also rarely given discounts or rebates.

## **2. BT Batik Trusmi Cirebon's sharia marketing strategy**

According to the results of research interviews with the owner of BT Batik Trusmi along with employees and several customers concluded that the sharia marketing strategy applied at BT Batik Trusmi Cirebon is by closing the shop when entering prayer time, habituation to employees to pray Duha and pray in congregation. The shop assistants always provide excellent service by being friendly and ready to provide the best service according to the 7S concept, namely: Greetings, Smiles, Greetings, Polite, Polite, Ready and Alert. The prices offered are affordable and in accordance with the quality of the goods, there are often discounts or rebates and there is also openness regarding price increases or gifts of goods, and also applies the commendable qualities of the Prophet such as shidiq, amanah, tabligh and fathanah in various aspects of business such as in the Product aspect. (Product), Place (Distribution Channel), Promotion (Promotion), Price (Price)

## **3. Things that are obstacles to sharia marketing and how to solve them**

According to the results of research interviews with the owner of BT Batik Trusmi along with employees and several customers concluded that the things that become obstacles in the sharia marketing strategy are: the community does not accept it with shops that often close because of prayer times, the difficulty of educating and teaching employees to always provide service excellent service to customers, very unstable prices and facing price competition with other stores that often cut prices to attract consumers, the feeling of customers who are never satisfied with the discounts given.

While the solutions to deal with these obstacles are: the surrounding community needs to be given understanding and habituation to be able to understand and accept that shops that apply Islamic marketing strategies will imitate the trade practiced by the Prophet, one of which is by closing the shop when it is prayer time. Employees must be given training or upgrading every week to always provide excellent service to customers, Be more careful and updated in analyzing market prices so that they can provide the best prices and in accordance with the quality of goods, once a picnic is held so that employees do not get bored in serving customers, give understanding to consumers that the price is in accordance with the quality of the goods.

## **CONCLUSION**

Based on the findings above, as the author stated above, it can draw several conclusions:

1. Marketing at BT Batik Trusmi Cirebon before the implementation of the sharia marketing strategy was to use conventional marketing like other shops so that the income was the same as other shops and even competed. Marketing at BT Batik Trusmi Cirebon often happens slashing prices and they don't care anymore about halal and haram, the service is still not good, the employees are rude, there is no openness about the prices of goods and gifts and the buyers are not so crowded, the service is also still lacking prime. Customers are also rarely given discounts or rebates.
2. The sharia marketing strategy implemented at BT Batik Trusmi Cirebon is by providing excellent service, such as: When the shop is about to close or on holiday, it is always given advance notice. The shop assistants always provide excellent service by being friendly and ready to provide the best service according to the 7S concept, namely: Greetings, Smiles, Greetings, Polite, Polite, Ready and Alert. The prices offered are affordable and in accordance with the quality of the goods, there are often discounts or rebates and there is also openness regarding price increases

- or gifts of goods, and also applies the commendable qualities of the Prophet such as shidiq, amanah, tabligh and fathanah in various aspects of business such as in the Product aspect, Place (Distribution Channel), Promotion, Price
3. Things that become obstacles in the sharia marketing strategy at BT Batik Trusmi Cirebon are: the community does not accept it with shops that are often closed due to prayer times, the difficulty of educating and teaching employees to always provide excellent service to customers, Very low prices. stable and facing price competition with other stores that often-cut prices to attract consumers, the feeling of customers who are never satisfied with the discounts given. While the solutions to deal with these obstacles are: the surrounding community needs to be given understanding and habituation to be able to understand and accept that shops that implement Islamic marketing strategies will imitate the trade practiced by the Prophet, one of which is by closing the shop when prayer time arrives. Employees must be given training or upgrading every week to always provide excellent service to customers, Be more careful and updated in analyzing market prices so that they can provide the best prices and in accordance with the quality of goods, once a picnic is held so that employees do not get bored in serving customers, give understanding to consumers that the price is in accordance with the quality of the goods.

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**Syamsul Huda, Anik Yuliaty**

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