

Creativity Efforts of Sasirangan Fabric Artisans in Increasing Sales in Islamic Economics Terms

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Abstract

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This research is motivated by the important role of sasirangan cloth artisan in preserving local culture with diverse creativity. The creativity of craftsmen in making sasirangan cloth can create new motifs, colors and designs that are diverse in order to attract the attention of consumers to buy them so as to increase sales. However, in Muslim societies creativity is not only focused on economic gain but also in line with the ethical, social, and spiritual values inherent in Islamic economics. The aim of this research is to determine creativity in an effort to increase sales in terms of Islamic economics and the obstacles faced by artisan. This research is field research, with a qualitative approach. The research location is Sasirangan Village, Banjarmasin City. Data was obtained using interviews, with data processing techniques, then analyzed qualitatively and referring to the theoretical basis. The research results obtained are first, the creativity of Sasirangan cloth artisan in Sasirangan Village in an effort to increase sales in terms of Islamic economics is painting their own motifs, adding creations, participating in exhibitions, modifying motifs, using natural materials. Second, the obstacles faced by sasirangan cloth business artisan in Sasirangan Village in carrying out creativity are labor resource constraints, policy constraints regarding time regulations and constraints on raw materials, synthetic and natural dyes used in dyeing sasirangan cloth

Keywords: Creativity Efforts; Increasing Sales; Islamic Economics Terms; Sasirangan Fabric Artisans

INTRODUCTION

Doing business is an activity carried out to seek profit or economic gain. Apart from that, business is also something that many people are most interested in in everyday life. However, business cannot be separated from the lives of many people because it is an institution that produces goods and services that many people need (Alma & Priansa, 2014). In the business world, creativity is essential because it plays a role in creating competitive advantages. Creativity is not just an option but an absolute necessity in business. Economic activities carried out by society are often referred to as entrepreneurship. Without the presence of entrepreneurs, economic progress will be hampered. Individuals with an entrepreneurial spirit have an independent nature driven by creative thinking.

Creativity refers to a person's ability to create something that has never existed before, such as an idea or work, which is relatively different from what previously existed. In addition, creativity also involves the ability to create new relationships, assess the subject from various perspectives, and combine two or more concepts to create innovative combinations (Blocher, 2001). In a business context, creativity is essential for innovation and competitiveness. It involves designing, assimilating, and implementing new ideas, which is critical to gaining a competitive advantage in

the marketplace (Sokolowski, 2019). In Islam, Allah SWT considers creativity a gift to humans. Positive potential that is ready to develop is one form of this gift. This potential is called *fitriah* by religious experts, who have a holy and cheerful nature and are prepared to reach their peak through self-improvement (Ru'iyah, 2014).

In Indonesia, various traditional fabrics, such as Batik, Sasirangan, Ulos, Songket, and Lurik, have unique characteristics. The motifs and designs of these fabrics also vary, depending on the region of origin. For example, South Kalimantan Province has the famous Sasirangan cloth with various motifs and patterns. Sasirangan cloth is decorated with motifs sewn using thread (Pratiwi et al., 2019).

The production process of sasirangan cloth is generally carried out by home industries. In Banjarmasin, many home industry businesses produce sasirangan cloth. One of the places frequently visited by tourists who come to Banjarmasin to buy sasirangan cloth is Kampoeng BNI Sasirangan, also known as Kampung Sasirangan. Artisans and traders of sasirangan cloth mainly inhabit this location. In Sasirangan Village, sasirangan cloth is still made using traditional methods (Torang & Doriyanto, 2014). The selection of Kampoeng Sasirangan as a research site is essential, considering that since 2010, this place has been used as one of the tourist destinations in Banjarmasin, which specifically provides a variety of handicrafts made from Sasirangan cloth (Jejakbanua, 2022).

In developing sasirangan fabric, you will face various challenges that may arise in the future. Sasirangan cloth business owners face at least two challenges. The first is intense competition among sasirangan cloth business actors themselves. Research conducted by Akhmad Samhudi and Siti Rizki Pardani (2020) on sasirangan products in Martadah Baru, Tanah Laut Regency, shows that there is competition among sasirangan business actors, which results in monopoly by certain parties that damage market prices. Similarly, research conducted by Rianty (2021) on the Sasirangan Rizqina business in Banjarmasin showed a decline in sales due to competition as one of the factors. Secondly, the ever-evolving trends in fashion also influence consumer interest. This has implications for the motifs that must also follow these developments. Basmahu Syifa Arreishi's (2023) research on the marketing strategy carried out by Alya Sasirangan Banjarmasin shows that one of the essential things for Sasirangan cloth business actors is to be able to follow the tendency of consumer preferences, which are highly dependent on developments or trends in the fashion world. For this reason, it is necessary to create motifs and designs for sasirangan cloth to remain attractive and avoid saturation of the motifs. Apart from that, to compete with sasirangan cloth products from other businesses, the artisans in Sasirangan Village must always maintain creativity and innovation in making sasirangan cloth.

In Stankevich's view, companies need to show the best quality of their products and meet the ever-changing tastes of consumers to attract buyers' interest (Stankevich, 2017). If the sasirangan fabric motif attracts consumers' attention and creates a feeling of boredom with the motif, then sales will continue. Therefore, the artisan's creativity in creating new motifs, colors, and designs is essential to attract consumer attention and increase sales of sasirangan cloth in Sasirangan Village.

This research aims to determine the creative efforts of Sasirangan cloth artisans in increasing sales in Sasirangan Village by referring to Islamic economics. Apart from that, this research also seeks to identify the obstacles faced by sasirangan artisan in actualizing their creativity.

METHODS

Field research is a method for finding specific facts and realities that occur in people's lives at a particular time to solve the problems faced by the community (Subagyo, 1997).

The data source used in this research comes from informants whom the author considers able to provide relevant information related to the research. The informants were artisans in the Sasirangan cloth business in Sasirangan Village. In this research, the author took five people as research informants.

Qualitative data processing techniques obtained from interview results are processed using editing, classification, and description techniques (Wafa, 2022). This research uses qualitative data analysis, which involves detailed research on research results and discussing them concerning relevant theoretical foundations (Abdussamad, 2021).

The qualitative data obtained from interviews were analyzed using the following techniques:

- a. Editing, which aims to review and check the completeness, clarity, and accuracy of the data collected from the field, results in valid data ready for analysis (Douglas, 2022; Kara, 2023).
- b. Classification, whereby all collected data is categorized according to the type and chronology of the research problem (Pham, 2024).
- c. Description, presenting the data as the research findings in a clear narrative form (Brinkmann, 2023)

RESULTS AND DISCUSSION

Creativity Efforts of Sasirangan Cloth Artisan in Sasirangan Village to Increase Sales Given Islamic Economics

Suryana believes creativity refers to creating innovative ideas and finding new approaches to solving problems or exploiting opportunities. In this context, this theory has been applied by sasirangan cloth business artisans in Sasirangan Village, Banjarmasin City, because they can produce new ideas to create unique sasirangan cloth motifs and colors.

The forms of creativity that Sasirangan cloth artisans have carried out to increase sales in Sasirangan Village include, among others:

- a. Create and develop creative ideas and innovate by painting your motifs
- b. Add new creations that are unique and different from other people's motifs
- c. Participating in exhibitions can increase new creativity and find new relationships
- d. Modifying other people's motifs so that they are different from the motifs created
- e. Producing many types of goods and using natural materials in the motifs and coloring of sasirangan cloth.

From the explanation above, it is in accordance with the word of Allah SWT in QS. AL-Baqarah/2:219, which reads:

كَذَلِكَ يُبَيِّنُ اللَّهُ لَكُمْ الْآيَاتِ لَعَلَّكُمْ تَتَّقُونَ

From the verse above, Islam provides an easy means for its followers to be creative by using their minds and consciences to solve various problems in life. In running a business, a person's readiness for entrepreneurship is demonstrated by his attitude, ability to work, and enthusiasm.

One of the factors that influence sales is sales ability. The seller's ability is closely related to the seller's creativity; the creativity in question is that of a sasirangan cloth artisan. With the ability to sell through this creativity, the sales of sasirangan cloth business artisans will increase. Indicators of growing sales are:

- a. Achieve sales volume
- b. Get a certain profit
- c. Supporting company growth (Kurdi, 2018).

The creativity of the Sasirangan artisans is reflected in their ability to create unique motifs. Adding creativity to motifs and colors can effectively increase sales of their products. They use marketing techniques via social media such as Facebook, Instagram, Lazada, Tokopedia, Shopee, and WhatsApp to achieve profits. They also have a physical shop in Sasirangan Village, which provides various Sasirangan fabrics and clothes. Artisans in Sasirangan expand friendly relations and actively participate in Sasirangan exhibitions to support business growth.

The economic activities of the Sasirangan cloth artisans are already based on Islamic financial principles and guidelines because they implement their business through creativity and follow guidelines from Al-Qur'an and Hadith. The following is an explanation of the principles of Islamic economic sales carried out by Sasirangan artisans:

- a. The principle of monotheism, Sasirangan cloth artisans apply the principle of monotheism by always maintaining good relations with the community or their consumers. They do this through good communication, providing the best service, and maintaining customer satisfaction.
- b. The principle of the caliphate, sasirangan cloth artisans realize that humans are the holders of trust from Allah SWT. Therefore, artisans always try to maintain the trust entrusted to them.
- c. The principle of justice, Sasirangan artisans are committed to being fair to all their consumers. They do not differentiate between one consumer and another and provide fair and equal service to all consumers.

In Islamic Economics, ethics in sales activities must have the attitudes of Sidiq, Fathanah, Amanah, and Tabligh; artisans in the Sasirangan cloth business have implemented these characteristics. The following is an explanation of ethics in Islamic economic sales for sasirangan artisans:

- a. Sidiq (honest), the sasirangan cloth artisans are committed to being honest with the time promised to consumers and honest about any failures that may occur when making sasirangan cloth.
- b. Fathanah (intelligent): Fathanah means astute, cunning, and clever. Sasirangan artisans create sasirangan motifs with their creative ideas, showing intelligence in creating unique designs.
- c. Trustworthy (trustworthy): Sasirangan cloth artisans prioritize trustworthiness in managing their business by maintaining good quality when making their sasirangan cloth products.
- d. Tabligh (conveying): Sasirangan artisans apply tabligh characteristics by openly and honestly conveying information about product quality according to the actual situation.

In Sasirangan Village, artisans are embracing innovative techniques and sustainable practices to enhance the appeal of their traditional Sasirangan cloth, all while aligning with Islamic economic principles. By integrating contemporary designs with age-old patterns, they attract a broader market without compromising cultural authenticity. Additionally, artisans are prioritizing fair

trade practices, ensuring that profits benefit the entire community. Workshops and collaborations with local designers help create unique pieces that reflect Islamic values, such as modesty and simplicity. These efforts not only boost sales but also foster a sense of community, supporting both economic growth and cultural preservation in a manner consistent with Islamic ethics.

In Sasirangan Village, the artisans' creativity is flourishing as they explore new ways to market their Sasirangan cloth while adhering to Islamic economic principles. By incorporating modern aesthetics and eco-friendly materials, they are attracting a diverse clientele, including younger consumers who appreciate both tradition and sustainability. The artisans also emphasize transparency in their production processes, ensuring that every step aligns with ethical standards. Community workshops are regularly held, where artisans share skills and collaborate on designs that reflect Islamic values, such as modesty and elegance.

Additionally, social media and online platforms have become vital tools for showcasing their work, allowing artisans to reach customers beyond their local market. Through storytelling and highlighting the cultural significance of Sasirangan, they create an emotional connection with potential buyers. This approach not only enhances sales but also promotes a deeper understanding of their craft. By fostering a cooperative environment, the artisans are building a resilient economy that uplifts the community while staying true to their Islamic principles of fairness, respect, and community welfare. This multifaceted strategy not only boosts sales but also preserves their rich heritage for future generations.

In Sasirangan Village, the artisans' commitment to innovation extends to the use of digital marketing strategies that align with Islamic economic values. By creating an online presence, they are able to showcase the intricate designs and cultural significance of Sasirangan cloth, reaching a global audience while emphasizing ethical production practices. This shift not only broadens their market reach but also promotes fair trade, ensuring that artisans receive equitable compensation for their work.

Moreover, collaboration with local women's cooperatives plays a significant role in empowering female artisans, fostering entrepreneurship, and creating a supportive network. Workshops focus on skill development and financial literacy, enabling participants to take charge of their businesses and make informed decisions. This empowerment resonates with Islamic principles of self-sufficiency and community support.

The artisans also explore limited-edition collections that reflect seasonal themes or cultural celebrations, further driving interest and sales. By incorporating feedback from customers and adapting to trends while respecting their heritage, they create a dynamic product line that honors tradition while remaining relevant.

Additionally, participation in local and international fairs allows them to connect with other artisans and potential buyers, sharing their stories and the spiritual significance behind Sasirangan cloth. This holistic approach not only enhances sales but also nurtures a vibrant cultural exchange, ensuring that the artistry of Sasirangan remains a vital part of both the local identity and the global textile community. Through these creative efforts, Sasirangan artisans are not just increasing sales; they are revitalizing their cultural legacy in a way that is both economically and ethically sustainable.

Obstacles in Carrying Out Creativity for Sasirangan Cloth Business Artisan in Sasirangan Village

Creativity results from the interaction between psychological (internal) and environmental (external) factors. Several external factors influencing creativity are time, opportunities to gain knowledge, socio-economic status, facilities, and a stimulating environment. Field research shows that one of these factors influences artisan creativity, by the theory that an environment that provides stimulation will encourage the development of creativity.

People often face obstacles in the creative process. These obstacles can become obstacles in the production process and cause companies to lose money. According to Atwater B. and ML Gagne, constraints can be classified into five categories: market constraints, resource constraints, policy constraints, raw material constraints, and logistical constraints (Rahmawati & Fairuz, 2020).

Some of the obstacles often experienced by artisans in carrying out creativity for their sasirangan business include:

- a. Constraints on skilled labor resources: This limited workforce means that artisans only produce their sasirangan cloth without having permanent employees who can help make sasirangan cloth.
- b. Policy constraints regarding time regulations often occur due to the inaccuracy of the time the tailor promises. Errors in sewing the sasirangan cloth cause the motif to break, resulting in a product that does not match the consumer's requests or wishes.
- c. The obstacle most often faced by sasirangan cloth artisans is the problem of raw materials; what is meant by raw materials here are the dyes used in dyeing sasirangan cloth, synthetic dyes, and natural colors. The use of artificial dyes from different brands and places of purchase causes variations in the colors produced, sometimes not by consumer orders. The problem with other raw materials is that raw materials use natural dyes; the natural materials in question come from ketapang leaves and ironwood sawdust. Using natural materials such as ketapang leaves and ironwood powder in dyeing sasirangan cloth is easy to obtain. Still, the process will take longer than that of synthetic dyes in making motifs and colors for sasirangan cloth.

From the explanation above, sasirangan cloth business artisans often face resource, policy, and raw material constraints. These are included in the classification of constraint categories mentioned by Atwater B. and ML Gagne.

Artisans in Sasirangan Village face several obstacles in implementing their creative ideas for the Sasirangan cloth business. One significant challenge is the lack of access to modern tools and technology, which can hinder their ability to innovate and produce high-quality products efficiently. Additionally, limited financial resources restrict their ability to invest in marketing or participate in larger trade fairs, which are crucial for reaching broader markets. Competition from mass-produced textiles poses another hurdle, as cheaper alternatives can undermine the artisans' unique offerings. Furthermore, there is often a lack of awareness and appreciation for the cultural significance of Sasirangan cloth beyond local borders, making it difficult for artisans to establish a strong brand presence. Lastly, intergenerational knowledge transfer can be inconsistent, as younger artisans may be less inclined to learn traditional techniques, risking the dilution of their cultural heritage. Together, these obstacles can stifle creativity and hinder the growth of the Sasirangan cloth business.

Artisans in Sasirangan Village encounter several significant obstacles that impede their creative efforts in the Sasirangan cloth business. One major challenge is the limited access to funding and investment, which restricts their ability to acquire modern tools and materials needed for

innovation. Without adequate resources, artisans often rely on traditional methods that can be time-consuming and labor-intensive, hindering scalability.

Additionally, competition from mass-produced textiles poses a significant threat. Cheaper alternatives flood the market, making it difficult for artisans to justify the higher prices of handcrafted items, despite their cultural and artistic value. This situation is exacerbated by a lack of effective marketing strategies; many artisans are not well-versed in digital marketing or branding, which limits their outreach and visibility in broader markets.

Moreover, the artisans often face challenges in preserving traditional techniques while trying to innovate. Younger generations may be less inclined to learn these methods, leading to a gradual loss of cultural heritage and craftsmanship. The market's fluctuating demand for traditional textiles can also create uncertainty, discouraging artisans from investing time and effort into new creative ventures.

Finally, limited collaboration opportunities with other artisans or designers can stifle creativity. A lack of community support and networking can isolate artisans, preventing the exchange of ideas and collaborative projects that could invigorate their craft. Together, these obstacles create a complex environment that challenges the artisans' ability to thrive creatively and economically in the Sasirangan cloth business

CONCLUSION

The creativity carried out by the Sasirangan cloth business artisan in Sasirangan Village to increase sales is to create and develop ideas by painting their motifs and adding new creations that are unique and different. Participate in various exhibitions to boost creativity. Create motifs by modifying other motifs and making sasirangan cloth using natural materials in terms of sasirangan motifs and colors. Sasirangan artisans, in carrying out their business, follow the guidance in Islamic economics and apply the principles of Islamic Economics and Islamic Economic sales ethics.

The obstacle artisans face in the sasirangan cloth business in Sasirangan Village regarding creativity is resource constraints from skilled labor. This limited workforce is because the artisans need permanent employees to help with the sasirangan cloth production process. Policy constraints regarding time regulations due to inaccurate time given to tailors and errors in sewing sasirangan cloth resulted in the sasirangan motif not being by consumer demand. Constraints arise from raw materials: dyes used in dyeing sasirangan cloth, synthetic dyes, and natural colors. This raw material constraint causes the color of sasirangan cloth requested by consumers to sometimes not match the order

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