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## Bamboo Crafts Business Development Model Reviewed From The Perspective Of Maslahah

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### Abstract

Bamboo is a versatile plant with superior ecological properties, offering great potential for the development of craft businesses that are sustainable and beneficial to society. This research aims to formulate a bamboo craft business development model based on the concept of *maslahah*, namely realizing benefits and benefits for all parties involved. Bamboo craft art is a local product produced by skilled hands so that it produces unique products and has economic value. Bamboo craft products are no longer foreign to us, especially to people from Sidodadi Village, Beringin. The business model of innovation in the bamboo craft business aims to develop products to create products that are efficient and competitive. The method used in this research is a qualitative method with an observation and interview approach. The aim of this research is to find out and examine how the bamboo craft business development model is viewed from a *maslahah* perspective. The results of this research show that this research does not provide benefits because there is still a lack of employee welfare, there is no development of product models, and distribution is not wide enough and the quality of raw materials is not good.

**Keywords:** *Bamboo, Crafts, Maslahah, Models, Development*

### INTRODUCTION

In essence, Islam has a noble view of the management of human and earth resources. The concept of *maslahah*, which emphasizes benefit or virtue, is an important basis for utilizing natural resources and business development. Islamic teachings provide an obligation for every Muslim to make every effort to implement *sharia* (rules). In essence, the aim of implementing the rules (*shariah*) in Islamic teachings in the field of *muamalah*, especially business behavior, is to create a blessed and noble income (*rizki*), so that it will realize equitable human development and stabilization to achieve fulfillment of needs, increased employment opportunities and distribution of income. evenly without having to experience prolonged imbalances in society.

Imam al-Ghazali views that a benefit must be in line with the goals of *shara'*, even if it is in conflict with human goals, because human benefits are not always based on the will of *shara'*, but are often based on the will of

lust. According to al Ghazali, the purpose of *shara'* which must be maintained is in five forms, namely: maintaining religion, soul, reason, offspring and property. If someone performs an action that is essentially to maintain the five aspects of the goals of *shara'* above, then it is called *maslahah*. In addition, efforts to reject all forms of harm related to the five aspects of the goals of *shara'* are also called *maslahah*. According to Jalaluddin Abdurrahman, he firmly states that *maslahah* in extra-customary nuances and what is desired is everything that truly benefits living creatures, especially humans, both that which is useful for achieving goodness and pleasure and that which eliminates difficulties or distress. In other words, it can be understood that the essence of *maslahah* is the creation of goodness and pleasure in human lifestyle and avoiding everything that destroys it. However, *maslahah* is related to the order of correct and appropriate values which are clearly needed by *maslahah* (Baihaqi & Nikmaturohmawati, 2020)



Maslahah is a principle known in Islamic law. Maslahah means maintaining the goals of syara' (sharia) and achieving benefits and preventing oneself from harm. The concept of Maslahah is found in the Al-Qur'an Surah Al-Baqarah Verse 168 which reads:

حَلَلًا رِزْقًا لِّمَا كُنْتُمْ فِيهَا أَتَيْنَا  
لَكُمْ إِنَّهُ الشَّيْطَانُ خُطُوهُ تَتَّبِعُوا وَلَا طَائِبًا  
مُّبِينًا عَدُوًّا

"O people! Eat of the halal and good (food) found on earth and do not follow the steps of Satan. Indeed, Satan is a real enemy for you."

The creative economy-based craft business development model in Indonesia has advantages compared to other art businesses. As time progresses, the economy in Indonesia is experiencing increasingly rapid growth and following global trends, especially trends in developed countries, the economy in Indonesia is currently entering the creative economy era, namely an economic era that relies heavily on creative industrial products. Developed countries, such as Japan, France, England and the United States, have long received very large foreign exchange donations from industries that are closely related to the cultural needs and lifestyle of urban communities (Sardini & others, 2019)

Basically, a business will always develop its business sector, one of the efforts is to provide innovation such as Business Model Innovation or (BMI). BMI is a series of processes carried out in re-analysis to create a new business model to increase the added value of a business. In Islam, the business innovation model is also related to the devotion of each individual as an economic actor, directing positive activities, devotion to God will make a person more productive. This is in accordance with human efforts by allocating and managing resources with the aim of achieving falah (success) based on the principles of the values of the Qur'an and Sunnah (Alfisyahri, Nurbaiti, & Harahap, 2023)

The creative economy in village or rural

areas is also a concrete step to increase the quantity of entrepreneurs in Indonesia. Especially in an area that has local wisdom supported by adequate natural and human resources. These superior products typical of local wisdom can be produced and managed well by the community, while preserving existing culture. Local wisdom has universal value, this can be seen in the lives of village communities who are honest, independent, not excessive, considerate, wise in debt, and do not damage the environment. This form of local wisdom can be used by the community for creativity so that creative economic activities emerge. (Harahap, Nawawi, & Sugiarto, 2022)

The development of craft businesses has quite large potential in various regions in Indonesia from year to year showing quite encouraging developments, both when viewed from the aspect of the number of producers, design developments, production management and marketing techniques. This is proven by the rapid growth of the Creative Economy in North Sumatra. The distribution of these cities is Medan 54.93% Deli Serdang 14.19% Binjain 3.68%. Deli Serdang Regency is one of the districts that has quite a lot of craft potential that needs to be developed so that it can increase the income of craft practitioners. Various craft centers that still exist today include bamboo craft furniture products consisting of chairs, tables, beds and others.

Bamboo crafts are all human activities in making decorative items and household furniture from artistic quality bamboo materials, carried out through creative hand movements and thoughts using carving and weaving techniques.

Sidodadi Village is located in Beringin sub-district, Deli Serdang district in North Sumatra Province, which can be classified as a fairly good center for producing bamboo resources from geographical and environmental aspects. In general, bamboo is used by village communities for building materials because the price is relatively cheap and the raw materials are easy to obtain. Apart from being used as a basic building material,

village communities use bamboo to process bamboo crafts which can be shaped according to the community's ability to manage bamboo plant raw materials into items that have high economic value, for example the community can process bamboo into home interior accessories, tools, food, worship equipment, kitchen equipment and others.

Of the various craft centers that exist, each craft center has different problems, some are faced with problems with the availability of raw materials, human resources, production management, and product design development and marketing management.

There are many academic craftsmen who are involved in craft products with a variety of raw materials. Under these conditions, many craft products are produced with a high level of innovation. Al-Quran surah Al-Baqarah verse 31 commands humans to use their minds, including to innovate and discover new, useful things. Islam encourages its followers to find solutions to the problems they face. With innovation, humans can find new, more effective and efficient ways in various areas of life.

Seeing the lack of knowledge and lack of human resource training in Mr. Legimen's bamboo craft business, efforts are needed to develop craft products which have so far not received the touch of creative hands with the aim of producing higher quality craft products so that they can be accepted by the market well. at local and global levels, has a higher selling value, as well as a wider market reach. Indonesia, which is rich in culture and has a large population, has enormous potential in developing the creative economy.

Of the 6 bamboo craft craftsmen Mr. Legimen works with, there are 5 craftsmen who are not innovative and creative enough. This is because these workers only have elementary and middle school education. So there is a lack of knowledge in developing bamboo craft business models with modern models. Apart from that, there is no support from the government to encourage training or outreach regarding the development of the bamboo craft

business model. Apart from being rich in natural resources, Indonesia can become a center for various artistic crafts which have high use value and good quality. Various types of craft innovations come from various types of bamboo which are abundant and have good potential. The type of raw material that is abundant in rural areas is bamboo.

From the activity of making bamboo crafts, the people there can increase their income or even become a starting point for their main income to meet their family's daily needs. Also the average production produced by bamboo craftsmen in a month will be taken into account. The more the number of innovations and productions made by bamboo craftsmen increases, the more of the bamboo craftsmen's income is used to fulfill their livelihoods and conversely, if the amount of production produced is less, the less the bamboo craftsmen's income will be, so they cannot meet all their living needs.

In Islamic economics, production is every form of activity carried out to realize benefits or increase them by exploring the economic resources provided by Allah SWT. so that it becomes a benefit to fulfill human needs. Therefore, production activities should be oriented towards the needs of the wider community.

A production system is a set of production principles and production factors that cannot be separated. The principle of "Producing" in Islam means producing something that is Halal. In Islam, there are no specific rules regarding good bamboo raw materials. However, in general, good raw materials are halal, good and safe. Based on the research results, there are bamboo raw materials that are no longer suitable for use. This can be seen from the presence of bamboo whose color has faded. This is caused by poor storage, namely being stored in an unprotected place so that it is exposed to rain and heat.

This is the accumulation of the entire production process, starting from the source of raw materials to the types of products produced in the form of goods and services. Meanwhile,

production factors refer to everything that supports the success of production, such as natural factors, labor factors, capital factors and production management factors, meaning meeting all needs through business activities. Because one of the main goals of business is to fulfill human needs and desires. Humans need food, drink, clothing and protection to survive. Apart from production, distribution is also a very important aspect in economic activities because it is the process of distributing products from producers to consumers.

The government and entrepreneurs must help develop small and medium enterprises (SMEs) so they can compete with large businesses. Mr. Legimen distributes his products only through maps. Distribution is only limited by word of mouth, this is due to limited capital and knowledge in using IT. Apart from that, there is no support from the local government to support both capital and knowledge.

Bamboo craft business income needs to be studied from various points of view to ensure its conformity with the *maslahah* principle. With income that is still insufficient to meet employee needs, this is due to the lack of development of the bamboo craft business model and narrow sales distribution due to limited knowledge and technology.

From the description above, researchers are interested in conducting more in-depth research regarding the "Bamboo Craft Business Development Model Viewed from the *Maslahah* Aspect" so that it can be an improvement for Mr. Legimen's bamboo craft business in developing his business and providing *maslahah* values in his business.

#### **METHODS**

This research uses qualitative research methods with an observation and interview approach. Qualitative research is research that aims to gain an understanding of reality through an inductive thinking process (Hanif, Hidayat, & Haryadi, 2023)

The data collection technique used is primary data collection and secondary data.

Primary data collection through direct observation, interviews and documentation. In qualitative research, data collection techniques can be carried out through observation, interviews, documentation, or a combination of the three.

Observations were carried out by observing the bamboo craft business development model in Sidodadi Village, Beringin District. This interview was conducted in February at Market 6 Jalan Pantai Labuni, Sidodadi Ramunia Village, Beringin District. The informant in this interview was Mr. Legimen as the owner and craftsman of the business. bamboo crafts, 2 employees, namely Mr. Sapi'i and Mr. Agus Setiawan.

Meanwhile, secondary data is in the form of literature studies in the form of proceeding papers, books, and scientific journal articles related to scientific article material. Data analysis techniques include descriptive analysis, which consists of three steps, namely data reduction, data presentation, and drawing conclusions. The data reduction process was carried out to review how the development of the bamboo craft business was viewed from a *maslahah* perspective. Next, data presentation was carried out to validate various business development and benefit concepts found during the research. The conclusions obtained are then drawn regarding the Development of the Bamboo Craft Business if examined from a beneficial perspective.

#### **RESULTS AND DISCUSSION**

Bamboo is one of the raw materials obtained from nature, and currently it is still quite well available in the forest, because the availability of bamboo is quite abundant, making bamboo a cheap raw material. If used properly, bamboo can be used to make equipment and household utensils. stairs, as well as building materials, even used as air distribution pipes, musical instruments and religious purposes (Vuspitasari & Siahaan, 2022).

Mr. Legimen's bamboo craft business was established in 1994. Mr. Legimen learned

to develop this skill or expertise from elementary school until he was 74 years old. His current business still continues to exist, as long as he has a track record, he has frequently attended training and seminars held by the regional government. to develop the potential of various craftsmen's businesses, one example is this bamboo craft business. Mr. Legimin not only develops his potential, but with the abilities and expertise he has, he can help many local people to provide jobs. Currently, Mr. Legimin is assisted by 6 of his employees to produce various furniture products that will be ready to be marketed and also prepare products according to demand, there are several products that are deliberately made and there are several products that are made according to consumer demand, the products themselves consist of long chairs, ordinary chairs, tables, beds shoe racks, etc., to make the table itself, it takes 1 day to make the process from assembling the bamboo to the finishing stage and for the chair itself the process takes 2 days according to the level of difficulty and the number of requests, 1 set of products gets 2 long chairs and 2 small chair and one table, 1 set also varies depending on consumer demand, there are also those who only order 1 chair or table, for the price alone 1 chair costs 280 thousand depending on the size and complexity, for the table itself the price is 160 and for 1 set the product is consisting of 4 chairs and 1 table, the price is 1.3 million. For your own marketing, Mr. Legimin has a website on Google.

### **Business Model Innovation**

Historically the word business comes from the English language business, from the root word which means "busy" in the context of individuals, communities or society. In the sense of being busy doing activities and work that brings profit (Zikri & Harahap, 2022). Etymologically, business means a situation where a person or group of people is busy doing work that generates profits. The word "business" itself has three uses depending on its scope. The use of the word business can

refer to a business entity, namely a juridical (legal), technical and economic entity whose aim is to make a profit.

Business model innovation from a social perspective focuses on developing business models that are not only financially profitable, but also provide social and environmental benefits. This business model is based on Islamic principles which emphasize justice, balance and sustainability.

Based on the literature in Osterwalder (2012), the concept of business models is considered something new. This term appeared in an academic journal in 1957 and was first used as the title of an academic journal. A business model describes thinking about how an organization creates, delivers, and captures values, whether economic, social, or other forms of value. The term business model, therefore, is used broadly in formal and informal contexts to denote the core aspects of a business, including aims and objectives, what-is-offered, strategy, infrastructure, organizational structure, business practices and policies. -policies and operational processes (Nasution, Limbong, & Ramadhan, 2020)

Meanwhile, the definition of an innovation business model is "a method used by a company to make money in the business environment in which the company operates". Meanwhile, Rappa provides a similar definition, namely "the method used by a company to run its business, which makes the company survive." In short, according to this definition, a business model is a method or method of creating value.

Meanwhile, when linked to a strategy, this business model is explained as "a description of the relationship between the company's advantages and resources, as well as the activities carried out to acquire and create value, which makes the company able to generate profits" Components of the Innovation Business Model.

Types of innovation business models include the following:

1. Product innovation, namely innovation



- focused on the products offered. This innovation is divided into innovation in product capabilities, product systems, solutions, and customer knowledge. Based on the observations made, there is no innovation in Mr. Legimen's bamboo craft business. This can be seen from the innovativeness of the product's ability. The ability of this product cannot compete with products from outside the region or abroad because there are no distinctive characteristics that differentiate Mr. Legimen's product from other products others.
2. Process innovation, namely innovation that changes the process of making or delivering products. This innovation consists of the sub-categories of customer experience, main process, product platform, supply chain, distribution network, and customer service. Based on the results of interviews conducted, Mr Legimen only markets his products via the web and verbal communication, whereas in today's modern era People tend to prefer shopping via e-commerce platforms, which is easier and more practical.
  3. Design/brand innovation (brand innovation), namely innovation that changes the context in which the product or service is offered. This innovation is divided into positioning, branding and perspective. Based on the results of observations, Mr. Legimen's bamboo craft business products do not have a brand, so many people from outside the region are not familiar with Mr. Legimen's business products.

### **Bamboo Furniture Craft Production**

The raw materials for bamboo craft products are closely related to human benefit in various aspects. Bamboo is a raw material that is easy to obtain and relatively cheap, so it can help increase the income of people engaged in bamboo crafts. Bamboo crafts produce unique

and attractive products, so that it can increase tourist attraction and open up new business opportunities. Using bamboo as a raw material for craft products can help reduce dependence on imported raw materials, thereby saving the country's foreign exchange (Imsar, 2018)

There are several ways to make products and the materials used for product making needs, as well as several ways to develop production.

#### **Chair**

Mr. Legimen said that, to produce one chair, it takes 2 days. The first day is used to prepare the materials for making the chair. The raw material chosen is black bamboo because this bamboo has a sturdy and long-lasting material, as for other materials such as rattan, nails, wood glue and paint and varnish, after the raw materials have been purchased, the bamboo goes to the cutting stage, it is cut according to the desired size and the bamboo is shaped and smoothed and for the second day it is used to form the chair after the frame is finished and finishing, namely to the painting stage or in varnish.

#### **Table**

Mr. Legimen said that producing a table takes 1 day. The tools and materials needed to make a table are a saw, glue, building pencil, rattan, black bamboo, varnish and nails as well as a wood scraper and sand paper. The way to make a table begins with making a frame, then forming a pattern according to the frame that has been made, then the next stage is finishing by smoothing the wood which has been scraped and painted.

#### **Shoe Rack**

Mr Legimen said that making a shoe rack took quite a short time, namely only one day. The making of this shoe rack is done by cutting bamboo according to the desired size, then nailing it parallel to the consumer's wishes, the bamboo is put together then smoothed and then varnished until it becomes a beautiful shoe rack.

The sources of bamboo craft business development include various aspects, namely:  
Raw Material

The raw materials commonly used in making bamboo furniture have an average height of 15 meters, segment length 40-50 cm, diameter + 8 cm Wulong/Black Bamboo (*Gigantochloa verticillata*). Handle thickness + 8mm. If handled properly during the drying and preservation process, Wuling bamboo can be stored for more than 10 years. The following bamboo cuts are not used in making bamboo furniture. Bamboo is relatively curved and has short segments, reaching 1 meter in length from the base. This part is sometimes used for objects such as ashtrays and flower vases. Bamboo stems are more than 25 feet long from the base because of their small diameter and can be bent. These bamboo stems can be used as raw material for woven baskets. Rattan rope is the main supporting material in making bamboo furniture, used to connect joints and tighten seat belts, chair backs, etc. table frame. The choice of rattan as a binding material is based on the consideration that rattan has a sturdy and strong material structure, is durable and has unique artistic value.

Three types of rattan are used in the production of bamboo furniture. Rattan rope. Used to glue each joint/corner of bamboo furniture. Rattan spindles, to tie and decorate bamboo stems/boards for chair backs. Antique rattan is used to tie the ropes to the chairs and table frames. Other auxiliary materials commonly used include sandpaper, nails, brushes, varnish, melamine/implants, and super thinner.

From the results of research by Mr. Legimin's bamboo craftsman, he still uses bamboo suppliers from outside his area because they are cheaper and have more varied bamboo models compared to bamboo suppliers in Mr. Legimin's area which results in raw materials or bamboo in that area not being realized and used which resulted in the bamboo in the area having to be burned.

#### Availability of bamboo

Based on the results of the interview, bamboo is always available because the Sidodadi area is an area suitable for planting bamboo trees, and he said that there are bamboo suppliers

every day so that when needed it is always available. Based on the results of observations made, the availability of bamboo is sufficient, but the quality is not good because it has not been used for a long time, this is due to the lack of interest in the furniture products being sold. From the results of the interview above, it can be concluded that the quality of the available bamboo does not last long because it has not been used for a long time and there is no special storage place for the existing stock of bamboo.

#### Human Resourch

The relationship between human resources for bamboo craft products and benefits can be seen from several aspects, namely:

##### Economic Aspect

1. Job Creation: The bamboo craft industry absorbs a lot of workers, from craftsmen, bamboo harvesters, to sellers. This helps increase people's income and reduce unemployment.
2. Increased Income: Skilled and creative bamboo craftsmen can produce products with high selling value, thereby increasing their and their family's income.
3. Local Economic Empowerment: The bamboo craft industry can be a source of local economic growth, especially in rural areas where bamboo grows widely.

##### Social Aspect

1. Cultural Preservation: Bamboo crafts are part of local culture in many regions in Indonesia. Preserving bamboo crafts means preserving culture and traditions.
2. Improving Quality of Life: The bamboo craft industry can help improve people's quality of life by providing better access to education, health and infrastructure.
3. Strengthening Social Relations: Work in the bamboo craft industry is often carried out collaboratively, thereby strengthening social ties between community members.

Innovation is necessary for the progress of a business and also applies to improving national development. Innovation is the transformation or implementation of ideas and concepts based on creativity by utilizing existing discoveries. To

produce a product or process that is good, has added value and is useful. Meanwhile, discovery is creating something that has existed before and is recognized as a work that has a unique function. Therefore, creativity is very important in encouraging the birth of innovations that are useful and competitive (Syahbudi & Ma, 2021)

Innovation is needed to optimize various potentials and become new sources. Human resources have a big influence in creating innovation and added value, when innovation is created through creativity it will create a renewable resource that will never run out. Apart from that, a business is also required to innovate. This is done to adapt to increasingly modern developments which are supported by increasingly advanced levels of technological development so that business actors must also be creative and innovative in creating product innovations so that products have an appeal to consumers, by so the product influences the buyer's decision. Innovation in a business involves high levels of innovation both in product process innovation and product innovation, which is the ability of a business to create quality products. High product quality will of course have an effect on increasing competitive advantage in a business and have an impact on the performance of the business.

There are 6 employees who work as craftsmen in Mr. Legimen's bamboo craft business. Based on the results of observations made, there are several workers who lack technical skills. This can be seen from the patterns or motifs in making crafts that are too plain and not innovative, in addition to the lack of ability in product design. contemporary and in line with market trends.

Based on an interview conducted by Mr. Agus Setiawan as a worker in Mr. Legimen's craft business, he said that in making this craft art there is no formal or informal training in craft art making techniques. Apart from that, an interview was also conducted by Mr. Sapi'i, he said that there were no special designs provided or requests from

consumers, so there was a lack of modern design models. The conclusion from the explanation above is that human resources in Mr. Legimen's bamboo craft business are considered to be poor due to a lack of understanding of techniques and designs in craft arts.

### **Distribution of Crafted Bamboo Furniture**

#### **Product marketing management**

Bamboo is a unique product so not everyone can make or produce bamboo crafts, especially people from abroad. Bengkayang itself, as an area directly adjacent to Malaysia, has the potential to be able to market woven bamboo products directly to people abroad. (Sulistiawati, 2020) Marketing has a very significant influence on competitive advantage. Apart from that, in marketing the most important thing is how to master marketing strategies by utilizing technology through social media (Nuriyanti, 2019a) That social media has benefits for marketers of a product because social media can determine the desired personal branding, by looking for the right environment, the opportunity to interact more closely with consumers, social media provides a means of forming an online community so that it becomes one of the strategies in marketing products that we sell and is part of an e-marketing strategy that connects consumers with other social media. Something that is no less important in marketing is marketing strategy.

According to marketing strategy is a pattern of decisions within a company that determines targets, aims and objectives that produce main policies and plans for the creation of goals and details the business reach that the company will achieve. In marketing strategy, there are several variables that are interrelated and become controlled variables, including market segmentation, market budget, timing and marketing mix. The marketing mix that is often used is 4P where there is a place. price, promotion, product, in a product business is one of the main points in marketing, all the means used to market a product, but you need



to pay attention in marketing, no matter how good the marketing, distribution and price are determined, if a product does not have quality and is not liked by consumers then marketing mix activities will not be successful. The importance of business networks so that the business we are involved in can run well and be on target, so the power of the network is needed to help us develop our business (Vuspitasari & Siahaan, 2022).

Assistance in the development of marketing cooperation networks aims to ensure that business actors receive assistance to business actors after training in applying the material obtained during the training so that it can be applied well in their business (Soemitra, Kusmilawaty, Ak, & Tri Inda Fadhila Rahma, 2022)

The distribution of bamboo craft products is closely related to benefits, both economically, socially and environmentally. The benefits are to increase people's income: Distribution of bamboo craft products can open up new economic opportunities for bamboo craftsmen and the surrounding community. This can increase their income and help them get out of poverty, encouraging local economic growth: Bamboo crafts are one of the local cultural products that have great economic potential. Distribution of bamboo craft products can help encourage local economic growth and create new jobs. Increase national competitiveness: Indonesian bamboo crafts have high quality and unique designs. Distribution of bamboo craft products to international markets can help increase national competitiveness and promote Indonesian culture in the world.

Based on the results of the interview conducted with Mr. Legimen, he said that marketing is only done at home. Currently, it only serves sales for buyers who come directly to the craft location. Products are always ready and available but cannot be marketed online. This is because delivery transportation does not yet exist, as well as obstacles such as damage during long journeys. Because Mr. Legimen does not collaborate with other

departments or organizations and furniture sales shops. Apart from that, this business is still managed by individuals.

From the description above, it can be concluded that the marketing management carried out by Mr. Legimen is not optimal. This can be seen from marketing which is still minimal and the absence of significant progress regarding sales results.

Product marketing location

Location decisions usually also depend on what type of business the entrepreneurs have. For example, entrepreneurs who choose a location close to industrial locations have a strategy to minimize company operational costs, while for locations close to warehouses, entrepreneurs think about reducing operational costs and maximizing delivery speed. Behind this determination is a location determination strategy that business owners must know in order to maximize profits at their location in the future. Different types of companies will have different factors to consider in selecting a location.

Based on the results of the interview conducted by Mr. Legimen, he said that marketing was only done at home, namely in the shop where he lived, he did not open a special strategic place to market his products.

Based on the results of the observations made, it can be seen that the location for marketing Mr. Legimen's products is not strategic because the location of the house where it is sold is not located on the edge of the market and is far from the reach of the public. From this description it can be concluded that product marketing is not on target.

### **INCOME**

Salary and benefits are closely related and interrelated. A decent and fair salary is an important factor in realizing benefits for individuals and society. Here are some important points that explain this relationship:

Fulfillment of Basic Needs:

An adequate salary allows individuals to meet their basic needs, such as food, shelter, clothing, health, and education. When basic

needs are met, individuals can live more calmly and focus on self-development and contributing to society. Based on an interview conducted by Mr. Sapi,i as an employee of a bamboo craft business, he said that each employee gets a wage of IDR 50,000/day and works a maximum of 4 days a week. Not only that, Mr. Legimen's employees also admitted that they often receive their salaries not on time, because buyers have not picked up the goods they have ordered. This contradicts the hadith of the Prophet Muhammad SAW. From 'Abdullah bin 'Umar, the Prophet sallallaahu 'alaihi wa sallam said,

أَعْطُوا الْأَجِيرَ أَجْرَهُ قَبْلَ أَنْ يَجِفَّ عَرَقُهُ

"Give a worker his wages before his sweat dries." (HR. Ibnu Majah, *shahih*).

The meaning of this hadith is to immediately fulfill the worker's rights after the completion of the work, and this can also be meant if there is an agreement to provide a salary every month. Al Munawi said, "It is forbidden to delay giving a salary even though you are able to pay it on time. "What is meant by giving salary before the worker's sweat is dry is an expression to indicate that he is ordered to give salary after the work is finished when the worker asks even though his sweat has not dried or his sweat has dried."

According to data obtained from BPS, the UMR salary in Deli Serdang is IDR 3,188,592. Seeing that the income received by Mr. Legimen's employees does not meet the Deli Serdang UMR salary standards, so the salary he receives is not enough to meet living needs.

A decent salary can improve individual and family welfare. This can be seen from improving the quality of life, such as access to better health services, better quality education, and opportunities to enjoy recreation and entertainment. Fair and competitive salaries can motivate employees to work more productively and efficiently. When employees feel appreciated for their contributions, they will be more enthusiastic and motivated to give

their best.

Competition in the business world is currently in a state of very tight competition. Each company, both large and small, tries to highlight the advantages of each product in order to attract consumers (Annisa Nurbaiti & Chyntia Elisabet, 2023) According to Satisfying consumer needs is very important, because without consumers, companies, especially culinary businesses, will lose their income, which will result in the business going bankrupt. To achieve the goals of each competing company is not easy, special strategies are needed to win the competition.

The Islamic bamboo craft business development model can help maintain religious values in the production and marketing processes. This can be done by applying sharia principles in business management, such as:

1. Avoid usury and gharar
2. Carry out zakat and alms
3. Maintain product halal
4. Creating a conducive work environment for employees.

## CONCLUSION

Bamboo craft art is a local product produced by skilled hands so that it produces unique products and has economic value. Bamboo craft products are no longer foreign to us, especially to people from Sidodadi Village, Beringin. The potential in this village will certainly have an impact on the lives of the surrounding community. One of the bamboo craft businesses that has the potential to be developed is Mr. Legimen's bamboo craft business. From the explanation based on the results of interviews and observations made, it can be concluded that business model innovation has not had a good impact on the development of Mr. Legimen's bamboo craft art business. The quality of the bamboo in Mr. Legimen's craft business is considered to be not good, this can be seen from the large number of bamboos whose durability has begun to deteriorate because they have not been used for a long time. Apart from that, the human resources in Mr. Legimen's craft business are considered to be less skilled in

their field, this can be seen from the bamboo which is still plain and has no design. Product marketing is considered not yet optimal because it is still in a small area, so the income is still minimal and cannot provide benefits for employees and the surrounding community.

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