

The Government's Practices in The Strategy for the Development of the State's Businesses

¹Fika Nurtivanny, ²Imsar, ³Aqwa Naser Daulay

Islamic State University of North Sumatra, Medan

Email : vvanny29@gmail.com, imsar@uinsu.ac.id, aqwanaserdaulay@uinsu.ac.id

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ABSTRACT

This research aims to determine alternative government policies for developing songket weaving business strategies in Batu Bara Regency. The SOAR approach is the technique that the author employs to analyze this research. (Strengths, Opportunities, Aspirations, and Results) with a descriptive approach where, when gathering information from interviewees. In light of the analysis of internal factors of Songket Weaving Crafts obtained the IFA matrix's calculated findings, which show a score of 3.425. Meanwhile, the result on the discoveries of the examination of the songket weaving craft's internal environment, the EFA matrix calculation results were obtained with a score of 2.31. Based on the SOAR matrix, there are two important elements in the business development strategy obtained from O-A, namely: increasing business development by expanding marketing by taking advantage of export opportunities; improving the economy through songket crafts in Batu Bara Regency with the high public interest in songket cloth. The development of the songket weaving business really requires government support and a role to improve the creative economy in Batu Bara Regency.

Keywords: SOAR, government policy, songket weaving.

INTRODUCTION

At a time when competition in the economy is growing and competition is getting tougher in the business world, with conditions like this requiring entrepreneurs to be able to compete in the market by maximizing the company's performance. Not only are growing economic activities such as production, distribution, and acquisition, but competition in human resources, and technology are also growing. So as time passed, the world economy grew and grew, so we were led to develop ourselves and our efforts so that we could face competition and advance business despite the

many obstacles that would be encountered. So there's a need for a strategy when developing a business so that it doesn't go bankrupt and lasts long. (Subekan, Khoirul Azasi, 2021).

According to Islamic business ethics, must be honest in providing the information that customers need. The prophet (peace and blessings of Allah be upon him) said: "Whereas the prophets of Allah (s.a.w.a.) have spoken in the Qur'an and in the Scriptures, the Prophet (S.A.W.A.) has spoken of in the Quran and the Quran.

وَابْتَغِ فِيمَا آتَاكَ اللَّهُ الدَّارَ الْآخِرَةَ وَلَا تَنْسَ نَصِيبَكَ مِنَ الدُّنْيَا وَأَحْسِنْ كَمَا أَحْسَنَ اللَّهُ إِلَيْكَ وَلَا تَبْغِ الْفَسَادَ فِي الْأَرْضِ إِنَّ اللَّهَ لَا يُحِبُّ
الْمُفْسِدِينَ

And seek the good of the Hereafter in what Allah has bestowed upon you, and do not forget your portion in this world, but do good to others, as Allah has done good to you. And do not do evil in the earth. Verily Allah does not like the evildoers.

When a man wants to the purpose of life, he has to do a business or business. However, the primary goal is not only material but also spiritual, so that material and spiritual balance in life. Economic activities that can satisfy individual needs are activities of production, consumption, and distribution in



order to gain profits. In the teaching of Islam business activities can be done is business that earns money halal and blessed or activities that do not come from gambling activities, etc. (Pirnadi, 2022).

In the world of economics, the important components are creativity, ideas, talent, and creativity. According to the Ministry of Commerce of the Republic of Indonesia (2008), the effort to develop the economy is to have renewable and continuously innovative resources in the economic environment. According to UNDP (2008), the creative economy is a combination of the use of technology, knowledge, and innovation. The types of creative economic activities that have been established by the government through print 6/2009 are architecture, antiques, advertising, art market, design, crafts, fashion, music, performing arts, film, printing and publishing. In the Print 6/2009 the government has also defined the types of economic activity

that are included in the creative economy, namely: advertising, architecture, art and antiques market, craftsmanship, design, fashion (mode), film, video, and photography, interactive games, music, performance arts, publishing and printing, computer and software services, radio and television, research and development and culinary (Ikhwanus, Shofa; Deddi, 2009).

Individuals who have the ability to generate innovation show high growth. The Creative Economy consists of industries that have a high competitiveness of these sustainable economic industries due to the creativity capital that is used to produce new innovations of a product. One of the ideas for developing Indonesia's economy is the creative economy by developing the ability and model of ideas to generate new innovations. Thinking creatively is crucial for growing and surviving in the future. (Sari., 2020).

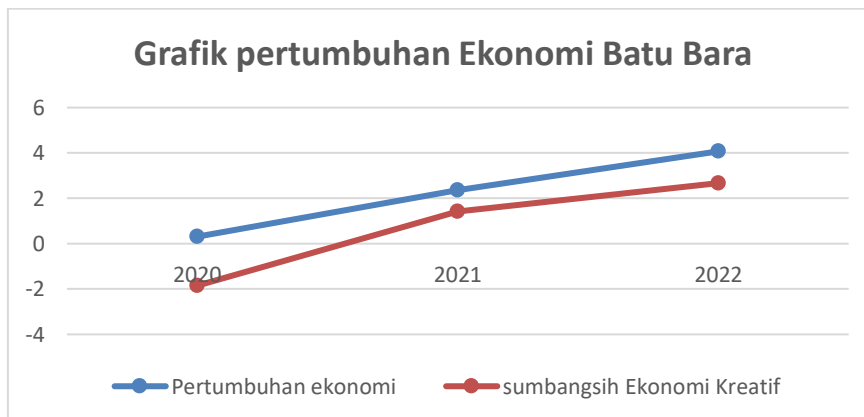


Figure 1. Economic Growth Graph

The phenomenon shows that the creative economy in building and developing the economy in Batu Bara district plays a vital role for example the role of small and medium-sized enterprises in the Indonesian economy not only because of its ability in opening jobs but the human resources are more sought after, because the development of creative economy as a strategy so that the development and development of the region can be quickly implemented, the increase of the economy has greatly influenced the creative economies in Batu Bara district. (Statistik, 2022).

The creative economy that exists in Batu Bara district, which includes creative industries such as Songket Fabric, Batik House, Packaging House, Tourism, Caligraphy, Art and also processed foods that exist in various districts of Batu Bara District, is considered and believed to be able to improve the local economy significantly. According to DISKOPUMK data of the creative economy development in Batu Bara district has experienced a decline where in 2021 the number of entrepreneurs increased by 909, while in 2022 it decreased by 254 and in 2023 there were 319. Based on these conditions, the

author carries out research on the development of creative economic enterprises in Batu Bara district. The research on development of the creative economy enterprise of Batu Bara will help songket entrepreneurs to expand their business and develop the creative economic potential of songket enterprises located in Batu Barara district (Wawancara Diskop UMK 2024).

The government's policy in the Stone Coal district is to build a Decranas community that is in the shade of the UMK Diskop. The National Council of Crafts, also known as the Dekranas, is tasked with protecting and developing traditional Indonesian art, such as plywood, ceramics, songket, furniture, and so on. In addition, by providing bank credit with low interest rates, the government of Batu Bara district can encourage them to develop their business. The government provides solutions to develop with the financing of enterprises that are often known as people's enterprise credit (KUR). However, the entrepreneur feels that it requires a lot of things to do or the process is very complicated to get the capital from the bank, then from that entrepreneurs hope to get credit assistance with basic management. In addition, the National Council of Crafts (Dekranas) also provides a market (store) of sales provided by the government making it easier for songket weavers to distribute their fabrics.

Stone Bar district has a characteristic craftsmanship, the Songket Fabric. Songket Batu Bara is a leading handicraft in Batu Bara district. In accordance with the existing programme of work, the government will build the facility of the Handicrafting Center of the Tinker Village in the village of Padang Genting with the aim of attracting the interest of the public, especially the younger generation to learn how to make songket fabric and become a tourist destination for the visitors. The industry is also one of the livelihoods of the society that develops production technology. Songket is an artifact in culture that plays the role of one of the Malay people's identities. The Stone Bar songket fabric is a work of art that requires perseverance and patience. It's because the

manufacturing process still uses traditional tools and is done manually. (Kesuma, 2021).

The songket handicrafts in Batubara are one of the creative economies in Batu Bara district. However, there is a lack of capital and marketing distribution as well as the lack of knowledge of entrepreneurs in the use of technology. Then from that, the development of this songket weaving business has not been effective for the marketing of songket fabrics and has not extended its specialized marketing place. So he needed a strategy to develop the songket weaving business.

From the background that has been outlined earlier then the author is interested to discuss "Strategies for the Development of the Songket Tissue Industry in Bara Stone District in the Perspective of the Islamic Economy"

Government policy

Government policies are often referred to as public policies, which are basically aimed at the general public or the state that can directly or indirectly influence various aspects of public life. A policy is a choice to implement or not to do something, indicated by an authority that has the will to do a thing, the authority is usually used to enforce regulations and is often associated with the concept of government that describes government policy. When a government does something that is directed by a state government, it is called a state policy. A policy made by a government can also be categorized as a public policy if it is viewed from a regulated recommendation and its purpose is public, both in the sense of the state and the public. (Anggraeni et al., 2021).

Business Development Strategy

Plans that are prioritized to what a business aims to are often referred to as business development strategies. Probably many companies have the same goals, but the methods and efforts used to what they expect may be different. The strategy in the endeavour is vital and useful for achieving the end result successfully, the strategy developed in such an enterprise based on mutual agreement is not just a personal decision since the end goal is the goal of the organization. In Bennett's view, strategy is an image so that the organization in

achieving its goals becomes guided. According to Stéphane K. Marrus, he defines strategy as an effort made and a process on a long-term plan drawn up by the organizational leaders in achieving that goal. (Wardani, Silalahi, and Tambunan, 2022). Generally, businessmen or entrepreneurs when they want to develop their business then they will go through several stages namely:

- a. Having an entrepreneurial idea Anything that a entrepreneur is going to develop, originally comes from a business idea, the entrepreneurship idea can come from a variety of sources. (Sebastian, 2019).
- b. An entrepreneur starts with a business idea, which is a brief overview of the business they are going to build. After that, the business idea will be transformed into a business concept, which represents a further translation of the enterprise idea into a more specific business structure. (Suleman, Syafii, and Hasibuan, 2019).
- c. An entrepreneur is a person who uses economic resources (money, labor, materials, etc.) to make a profit. Thus, the main component of the enterprise that will be developed by an entrepreneur is the calculation of the proforma income statement of the business to be run. (Saputro, 2021).
- d. Implementation of business plan and control of business business business plan that has been made, whether in detail or globally, in writing or not, will be further implemented in the execution of the business, the business plan will be the guide for the implementation of a business carried out by an entrepreneur. (Rambe, 2018).

Marketing

Marketing according to Kotler and Keller, is a management and social process in which a person or group will meet their needs and desires from the process of making, offering, and exchanging valuable products. A system of all business activities intended to plan, price, promote, and distribute products that can meet the wishes and needs of both current and potential customers is called

marketing. Without a doubt, businessmen must have a number of strategies to market their products (Imsar, Marliyah, and Harahap, 2021). Social process and management is the understanding of marketing in which a person or a group when they want to acquire a need will go through what is called the manufacture and exchange of goods and services as well as the value of each other. The purpose of marketing is nothing more than to attract new customers by offering what they want, promising better value for satisfaction, setting prices, delivering products, effectively promoting, and retaining old customers by paying more attention like giving discounts. (Yoesoep, 2022).

Creative Economy

Creative economics is defined as the form and effort to realize sustainable economic development based on creativity by exploiting unlimited resources such as ideas, ideas, talents, and creativity. The value of a product or service is now no longer determined by raw materials or production systems, but is judged to the exploitation of creativity and the creation of innovation through increasingly sophisticated technological developments. Creative economics is creating added value in economic, social, cultural, and environmental terms based on ideas born of human creativity, knowledge, cultural heritage, and technology. Not only can creativity be created from artwork and cultural heritage, but creativity can be created with the help of technology, science, and telecommunications. The main pillars of the creative economy are discovery, creativity, and innovation. (Aldy, 2020). The creative economy is not only closely related to the world of industry, the coverage of the creative economies is very broad and depends on creative values, markets, development environments, and archiving. Creative economies create added value economically, socially, culturally and environmentally. Therefore, the creative economy can improve competitiveness and can improve the quality of life of the Indonesian people. (Syahbudi, 2021). Based on how the concept and definition evolved, creative economics defines it as: "the creation of added value based on ideas born of

the creativity of human resources (creative people) and based on the use of science, including cultural heritage, and technology.”

METHOD

Qualitative research is a method of research based on the philosophy of postpositivism, used to investigate the conditions of natural objects (as opposed to experiments) in which the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive/qualitative, and the results of qualitative studies emphasize more meaning than generalization. In this study more dominant use of SOAR analysis to present the reality of the strategy for the development of Songket Tension Enterprise Stone Bara district (Sugiyono, 2013). In this study, the data collection technique used is interviews. The interview technique used was semi-structured interviewing. Semistructured interviews are already included in the category in-depth interview. Through these interviews, the process of disseminating information from sources can be more systematic, planned, and in line with the discussion of research so that the data obtained is more accurate. In this study, the data analysis method used is using SOAR analysis. SOAR is a combination of opportunities and strengths that an entrepreneur possesses in order to obtain an aspiration and result. In the SOAR approach there is a difference between identification and focus, with this analysis the opportunity and strength will be compared for the purpose of tracing problems, weaknesses, shortcomings, vulnerabilities and threats. (Zamista, 2020).

RESULT AND DISCUSSION

Talawi district is the center of the Stone Barrows, with the largest number of carpenters in the villages such as Labuhan Ruku, Forteng, Dahari Indah, Selebar Dahari, Indra Yaman, Mesjid Lama, Padang Genting, and Pahang. On December 19, 2019, the Government of Batu Bara District designated Padang Genting Village, Talawi Prefecture, as Tenun Village. The Songket Tenun village in the Talawi district is expected to be an icon of a tourist destination that will be visited by many and will showcase the history of weaving. Based on the data, the Talawi district is a research site. Songket is an artifact in the culture that plays a role as one of the self of the Malay people. The Stone Bar songket fabric is also a work of art that requires perseverance and patience. Because the manufacturing process still uses traditional tools and is done manually. The materials needed in a songket weaving production are the weaving tools (okik), which are made by the craftsmen or artisans in Padang Genting Village (Suleman, Syafii and Hasibuan, 2019). These tools are mostly made of wood and boards. Barrel stone fabric has a variety of interesting bright color combinations, such as orange, green, blue, red, purple and others. The appeal of this songket fabric from its unique patterns, colours and fabric material has been inherited down the road. (Wati, 2021). The strengths and opportunities of the Songket Stone Coal Tanning enterprise are categorized into the internal environment of the enterprise. From the results of the analysis of all external environmental factors obtained using the internal factor analysis matrix (IFA). Here is the result of the IFA matrix:

Table 1. IFA matrix

No	Internal factor	weight	Rating	Score
Strength				
1.	The business experience of the craftsmen	0,11	4	0,44
2.	Motive and characteristics of the songket	0,095	3	0,285
3.	Government support in the form of capital, marketing, and training	0,11	3	0,33
4.	There's plenty of raw materials.	0,083	3	0,249
5.	Tissue quality	0,095	4	0,38
Totally				1,684
Opportunities				



1.	Songket fabric has a chance to be exported	0,11	4	0,44
2.	Technological advances	0,095	3	0,285
3.	Various patterns and forms of production	0,083	3	0,249
4.	High public interest in songket fabrics	0,11	4	0,44
5.	There's a fixed consumer	0,109	3	0,327
Totally				1,741
		1,00	3,425	

Based on Table 1 above, the calculations of the IFA matrix showed that the total internal factor score was 3,425. Can be analyzed that weaving songket has a factor of chance with the amount of value 1,741 that influences the development of the business i.e. Weaving Songket has the opportunity to be exported and high public interest in weaving Songquet with a score of weight value of 0.11. Then after analysing the internal environment then the external factor of weaving craft songket is also analyzed so that it can be identified with the Matrix External Factor Analysis (EFA), the following table 2:

Table 2. Matrix (EFA) Texture Songket

No	External factor	weight	Rating	score
Aspiration				
1.	Increase songket target market	0,094	3	0,282
2.	Boosting the coal economy	0,115	3	0,345
3.	Invite investors for business development capital	0,108	2	0,216
4.	Increase social media insight	0,101	2	0,202
5.	Increasing the quality of songket weaving entrepreneurs	0,086	2	0,172
Totally				1,217
Result				
1.	Increased number of consumers	0,115	2	0,23
2.	Expanding market reach	0,086	2	0,172
3.	Increased sales volume	0,101	3	0,303
4.	The economy of the people is rising	0,108	2	0,216
5.	Has an offline store center	0,086	2	0,172
Totally				1,093
		1,00	2,31	

Based on the results of the external analysis data above that aspiration factor values are more dominant with a value of 1,217 which influences in the development of enterprise that is to improve the economy of coal with a weighting score of 0.115. So in realizing the development of songket handicrafts business requires a plan of strategy to determine the solution. Based on the result of the SOAR matrix, then the measured result can be formulated as an alternative strategy, namely:

Table 3. SOAR Matrix

<p>Internal</p> <p>Eksternal</p>	<p>Strength</p> <ol style="list-style-type: none"> 1. The business experience of the craftsmen 2. Motive and characteristics of the songket 3. Government support in the form of capital, marketing, and training 4. Availability of raw materials 5. Tissue quality 	<p>Opportunities</p> <ol style="list-style-type: none"> 1. Songket fabric has the opportunity to be exported 2. Technological development 3. Various patterns and forms of production 4. High public interest in songket fabric 5. Is there a fixed consumer
<p>Aspiration</p>	<p>Strategy SA</p>	<p>Strategy OA</p>
<ol style="list-style-type: none"> 1. Increase the target of the songket market 2. Improve the coal economy 3. Invite investors for business development capital 4. Enhance the insight of social media 5. Enhance qualified songket weaving entrepreneurs 	<ol style="list-style-type: none"> 1. Improve the experience and quality of the fabric to improve the target market. 2. Improves the characteristics of the songket to attract investors 	<ol style="list-style-type: none"> 1. Increase business development by expanding marketing by exploiting export opportunities. 2. Improve the economy through the craft Songket Stone Bar with a high public interest in songket fabrics
<p>Result</p>	<p>Strategi SR</p>	<p>Strategi OR</p>
<ol style="list-style-type: none"> 1. Increased number of consumers 2. Expanding market reach 3. Increasing volume of sales 4. Economy of the community increased 5. Having a center of offline store 	<ol style="list-style-type: none"> 1. Improve the quality and variety of songket fabric variations as offer. 	<ol style="list-style-type: none"> 1. Improve the marketing capabilities of entrepreneurs by leveraging technological advances

Alternative Songket Handicrafts strategies are determined using the SOAR matrix. The advantage of using this SOAR matrice is the ease of formulating strategies based on a combination of external and internal environments. The main strategies that can be suggested consist of 4 (four) types, namely SA, OA, SR, and OR strategies. As for alternatives to Songket's strategy based on the combination formulation of internal and external environments on the Soar matrix are as follows:

1. Improve the experience and quality of weaving to improve the target market.
2. Increase the characteristics of the songket to attract investors.
3. Enhance the development of the business by expanding the marketing by exploiting the export opportunities.
4. Increase the economy through the craftsmanship of the Stone Songket with the high public interest in the fabric of songket.



- e. Improvement of the quality and variety of the variations of the weaving songket as an offer.
- f. Increased the marketing capability of the entrepreneur by utilizing the advances of technology.

The result of the most influential SOAR matrix for the development of songket weaving enterprises is O-A opportunities and aspirations with a number of opportunities (Opportunities) of 1,741 with a weight of 0.11 that influence in the growth of the songket craftsmanship enterprise so that there is a chance to be exported and high public interest in songket fabrics. Next on the expectation (aspiration) of 1,217 with the weight of 0,115 that influences in business development is to improve the economy of Stone Bar. This strategy can be done in order to what is expected is by increasing business development by expanding marketing by exploiting export opportunities, and improving the economy through the crafts songket district of Batu Bara with the high interest of the public in the fabric songket. The two results of the matrix relate to the government policy in which songket fabrication is handled by the UMK Diskop which is a community of Decranas. Dekranas has a goal in developing songket fabrication and introduce to the whole of Indonesia even the world how characteristic of the fabric songket in a way. Through this, songket craftsmen and weaving entrepreneurs are very helpful in distributing songket handicrafts that have unique characteristics and a remarkable history. (Diskop UMK, 2024) Islam is the science of mankind's efforts to manage and allocate his resources for the sake of God's mercy, with a worthy effort and according to the provisions of the Qur'an and Hadith. (Darmawati, 2023). Based on the results of this research it is known that the entrepreneurs of fabric in the production of fabric always apply Islamic values. Produced according to quality. If there's a faulty product then weavers tell the consumer not to be disappointed. In the perspective of the Islamic Economy, a product must have the best quality or quality, not the contrary in order to obtain the most profitable practices to lower the quality of

a product. (Melania, F. A., & Ridlwan, 2022). As Allah says in Surah Al-Ahzab verse 23:

Among those who believe there are those who keep what they have promised Allah. Among them there is one who falls, and among them there are some who wait and wait. QS. Al-Ahzab: 23 By giving the price according to the quality of the fabric makes the weavers have an attitude of mutual tolerance to the seller and buyer. Surah Ali Imran explains that when conducting an economic behavior does not justify to set a price that doubles for the pleasure of individuals or companies of the profits obtained. As Allah says in Surah Ali Imran verse 130, which reads:

O you who believe, do not multiply your wages and fear Allah, that you may succeed. QS. Ali Imran: 130 Based on the writer's observation that every place where weaving is a place to sell weaving, there are places to carry out the purification, there is a Musholla available for worship for the Muslims. It is in accordance with the teaching of Islam that, the prayer is a pillar of religion so it must be carried out anywhere and anytime. On the promotion, from the results of the research that the promotion is carried out is using the method of promotion directly or through social media and can through exhibitions and provide information according to the condition of goods and apply honesty to the buyer. In promoting goods that apply honesty, justice does not interfere with the lie. This is in line with the Islamic economic perspective that prioritizes honesty in trade. According to the rules of product promotion according to Islam is not permitted to commit fraud, either in the form of behavior or words.

CONCLUSION

Withdrawal from the research conclusion The strategy for the development of the Stone Bara songket business is the analysis of SOAR in development of this enterprise obtained opportunities and aspirations, real actions that need to be done and structured is to be in accordance with the SOAR matrix. Here are the components that must be done because it is very important in achieving the O-A goal of the opportunity and aspiration that has been planned: 1) Increasing the development and

expansion of the enterprise by expanding marketing by exploiting the export opportunities, 2) Increase the economy through songket crafts of Stone Bara district with high public interest in songket fabrics. In the business of textile craftsmen should also pay attention to the business ethics that has been applied in Islam to the activities undertaken must have Islamic values. The author's suggestion is that the development of the songket weaving business that is in Batu Bara district should not be exempt from the role of the government that should pay attention and attention and provide assistance to the weaving artisans in developing their weaving enterprise.

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