

**ANALYSIS OF TRADITIONAL BATIK MARKETING STRATEGY IN  
THE DIGITAL ERA FROM THE PERSPECTIVE OF SHARIA  
BUSINESS LAW  
(STUDY ON LOLA BATIK HOUSE, TELAGA BIRU VILLAGE,  
TANJUNG BUMI DISTRICT, BANGKALAN REGENCY)**

**Moh. Nur Najih<sup>1</sup>**

**Agustina Kumala Dewi Sholihah<sup>2</sup>**

<sup>1,2</sup> University of Trunojoyo Madura

<sup>1</sup>[210711100079@student.trunojoyo.ac.id](mailto:210711100079@student.trunojoyo.ac.id)

<sup>2</sup>[agustina.dewi@trunojoyo.ac.id](mailto:agustina.dewi@trunojoyo.ac.id)

**Abstract**

This study examines the marketing strategies implemented by Traditional Batik UMKM at Rumah Batik Lola in the Digital Era based on the perspective of Islamic business law. This type of research uses qualitative research. The data used are in the form of Primary data, obtained from observation, interviews, documentation. Secondary, obtained from books, articles, or journals. By using analytical descriptive data analysis methods. The results of this study are Traditional Batik at Rumah Batik Lola in the Digital Era using marketing strategies that include segmentation, targeting, positioning, digital marketing, and marketing mix. The marketing strategy used by Batik Lola is in accordance with the principles of sharia law. This is manifested in the use of halal raw materials, the absence of ghoror, usury, Maysir in every transaction. And Rumah Batik Lola has implemented Islamic business values such as honesty (shiddiq), trustworthiness (amanah), intelligence (fathonah), and conveying correct information (tabligh) in its marketing strategy both online and offline.

**Keywords :** *Marketing Strategy, Batik, Digital Era, Sharia Business Law*

**INTRODUCTION**

Batik is a superior product that contributes to improving the economy in Indonesia. Batik products have a very important role in Indonesia's economic growth because the sector dominated by small batik industries (IKM) is able to contribute foreign exchange by leveling the economy of the common people. (Sri Wulan Destriyani, 2020) Batik business opportunities in Indonesia are very promising in improving the economy in Indonesia. One of them is the UNESCO statement that determines Indonesian batik as one of 76 cultural heritages so that it is in great demand to meet domestic and foreign needs. (Singgih., 2016)

The increase in batik sales is influenced by one of the strategies in its marketing. Marketing strategy is very important for every business actor to achieve abundant profits.



Traditional batik marketing in the Digital era involves strategies designed to introduce and promote batik products to a wider market, the goal is to make it easier to reach consumers and provide easier access for consumers. Among the marketing strategies in the digital era is to utilize technology, such as Content Development, SEO (Search Engine Optimization), utilization of Social Media, email marketing and the use of paid advertising. (Citrawati Jatiningrum, Wulandari, Reka Yuliana, 2020)

However, not all batik entrepreneurs are able to implement the right strategies in marketing their batik products. This is due to several factors such as: 1) limitations in the use of e-commerce, resulting in craftsmen being unable to reach a wider market and facing challenges in competing with better-known mass products, 2) the inability to build a strong and consistent brand in the digital space can reduce the appeal and visibility of traditional batik in the global market, 3) marketing strategies that have not been well integrated between traditional and digital approaches result in a lack of synergy in marketing campaigns 4) problems in determining effective prices and promotions in the digital era can affect the competitiveness of traditional batik and affect the profits of craftsmen. (Ageng Saepudin Kanda S, N. Hilmi Kurotul Aeni, 2024)

Rumah Batik Lola is one of the UMKM batik industry, in the Tanjung Bumi sub-district in Madura which has its own uniqueness compared to other areas. Based on an interview with Mrs. Suhartatik as the owner of Rumah Batik Lola, she said " *That Lola batik is slightly different from batik on the island of Java, where Batik Lola products have typical Madura motifs that are identical to bright colors such as red, green, yellow, etc.* Rumah Batik Lola still maintains the authenticity of its batik products by continuing to produce batik traditionally based on techniques passed down from its ancestors from generation to generation until now. Despite maintaining its traditionalism, Rumah Batik Lola is able to survive and remain competitive in the batik business competition, especially in the digital era. This certainly raises questions about the strategy implemented by Rumah Batik Lola in marketing traditional batik products so that it continues to exist until now.

So far, there has been no study that specifically discusses the marketing strategy of traditional batik at Rumah Batik Lola from the Perspective of Sharia Business Law. Among the previous studies that studied batik are as follows, namely, Mahmudin, Khoirun Nasikh (mahmudin, khoirun nasik, 2021), Juliuska Sahertian (Sahertian, 2017), Indah Purnama Sari et al. (Indah Purnama Sari, 2019), and Hadi Purnomo, Suyono. (Suyono & Purnomo, 2017) These studies are different from the research conducted by the author, namely Analysis of Traditional Batik Marketing Strategy in the Digital Era from the Perspective of Sharia Business Law (Study at Rumah Batik Lola, Telaga Biru Village, Tanjung Bumi District, Bangkalan Regency). The previous studies above have investigated batik in general but have not provided solutions regarding more effective and efficient marketing in this digital era. This study not only discusses the marketing of traditional batik home business products in the digital era but also analyzes how the principles of Islamic business law, which are related to transactions and business ethics

in Islam, are applied in the practice of marketing traditional batik at the Lola Batik House, Telaga Biru Village, Tanjung Bumi District, Bangkalan Regency.

Based on the explanation above, this study aims to determine the marketing strategy of traditional batik at Rumah Batik Lola and how Islamic Business Law analyzes this marketing strategy.

## LITERATURE REVIEW

### DIGITAL MARKETING STRATEGY

Marketing is one of the important things in business, how a product is introduced until it is distributed until it reaches the hands of consumers is one of the tasks of the marketing department, currently there are many methods and ways that can be used to market a product or service, but along with the times, marketers must also change marketing patterns and tactics in order to keep up with the times and be able to compete in the free market with its competitors, one of which is by utilizing digital marketing technology to complement existing conventional marketing strategies . (Novi Tri Hariyanti, Alexander Wirapraja, 2018)

A digital marketing strategy is a detailed plan used by a company or individual to promote their products or services online. It includes various tactics and tools used to reach target audiences through digital channels. For example; E-commerce, social media, etc. Creating a social media strategy requires steps, namely, getting support from internal and external parties, understanding the reach of marketing on social media, analyzing all the data that has been collected, determining the desired goals of social media, creating an action plan to achieve the desired goals, implementing what has been planned, tracking and analyzing every interaction with users and using those interactions for marketing on an ongoing basis. (Hendarsyah, 2020)

Marketing strategies in the digital era consist of 3 aspects consisting of market segmentation strategy (segmentation), target market determination strategy (targeting), market positioning strategy (positioning). And the marketing mix consisting of (Product, Price, Place, Promotion). (Romadi, 2023)

#### 1. Market Segmentation Strategy

Market segmentation is the process of dividing a market into different groups of buyers based on their needs, characteristics, or behaviors that require separate product mixes and marketing mixes. Or in other words, market segmentation is the basis for knowing that each market consists of several different segments. (Dimas Hendika Wibowo, Zainul Arifin, Sunarti, 2015)

#### 2. Target Market Determination Strategy

Target Market Determination Strategy is an approach used by companies to identify and select specific market segments that will be the primary focus of their marketing efforts. The goal of this strategy is to ensure that the products or services offered match the needs and preferences of consumers in the

selected segment, thereby increasing the chances of marketing and sales success. Target Market Determination Strategy Namely the selection of the size or breadth of the segment according to the company's ability to enter the segment. (Fadilla Ulfah, Khofifah Nur, Salsabila, Yunia Safitri, Susi Evanita, Friyatmi, 2021)

3. Market positioning strategy

Market Positioning Strategy is a process used by companies to create a certain image or perception of their brand, product, or service in the minds of consumers, especially compared to competitors. Market Positioning Strategy is a strategy to seize a position in the minds of consumers, so this strategy involves how to build trust, confidence, and competence for customers. (Fadilla Ulfah, Khofifah Nur, Salsabila, Yunia Safitri, Susi Evanita, Friyatmi, 2021)

Marketing mix Marketing mix is a concept for developing marketing strategies in a company in achieving its goals in the target market, so as to obtain satisfaction from the results. Marketing mix is a combination of variables or activities that are the core of the marketing system. This means that the marketing mix is a collection of variables that can be used by companies to influence consumer responses. The marketing mix consists of four elements with the term 4P in marketing goods:

1. Product
2. Price
3. Place
4. Promotion (Isra misra, Diah Wulandari, Ely Rahma, 2024)

## **SHARIAH BUSINESS LAW**

Law Sharia Business is all human efforts to fulfill life's needs in the form of production, distribution, consumption and trade activities, both in the form of goods and services, in accordance with the rules and laws of Allah contained in the Qur'an and the Sunnah. (Sutan, 2018) Sharia business law is the totality of legal regulations and provisions relating to business practices in accordance with sharia or in accordance with sharia, in order to improve human welfare and well-being. (Muchtari, 2018)

Islamic business law consists of three words, namely law, business, and Islam. These three words are arranged into one to become the term Islamic business law, namely laws related to business in an Islamic manner.

The word law etymologically (language) is a word derived from Arabic, namely (حكما - يحكم - حكم) hakama-yahkumu-hukman) the plural form is al-ahkam which means to determine decisions, provisions, and power. Meyers argues that law is "All rules that contain moral considerations aimed at human behavior in society which serve as guidelines for state rulers in carrying out their duties".

The word business is an adoption from English, namely business, which means affairs, efforts or carrying out useful activities that bring profit and are useful. Business

is an important element in society. Almost everyone is involved in it. Everyone buys goods or services to be able to live or at least be able to live more comfortably. Business basically acts as a way for humans to fulfill each other's desires and needs. Thus the definition of business is all human efforts to fulfill the needs of life, namely in the form of production, distribution, consumption and trade activities in the form of goods or services.

Sharia comes from Arabic which means the straight path. According to Fuqaha (Islamic legal experts), sharia or shariah means the law established by Allah through His Messenger for His servants, so that they obey the law based on faith, both related to *aqidah*, *amaliyah* (worship and *muamalah*), and related to morals.

So sharia business law is all human efforts to fulfill life's needs in the form of production, distribution, consumption and trade activities, both in the form of goods and services, in accordance with the rules and laws of Allah contained in the Qur'an and the Sunnah. (Sutan, 2018)

## RESEARCH METHOD

This study uses a qualitative method. Qualitative research is research that uses a natural setting with the aim of interpreting the phenomena that occur. Researchers in qualitative research must have a broad theoretical background and insight in asking/interviewing, analyzing, and constructing the objects studied to be clearer. So that qualitative research can prove a hypothesis made by the researcher. (Gumilang, 2016)

The location used in this study is located at Rumah Batik Lola, Telaga Biru Village, Tanjung Bumi District, Bangkalan Regency, Madura, East Java. The object of study is the marketing strategy used by batik lola.

According to Moleong, the source of qualitative research data is a display in the form of spoken or written words observed by researchers, and objects observed in detail so that the implied meaning in the document or object can be captured. (Sandu Siyoto, & M. Ali Sodik, 2015) There are two sources of data used, namely: primary data and secondary data.

Data collection methods in this study include:

1. Observation is a method of collecting data by recording carefully and systematically. (Amri Amir, Junaidi, Yulmardi, 2009) So Observation is an effort to obtain data directly by seeing, hearing, observing and feeling things related to Rumah Batik Lola, Telaga Biru Village, Tanjung Bumi District, Bangkalan Regency, Madura, East Java.
2. Interview is a method of collecting data by asking questions directly (communicating directly) with respondents. (Amri Amir, Junaidi, Yulmardi, 2009) Interview is a data collection technique by asking questions directly from the interviewer to the respondent and the respondent's answers are recorded or recorded. In this study, the researcher interviewed the owner of Rumah Batik Lola, Telaga Biru Village, Tanjung Bumi District, Bangkalan Regency.

3. Documentation is the collection or search for data using notes, transcripts, books, newspapers, magazines, inscriptions, minutes, agendas, photographs and so on. (Amri Amir, Junaidi, Yulmardi, 2009) So Documentation is a method of collection by taking pictures, recording, from research objects to strengthen the data obtained especially those related to the data needed in research at Rumah Batik Lola, Telaga Biru Village, Tanjung Bumi District, Bangkalan Regency, Madura, East Java.

The data analysis technique used by the author is the analytical descriptive method. The analytical descriptive method is a method of processing data by analyzing factors related to the object of research and presenting more in-depth data on the object of research. This analytical descriptive method is used to describe some data obtained from the results of the interview. (Iskandar, 2022) in this study using digital marketing strategy techniques and sharia business law.

## **RESULTS AND DISCUSSION**

### **MARKETING STRATEGY OF TRADITIONAL BATIK IN THE DIGITAL ERA AT LOLA BATIK HOUSE.**

The marketing strategy carried out by UMKM Rumah Batik Lola in the Digital Era in marketing its products is by using steps starting from market segmentation strategy, target market determination strategy, market positioning strategy, and digital marketing strategy. Not only that, UMKM Rumah Batik Lola also uses a marketing mix which is divided into 5 elements, namely product, price, place, promotion, and customer service.

The following is a description of the marketing strategy for traditional batik in the digital era at the Lola batik house:

- a. Market segmentation strategy is the process of dividing a market into smaller, more homogeneous groups based on certain characteristics, such as demographics, psychographics, and geography. The goal is to better understand the needs and preferences of batik consumers, so that Batik Lola's home UMKM can develop more effective products, services, and marketing strategies for each segment.
  1. Demographic segmentation: demographically Traditional Batik at Rumah Batik Lola can be divided based on age into several groups, each with different characteristics and preferences such as: (teenagers aged 13-20 years) prefer more trending designs and modern batik styles, (adults aged 21-55 years) prefer batik for formal events such as weddings or office events, and have a tendency to choose more classic and elegant designs.
  2. Psychographic segmentation: psychographically, Traditional Batik at Rumah Batik Lola groups consumers based on psychological characteristics such as: interests and hobbies, and lifestyle.
  3. Geographic segmentation: geographically Traditional Batik At Rumah Batik Lola displays its batik products which have typical Madurese motifs which are identical with bright colors such as red, green, yellow, etc.

- b. Targeting strategy is an approach used to determine which market segment will be the focus in marketing efforts for a product or service. In this segment, traditional batik at Batik Lola house targets the local market and in order to increase revenue, traditional batik at Batik Lola house not only provides batik cloth purchases but can also accept orders for batik cloth that has become clothes.
- c. Market positioning strategy: is a process of designing a company's offering and image to create a certain perception in the minds of consumers. In this case, traditional batik at the Lola Batik house is the right solution for consumers who have a deep interest in culture and art. In addition, traditional batik at the Lola Batik house also provides good quality products.
- d. Digital marketing strategy: is a structured planning process to promote products or services through social media platforms. In this case, Traditional Batik at Rumah Batik Lola utilizes social media platforms such as Facebook, Instagram, Tiktok, and WhatsApp to market a product, interact with consumers, and promote products or services. Traditional Batik at Rumah Batik Lola will upload via digital platforms with attractive captions, images, and videos. (Mukallalah, 2024) The goal is to explain Lola's batik products, and increase customer desire or attract consumers to buy, thereby contributing to increased conversions and sales.
- e. Marketing Mix of Rumah Batik Lola: The success of traditional batik at Rumah Batik Lola in marketing the right products, the most reasonable prices for consumers, the place or location of Lola batik, promotions for consumer satisfaction, and decent customer service as a marketing place in the digital era so that the traditional batik business at Rumah Batik Lola can continue. including:
  1. Batik Products: Traditional batik at Batik Lola house is known for its unique and creative designs, often combining traditional motifs with a modern touch. Their products usually include clothing such as batik shirts, batik shirts. Accessories such as batik scarves and batik sarongs. The quality of the fabric and the manufacturing process are also the main focus, making each product not only aesthetic but also high quality. Batik products marketed by traditional batik at Batik Lola house are in the form of orders from consumers. Not only that, traditional batik at Batik Lola house is also in the form of by request where Batik Lola house will show a preview of the unfinished product to consumers. (suhartatik, 2024)
  2. Price: Traditional Batik at Batik Lola's house varies in price depending on the type and design. Generally, the price of batik clothing can start from tens of thousands and hundreds of thousands to several million rupiah, while accessories may be more affordable.
  3. Place: Traditional batik at Batik Lola house is located on Jalan Pelabuhan Telaga Biru, Rt. 002 Rw. 001, Telaga Biru village, Tanjung Bumi sub-district, Bangkalan regency, Madura island, East Java. Traditional batik at Batik Lola house can also be found at batik exhibitions in big cities such as Jakarta, Surabaya etc. Not only that, this batik can also be found on



social media such as WhatsApp, Instagram, and TikTok. Also in various shops. (idris, 2024)

4. Promotion: Traditional batik at Batik Lola's house is often done through various channels, including digital platforms such as social media. They also often hold events or bazaars and exhibitions to introduce their collections. And shared with batik shops.
5. Customer service: Traditional batik at Batik Lola houses are generally responsive and professional. They usually provide various communication channels, such as telephone, and social media, to help answer questions or handle complaints. If there is a problem with the product or service, customers can contact them to get a satisfactory solution. In addition to digital channels, Batik Lola usually also provides customer service through their physical boutiques. There, customers can interact directly with the staff and owners of Batik Lola houses directly to get help, see products in person, and try on clothes.

### **CHALLENGES AND OBSTACLES FACED BY TRADITIONAL BATIK AT LOLA BATIK HOUSE IN THE DIGITAL ERA.**

In the midst of rapid technological developments, the Traditional Batik industry at Rumah Batik Lola faces various significant challenges and obstacles. The digital era has brought about major changes in the way consumers interact with products and brands. Traditional Batik at Rumah Batik Lola as one of the MSMEs in the batik industry in Telaga Biru Village, Tanjung Bumi District, Bangkalan Regency, Madura, is not free from facing these dynamics. The challenges and obstacles faced in the digital era include:

- A. Increasingly tight competition: technology in the digital era has created new opportunities for batik entrepreneurs to reach consumers widely. For example, many batik entrepreneurs use technological developments and social media. This is a challenge for the Traditional Batik industry at the Lola batik house to always develop effective strategies in the digital era while remaining relevant and competitive.
- B. Innovation and creativity: Not all batik entrepreneurs are ready to adapt to technology in the digital era. This includes skills in online marketing and the use of social media. Batik entrepreneurs in this digital era use a lot of social media such as Facebook, Instagram, TikTok, WhatsApp, etc. They will post it with interesting creations. This is a challenge for traditional Batik at Batik Lola's house to always develop innovations and creativity in marketing their batik products on social media so that they always look attractive and unique so that customers/consumers are interested in visiting Batik Lola's social media. Quality and brand: Increasing consumer awareness of the values and quality of traditional batik is a challenge for Batik Lola's house. Many consumers may be more interested in cheaper and faster products, without understanding the cultural values behind the batik. Not only that, traditional batik at Batik Lola's house does not yet have the right batik brand, this is an obstacle for Batik Lola's house because Batik Lola's house may have difficulty distinguishing itself from competitors who offer similar products.

### **ANALYSIS OF SHARIAH BUSINESS LAW ON TRADITIONAL BATIK MARKETING STRATEGY AT LOLA BATIK HOUSE IN THE DIGITAL**



## ERA

In the rapidly developing digital era, marketing strategy is a key factor in maintaining the existence and increasing the competitiveness of products, including in the traditional batik industry. Rumah Batik Lola, as one of the business actors that upholds local wisdom values, faces new challenges and opportunities in marketing their batik products. In this sub-chapter, it aims to analyze how sharia business law can be applied in the marketing strategy carried out by Rumah Batik Lola.

Analysis of sharia business law on traditional batik marketing strategies at Rumah Batik Lola in the digital era can be done with several important aspects that include sharia business principles and Islamic business values.

Sharia business principles applied by Lola Batik House:

1. **Halal Compliance:** Rumah Batik Lola has ensured that all raw materials used in batik production, including dyes and other additives, come from halal sources. This is important to maintain the integrity of the product and ensure that consumers not only get quality products, but also products that comply with sharia principles. The batik making process also takes into account halal aspects. This includes the methods and means used in production, as well as ensuring that there are no elements that conflict with sharia principles, such as the use of prohibited materials or unethical practices. Not only that, in the marketing strategy, Rumah Batik Lola also ensures that all claims made about their batik products are honest and not misleading. Marketing must be done in a way that respects sharia values, including avoiding practices that could be considered deceptive or exploitative.
2. **prohibition of goror, usury, and maysir:** In sharia business law, there are three important principles that must be considered to ensure that every business activity runs in accordance with Islamic provisions, namely the prohibition of ghoror, usury, and maysir. All three are related to fairness, clarity, and transparency in transactions, which occur in traditional batik marketing strategies, including those carried out by Rumah Batik Lola in the digital era.  
A). **Ghoror** refers to the existence of great uncertainty in transactions, which can harm one party. In the context of traditional batik marketing at Rumah Batik Lola, the prohibition of ghoror can arise if there is ambiguity in the product description or price. For example, if the price of the batik being marketed is unclear or there is misleading information regarding the quality or material of the batik used, this can cause consumers to feel disadvantaged. Therefore, Rumah Batik Lola has ensured that all information about products, prices, and transaction conditions are explained clearly and transparently in every marketing strategy implemented, both online and offline.  
B). **Usury** is an additional practice or interest charged in a loan or sale transaction that is not in accordance with the principles of justice in Islam. In the batik business, the prohibition of usury can appear in the form of financing or transactions involving interest, such as in credit. Rumah Batik Lola in terms of transactions does not accept credit so that it closes the practice of additional or interest in buying and selling. Rumah Batik Lola in terms of transactions uses sharia financing such as salam and istishna', namely, salam financing is the transfer of money in advance and then the goods will be delivered after they are

finished. Istishna' financing is the transfer of money half of the selling price (dp) or the transfer of money when the goods are finished. C). **Maysir** is any form of transaction that contains elements of speculation or gambling, where one party has the potential to experience unfair losses. In batik marketing, for example, the use of unclear promotions or lotteries that do not provide clarity can be considered as maysir practices. Rumah Batik Lola has ensured that all forms of promotion, both online and offline, do not contain elements of speculation and gambling. Rumah Batik Lola has set clear promotions, discounts, prices (transparency in pricing). (suhartatik, 2024)

3. and the principle of justice: In the context of sharia business law, the principle of justice is one of the main pillars in every transaction. Rumah Batik Lola has ensured that every transaction made with customers, both directly and through digital platforms, meets the principle of justice. In which, Rumah Batik Lola has provided consumer rights in a fair manner, for example by guaranteeing product quality, providing clear and correct information about the products sold, and fulfilling promises stated in advertisements or digital promotions. Consumers have the right to receive goods according to what was promised, without any fraud or discrepancy between the advertised and received products.

Islamic business values applied by Lola Batik House:

1. Shiddiq (honesty): The trait of Shiddiq refers to honesty in every action, word, and intention. In the context of business, especially marketing traditional batik, the owner of Rumah Batik Lola always ensures that all information conveyed about the product, quality, and price of batik is true and does not mislead consumers. Marketing that prioritizes honesty will build customer trust, which is in accordance with sharia principles that demand honesty in business transactions. An example of a marketing strategy: Rumah Batik Lola always ensures that claims regarding raw materials, manufacturing processes, and authenticity of the batik sold are valid and there is no misleading information. In the digital world, this can mean transparency in product descriptions on digital platforms, including clear photos and descriptions that are not excessive. (idris, 2024)
2. Amanah (trust and responsibility) Amanah teaches that every individual must maintain the trust given to him/her. In business, this trait is very important to maintain integrity and long-term relationships with consumers. Rumah Batik Lola must maintain the quality of products and services, and ensure that the goods received by customers are in accordance with what was promised in the promotion and product description. In the digital marketing strategy, Rumah Batik Lola must ensure that online transactions, delivery of goods, and after-sales service are carried out with full responsibility.
3. Fathonah (intelligence) Fathonah means intelligence and wisdom in making decisions. In the digital era, Rumah Batik Lola needs to implement smart and effective marketing strategies such as, Digital Innovation: Utilizing digital platforms to promote products, such as social media in an interesting and relevant way.
4. And tabligh (conveying clearly and openly) In terms of language, tabligh can be interpreted as conveying. The nature of tabligh is related to conveying

information clearly and precisely. In the context of marketing, Rumah Batik Lola must be able to convey a clear message about their products including, Effective Marketing: Using various communication channels such as whatsapp, instagram, tiktok, etc. To reach a wider audience.

## CONCLUSION

The marketing strategy carried out by UMKM Rumah Batik Lola in the Digital Era in marketing its products is by using steps starting from market segmentation strategy, target market determination strategy, market positioning strategy, and digital marketing strategy. Not only that, UMKM Rumah Batik Lola also uses a marketing mix which is divided into 5 elements, namely product, price, place, promotion, and customer service. Rumah Batik Lola, as one of the business actors that carries local wisdom values, faces challenges and obstacles in marketing their batik products, including increasingly tight competition, innovation and creativity, as well as quality and brand. The marketing strategy used by Batik Lola is in accordance with the principles of sharia law. This is manifested in the use of halal raw materials, the absence of ghoror, usury, Maysir in every transaction, and always behaving fairly in interactions and information with customers or consumers. And Rumah Batik Lola has implemented Islamic business values such as honesty (shiddiq), trustworthiness (amanah), intelligence (fathonah), and conveying correct information (tabligh) in its marketing strategies both online and offline.

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