

THE STRENGTHENING OF BATIK TALUNOMBO PRODUCT DEVELOPMENT FROM THE PERSPECTIVE OF SHARIA MARKETING

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Abstract. Talunombo Batik 'Celosia', a home industry established in 2017, holds great potential for regional economic development. However, the challenges of modern market competition and globalization require strategic approaches to enhance product competitiveness. This research examines the strengthening of Talunombo Batik products from the perspective of sharia marketing, which emphasizes the principles of Rabbaniyah (spirituality), Akhlaqiyah (ethics), Waqi'iyah (realism), and Insaniyah (humanity). The research method used is qualitative, with the object of study at Omah Batik Carica Lestari Talunombo. Data were obtained through interviews, observations, and documentation. The findings show that the application of sharia marketing principles, such as divinity values, honesty, and quality service, can improve the positive image of Talunombo Batik and expand its market share. With sharia marketing strategies focusing on divine values, Talunombo Batik products can be developed with integrity and fairness. This study concludes that sharia marketing is an effective approach to support the strengthening and development of Talunombo Batik products amidst increasing market competition.

Keyword. Strengthening, Development, Rabbaniyah, Akhlaqiyah, Waqi'iyah, Insaniyah

1 Introduction

Talunombo Batik "Celosia," produced by Omah Batik Carica Lestari, is a leading creative industry that plays a vital role in the development of the local economy in Wonosobo Regency. Officially established on May 6, 2008, this business originated from a training program initiated by the Department of Industry, Trade, and Cooperatives (Disperindagkop) in collaboration with the Talunombo Village Government. The training invited batik experts from Pekalongan to share their knowledge and skills in batik-making. The success of this program greatly motivated the participants to explore the potential of batik in their region, leading to the establishment of Omah Batik Carica Lestari as a home industry now recognized as a pioneer of batik in Wonosobo Regency.

As a pioneer, Talunombo Batik holds high cultural value by showcasing unique local motifs, such as the *carica* motif, symbolizing the fertility and natural richness of Dieng. This local identity not only serves as a key attraction but also reflects Wonosobo's cultural heritage

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that continues to be preserved. Throughout its journey, Omah Batik Carica Lestari has maintained its existence through innovation and product development. Its market reach has now expanded to both national and international levels. However, amid increasingly fierce global competition, the industry faces significant challenges in continuously adapting and enhancing its competitiveness.

One crucial strategy implemented is the application of Islamic marketing principles. These principles emphasize spiritual values, ethics, realism, and humanity in every aspect of the business. Through this approach, Omah Batik Carica Lestari not only focuses on economic profit but also on social and cultural sustainability. This effort is expected to position Talunombo Batik "Celosia" as an increasingly recognized icon of Wonosobo batik on the global stage while making a tangible contribution to empowering the local economy.

2 Literature review

Islamic marketing is a business approach that prioritizes the values of *Rabbaniyah* (spirituality), *Akhlaqiyah* (ethics), *Waqi'iyah* (realism), and *Insaniyah* (humanity). This concept emphasizes fair relationships between producers, consumers, and society by avoiding practices such as usury (*riba*), fraud, and harmful transactions. It is a highly relevant strategy for addressing the challenges of globalization and increasingly competitive market dynamics. The development of local products, such as batik, plays a crucial role in enhancing competitiveness. Innovation in design, product quality, and branding rooted in local culture has proven effective in expanding market share. As a cultural product, batik holds historical and philosophical value that strengthens local identity.

The creative industry, particularly batik, significantly contributes to community empowerment. By involving local communities in the production process, employment opportunities are created, improving welfare, especially for women. Moreover, preserving local culture through batik fosters a sense of regional pride. The application of Islamic principles in batik business development—such as honesty, transparency, and sustainability—builds consumer trust and supports business continuity. With this approach, Talunombo Batik can serve as a business model that integrates cultural values, ethics, and global competitiveness, while simultaneously contributing to community-based economic development.

3 Research methods

This study employs a qualitative approach to explore the implementation of Islamic marketing principles based on the values of *Rabbaniyah* (spirituality), *Akhlaqiyah* (ethics), *Waqi'iyah* (realism), and *Insaniyah* (humanity) in the development of Talunombo Batik as a leading local product with global market competitiveness. Data collection is conducted through in-depth interviews with various stakeholders, including the founders, artisans, and consumers of Talunombo Batik. Additionally, direct observations of the production and marketing processes are carried out to gain a comprehensive understanding of the industry's operations. Documentation, such as photographs, reports, and other supporting data, is also utilized as reference material for further analysis.

The collected data is analyzed using thematic analysis techniques to identify patterns relevant to ethical and sustainable marketing strategies. This study aims to formulate marketing strategies that not only enhance product competitiveness but also promote community empowerment and the preservation of local culture. Validation of the findings is ensured through source triangulation and confirmation with informants to guarantee the accuracy and credibility of the data obtained.

4 Result and discussion

4.1 The Founding History of Omah Batik Carica Lestari

Omah Batik Carica Lestari was established on May 6, 2008, as a result of collaboration between the village government, the Department of Industry, Trade, and Cooperatives (Disperindagkop), and trainers from Pekalongan. A five-day training session attended by the residents of Talunombo Village provided basic skills in making hand-drawn and stamped batik. After the training, several participants utilized the acquired knowledge to establish home-based industries focused on unique local motifs, one of which is the *carica* motif. Omah Batik Carica Lestari's efforts are not limited to developing traditional motifs but also creating innovative designs that align with modern market trends. Its success as a pioneer of batik in Wonosobo Regency reflects a strong commitment to preserving local culture and empowering the surrounding community. To this day, the enterprise endures thanks to business strategies rooted in local values and the ethical principles of Islam.

4.2 The Uniqueness and Philosophy of Talunombo Batik

Talunombo Batik has distinctive characteristics that set it apart from other batik products, particularly its status as the pioneer of batik in Wonosobo Regency. One of its signature motifs, the *carica* motif, is inspired by the *carica* fruit, a hallmark of the Dieng Highlands. This motif not only represents the fertility and blessings of Dieng's natural environment but also symbolizes gratitude for God's bounty. In addition to the *carica* motif, Talunombo Batik develops other motifs that reflect the local wisdom of the Wonosobo community.

4.3 Implementation of Islamic Marketing Principles

The application of Islamic principles at Omah Batik Carica Lestari involves several aspects:

4.3.1 *Rabbaniyah (Spirituality)*

Production and marketing activities always begin with prayers to seek blessings. Every operational process strives to align with Islamic values. The principle of spirituality is implemented by prioritizing divine values in every operational aspect, from production to transactions. Employees are reminded to maintain integrity and honesty in every step they take. This practice positively impacts consumer trust, as they feel more comfortable and confident purchasing Talunombo Batik products, knowing that the values of blessings and sincerity are embedded within. This principle not only strengthens brand image but also enhances consumer loyalty.

4.3.2 *Akhlaqiyah (Ethics):*

Honesty in pricing, ensuring material quality, and building customer relationships are top priorities. Ethical principles in Islamic marketing are implemented through transparency and honesty in every transaction. Talunombo Batik provides clear information about raw materials, the production process, and product pricing. This builds strong relationships with consumers and fosters high trust in the products. Additionally, friendly and professional service creates a positive customer experience. By applying good ethics, Talunombo Batik establishes long-term relationships with its consumers.

4.3.3 *Waqi'iyah (Realism)*

Design innovations are made to align with market needs and trends without compromising local identity. In response to dynamic market challenges, Talunombo Batik continuously innovates by blending traditional designs with modern elements to appeal to a broader audience, especially the younger generation. The application of the principle of *Waqi'iyah* helps Talunombo Batik stay relevant to changing trends while preserving local cultural

values. The use of locally sourced raw materials also reflects this principle, supporting economic sustainability and environmental conservation.

4.3.4 *Insaniyah (Humanity)*

The welfare of local artisans is a primary concern, with fair wages and empowering women to contribute economically while maintaining their family roles. The principle of *Insaniyah* is realized through the empowerment of the surrounding community in both production and marketing processes. Talunombo Batik involves local communities in every stage of production, from batik motif creation to coloring and product sales. This not only creates new job opportunities but also strengthens social bonds within the community. Moreover, fair pricing ensures business sustainability and justice in every transaction.

5 Conclusion and implication

5.1 Conclusion

This study highlights that Batik Talunombo, as a unique local product, holds significant potential to compete in the global market when developed using a sharia-based marketing strategy. This approach emphasizes the values of Rabbaniyah (spirituality), Akhlaqiyah (ethics), Waqi'iyah (realism), and Insaniyah (humanity), which not only align with Islamic business ethics but also provide a sustainable foundation for competitive advantage. By applying these principles, Batik Talunombo delivers high-quality products that prioritize honesty in transactions, price transparency, and customer-centric care.

Moreover, sharia marketing strategies support product development that goes beyond financial gain, focusing instead on social benefits. The involvement of local communities in the production process is a tangible manifestation of community empowerment, particularly for women, enhancing family economic welfare and strengthening social bonds. This approach also preserves local culture through batik motifs imbued with philosophical values, such as the *carica* motif, symbolizing fertility and blessings.

Batik Talunombo's competitiveness is further bolstered by design innovations, quality improvements, and the adoption of digital marketing, enabling it to reach international markets. By integrating tradition with innovation, Batik Talunombo becomes not only a cultural symbol but also a medium for promoting local identity on a global scale.

This study concludes that sharia marketing is an effective and sustainable approach to strengthening local products like Batik Talunombo. By embedding sharia values into all business aspects, entrepreneurs can create competitive, integrity-driven, and socially impactful products. Hence, Batik Talunombo serves as a model for sharia-based businesses that integrate economic, social, and cultural sustainability.

5.2 Implications

The findings of this study have significant implications for the development of culture-based creative industries, particularly Batik Talunombo. From a practical perspective, the application of sharia marketing offers a guideline for entrepreneurs to develop business strategies oriented toward sustainability and ethical values, beyond mere profitability. The principles of Rabbaniyah, Akhlaqiyah, Waqi'iyah, and Insaniyah applied in Batik Talunombo can be replicated by other businesses to enhance their competitiveness in local and global markets.

For the community, enterprises such as Omah Batik Carica Lestari provide substantial empowerment opportunities. By involving local residents, especially women, in production processes, these businesses not only create jobs but also improve family economic welfare. This demonstrates that creative industries can serve as an effective instrument for community-based economic development.

From a policy perspective, these findings provide a basis for local governments to support batik enterprises through training, funding, and promotion. Close collaboration between governments, business actors, and communities can enable the batik industry to make a greater contribution to regional economic development.

Academically, this study underscores the importance of developing sharia marketing theories tailored to small and medium enterprises (SMEs). It can serve as a reference for further research on the impact of sharia marketing on the sustainability of local creative enterprises amid globalization challenges.

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