



Research Paper

Analysis of the Marketing Strategy of the Written Batik Business in Increasing Income Reviewed from the Perspective of Sharia Economics in Wiradesa, Pekalongan

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ABSTRAK

Marketing strategy is one of the important factors in increasing the income of the written batik business in the midst of competition and the development of digital technology. This study aims to analyze the marketing strategies implemented by written batik entrepreneurs in Wiradesa, Pekalongan and review their application based on the perspective of sharia economics. This study uses a qualitative method with a descriptive approach. Data was obtained through interviews, observations, and documentation of written batik business actors in Wiradesa. The results of the study show that the marketing strategies implemented include the use of digital media, product innovation, improving service quality, and the application of marketing mix to expand the market and increase business revenue. From the perspective of the Islamic economy, the strategy is carried out by prioritizing the principles of honesty, trust, transparency, and fairness so as to increase consumer trust and support business sustainability.

INTRODUCTION

The batik industry is one of Indonesia's cultural heritage that has high artistic value while playing an important role in improving the community's economy. Batik has not only become a national cultural identity, but has also developed into a creative economy product that is able to create jobs and increase people's income. The development of the batik industry in various regions in Indonesia shows that the written batik business has great potential to continue to grow if supported by the right marketing strategy. (Wahyuni & Hamzah, 2024) The challenge of competition is getting tighter in various fields, so it is necessary to consider the sustainability of the current handmade batik business in Indonesia. This is because batik business actors are required to be able to keep up with market developments, changes in consumer preferences, and the development of digital technology related to product marketing. These conditions cause marketing strategies to become one of the supporting factors in the implementation of handmade batik businesses. The right marketing strategy can allow businesses to increase market share and sales volume, so that they can still survive as business actors in an increasingly tight creative industry (Di & Wukirsari, n.d.)

One of the areas that has been known since time immemorial as a batik city in Indonesia is the city of Pekalongan because it has many batik industries, both nationally and internationally. In recent years, contemporary batik from Pekalongan City has been popular with consumers from various regions in Indonesia. As a result, Pekalongan batik grows and develops to produce a superior product characteristic in the market. In addition to having a nickname as a batik city, batik has a deep meaning for the city of Pekalongan, especially symbolized in the logo of the city of Pekalongan, which is also found in the slogan of the city of Pekalongan, namely BATIK which means Clean, Safe, Orderly, Beautiful, and Communal

In Wiradesa District, it has a strong potential, namely through the activities of batik artisans and producers who are currently starting to enter the international world. According to the results of mapping of batik craftsmen and producers in Wiradesa District, they dominate the main corridor in Kepatih Village, namely on the corridor of Jalan KH. Hasyim Asyari. The road corridor is currently not well organized, so in addition to being uncomfortable, this corridor does not have a strong character according to the potential that exists in it. In this sub-district, many batik craftsmen are done traditionally, both written batik, painted batik, abstract batik, stamped batik etc. Batik that is famous for the Asian and Middle East regions is also produced here, one of the most famous is Indologo Batik whose marketers reach Thailand, Singapore, Malaysia to Saudi Arabia (Asniar et al., 2024). A company has a strategy in running its company, because it is with that strategy that the company can achieve its goals. Basically, the company's goal is to provide

satisfaction to buyers and other people in exchange for a certain amount of profit, or a comparison between income and profitable costs. Business and marketing are inseparable components and marketing will always be related to the marketing mix (marketing mix) (Wahyuni & Hamzah, 2024). The role of online media and marketplaces as an online shopping marketing medium is now the center of attention of all people around the world, where online media and marketplaces are able to have a great influence on a business (Asniar et al., 2024).

Most MSME actors certainly have almost the same problem, namely the lack of knowledge about marketing strategies to achieve the goal of success, namely increasing turnover and profits through market expansion. It is something that needs to be done by MSMEs to be able to open new markets or expand the market effectively and efficiently, considering the current strict business competition, so that MSMEs are encouraged to continue to develop and innovate as an effort to win competition (Wahyuni & Hamzah, 2024). The sharia economic system is a way and implementation of business activities based on sharia principles, where the development of the increasingly rampant sharia economy is a reflection of the longing of Muslims in practicing Islam, the rapid competition between businessmen results in unfair competition in order to get great profits in their business development activities. So that many business actors do not carry out the regulations of Allah SWT in doing business. In Islamic economics, developing MSMEs is not only the skills needed, but how entrepreneurs can also apply the best principles in building and developing businesses, as well as making it easier for MSME actors to be able to build economic activities (Anam & Qadariah, 2024).

The written batik industry is one of Indonesia's leading creative economic sectors that plays an important role in preserving cultural heritage while contributing to local economic development. Pekalongan, widely recognized as the "City of Batik," has become a center for the growth of batik businesses, including in the Wiradesa area, where many small and medium enterprises (SMEs) are engaged in the production and marketing of written batik. In the midst of increasingly intense market competition and changing consumer preferences, business actors are required to implement effective marketing strategies to maintain business sustainability and increase income. Therefore, understanding the marketing strategies applied by written batik entrepreneurs is essential in identifying the factors that support business growth and competitiveness. From the perspective of Sharia Economics, marketing activities are not solely aimed at maximizing profit but must also uphold Islamic values such as honesty (*shiddiq*), trustworthiness (*amanah*), transparency, fairness, and mutual benefit. The application of these principles can enhance consumer trust and create sustainable business relationships. Therefore, this study aims to analyze the marketing strategies employed by written batik

businesses in Wiradesa, Pekalongan, in increasing their income and to examine the extent to which these strategies align with the principles of Sharia Economics. The findings of this research are expected to provide insights for business practitioners, academics, and policymakers in developing marketing approaches that are both economically effective and ethically grounded in Islamic values.

Previous research has shown that the implementation of the right marketing strategy is able to create the sustainability of the handicraft business which has been largely affected by the Covid-19 pandemic. The use of social media, marketplaces, and e-commerce has been proven to increase the number of sales for labeled/branded batik products, while reaching a wider market beyond the needs of the local area. In addition, building human resources, finding innovations in products, and improving the quality of batik also have an effect in increasing the revenue of the traditional handwritten batik business (Metro, 2022). From the description above, it can be seen that marketing strategy has an important role in increasing the income of written batik. However, there are still some written batik business actors in Wiradesa District, Pekalongan, who have not been able to implement optimal marketing strategies, especially in the use of digital technology and the application of Islamic economic principles in developing their businesses.

METHODS

The type of research that will be carried out is more geared towards field research, which is a research method that requires direct data from social contact or the natural environment where the phenomenon is researched. This research resulted in the elaboration of information in the form of written words or verbal data from individuals. By directing observations and interviews with parties related to written batik in entrepreneurship. This study uses a qualitative method with a descriptive approach. Qualitative methods are used to understand phenomena that occur in depth through data in the form of words, behaviors, and experiences of research subjects (Rahmawati et al., 2022). By using qualitative methods, the data obtained will be more complete, in-depth, credible and meaningful to achieve the research objectives. Of course, regarding the Implementation of the Digital Marketing Strategy of Batik written in entrepreneurship.

Data collection techniques are carried out through interviews, observations, and documentation. The interview was used to obtain in-depth information about the marketing strategies implemented by written batik business owners in Wiradesa. Observations were carried out directly at the research location to observe marketing activities and the production process of the batik business so that the

researcher obtained a real picture of the conditions in the field. Documentation is used as a complement to data in the form of photos, notes, and documents related to batik business activities. The data that has been collected is then analyzed using qualitative data analysis techniques with an inductive mindset, which is an analysis process that starts from specific facts in the field to then be categorized, compiled, interpreted, and drawn into general conclusions. Analysis is carried out systematically on the results of interviews, observations, and documentation to gain a deep understanding of business conditions, and can be supported by a marketing strategy analysis or SWOT approach. To maintain the validity of the data, this study uses a triangulation technique, which is comparing the results of data obtained from various data collection techniques such as interviews, observations, and documentation so that the data produced has a high level of validity and credibility

RESULTS AND DISCUSSION

Pekalongan Regency has been familiar with the batik of the Islamic Mataram Dynasty in the seventeenth century. In the past, women made batik to fill their free time while waiting for harvest time. With the passage of time, more and more people are concentrating on making batik, making batik an industry that helps the family economy. A woman or housewife who works as a batik maker can only work on two to three fabrics every day. The results of the study show that marketing strategy has an important role in increasing the income of the written batik business in Wiradesa. These findings are in line with marketing theory that effective management of products, prices, promotions, and distribution can strengthen business competitiveness. In addition, the development of digital technology provides a great opportunity for batik MSMEs to expand the market through social media and marketplaces. Digital marketing not only functions as a means of promotion, but also as a medium of communication between business actors and consumers. From the perspective of Islamic economics, the success of a marketing strategy is not only measured by increasing profits, but also by how business processes are carried out ethically and in accordance with Islamic principles. Thus, an effective and sharia-compliant marketing strategy not only results in increased revenue, but also creates business sustainability and blessings in business activities

Marketing strategy

Strategy is defined as blueprints, designs, tricks, programs, plans, strategies, schemes, policies, approaches, politics, guidelines and procedures. Meanwhile, in terms of strategy, strategy is defined as planning and operational arrangements to

achieve a certain goal. The definition of marketing strategy is an effort to market a product, be it a good or a service, by using a certain pattern of plans and tactics so that the number of sales becomes higher. Marketing strategy can also be interpreted as a series of efforts made by a company in order to achieve a certain goal, because the potential to sell a proposition is limited to the number of people who know about it. Marketing Strategy has an important role in a company or business because it functions to determine the economic value of the company, be it the price of goods or services (Syahputra et al., n.d.). Marketing strategy is a series of planning used by a business to achieve business goals through effective management of products, prices, distribution, and promotion. Marketing strategies play an important role in increasing the competitiveness of MSMEs in the midst of increasingly fierce market competition (*Marketing Management*, 2019) Marketing strategy can also be interpreted as a comprehensive approach used by business actors to maintain and develop their business through understanding consumer needs and market conditions (Rahmawati et al., 2022) In the context of batik MSMEs, an effective marketing strategy includes the use of digital technologies such as social media and e-commerce to expand market reach and increase sales (Asniar et al., 2024)

Written Effort

Batik is a characteristic of Indonesia, Indonesian culture and is also the identity and identity of the Indonesian nation. Batik is also a craft that has a high art and has existed since ancient times. Even UNESCO (United Nations Educational, Scientific, and Cultural Organization) decided that Indonesian batik is a world heritage, which was given on October 2, 2009.⁴ Since the submission from UNESCO (United Nations Educational, Scientific, and Cultural Organization), the development of batik is now growing and becoming more famous (Shari'a & Islam, 2016) Written batik is one of Indonesia's cultural heritage that has high artistic value and great economic potential. The batik industry is not only a cultural product, but also as a creative economy sector that is able to improve people's welfare. However, written batik MSMEs face various problems such as technological limitations, low production capacity, and weak marketing strategies, especially in the face of global competition (Asniar et al., 2024)

The word batik itself is taken from the word *amba* which means to write while *nitik* which means point. The point is to write with wax. Making batik on cloth using *canting* with small ends gives the impression of "people are writing dots". The word batik, according to Sularso, refers to a fabric with a pattern produced by a night material (wax) that is applied to the fabric so as to resist the entry of dye or in English wax resist dyeing. There are various batik motifs that develop in Pekalongan, it is the result of cultural acculturation from various countries and then

becomes a characteristic of the area. For example, Jlamprang batik, which gets inspiration from Asian and Arab countries. Then Encim and Klengen batik, influenced by Chinese peranakan. Dutch batik, Uncomfortable Morning batik, and Hokokai batik, have grown rapidly since the Japanese occupation. The cultural development of the batik printing technique with a dip lid using night (candle) on a cloth that was later called batik, could not be separated from the influence of those countries. This shows that batik can adapt to the changing times without losing cultural value (Batik, 2019)

Over time, batik has been used in various forms, initially as traditional clothing and furniture such as sarongs, fingers, shirts, women's clothing, blankets, tablecloths, and so on. Today, batik is more often used as an accent in modern fashion (such as bags, belts, shoes, and sandals), and is used to decorate home and office interiors. Initially, batik making was done traditionally, but now various sectors of the batik industry have used modern technology in the manufacturing and design process. However, traditional batik making activities are still activities carried out by most people in the largest batik producing areas such as TulungAgung, Cirebon, Yogyakarta, Solo, Pekalongan, Banjarmasin, Jambi, Madura, Papua, and Bali (Ferdiansyah & Abadi, 2023). According to the owner of Batik Pesisir Pekalongan, in terms of production he differentiates products once a week. It is used as a refreshment medium, keeping up with the times, following orders and also the quality of the product itself is always number one.

Table 1. Average Production Amount of Pekalongan Coastal Batik

Moon	Batik Product Name per pcs Batik Product(pcs)		Number of motifs per pcs	
	Cotton Writing	Silk Writing	Cotton Writing	Silk Writing
January	540	235	8	100
February	560	240	10	100
March	480	180	10	100
April	465	160	10	100
May	520	205	12	100
June	525	220	10	100

Source: Pekalongan Coastal Batik Production Management

The data above explains the average production of Pekalongan Coastal Batik as of January – June 2020, it can be seen that there was a decrease in production in March and April due to the closure of stores from Pekalongan Coastal Batik business partners as a result of the Covid-19 outbreak in the Jakarta and Surabaya areas. However, Coastal Batik was able to survive through March and April and conditions

gradually improved in May when approaching the Eid al-Fitr holiday 1441 H. From this data, it can also be seen that every month Pekalongan Coastal Batik always innovates and differentiates its products with the diversity of motifs used. For cotton written batik the average uses 10 motifs per month and for silk written batik 100 motifs per month, as a step for Pekalongan Coastal Batik to differentiate its products in order to achieve competitive advantage and win the market (Rosyada et al., 2020).

Increased revenue

Increasing income is one of the important aspects of a trading business, because every business actor certainly wants to know how much results are obtained from their business activities. Income can be understood from several points of view. According to Tohar, in general, income is divided into two, namely income in the real sense and income in the sense of the amount of money. Real income is the value of the total goods and services produced by the community in a certain period of time. Meanwhile, income in the sense of the amount of money is the income that a person earns, for example in the form of wages, sales results, or other sources of income. In economics, income is defined as the maximum amount that a person can consume in a period without reducing his economic condition at the end of that period. In addition, the level of per capita income is also often used to describe people's purchasing power. The higher the income of a person or society, the greater their purchasing power, so that the demand for goods and services tends to increase. (Haqiqi et al., 2020).

Income includes two components, namely, income and profit. Revenue is income obtained from the company's main operational activities. The form can be in the form of product sales, service income, interest, dividends, royalties, or income derived from asset rental. Meanwhile, profits are obtained when the amount of income received is greater than the costs incurred in running a business. Meanwhile, the income for entrepreneurs is residual (leftover) after the total number of recipients is reduced by all production costs. (Shari'a & Islam, 2016). Revenue is the result obtained from business activities in a certain period. Increasing business income can be influenced by various factors, one of which is the implementation of an effective marketing strategy. In today's digital era, the use of digital marketing has proven to be able to help MSME players increase sales by reaching a wider range of consumers and introducing products to more potential buyers. In addition, efforts to improve product quality and optimize production processes also have an important role in driving revenue growth. Quality products and efficient production processes can increase customer satisfaction while providing greater profits for businesses. (Di & Wukirsari, n.d.).

Increased Revenue refers to the growth in the amount of income earned by a business over a certain period as a result of increased sales, expanded market reach,

improved product quality, or the implementation of effective marketing strategies. In the context of the written batik business in Wiradesa, Pekalongan, increased revenue can be achieved through various efforts, such as product innovation, utilization of digital marketing, enhancement of customer service, and the development of broader distribution networks. From the perspective of Sharia Economics, revenue growth should be obtained through lawful (*halal*) business practices, honesty in transactions, fairness in pricing, and the avoidance of fraud or exploitation. Thus, increased revenue is not only measured by higher profits but also by the extent to which business activities create benefits and blessings for entrepreneurs, consumers, and society as a whole.

Sharia Economics Perspective in Marketing

Marketing has various definitions put forward by experts, each different according to the point of view and focus of the study. Therefore, the understanding of marketing continues to develop and undergo adjustments along with the changing times and the development of the business world. According to Kotler and Armstrong, marketing is a process that companies do to create value for customers while building good and sustainable relationships with them. Through these relationships, companies can gain benefits or returns from customers, such as loyalty, satisfaction, and increased sales. According to the American Marketing Association (AMA), marketing is a series of organizational activities, processes, and management that aim to create, communicate, deliver, and exchange offers that are valuable to customers, clients, partners, and society at large. In other words, marketing is not only focused on selling products, but also on trying to provide benefits and value to the various parties involved. In addition, marketing can also be understood as a management process that aims to increase the company's profits by building good and sustainable relationships with key customers. Through these relationships, the company can create a competitive advantage that sets it apart from competitors, so that it is able to maintain and grow its business in the long term.

According to Boyd, marketing is a social process that involves various activities to help individuals and companies achieve their needs and desires. The process is carried out through mutually beneficial exchange activities between one party and another. In addition to aiming to meet needs, marketing also plays a role in building and maintaining good relationships between business actors and customers so that sustainable cooperation is created. While the definition of marketing according to Stanton, marketing is a total system of business activities designed to determine prices, promote and distribute goods and services that can satisfy the desires of both current and potential consumers, from the above definition it can be concluded that the conclusions taken in the field of marketing,

must be aimed at determining the product and its market. prices and promotions, to be able to provide satisfaction to consumers.

In general, marketing can be understood as a series of business activities that are carried out in an integrated manner to plan products, set prices, carry out promotions, and distribute goods or services to consumers. All of these activities aim to meet the needs and desires of customers, both existing customers and potential customers who have the potential to use the products or services offered in the future. Sharia marketing is a business approach that regulates the process of creating, offering, and delivering value to various interested parties while still being guided by Islamic principles. All activities carried out in sharia marketing must be in accordance with the agreement and the provisions of muamalah that have been stipulated in the sharia. Therefore, every transaction must be avoided from prohibited practices, such as fraud, usury, gharar, and other forms of injustice. In addition to being oriented towards achieving profits, sharia marketing also emphasizes the importance of obtaining the blessings and pleasure of Allah SWT. Thus, business activities are not only seen as a means of seeking economic profit, but also as part of worship that must be carried out honestly, trustworthily, and responsibly in accordance with Islamic values (Mohamad & Rahim, 2021).

Like other buying and selling transactions, e-commerce is also a buying and selling transaction, it's just that it's modern. E-commerce uses technology in its transactions. If the buying and selling transaction is carried out directly and the goods are tangible, this does not apply to e-commerce. In an e-commerce system, sellers and buyers do not meet in person but meet in the virtual world with the goods to be traded usually displayed in the catalog. This kind of transaction is actually quite profitable for both buyers and sellers. A buyer can get his dream item just by using a smartphone, transactions, and then the goods are delivered. On the profitable seller side, the seller simply opens an online store and waits for orders from buyers, processes products, and receives the proceeds from the sale of goods. However, in muamalah (Islamic trade law), the process of general buying and selling transactions regulated in Islam must involve a physical meeting between the seller and the buyer, the goods to be transacted are also concrete, whereas such transactions do not apply in electronic commerce (Hartini et al., 2022). From the perspective of sharia economics, marketing must be based on the values of honesty (shiddiq), trust, transparency, and justice. Sharia marketing strategies emphasize business ethics that do not harm others and avoid practices that contain elements of gharar (ambiguity), usury, and fraud (Anam & Qadariyah, 2024).

Digital Marketing Strategy

In today's digital era, the use of the internet and various electronic devices

such as mobile phones, computers, and laptops is increasing. This condition also affects the development of the marketing world. Basically, marketing is an activity that is carried out to recognize consumer needs, offer products or services, and provide satisfaction to customers. Marketing can also be interpreted as an effort to create value for consumers while providing benefits for business actors. Along with the development of technology, marketing activities are no longer only carried out directly, but also through digital media. Therefore, the concept of digital marketing (digital marketing) emerged, which is a marketing strategy that uses the internet to promote products or services to consumers. Through digital marketing, information about a product can be disseminated faster, easier, and reach a wider market. Digital marketing allows for direct interaction between sellers and consumers through various online platforms. In addition to aiming to increase sales, digital marketing also helps business actors in building relationships with customers and strengthening the image of the products offered. The term digital marketing is often referred to as online marketing, internet marketing, or web marketing because it has the same purpose and function. In practice, digital marketing has several important benefits, including as a means to increase sales, provide services to customers, facilitate communication with consumers, save on promotional costs, and help build and develop business brands to be better known by the public. With these various advantages, digital marketing is one of the strategies that are widely used by business actors to develop their businesses in the modern era. (Khairunnisa, 2022).

Marketing is one of the important activities carried out by business actors to meet consumer needs, develop businesses, and make profits. In running a business, marketing has a very big role because it helps introduce products or services to the public so that it can attract consumers to make purchases. Along with the rapid development of technology, the way of marketing has also changed. Currently, many business actors use digital marketing as a strategy to promote their products. Digital marketing is carried out through various social media platforms and marketplaces, such as Shopee, Facebook, Telegram, and other digital media that can reach consumers more widely and effectively. In addition, the right marketing strategy is an important factor in increasing product competitiveness in the midst of increasingly fierce business competition. With a good marketing strategy, a business can maintain its business sustainability, expand the market, and increase opportunities to achieve success and business growth in the future. This condition cannot be carried out properly without the support of good management.(Info, 2021). Digital marketing is one of the strategies that many MSMEs use to increase sales. Social media, marketplaces, and websites are the main means of marketing products widely. The use of social media has been proven to increase customer engagement and expand the MSME marketing network (Fakhrurozi et al., 2023)

Digital strategies also allow MSMEs to compete in the global market at relatively lower costs (Asniar et al., 2024).

CONCLUSION

Based on the results of the research on the analysis of the marketing strategy of the written batik business in increasing income reviewed from the perspective of sharia economics in Wiradesa, Pekalongan, it can be concluded that marketing strategy has an important role in supporting the increase in income and the sustainability of the written batik business. The strategies implemented include the use of digital marketing through social media and marketplaces, product innovation, service quality improvement, and the implementation of a marketing mix that is tailored to market needs and developments. This strategy has proven to be able to expand consumer reach, increase business competitiveness, and help business actors maintain their existence in the midst of growing business competition. In addition, the application of marketing strategies in the written batik business is not only oriented towards increasing profits, but also needs to pay attention to the principles of sharia economics. The values of honesty (shiddiq), trust, transparency, and fairness are the basis for carrying out marketing activities in order to create good relationships with consumers and obtain blessings in business. Thus, an effective marketing strategy in accordance with the principles of sharia economics can be a solution in increasing income while creating a sustainable written batik business in Wiradesa, Pekalongan.

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