



Productivity and Marketing of Muslim Clothing Industry Ummu Syuraih

Lily Karlina Nasution, Ika Sari Dewi, Mayang Murni ^a

^aPoliteknik LP3I Medan

Abstract

Intense competition requires MSMEs to be active in innovating in terms of products, marketing and business development. MSME Ummu Syuraih produces Muslim clothing including muslim dress, khimar and niqab. MSME Ummu Syuraih also having some problem in running its business, including manual financial management, limited human resource and production machine capabilities, using traditional marketing strategy and packaging of the product are less attractive. Because of these problems, a business development process will be carried out by focusing on: 1) managing the business financial management professionally, 2) increasing product capacity through enhancing the expertise and skills of human resources, 3) expanding the product marketing network through an appropriate marketing mix strategy, 4) improve the display of the packaging of the products. In order to support the development effort, the steps that must be taken are to provide training (sewing skills, marketing management, financial management by using application and website), assistance (how to use the application and website), and tool grants. Based on the implementation and evaluation, it can be concluded that this business can run professionally and there is an increase in production and sales capacity due to the increasing of customers' demand.

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Key-word: - :Productivity, Sales, Marketing

1. Introduction

Micro, Small and Medium Enterprises (MSMEs) is the main sustain of the Indonesian economy. While other business sectors were eroded by the economic crisis in 1998, only MSMEs were able to survive moreover MSMEs were able to absorb 85 million to 107 million workers until 2012. Based on data from the Bank Indonesia's national study agency, the number of employers in Indonesia at that time was 56,539,560 units with the classification of Micro, Small and Medium Enterprises (MSMEs) of 99.99% or 56,534,592 units and the remaining around 0.01% or 4,968 units are large businesses (Sari, 2018). These data prove that MSMEs can survive even in the midst of a crisis.

Even though the number of MSME entrepreneur is quite large and contributes greatly to the national economy, there are some MSMEs have difficulties in developing their businesses. In general, there are several problems faced by MSMEs. These issues include financial / capital access, marketing, financial and business management, legal aspects and taxation aspects. Many MSMEs manage their business without having basic knowledge or skills regarding business management and good financial management. Most of these businesses are run solely by relying on instincts and personal experience or references from friends, relatives or family who have already been involved in these businesses. The aspects of business management which include business planning, organizing, implementing, and controlling the business are rarely being of concern by MSMEs. Likewise, aspects of financial management that are actually very important in calculating business profits is lost form the attention of MSMEs. Though, it is very important in building and developing a business.

Earnings calculations are often done simply without doing a detailed breakdown of costs. For example businesses that use raw materials from their own land and involve their own family members are usually not included in the cost of raw materials and labor costs in calculating the costs. So that, the financial management done by MSME is still not appropriate and optimal (Subanar, 2011). The development of MSMEs occurs in various economic sectors including trade, hotels and restaurants. The Trade, Hotel and Restaurant sector itself is the second largest sector which increase the number of MSME in 28.83%. The trade sector includes resale (without technical changes) new and used goods is the most sought after by MSMEs because it is considered as the sector that produces the fastest profits and small risks (Sujatmiko, 2018).

One of the trade sectors that are most in demand by businesses is the Muslim clothing industry. Muslim clothing is something that must be worn by every Muslim in accordance with Qur'an and hadiths. With the largest Muslim population in the world, Indonesia is a potential market share for businesses in the Muslim clothing industry. In its development, the Muslim clothing industry is not only dominated by large companies, but also small and medium businesses contribute to the economic development in the Muslim clothing industry. Therefore, there must be a development and assistances in order to improve the MSMEs of Muslim clothing to be independent and become a resilient business.

The development of Muslim clothing has increase significantly every year. It is proven by the increasing of MSME who produce the Muslim clothing such as, Muslim dress, khimar, veil, Muslimah's prayer cloth, legging and hand shock. Muslim clothing no longer has the same model and type but now Muslim clothing are more diverse and more fashionable but it still appropriate with the requirement of Sharia which is loose and don't form a body. The designers and observers of fashion have created various kinds of Muslim clothing to suit the needs of modern Muslim women who also have many activities. This makes the Muslim clothing business more desirable to be a secondary business or main business.

Ummu Syuraih was established in 2016 by producing Muslim clothing that is simple and affordable but still has good quality. Besides Muslim clothing, Ummu Syuraih also produce khimar and niqab. The model and type of fabric are chosen directly by ownersto maintained the quality of the product. In one month Ummu Syuraih only produce 20-50 Muslim clothing with simple and practical models. This relates to the limited of production machinery, labor and limited human resources to create a various model of Muslim clothing. They Saletheir product directly through their shop and join some exhibition. There are some problem in increasing their sales such as: 1) Financial management that is still manual; 2) limitations of production machinery; 3) have not used the marketing mix strategy in marketing their products; and 4) less attractive packaging display.

Based on the problems above, it is necessary to increasing the productivity and sales in MSME Ummu Syuraih, so that they can continuing their business well and gets the expected results.

2. Methodology

Before training and mentoring to develop business at MSME Ummu Syuraih, some preparations were made, such as socializing the activities, discussing problems encountered, preparing training and related materials / tools, and documenting activities.

The method is implemented in several stages; they are:

- a. Sewing ability training
Sewing ability training is to improve the ability of employers in producing their product (muslim clothes, khimar, niqab) that are accordance with market demand.
- b. Financial Management Training and Simple Financial Report Training
Financial management training is to improve the understanding and knowledge of the employers in making simple financial report through the financial applications so that they can perform detail financial management which can help them in calculating profit and managing their business financial properly and optimally.



Figure 1. Financial Management Application

c. Marketing Management Training

Financial management training is to improve the understanding and knowledge of the employer in marketing specially marketing mix strategy. Training material on basic marketing concepts, marketing planning processes, market opportunity analysis, and marketing strategy planning. (Tjiptono, 2011)

d. Website Training

This training is to improve the understanding and knowledge of the employer in the use of the Ummu Syuraih website as an optimal marketing tool. Through this website, Ummu Syuraih can market its products not only limited to the Medan area but also can reach the entire territory of Indonesia and even throughout the world. This opens larger opportunities for Umm Syuraih to be able to introduce its products and it can also increase the profitability of its business.

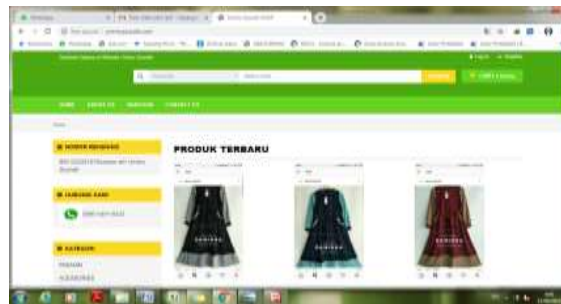


Figure 2. Website Ummu Syuraih

e. Provision of Stimulant Materials/Tools

The stimulants provided consist of adequate materials / tools to support the production and sales processes so that It can increase production capacity and sales, and meet the customer demand



Figure 3. Tools and Marketing Materials



Figure 4. Production Machine

f. Assistance in preparing financial reports, using financial management applications and websites

The assistance in preparing financial reports, using financial management applications and website carried out to help employer apply all training they have received directly.

3. Result and Discussion

Description of the Study

The preparation for this community activity begins with discussion and coordination between the team. Discussion and coordination are conducted to determine what activities will be carried out, the achievements to be achieved by the business and determine the priority of activities to be carried out. In this activity the training schedule and assistance will be determined for the business. The next activity is identifying the types and contents of the training material that will be given and determining the speaker for the training that will be given. The training material consists of: 1) Sewing ability training by PT. Singer Sumatra region; 2) the use of financial management applications and websites training by Kurnia Arja Kesuma, S. Kom; 3) Marketing management training by Iwan Kesuma Sihombing, S. Sos, M.Sc. Next is the preparation of assistance materials and preparing the documents needed in the implementation of assistance such as, installing financial management applications, website usage tutorials, and documentation. Sewing ability training is given to improve the ability and skills in producing goods of different types according to market demand. This training is carried out privately done 6 times a week with a duration of 2 hours per meeting for 3 months. The training methods used are lectures, questions and answers, discussions and work practices. This training can improve employer skills in making Muslim clothing well and more varied.

Financial management training is given to improve understanding and knowledge in managing financial management that is appropriate and effective. The material provided in the form of theories about financial management (financial management and financial accounting). In addition, the financial management application is to facilitate the recording of financial statements accurately and detail. Marketing management training is given to improve understanding and knowledge in marketing especially marketing mix strategies. The material in this training is emphasized on the right promotion strategy for the product and also increasing sales turnover. In addition, to expand the marketing area or product marketing promotion is also done by using a website so that it can reach many consumers.

The provision of stimulant materials / tools is to increase production activities so that it can meet consumer demand. The materials / tools provided to increase production include, sewing machines, fabrics, clothes pole for exhibitions, clothing labels, plastic packaging and goodie bags. Assistance is carried out in order to have more opportunities to learn and practice the training material that has been provided. During the mentoring also provided examples of its application in the ongoing business. In addition employer can discuss directly with the team if there are difficulties in applying the training. After the assistance activities are completed, the next activity is monitoring and evaluation to see the magnitude of the achievements.

The training and assistance provided has positive impact for business development, including:

- a. Increasing the ability and skills of employer in producing Muslim clothing, the indication is the existence of products produced with various types and models so that it can serve consumer demand.
- b. Increasing the understanding and knowledge regarding good financial management through the use of financial applications, the indication is that partners are easier to manage their business finances.
- c. Expanding the marketing network in all over the world through the use of websites. This is indicated by an increase in sales and consumer demand from outside the region.
- d. Increasing the understanding and knowledge in running and developing a business, the indication is by increasing production capacity, efficient performance, proper and regular financial management and a larger marketing network.

4. Conclusion

Based on the development process carried out it can be concluded as follows:

- a. Very good response from MSME Ummu Syuraih, this is proven by active participation in training and assistance provided.
- b. Obtaining Benefit from this activity such as improving knowledge in financial management, marketing management, and increasing the production capacity of the business being carried out.
- c. Increasing production and sales in line with increasing consumer demand as a result of the larger marketing network.

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