

DEVELOPMENT OF SAMBAS SONGKET WEAVING MSMEs FROM THE PERSPECTIVE OF SHARIA ENTREPRENEURSHIP

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Abstract

MSMEs play a vital role in the national economy and in preserving local culture. In Sambas Regency, West Kalimantan, the songket weaving industry is not only a source of livelihood but also a symbol of the cultural identity of the Malay community. However, weaving MSMEs still face challenges such as limited capital, market access, and business governance. Sharia entrepreneurship offers an alternative approach that emphasizes blessings, justice, and spiritual values in running a business. This study aims to analyze how the development of Sambas weaving MSMEs can be directed in accordance with the principles of sharia entrepreneurship. The method used is a descriptive qualitative study using a literature approach and field observations. The results indicate that the integration of sharia principles can encourage more sustainable and ethical MSME development.

Keywords: MSMEs, Songket Weaving, Sambas, Sharia Entrepreneurship, Local Culture.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) hold a strategic position within the national economic structure. Their role is not just to create a job and income generation but also touch the social and cultural aspects, including the preservation of local values. MSMEs are capable of acting as the vanguard in preserving cultural heritage passed down through generations. The existence of MSMEs is the real evidence that shows the informal sector can become an economic force standing in the nation's cultural roots.¹

.A concrete example of the interconnectedness between local economic and cultural aspects can be found in the songket weaving industry in Sambas Regency, West Kalimantan. Songket weaving is not simply a textile product, but rather a manifestation of the cultural identity of the Sambas Malay community.² This fabric is produced using traditional techniques passed down through generations and holds profound symbolic meaning. Each woven motif and pattern embodies a philosophy of life, values of local wisdom, and reflects the social structure of the community. In this context, MSMEs of songket weaving are not only the economic actors but also cultural guardians.

¹ Kementerian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia. (2021). *Peran UMKM dalam Perekonomian Nasional*, hlm. 3. Dapat diakses melalui: <https://kemenkopukm.go.id>

² Jurnal BORNEO: *Journal of Islamic Studies*, Vol. 5 No. 1 (2024), tentang tenun tradisional Sambas sebagai sumber mata pencaharian sekaligus representasi budaya Melayu Sambas

Despite their significant potential, the weaving MSMEs in Sambas face various structural and non-structural obstacles. Key challenges include limited access to capital, low production capacity, suboptimal managerial skills, and limitations in digital marketing and adapting to changing consumer trends. Furthermore, most businesses still operate conventionally, lacking a sustainable business development strategy oriented toward Sharia values. In facing these challenges, the concept of Islamic entrepreneurship is an alternative approach worth considering. Islamic entrepreneurship is a form of business practice based on Islamic principles, emphasizing not only economic profit but also upholding the values of blessing, social justice, and moral responsibility. Values such as honesty (*ṣidq*), trustworthiness (*amanah*), hard work (*iḥsān*), usury (*riba*), and uncertainty (*gharar*) are the main foundations for running an ethical business.

This research aims to analyze and explore how Islamic entrepreneurship principles can be applied to the development of songket weaving MSMEs in Sambas Regency. The focus is not only on improving the economic aspects of entrepreneurs but also on how Islamic values can strengthen entrepreneurial character and make businesses more sustainable and add value from a spiritual and social perspective.

RESEARCH METHOD

This research uses a descriptive qualitative approach aimed at gaining a deeper understanding of the social, economic, and cultural phenomena surrounding the activities of songket weaving MSMEs in Sambas Regency. This approach was chosen because it is suitable for uncovering meanings, values, and perceptions that cannot be explained quantitatively, and also for describing the real conditions faced by these entrepreneurs in a contextual manner.³

Data collection was conducted through a combination of literature review and limited field observations. The literature review involved reviewing various academic references, such as scientific journals, books, research reports, and policy documents relevant to the topics of MSMEs, Islamic entrepreneurship, and the traditional weaving industry. Field observations were limited but focused, involving direct observation of business activities at several active weaving MSMEs in the Sambas region.

In addition, unstructured interviews were conducted remotely with business owners and local cultural observers, providing contextual information on field conditions. Documentation techniques were used to collect visual and archival data related to production, marketing, and socio-cultural activities related to songket weaving.

³ Moleong, Lexy J. *Metodologi Penelitian Kualitatif*, Edisi Revisi. Bandung: Remaja Rosdakarya, 2014, hlm. 6.

The data obtained were analyzed using an inductive and interpretive approach, by interpreting the data based on the local social and cultural context.⁴ This analysis involved categorization, identifying key themes, and interpreting patterns emerging from observations and literature review. Using this approach, it is expected the research provides a holistic picture of how Islamic entrepreneurship principles can be integrated into the development of weaving MSMEs in Sambas.

RESULT AND DISCUSSION

The Current Condition of Songket Weaving MSMEs in Sambas Regency

The majority of micro, small, and medium enterprises (MSMEs) actors in the songket weaving sector in Sambas Regency are women, particularly housewives, who have inherited weaving skills from generation to generation. Weaving not only provides a supplementary economic activity but also serves as a means of preserving a valuable local culture. However, the production remains limited and sporadic. Product distribution is generally conducted through traditional market networks or online through social media, with a rudimentary approach and minimal use of modern digital marketing strategies.

In terms of financing, most businesses rely on personal savings or loans from conventional financial institutions. Limited access to Sharia-compliant financing schemes presents a significant obstacle, especially for businesses seeking to operate in accordance with Islamic values.

Implementation of Sharia Entrepreneurship Values

Although many MSMEs do not yet formally understand the concept of Sharia entrepreneurship holistically, several core values of sharia entrepreneurship, such as amanah (honesty and responsibility), hard work (ihsan), and social concern, are reflected in their daily practices. The mutual assistance within the weaving community and the business orientation beyond profit demonstrate a spirit of ethics and togetherness that aligns with Islamic principles.⁵

However, understanding of halal and haram (permissible) in the business context, particularly in financing, employment contract systems, and profit management are still low. As a consequence, most business owners are unable to fully integrate sharia practices into their managerial and operational systems..⁶

⁴ Ascarya, "Model Kewirausahaan Syariah Berbasis Masalah," *Jurnal Ekonomi dan Keuangan Syariah*, vol. 4, no. 2 (2020): 78–81.

⁵ Mubarak, H. (2020). *Etika Bisnis dalam Kewirausahaan Islam*. *Jurnal Syariah dan Ekonomi*, 8(2), 112–120.

⁶ Ascarya. (2020). *Model Kewirausahaan Syariah Berbasis Masalah*. *Jurnal Ekonomi dan Keuangan Syariah*, 4(2), 77–91.

The Challenges and Solutions Proposed

Sambas weaving MSMEs face various structural and technical challenges, including:

1. Limited access to sharia financing, causing many entrepreneurs dependent on conventional credit systems.
2. Substantial marketing reach due to limitations in promotional and distribution strategies.
3. Low digitalization is used both in production and marketing.
4. Unstable institutional framework, characterized by a lack of sharia-based community organizations supporting their business activities.

As a solution, several strategies that can be implemented include:

1. Establishing community-based sharia cooperatives, in which the function is as microfinance institutions to provide halal financing and business mentoring.
2. Entrepreneurship training based on Islamic principles, so entrepreneurs can understand and apply the concept of sharia entrepreneurship comprehensively in their business activities.
3. Collaboration with zakat, infaq, and waqf (ZISWAF) institutions as partners in social-based economic empowerment.
4. Implementation of sharia digital marketing through halal marketplace platforms to expand market while maintaining product integrity in accordance with sharia values.

The integration between strengthening the capacity of businesses and an Islamic values-based approach is believed to be able to encourage the sustainability of Sambas weaving MSMEs, both from an economic and cultural perspective.

CONCLUSION

The songket weaving MSME industry in Sambas Regency has enormous economic and cultural potential for sustainable development. These businesses, run by local communities, particularly women, not only provide a means of livelihood but also preserve the cultural heritage of the Sambas Malay community. In a modern context, integrating Islamic entrepreneurial values can be a strategic solution to address the various challenges faced by MSMEs.

Islamic principles such as honesty (şidq), social responsibility (mas'uliyah), and justice ('adl), if consistently applied in business management, will have a positive impact not only economically but also spiritually and socially. An entrepreneurial model oriented toward blessings and ethical values will strengthen the resilience of MSMEs in the face of increasingly complex market competition.

Suggestion

To encourage the growth and competitiveness of Sambas' weaving MSMEs in the modern economic landscape, collaborative and structured efforts are needed, including:

1. **Improving Sharia Entrepreneurship Literacy**

Local governments, educational institutions, and religious organizations need to provide training and mentoring programs that introduce Sharia-based entrepreneurial principles to MSMEs.

2. **Access to Sharia Financing**

Strengthening Sharia-based microfinance institutions such as BMTs (Islamic-based microfinance institutions), sharia cooperatives, or support from zakat and waqf institutions is crucial to help secure business capital without becoming entangled in the usury system.

3. **Digitalization of Halal-Based Businesses**

The application of digital technology, including the use of halal marketplaces and social media, must be optimized to expand market reach, enhance product branding, and accelerate business growth globally.

4. **Strengthening Institutions and Community Networks**

The establishment of a solid weaving community based on Islamic values is necessary, one that can support each other in production, training, marketing, and policy advocacy at the local and national levels.

With synergy between business actors, government, financial institutions, and the wider community, the Sambas songket weaving MSME can become a model for developing a strong and competitive culture- and sharia-based economy.

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