



The traditional clothing industry of Banjarmasin Sasirangan: A portrait of a local business becoming an industry

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ABSTRACT

Sasirangan is a traditional fabric typical of the Banjar tribal community and has now been developed into an industrial product in Banjarmasin. Sasirangan's business development shows a significant development and it becomes very essential to pay attention to how to maintain its business. This article aims to describe the business operations and distribution patterns in the Sasirangan clothing industry. The qualitative approach was used in this study coupled with data collection through interviews, observations, and documentation. The results showed that Sasirangan fabric products are produced by artisans who work individually or in groups and marketed by traders. Marketing of Sasirangan cloth products uses a direct distribution pattern to consumers, and indirectly uses a merchant intermediary who then resell them to consumers. The collaboration of Sasirangan artisan and traders can be further enhanced to develop a convection industry based on local culture. The findings of this study provide a further description of how local culture-based businesses require support from the government and other parties to maintain business sustainability.

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INTRODUCTION

Culture-based industries compete in the economic field by involving various elements of business actors. The line of business of the culture-based industry can be traditional fabric, local food, local drinks, and other aspects of regional culture. A culture-based industry is an industry that functions as the mainstay of a region's economy by developing local culture and increasing economic growth (Akhir et al., 2018). Industrial products based on local potential have long been carried out by various countries, including the Miao people in China. Chinese local culture has become a source of rural economic development involving various elements, strategies, and cooperation (Chen

et al., 2021). So, as in Malaysia, for example, the traditional fabric-based industry has made a significant contribution to the community's economy. Traditional fabric industry is the second highest industry in Malaysia, influencing imported commodities and labor (Ismail et al., 2019; Akhir et al., 2017).

In Indonesia, the highly potential local traditional fabrics has been developed as an industrial product. Traditional cloth is an art and culture that is found in numerous regions in Indonesia. This product is created by the skill of human hands using a loom. This ancestral heritage is an asset that must be preserved and developed as a feature of the nation's culture. Traditional fabrics are fabrics associated with local