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Economic Activities of Rose Sasirangan MSME in Banjarmasin

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Abstract

Sasirangan cloth is a cultural heritage of South Kalimantan. As time goes by, Sasirangan cloth faces the challenge of competition. Craftsmen need to innovate in producing new, attractive products. The purpose of this study is to analyze the production, distribution, and consumption activities at the Rose Sasirangan MSME. The research method used is a qualitative method with observation techniques on production, distribution, and consumption activities. This research is also supported by interviews with informants consisting of the owner of the Rose Sasirangan MSME, Craftsmen, retailers, and buyers. The results show that the production of Sasirangan cloth at Rose Sasirangan is carried out collaboratively with craftsmen in Sasirangan Village, with production locations spread across the craftsmen's homes due to limited space and the smell of waste. Products sold include metered cloth and processed sasirangan cloth such as bags, wallets, sandals, tissue boxes, caps, and laying through a consignment and barter system with craftsmen in Zafri Zam-Zam and Sungai Andai. Then the distribution activities are carried out directly through stores, WhatsApp where information is shared through business cards, and expeditions (J&T, Tiki, Pos, JNE), and indirectly through intermediaries. And Sasirangan is consumed as a cultural symbol of the Banjarmasin community, used in various forms such as clothing, uniforms, and accessories and is in demand by various groups. The conclusion of this study is that sasirangan cloth is known as South Kalimantan's cultural heritage that continues to be preserved amidst the challenges of modernization. Rose Sasirangan carries out production collaboratively, distributes products through various channels and maintains the culture of sasirangan. They also collaborate with craftsmen around Sasirangan Village to innovate in design and products, in order to expand the market to young people who are declining interest in sasirangan cloth.
Keywords: Economic Activity, production, distribution, consumption.

Abstrak

Kain Sasirangan merupakan warisan budaya Kalimantan Selatan. Seiring perkembangan zaman kain Sasirangan menghadapi tantangan persaingan. Pengrajin perlu berinovasi dalam menghasilkan produk-produk baru yang menarik. Adapun tujuan penelitian ini adalah untuk menganalisis kegiatan produksi, distribusi, dan konsumsi di UMKM Rose Sasirangan. Metode penelitian yang digunakan adalah metode kualitatif dengan teknik observasi terhadap kegiatan produksi, distribusi, dan konsumsi. Penelitian ini juga didukung dengan wawancara kepada informan yang terdiri dari pemilik UMKM Rose Sasirangan, Pengrajin, pengecer, dan pembeli. Hasil penelitian menunjukkan bahwa produksi kain Sasirangan di Rose Sasirangan dilakukan secara kolaboratif dengan pengrajin di Kampung Sasirangan, dengan lokasi produksi yang tersebar di rumah-rumah pengrajin karena keterbatasan

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ruang dan bau limbah. Produk yang dijual meliputi kain meteran dan olahan kain sasirangan seperti tas, dompet, sandal, kotak tisu, kopiah, dan laung melalui sistem titip jual dan barter dengan pengrajin di Zafri Zam-Zam dan Sungai Andai. Lalu kegiatan distribusi dilakukan secara langsung melalui toko, WhatsApp yang informasinya dibagikan melalui kartu nama, dan ekspedisi (J&T, Tiki, Pos, JNE), serta tidak langsung melalui perantara. Sasirangan dikonsumsi sebagai simbol budaya masyarakat Banjarmasin, digunakan dalam berbagai bentuk seperti busana, seragam, dan aksesoris serta diminati oleh berbagai kalangan. Simpulan penelitian ini bahwa kain sasirangan dikenal warisan budaya Kalsel yang terus dilestarikan di tengah tantangan modernisasi. Rose Sasirangan menjalankan produksi secara kolaboratif, mendistribusikan produk melalui berbagai saluran dan tetap menjaga budaya sasirangan. Mereka juga menjalin kolaborasi dengan pengrajin di sekitar Kampung Sasirangan untuk berinovasi dalam desain dan produk, guna memperluas pasar ke kalangan anak muda yang menurun minat terhadap kain sasirangan.
Kata Kunci : *Aktivitas Ekonomi, Produksi, Distribusi, Konsumsi.*

PRELIMINARY

Banjarmasin is known as the "City of a Thousand Rivers" because of its many rivers that play an important role in people's lives (Hasanah, 2022). In addition to its natural resources, Banjarmasin also has a distinctive cultural heritage, one of which is the Sasirangan fabric. Sasirangan is a traditional textile product originating from South Kalimantan. The term "Sasirangan" comes from the Banjar language, from the word *sirang*, which means basted or hand-stitched. Sasirangan fabric carries values of belief, culture, and economy (Saputri, 2019). Culture rooted in philosophy of life serves as a foundation for the development of sustainable tourism (Subroto et al., 2024).

Since the 12th century, Sasirangan fabric has been regarded as the cultural heritage of South Kalimantan. It was traditionally used in ceremonial rituals such as traditional healing and as a symbol of social status within the Banjar community. Over time, however, Sasirangan has evolved beyond its traditional functions and is now also used in modern fashion. Despite this development, artisans face challenges in the modern era (Razi & Rahmia, 2025). One of the main obstacles is that sales remain concentrated in physical stores, while limited digital marketing skills hinder broader market reach. As a result, Sasirangan buyers are still dominated by local consumers, and the products have yet to fully penetrate wider markets (Yanti, 2024).

To expand their market, Sasirangan artisans need to innovate in aspects of production, distribution, and consumption (Abbas, 2025). Such innovations are necessary to adapt products to consumer preferences while improving competitiveness amid the growing creative industry. The main goal of these innovations is to attract a more diverse and wider consumer base. The characteristics of the 21st century are marked by changes in the economy, transportation, technology, communication, and information as a result of globalization. Therefore, both individuals and groups need skills such as critical thinking and problem solving, communication, collaboration, creativity, and innovation (Aslamiah et al., 2021).

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This is also the case with Rose Sasirangan. Rose Sasirangan is one of the MSMEs in Banjarmasin that produces Sasirangan fabric (Annisa, 2025). In this context, Rose Sasirangan must adapt to these challenges in terms of production, distribution, and consumption. For this reason, the researcher conducted this study to highlight the economic activities of Rose Sasirangan MSME in Banjarmasin, with the aim of analyzing its economic activities, including production, distribution, and consumption (Subiyakto & Rahmia, 2025).

METHOD

The research method used in this study is a qualitative approach, which aims to explore the economic activities of Rose Sasirangan MSME in Banjarmasin. The choice of qualitative research is based on the need to capture the experiences, perspectives, and strategies applied by business actors directly through interviews, observation, and documentation. This approach allows the researcher to obtain a comprehensive understanding of the processes of production, distribution, and consumption. Primary data were collected through interviews with informants, consisting of the owner of Rose Sasirangan MSME, artisans, retailers, and buyers. In addition, visual documentation in the form of images of economic activities was used to support the validity of the findings. Secondary data were also employed to enrich the analysis, obtained from books, journals, articles, and other relevant literature sources related to the research topic.

RESULTS AND DISCUSSION

Sasirangan Village

Sasirangan Village is a center for the production and sale of Banjarmasin's traditional textiles, still using traditional techniques. Located on Jalan Seberang Mesjid, Banjarmasin, the village was established in 2010 as part of a CSR program by a state-owned bank and the Banjarmasin City Government through the Tourism Office. Today, Sasirangan Village is a growing tourist destination, encompassing neighborhood units (RT) 02 to 06 in Seberang Mesjid Village, where the majority of residents work in the sasirangan textile industry as their primary source of income (Jumriani et al., 2019).

Picture 1: Sasirangan Village Seberang Masjid

Source: Personal Documentation, September 29, 2024

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Rose Sasirangan is one of the production and sales centers for sasirangan fabric in Seberang Mesjid Village, Banjarmasin. The business was founded by Mrs. Rusmiati (deceased) in 2000. The business did not stop there; since 2010, her daughter, Mrs. Faridah, has continued her mother's struggle in managing the business. Rose Sasirangan is located at Jalan Seberang Mesjid No. 06 RT 06. The business employs five staff members, most of whom are from the owner's family and the local community. An initial investment of Rp20,000,000 was used to build the store, purchase display cases, and cover production costs. Production is carried out at the employees' homes due to space constraints and to avoid the smell of dye waste in the owner's home (Barokah, 2025). Rose Sasirangan sells fabric by the meter at varying prices ranging from IDR 100,000 to IDR 1,000,000, depending on the type and pattern of the fabric. The business also implements a consignment and barter system for processed products such as bags, wallets, and sandals, which are sourced from artisans in the Zafri Zam-Zam and Sungai Andai areas.

Picture 2 : UMKM Rose Sasirangan Banjarmasin

Source: Personal Documentation, September 29, 2024

Entrepreneurship is a creative effort to preserve and develop traditional Sasirangan fabric to remain relevant in the modern era (Putro et al., 2022; Sari et al., 2022). The forms of entrepreneurship include 1) Product innovation by developing Sasirangan fabric into creative products such as bags, wallets, sandals, tissue boxes, and laung. 2) Collaboration with artisans by implementing a consignment sales system and barter with local artisans in the surrounding area. 3) Marketing strategies utilizing store displays and social media, particularly WhatsApp Business, to reach consumers. 4) Local economic empowerment providing employment opportunities for housewives, tailors, and local artisans as a form of community economic support (Syahwildan et al., 2024).

Economic Activities of Rose Sasirangan Banjarmasin MSMEs

Economic activities are activities carried out by individuals or groups in producing, distributing, and consuming goods or services to earn profits (Riswanto et al., 2023). Rose

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Sasirangan Banjarmasin carries out all three of these aspects in the process of making and selling sasirangan fabrics.

1. Production Activities

According to Prabowo (2020), production is the activity of transforming resources into goods or services that are useful (Mahfuz, 2020; Rahayu, 2020). Sasirangan fabric, which is unique to South Kalimantan, is still produced manually, generally in the homes of artisans. The sasirangan production process is usually carried out in the homes of sasirangan artisans. This is because the owners' houses are close to other houses and the available space is limited, as well as to avoid problems with odors from dyeing waste. The production process is carried out in the homes of employees. The homes of employees used as production sites are located around Kampung Sasirangan, precisely in the Seberang Masjid area, but their position is slightly inland from the main road.

Picture 3: Production Process

Source: Personal Documentation, 2025

The image above shows the production process, which begins with preparing plain white fabric, then cutting it to size, typically 2 meters by 1.15 meters per piece. In a single cutting session, artisans can prepare around 15–20 pieces of fabric. The next step is to pattern the fabric. This pattern will serve as the main guide for the sewing process. At this stage, special tools such as pencils, markers, and rulers are used to draw the pattern on the fabric. Patience and precision are essential in this stage, as mentioned by Jumriani (2021), because the neatness of the pattern greatly affects the quality of the final product. Accuracy in drawing the pattern is the key to ensuring that the desired motif is created properly and as expected (Jumriani et al., 2021).

Next is the sewing stage, or the stage of stitching the fabric according to the pattern. Then, the sewing thread is pulled as tightly as possible to create wrinkles according to the pattern. Then, the prepared fabric is dipped into the desired dye solution. The fabric is placed into the

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prepared dye solution. The dye is then dissolved in hot water to ensure it penetrates the fabric fibers thoroughly. After that, the fabric is dipped and soaked in the dye solution for a certain period. The longer it is soaked, the more perfect the dyeing process becomes.

The dyeing process takes about 30 minutes to 2 hours, depending on the type of fabric and the desired color brightness. If you want to mix with the next color, the fabric can be dipped again into a different dye solution. After the dyeing process is complete, the basting stitches are removed. The fabric is then washed until clean, dried by hanging it out in an open field, and ironed to make it smooth and neat, ready for sale.

Picture 4: Creative processed products made from sasirangan

Source: Personal Documentation, December 28, 2024

As time goes by, this fabric is not only used as traditional clothing, but also processed into various creative products such as accessories and clothing. However, amid the tide of modernization, the younger generation's interest in Sasirangan fabric has begun to decline. Therefore, craftsmen have come up with innovations and creative ideas such as sling bags, laptop bags, sandals, wallets, pouches, tissue boxes, and laung.

Table 1: Categories of creative sasirangan processed products

No	Item Name	Category	Use
1.	Sling bag	Fashion bag accessories	Fashion accessories, bags and carrying tools
2.	Laptop bag	Gadget accessories	Electronic protector
3.	Sasirangan cap	Fashion	Traditional head covering worn by men, a typical souvenir from South Kalimantan
4.	Sasirangan sandals	Fashion	Footwear
5.	Tissue box	Household equipment	Home equipment
6.	Wallet	Fashion accessories, personal items	Place to store money and cards for transactions
7.	Pouch	Storage container	Storage place for goods
8.	*Laung*	Traditional fashion accessories	Headbands are worn by men in traditional Banjar clothing.

Source: Personal Documentation, 2025

Table 2: Price list

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No	Item Name	Price
1.	Sasirangan satin fabric by the meter	Rp. 100.000
2.	Japanese cotton sasirangan cloth by the meter	Rp. 120.000
3.	Sasirangan cloth polisima meter	Rp. 135.000
4.	Sasirangan cotton silk fabric by the meter	Rp. 250.000
5.	Sasirangan cloth embroidered by the meter	Rp. 350.000
6.	Silk sasirangan cloth by the meter	Rp. 1.000.000
7.	Small wallet	Rp. 25.000
8.	Medium wallet	Rp.35.000
9.	Big wallet	Rp.55.000
10.	Bag	Rp.140.000 – Rp. 150.000
11.	Sandal	Rp. 40.000
12.	*laung*	Rp. 60.000 – Rp. 80.000

Source: Personal Documentation, 2025

The images and tables above show various creative and innovative products made from Sasirangan fabric, such as sling bags, skullcaps, pouches, wallets, sandals, and traditional Banjar laung. These products are innovations by artisans who combine ethnic and modern values, attracting the interest of local and out-of-town consumers. Rose Sasirangan expands its product range through a consignment and barter system with two local artisans: Ibu Nor Janah on Jalan Zafri Zam-Zam (bags, wallets, laung) and Kak Tuti in Sungai Andai (sandals and others). This collaboration expands the creative economy network while helping artisans market their products through the Rose Sasirangan store.

2. Distribution Activities

Distribution activities are carried out by Sasirangan Rose Sasirangan artisans to distribute their products to consumers (Arif & Sismar, 2024). This is in accordance with Lilik's (2023) retail management textbook, which states that distribution activities are a process involving the delivery of goods from producers to consumers through distribution channels. Furthermore, the distribution activities carried out by Sasirangan artisans enable the production process to continue (Febrianto, 2024).

Picture 5: Rose Sasirangan Shop Display Case

Source: Personal Documentation, December 26, 2024

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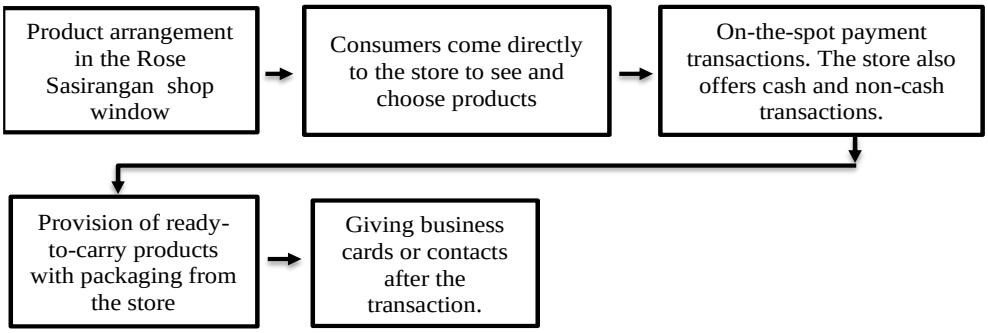
Based on the image shown above, it relates to a fabric store called Rose Sasirangan. The image above shows a store display window containing fabrics neatly arranged on glass shelves. These fabrics appear to have a variety of colors and patterns. Furthermore, the image above also shows fabrics displayed openly on walls or hangers. These displays also showcase a wider variety of Sasirangan patterns and designs. Customers can easily view the fabrics in the store, as the products are neatly arranged in the store display and on the displays in our store.

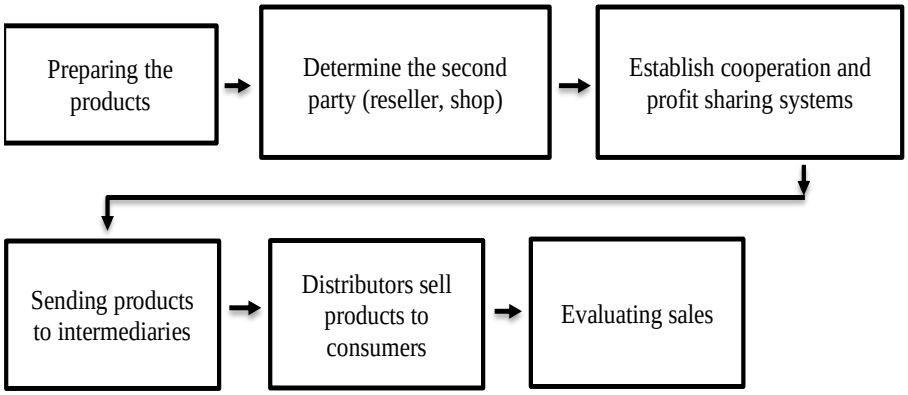
The distribution activities conducted by the Rose Sasirangan Banjarmasin SME artisans are carried out both directly and indirectly. Rose Sasirangan sales are divided into two categories: direct sales through their own store and online platforms to reach customers directly, such as a WhatsApp site shared via business cards listing the business name, admin contact, and business address. Additionally, they collaborate with logistics companies like J&T, Tiki, Pos, and JNE to support product distribution to their market. For indirect distribution, they collaborate with intermediaries (second-hand) for shipping. Beyond focusing on product distribution, they also maintain good relationships with existing customers, raw material suppliers, production artisans, shipping services, and other SMEs that have supported this business since 2010 until now. The distribution process carried out by Rose Sasirangan SME is as follows:

1. Direct distribution carried out by Rose Sasirangan



Personal source (Data processed, 2025).

2. Indirect distribution carried out by Rose Sasirangan



Personal source (Data processed, 2025).

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They also use a consignment sales system, especially for creative and innovative products such as bags, tissue boxes, wallets, sandals, laung, and others. Artisans not only consign their goods to Rose Sasirangan stores, but also procure their own sasirangan fabric to produce and sell products to Rose Sasirangan stores. This collaboration demonstrates a mutually beneficial relationship between MSMEs and artisans, supporting the growth of the local creative economy.

Products consigned to Rose Sasirangan stores are shipped periodically, usually every one to three months. The most frequently shipped item is the small wallet, as it has the highest demand among buyers. In a single shipment, the number of wallets sent can reach 60 pieces and typically sells out within 1-2 months. Other products like sandals are shipped around 20-30 pieces, while laptop bags and shoulder bags are in smaller quantities, only about 5-10 pieces.

The profits from sales are divided between the store owner and the artisans according to a mutual agreement. The profit margin is around IDR 5,000 to IDR 10,000 per product. This creativity and innovation are continuously developed by the business operators in collaboration with Rose Sasirangan. This initiative creates new, attractive products that align with market needs.

3. Consumption Activities

As defined by Purwadinata (2020), consumption is the use of goods and services necessary to fulfill all of life's needs. Consumption activities are also activities that reduce or deplete the usefulness of goods and services (Fadilah, 2020). The strategic location of this village makes it a primary destination for people seeking sasirangan fabric and accessories, both at this stall and others. Additionally, during cultural exhibition seasons, visitor numbers increase, including government employees, teachers, lecturers, and other workers who are members (Islamy, 2022).

However, daily sales are not always stable, depending on the level of visits and buyer interest. During busy periods, sales can reach 10-15 pieces of fabric per day, while during quiet periods, there are sometimes no buyers at all. The main challenge faced is how to increase the appeal of the products and marketing strategies to attract more buyers.

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Figure 6: Direct Buyers at Rose Sasirangan Shop

Source: Personal Documentation, December 13, 2024

The picture above shows the atmosphere of direct purchasing activities at Rose Sasirangan Store. Several customers are seen selecting Sasirangan fabrics displayed on the store walls, indicating that offline sales are still one of the main methods of marketing products. This reflects the direct interaction between sellers and buyers, which can increase consumer trust and satisfaction with the products offered.

CONCLUSION

Production Process The production process of Sasirangan fabric at Rose Sasirangan is carried out collaboratively between the business owner and artisans in Kampung Sasirangan. Due to limited space and to avoid waste odors, production is not done at the owner's house but rather in the homes of artisans located within the Sasirangan village area near Seberang Mesjid, although slightly away from the main road. The process begins with cutting white cloth, creating patterns, hand-stitching (menjelujur), dyeing, washing, drying, and ironing. Rose Sasirangan not only sells fabric by the meter but also offers processed products such as bags, wallets, sandals, laung (traditional headwear), and kopiah (caps). These products are produced through a consignment system in collaboration with local artisans in Zafri Zam-Zam and Sungai Andai, Banjarmasin. This cooperation is mutually beneficial, with a barter system also applied, where Sasirangan fabric is exchanged for finished goods crafted by artisans. This system facilitates production for both parties and expands market reach.

Distribution Activities The distribution of products by Rose Sasirangan MSME in Banjarmasin is conducted both directly and indirectly. Direct sales are made through a personal store as well as online platforms to reach customers, with WhatsApp being the primary medium, supported by business cards containing the business name, contact information, and address. In addition, partnerships with delivery services such as J&T, Tiki, Pos Indonesia, and JNE are established to support product distribution. Indirect distribution is carried out through intermediaries (second-hand sellers). Beyond product distribution, Rose Sasirangan also

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prioritizes maintaining good relationships with loyal customers, raw material suppliers, artisans, delivery services, and fellow MSMEs that have supported the business since 2010.

Consumption Activities The consumption of Sasirangan as the cultural identity of Banjarmasin demonstrates its strong cultural value and role as a symbol of local pride. The fabric plays an important role in the lives of the Banjar people, being used as work attire, uniforms, as well as accessories and home decorations. Consumers of Rose Sasirangan come from various social groups, showing that Sasirangan is not only a basic clothing need but also represents identity and love for local culture, preserved and passed down across generations.

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