

Strategies in Increasing Income in the Local Fashion Industry (Case Study of Songket Zainal Brand in Palembang City)

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ABSTRACT

This study aims to analyze strategies in increasing income in the local fashion industry, especially in the Zainal Songket Brand in Palembang City. The fashion industry based on traditional crafts such as songket has an important role in preserving local culture as well as a source of community economy. However, increasingly fierce market competition and changes in consumer behavior require business actors to be able to implement the right strategies to increase revenue. The research method used is a qualitative approach with data collection techniques through interviews, observations, and documentation. The informants in this study consist of business owners, employees, and consumers of the Zainal Songket Brand. Data analysis techniques are carried out through data reduction, data presentation, and conclusion drawn. The results of the study show that the strategies applied in increasing revenue include the development of product designs that follow trends without leaving cultural values, the use of social media as a means of promotion, improving product quality, and expanding marketing networks both offline and online. In addition, participation in events or exhibitions is also an important factor in attracting consumer interest, especially tourists. The obstacles faced include dependence on tourist visits, rising prices of raw materials, and limited weaver labor.

The conclusion of this study is that the right marketing strategies and product innovation can increase the revenue of the local fashion industry, although there are still some obstacles that need to be overcome. Therefore, continuous efforts are needed in business development to be able to compete in a wider market.

INTRODUCTION

The local fashion industry is one of the sectors in the creative economy that has a significant contribution to economic growth in Indonesia. The development of this industry is inseparable from the increasing need for fashion products that not only function as basic needs, but also as part of lifestyle and self-identity. In addition, the existence of micro, small, and medium enterprises (MSMEs) in the fashion sector also plays an important role in creating jobs and increasing people's income.

The city of Palembang as one of the cultural centers in Indonesia has great potential in the development of the local fashion industry, especially in products based on local wisdom such as songket. Songket not only has economic value, but also high cultural value, so it has the potential to become a superior product in the local fashion industry. The Songket Zainal brand as one of the business actors in Palembang City faces challenges in increasing revenue in the midst of increasingly fierce competition, both from local products and products outside the region.

Therefore, an in-depth study is needed on the strategies implemented by Brand Songket Zainal in increasing its business income. This research is important to find out how the strategies are used, as well as the factors that affect the success and obstacles in increasing income in the local fashion industry, especially in the city of Palembang.

RESEARCH METHODOLOGY

This study uses a descriptive qualitative approach, which aims to describe in depth the communication strategies and steps taken by songket zainal in increasing brand awareness in the local fashion industry.

RESULTS AND DISCUSSION

The strategy implemented by Zainal in increasing revenue in the Local Fashion industry.

Strategies applied by Songket Zainal Brand in improving Income.

At the time of the interview, many informants stated the same thing, namely that Brand Songket Zainal not only relies on direct sales in galleries, but also actively utilizes communication with customers to understand market needs. Some customers said that they often provide input on the model, color, and type of songket that is in demand, so that business owners can adjust sales and production strategies according to market demand.

This shows that the strategy implemented by Brand Songket Zainal in increasing revenue does not only focus on sales, but also on efforts to maintain good relationships with customers, maintain product quality, and carry out continuous innovation so that the business remains able to compete in the local fashion industry.

Product innovation carried out by Brand Songket Zainal Palembang City

Based on these findings, it can be understood that product innovation is an important factor that has the potential to increase revenue if done consistently and in accordance with market needs. Without product updates, businesses risk experiencing a decrease in consumer interest and loss of competitiveness. Therefore, the ability of business actors to read market opportunities, develop product creativity, and maintain a balance between traditional values and modernization is an important factor in maintaining the sustainability of the Songket Zainal business in Palembang City (Rahmadhani et al., 2025).

Inhibiting Factors in Increasing Revenue at Songket Zainal Brand Palembang City

This dependence has an impact on the instability of business income, because the number of buyers cannot be ascertained at all times. During an event, sales can increase significantly, but in periods without events, turnover tends to decrease dramatically. This condition shows that business continuity is greatly influenced by external factors that cannot be completely controlled by business owners (Rahmawati, 2023). In addition, competition between songket business actors is also increasingly felt when the number of tourist visits decreases, so that marketing strategies become less optimal if they only rely on direct sales at galleries (Putri, 2025).

These findings show that dependence on tourist visits and events in Palembang City is a significant obstacle in efforts to increase the income of the local fashion industry, especially in the Songket Zainal Brand. This condition emphasizes that business actors need to innovate marketing strategies, such as expanding digital promotion, strengthening online sales, and building market networks outside the city of Palembang so that they do not only depend on the momentum of certain tourism and events (Fazila, 2024). Thus, business sustainability can be better maintained even though the intensity of tourist visits has decreased.

Increase in Raw Material Prices

The price of raw materials not only affects the production process, but also affects marketing strategies and overall business sustainability. In a culture-based local fashion business such as songket, product quality is the main value that is not easy to reduce. Therefore, business actors are required to be able to manage production costs effectively so that they can remain able to compete in the market without eliminating the cultural identity inherent in the product (Prasetyo, 2024).

The analysis of these findings shows that the ability of business owners to manage production expenses is an important key in dealing with the increase in raw material prices. Strategies such as establishing cooperation with regular suppliers, making efficient use of materials, and creating product innovations with price variations are steps that can be taken to maintain income stability. With proper management, the obstacles to rising raw material prices can be minimized so that businesses can survive and thrive in the midst of competition from the local fashion industry (Nugroho & Lestari, 2025).

Limited Labor and Low Production Consistency

In the context of the local fashion industry, production continuity is one of the important indicators in maintaining the stability of business income. If production does not run smoothly, then the distribution of products to the market will also be disrupted. This has an impact on declining business competitiveness, especially when it comes to competing with modern fashion products that have a faster and more structured production system (Putra, 2025).

Limited labor and low production consistency are serious obstacles in increasing business income. Therefore, strategies such as regeneration of young weavers, skills training, work motivation, and more effective production management are needed so that business continuity is maintained and increased (Indriyani).

Dependence on Tourists and Buyers from Outside the City

These findings show that dependence on tourists and buyers from outside the city is one of the inhibiting factors in increasing business income. When the flow of tourists decreases, the purchasing power automatically

decreases so that the business experiences a decrease in turnover. This condition is in line with the opinion that the business sector that depends on the mobility of tourists will be very vulnerable to changes in the external situation such as a decrease in tourist visits, economic conditions, and the lack of regional events (Sari & Putra, 2025).

Dependence on external markets shows that businesses do not fully have stable local market forces. Therefore, a market diversification strategy is needed through product innovation, digital marketing, and increasing local people's interest in songket products so that business income can be more consistent and not only dependent on tourists (Pratama et al., 2025).

CONCLUSION

Based on the results of research on strategies to increase income in the local fashion industry at the Songket Zainal Brand in Palembang City, it can be concluded that the strategy implemented has shown quite good efforts in facing market competition. The Songket Zainal brand utilizes offline and online marketing as a step to expand consumer reach. Direct sales in stores are still a mainstay, but the use of social media has also begun to contribute to attracting consumer interest from outside the region. In addition, product innovation carried out through the development of motifs, designs, and price variations is one of the important strategies to adapt products to market needs and tastes without eliminating the cultural value of Palembang's songket.

Product quality is also a major factor in maintaining consumer trust. The use of good raw materials and a meticulous production process make songket products have a high selling value. The market segmentation reached shows that most of the consumers come from outside the region, especially tourists who buy products as typical souvenirs of Palembang. However, in an effort to increase revenue, Brand Songket Zainal still faces several obstacles, such as rising raw material prices, limited weaver labor, and dependence on consumers from outside the region. Therefore, although the strategies applied

Based on this conclusion, it is suggested that Brand Songket Zainal can further optimize digital marketing, not only through social media but also by utilizing marketplaces to expand market reach. In addition, product innovation needs to continue to be developed in order to be able to attract the interest of various groups, especially the younger generation. Cooperation efforts with the government and related institutions are also important to support business development as well as cultural preservation. On the other hand, attention is needed to the regeneration of the weaver workforce through training and empowerment so that the sustainability of production is maintained. For the government, it is expected to provide support through training programs, capital assistance, and the organization of events or exhibitions to increase the promotion of local products. Meanwhile, for future researchers, it is hoped that they can develop research with a broader approach and variables to obtain more in-depth results related to income increase strategies in the local fashion industry.

SUGGESTIONS

It is recommended to further optimize digital marketing strategies as an effort to expand market reach. The use of social media is not only focused on promotion, but also as a means of building interaction with consumers and increasing customer trust. In addition, the use of marketplace platforms needs to be increased so that products are more accessible to consumers from various regions. Product innovation also needs to continue to be developed, both in terms of motifs, designs, and price variations, so that it can attract a wider market interest, especially the younger generation, without eliminating the typical cultural value of songket. On the other hand, product quality must be maintained through good selection of raw materials and a meticulous production process. To overcome the limited workforce, efforts to regenerate weavers through training and community empowerment are needed so that production sustainability is maintained.

It is recommended to provide more optimal support for the development of the local fashion industry, especially songket crafts. This support can be in the form of training programs, business coaching, and capital assistance for business actors. In addition, the government is expected to actively organize exhibitions, cultural events, and tourism promotions that can increase the attractiveness of local products in the wider market. The role of the government is also important in maintaining and preserving regional cultural heritage so that it continues to exist in the midst of development

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