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The Role of Cooperatives in Green Marketing for Ciwaringin Natural Dye Batik Craftsmen: An Islamic Economic Perspective on Ta'awun

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Abstract
This will help MSMEs in Kuningan Regency to developmore effective marketing strategies and increase sales. This study examines the role of cooperatives in supporting the implementation of green marketing among natural dye batik artisans in Ciwaringin, focusing on the cooperative's role as an educator and facilitator in developing sustainable businesses. Qualitative methods were used, with data collected through observation, interviews, and literature review. These data were then analyzed descriptively to understand the various activities carried out by the cooperative in supporting its members. The results show that KSU Anugrah Batik actively carries out an educational role through training, outreach, and mentoring that helps artisans understand the process of producing batik using natural dyes. The cooperative also facilitates production and marketing activities through the use of digital media, exhibitions, and strengthening business networks. The development of green marketing still faces several challenges, particularly the lengthy production process, differences in skills among members, limited consumer understanding of the value of environmentally friendly products, and the availability of natural raw materials that are affected by environmental conditions. Various efforts undertaken by the cooperative have had a positive impact on improving artisan skills, expanding market access, and growing awareness of environmental protection through the use of natural dyes. In addition to these educational and facilitative roles, this study also found strong practices of mutual assistance (ta'awun) among cooperative members, particularly when facing production constraints, reflecting the value of mutual cooperation as a fundamental principle of Islamic economics. These findings confirm that cooperatives play a crucial role in strengthening business sustainability while supporting more environmentally responsible economic practices.

Keywords: - *Based Marketing Strategy, Consumer Interest, MSMEs*
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INTRODUCTION

The increasing public concern for environmental conditions in recent years is inextricably linked to the growing number of ecological problems that are increasingly being felt, ranging from water pollution and the accumulation of industrial waste to the overall decline in environmental quality (Daud, Abdullah, & Darwis, 2022). This situation is slowly shifting people's mindsets in their daily lives, including when selecting and purchasing products. Consumer considerations are no longer limited to affordability or product quality alone, but have expanded to broader aspects, such as how a product is produced and the extent to which the production process puts pressure on the environment. This shift in consumer orientation has ultimately encouraged businesses to redesign their business strategies to align with market demands, which are increasingly focusing on sustainability principles (Fataron, 2022).

The business world's response to this dynamic has given rise to various marketing approaches that are beginning to integrate environmental dimensions more seriously into business activities. Green marketing is one concept widely adopted in response to these changes. Broadly speaking, this approach encompasses the entire range of business activities, from production and promotion to distribution to consumers, always considering the environmental impact at every stage (Kadek, Cahyaning, & Sedana, 2025). Implementing green marketing is not only a step to build a company's reputation in the public eye, but also a strategic instrument to strengthen a business's position in long-term competition.

The relevance of green marketing is increasingly apparent in the context of micro, small, and medium enterprises (MSMEs), which have proven to be one of the backbones of the Indonesian economy. The role of MSMEs is quite vital, given their significant contribution to creating job opportunities for the community and driving national economic growth. In line with this strategic position, MSMEs are now facing increasing expectations from various parties to manage their businesses in a more environmentally responsible manner (Amrita et al., 2024). This push has prompted many business sectors to begin improving their production processes toward more environmentally friendly practices, not simply following the trend but as part of a more mature business development vision. Over time, green marketing has transformed into a crucial element in maintaining business continuity while boosting product value in the minds of consumers (Harahap, 2022).

The batik industry presents itself as a sector with significant potential for implementing a green marketing approach. Batik is not merely an economic commodity, but a national cultural heritage that has received international recognition. This industry has grown evenly across various regions and has become a source of livelihood for many people. As production scales expand, some batik industry players still rely on synthetic dyes in their manufacturing process. While these dyes offer relatively fast results with consistent color, the waste generated from the process requires proper management to avoid negatively impacting the environment surrounding production centers (Arvianti, Kartini, & Herlindawati, 2025).

Growing awareness of the importance of environmental sustainability has gradually encouraged a number of batik artisans to shift their choices to dyes sourced from plants and organic materials. Natural dyes are considered more environmentally friendly because their production process minimizes dependence on chemicals and produces significantly less hazardous waste. In addition to their positive impact on the ecosystem, natural dyes also contribute to the unique appearance of batik colors, resulting in products with greater aesthetic appeal and a more competitive selling price. These advantages make batik made from natural

dyes a commodity with significant potential for further development as a superior product based on sustainability principles (Safira, Rahmah, & Indainanto, 2024).

The development of natural dye batik can be seen in several batik centers spread across Indonesia, one of which is located in Ciwaringin Village, Cirebon Regency. This area has long been known as a center for batik production, emphasizing natural dyes as a strong identity for its products. The use of materials sourced from the surrounding environment reflects the local community's commitment to maintaining harmony between economic activities and environmental conservation efforts. Moreover, this practice is also a concrete manifestation of the preservation of local wisdom which continues to be maintained and passed down across generations.

The development of natural dye batik is inextricably linked to the active involvement of various parties who provide assistance to artisans. Cooperatives play a strategic role in this process. These institutions not only serve as economic entities that help meet the needs of their members, but also actively contribute to human resource capacity building through education, training, and sustainable business mentoring programs. Data from the Ministry of Cooperatives reveals that the number of active cooperatives in Indonesia will exceed 131,000 by 2024. This figure confirms that cooperatives remain a crucial pillar in strengthening the local economy and driving local community-based businesses.

Cooperative institutional practices are closely aligned with the values upheld in Islamic economics, beyond their economic and educational functions. One such value clearly reflected is the principle of ta'awun, or the spirit of mutual assistance, which serves as a fundamental foundation for muamalah (religious transactions), encouraging individuals to assist one another in good deeds and avoid any form of cooperation that leads to evil. In a community-based economic ecosystem like a cooperative, the value of ta'awun is evident in the habit of mutual assistance that develops among members when facing various difficulties, whether related to technical aspects of production, capital, or marketing.

This reality demonstrates that although the cooperative being studied is not a formal Sharia cooperative, the values embedded in the social and economic interactions of its members remain relevant for study within the framework of Islamic economic ethics. This approach, in particular, helps understand how solidarity and cooperation among members contribute to the sustainability of the natural dye batik business in Ciwaringin.

This research is designed to in-depth examine the role of cooperatives as educators and facilitators of green marketing for natural dye batik artisans in Ciwaringin. This research aims to provide a more comprehensive picture of the assistance provided by cooperatives in supporting the sustainability of environmentally conscious batik businesses, while also broadening the scope of research on the relationship between cooperatives and green marketing within a creative economy ecosystem rooted in local wisdom.

RESEARCH METHODOLOGY

This study uses a descriptive qualitative approach to gain a deeper understanding of the role of cooperatives in supporting green marketing among natural dye batik artisans in Ciwaringin. This approach was chosen because it is considered appropriate for describing social phenomena based on real-world experiences and activities. As explained (Sugiyono, 2020) qualitative research positions the researcher as the primary instrument in exploring and analyzing the natural conditions of the object. Data collection was conducted through three

methods: direct interviews with the management of KSU Anugrah Batik, observations of natural dye batik management activities, and literature searches from relevant books, journals, and documents. All collected data were then analyzed through a systematic process of grouping, reviewing, and interpreting information. This process is carried out to ensure that the resulting picture truly reflects the field conditions in a comprehensive and contextual manner. In this way, the research findings are expected to explain in detail how cooperatives carry out their role in encouraging the implementation of green marketing among natural dye batik artisans in Ciwaringin.

RESULTS AND DISCUSSION

1. Green Marketing Education by Cooperatives

The implementation of green marketing in natural dye batik businesses cannot be optimal without a strong educational foundation for those involved (Cahyani, Praswati, & Sabarwo, 2024). Craftsmen need to have a sufficient understanding of the importance of using environmentally friendly materials, sustainable production processes, and the added value inherent in green products so that these principles can be consistently implemented in their daily operations (MS, 2020).

Cooperatives hold a strategic position in realizing this. As institutions close to their members, cooperatives not only engage in economic activities but also serve as shared learning spaces that help members gradually develop business knowledge and skills. Member education is one of the primary functions of cooperatives, aimed at improving the quality of human resources so they can manage and develop their businesses independently and sustainably (Sobarna, 2022)..

KSU Anugrah Batik actively carries out its educational function for its members through a series of activities directly related to the use of natural dyes in the batik production process. These educational activities are delivered in stages through outreach, training, and mentoring tailored to the artisans' needs. The material provided is quite diverse and not limited to batik-making techniques. Participants also receive an in-depth introduction to various types of natural raw materials, how to process colors from these sources, proper dyeing techniques, and methods for maintaining optimal dye quality.

Through this ongoing learning process, artisans increasingly understand the characteristics of natural dyes, their unique characteristics, and how they are handled, which differentiate them from synthetic chemical dyes.

Statements from informants further support these findings. A member of the KSU Anugrah Batik Management explained that the learning process is designed in stages so that each member can fully understand the production process.

"The most important thing is the introduction process, from how to make the dyes, to the dyeing process, to the sealing process. Everything is done in stages so that members understand each process." (Interview with KSU Anugrah Batik Management).

This statement demonstrates that the cooperative prioritizes a hands-on, hands-on learning approach. Artisans don't just sit and receive theoretical explanations but are also given the opportunity to try and practice each stage of natural dye batik production themselves. This learning pattern has been shown to help members understand the relationship between raw material quality, processing methods, and the resulting output. Knowledge honed through real-world experience tends to be easier to digest and apply in daily business activities. Education

within a cooperative environment will achieve better results if members are actively involved in the learning process, ensuring that the skills they develop are truly relevant to the needs of their businesses (Leoni & Marwan, 2025).

The cooperative's educational efforts extend beyond the technical aspects of production to a deeper dimension, fostering environmental awareness within each member. Cooperative administrators routinely convey the various benefits of using natural dyes as part of their commitment to environmental sustainability. This understanding is crucial, given that some artisans were previously more accustomed to synthetic dyes, which require a relatively shorter dyeing process. As the education process progresses consistently, members begin to realize that natural materials possess unique ecological value, which can actually enhance the appeal and competitiveness of their products in the marketplace.

Green marketing isn't just about promoting eco-friendly products. It encompasses a long process of building business awareness of their responsibility to environmental sustainability in every aspect of their business activities (Yandi, Muklhlis, & Zaglad, 2023). This awareness ultimately forms a strong foundation for businesses to produce products that are not only economically valuable but also have a positive impact on the surrounding environment.

Interviews also revealed that the cooperative provides members with an understanding of the fundamental differences between natural and synthetic dyes in terms of their characteristics and environmental impact. Informants stated that natural dyes produce production waste that is much easier to manage because all the ingredients are sourced from nature.

"Natural dyes don't produce waste like synthetic dyes. The ingredients come from nature, and the waste can still be reused." (Interview with the Management of KSU Anugrah Batik).

This statement emphasizes that the education provided by the cooperative encompasses more than just technical production matters. Members are also guided to understand the importance of maintaining harmony between economic activities and environmental responsibility. This understanding is a crucial component in implementing green marketing, as embedding environmentally friendly values within a product has been proven to enhance its appeal to consumers. The application of green marketing contributes to increased product value, as consumers increasingly focus on sustainability in their purchasing decisions (Devi & Firmansyah, 2024).

The cooperative's educational activities have also had a tangible impact on increasing members' capacity to manage their batik businesses more independently. Artisans previously unfamiliar with natural dye processing techniques gradually became able to run their own production processes after participating in a series of training sessions and mentoring sessions. This collaborative learning process also provided a space for members to share experiences and hone their skills. The interactions among members fostered the flow of knowledge transfer, allowing understanding of environmentally friendly batik production to continue to grow and develop within the cooperative's ecosystem.

Developing environmentally-based businesses requires a continuous educational process to ensure that entrepreneurs fully understand the economic and environmental value of their products (Wati, Mauludin, & Janah, 2024). Understanding these two dimensions will facilitate entrepreneurs in building a strong, unique, and highly competitive product identity in a competitive marketplace.

2. Production and Marketing Facilitation

The implementation of green marketing in natural dye batik businesses does not solely depend on the craftsman's understanding of environmentally friendly concepts. Concrete support in the production and marketing processes also plays an equally important role (Wibowo et al., 2023). The Anugrah Batik Cooperative (KSU) exists to meet this need through various forms of facilitation designed to help members maintain product quality while providing broader market access. The cooperative's presence is particularly significant given that most craftsmen still operate on a small scale and require assistance to sustainably expand their capacity.

Research findings show that the cooperative is directly involved in assisting members throughout the natural dye batik production process. This assistance is realized through the provision of information regarding the raw materials used, appropriate dye processing techniques, and various practical knowledge gleaned from field production experience. Through this facilitation, members have sufficient space to discuss and share their understanding of the various challenges that often arise in the dyeing process. These activities ultimately help craftsmen produce more consistent products that maintain the distinctive character of the natural dye batik that is the identity of Ciwaringin.

Cooperative administrators revealed that production assistance is provided directly to members who encounter difficulties in the dyeing and dyeing processes.

"If a member experiences difficulties, they are usually accompanied and helped to observe the process, from dyeing to dyeing, so that the results are better." (Interview with KSU Anugrah Batik Administrator)

This statement demonstrates that the cooperative serves more than just a shelter for artisans. The cooperative also serves as a problem-solving partner, ready to assist members when they encounter obstacles during the production process. This direct assistance allows members to find solutions more quickly, ensuring production activities are unimpeded and continue running smoothly. One of the primary functions of a cooperative is to provide tangible services and support to members to increase their business productivity through solid collaboration and consistent mentoring (Solihin, 2023).

The cooperative's support for its members extends beyond production to product marketing. Interviews revealed that the cooperative actively helps introduce natural dye batik to the wider community. Initially simple, marketing activities have now expanded to include various digital platforms, expanding consumer reach. This use of digital technology is a strategic step in helping artisans promote the benefits of their environmentally friendly products to a wider market. Informants explained that members' product promotions are conducted through several easily accessible and everyday platforms. "Marketing now utilizes a lot of social media like Facebook, WhatsApp, Instagram, and TikTok. Members' products are also promoted through these platforms." (Interview with the Management of KSU Anugrah Batik).

However, the most common promotion is through direct word-of-mouth communication and personal conversations via WhatsApp and Instagram. This method is considered more effective because it builds consumer trust in a more personal and organic way. Through this approach, consumers who become familiar with the product come not only from around Ciwaringin but also from other areas. This demonstrates the cooperative's role as a bridge connecting artisans with a broader market. Consistent communication and promotion are key factors in developing environmentally-based businesses because they can more effectively convey the product's value to the community (Jennah & Ismail, 2023).

Cooperatives also facilitate the connection between members' products and broader market opportunities. Cooperative administrators explained that members' batik creations are often showcased at exhibitions, guest visits, and various promotional events involving external parties. These opportunities provide artisans with the opportunity to directly introduce their products to potential consumers while simultaneously expanding their established business networks.

The role of cooperatives in facilitating marketing is inseparable from the green marketing spirit that underpins the artisans' businesses. Batik is no longer simply a patterned textile product; it is positioned as an ecologically valuable product created through a production process using natural materials and with a focus on environmental sustainability. Information about this environmentally friendly process is a unique selling point, leading consumers to view this product as more than just ordinary batik cloth. Green marketing thrives through businesses' ability to convey the environmental values embedded in their products to consumers, developing these values into a competitive advantage that is difficult to match in the marketplace (Ibrahim, 2024).

The concrete implementation of green marketing can strengthen the competitive position of MSMEs because the resulting products possess a distinctive character and identity that distinguishes them from similar products. This identity will be further strengthened with the support of marketing strategies that can reach consumers more broadly and sustainably (Putri & Indrawati, 2025).

3. Challenges of Green Marketing Development

The development of green marketing in the natural dye batik industry opens up opportunities for artisans to produce products rich in environmental value while also having high market value. The development journey is certainly not always smooth, as a number of challenges must be overcome to maintain business continuity. These challenges encompass various aspects, from the production process and human resource development to expanding market reach (Ningsih & Sakdiyah, 2024). Research findings show that the Anugrah Batik Business Association (KSU) continues to assist its members in overcoming these obstacles through consistent coaching and facilitation.

One of the most significant challenges is the lengthy production process for natural dye batik compared to synthetic dyes. The nature and characteristics of natural dyes require artisans to undergo several production stages with a high level of precision to ensure optimal color penetration into the fabric fibers. The process, from boiling the raw materials, to extracting the color, dyeing, and then locking the color, takes considerable time. This presents a significant burden for artisans, especially when they must fulfill large orders within tight deadlines.

Cooperative administrators explained that to achieve the desired color, the dyeing process often has to be repeated more than once, increasing production time.

"Using natural dyes is indeed a longer process. Sometimes it has to be dyed several times to achieve the desired color." (Interview with KSU Anugrah Batik Administrators).

This statement emphasizes that working with natural dyes requires a higher level of patience and skill from the artisans. Each natural material possesses unique and distinct color properties, so the final result is greatly influenced by the type of material used, the processing method, and even the weather conditions during the drying process. The lengthy production

process and the need for specialized skills to maintain color consistency are major challenges in developing natural dye batik.

The artisans' mastery of dyeing techniques is also a determining factor in the successful implementation of green marketing. Based on observations and interviews, the skill level of members in processing natural dyes is not uniform. New members generally require intensive guidance to understand how to mix ingredients, boil them, and apply the correct dyeing techniques. This difference in experience results in uneven color quality among artisans.

This situation encourages cooperatives to continue intensifying training and mentoring programs to ensure the skills of all members are developed more equitably. Improving the quality of human resources is one of the challenges cooperatives frequently face in developing their members' businesses. Continuous education and training programs are a strategic step that cannot be ignored to maintain the quality of the products produced (Hidayah, Fajar, Putra, & Saifuddin, 2022).

Another challenge identified in this study concerns the marketing of natural dye batik. Although public awareness of environmentally friendly products continues to grow, consumer understanding of the unique qualities of natural dye batik remains highly variable. Some consumers tend to focus more on price and product appearance without delving deeper into the production process, which is the core value of natural dye batik. This situation encourages artisans and cooperatives to continue disseminating information about the benefits and advantages of their products.

Cooperative administrators stated that consumer education remains an ongoing effort to help people distinguish natural dye batik from synthetic dyes.

"Some still judge batik solely by its color. However, the process and materials used are also important values that buyers need to understand." (Interview with KSU Anugrah Batik Administrators).

This statement emphasizes that green marketing challenges exist not only at the production level but also at the stage of effectively conveying product value to consumers. The success of green marketing depends heavily on how well businesses communicate their products' environmental benefits so that the market understands and appreciates them.

MSMEs need to design marketing strategies that build a strong product identity to solidify their competitiveness in an ever-evolving market (Majid & Faizah, 2023). The use of digital media by cooperatives has contributed to expanding their marketing reach, although competition with other batik products in the market remains fierce. Natural dye batik products need to be able to more prominently showcase their unique characteristics and added value to attract consumers amidst the multitude of available choices.

Another challenge relates to the availability of natural raw materials used in the production process. Natural dye batik relies heavily on various types of plants as color sources, making its supply vulnerable to seasonal conditions and environmental changes. Craftsmen need to ensure the availability of these raw materials to ensure uninterrupted production. This situation demands careful resource management and solid cooperation between artisans and various parties involved in the natural dye batik development ecosystem.

Impact on Craftsmen and the Environment

The implementation of green marketing through the use of natural dyes has brought about significant changes in the lives of batik artisans in Ciwaringin. These changes are most noticeable in the improvement of production skills, the opening up of market access, and the

growing awareness of artisans about the importance of implementing a more environmentally responsible production process. Cooperatives play a central role in driving this process through a series of mentoring and facilitation activities implemented in a phased and planned manner (Sundari & Junedi, 2024).

The most immediate impact is their increased ability to process natural dyes. Artisans who previously only followed traditional production patterns passed down through generations are now able to understand and practice dyeing techniques independently after receiving intensive mentoring from the cooperative. This development demonstrates that the knowledge transfer process within the cooperative ecosystem is quite effective.

These changes were also directly reflected in the statements made by informants in interviews.

"Now the members understand more about how to make natural dyes and can do it themselves after being mentored." (Interview with KSU Anugrah Batik Administrators).

This statement emphasizes that the learning process does not stop at a purely theoretical level, but rather truly results in improved skills that can be directly applied in daily production activities. Cooperatives play a strategic role in building the capacity of their members through consistent and ongoing educational and mentoring programs (Susanto & Noviantoro, 2022).

Positive impacts are also beginning to be felt in product marketing. Natural dye batik produced by artisans now reaches a wider market thanks to the cooperative's active digital promotional efforts. This opens up real opportunities for increasing artisans' incomes, despite the still-tight competition with other batik products in the market. Green marketing can boost the competitiveness of MSME products when the environmental values inherent in the products are clearly and convincingly communicated to the market (Andrean & Tamamudin, 2026).

Changes are also felt in the environmental dimension. The use of natural dyes in the production process contributes to reducing the potential for chemical waste, which has historically been a consequence of the use of synthetic dyes. The production process is now more in harmony with the surrounding environment and encourages artisans to be more careful and wise in utilizing available raw materials. Production practices based on natural ingredients have been proven to contribute to the growth of environmental awareness among MSMEs in a more organic and sustainable manner.

4. The Value of Ta'awun in the Practice of Cooperative Mentoring

The mentoring practices implemented by the Anugrah Batik Cooperative demonstrate the value of mutual assistance, or ta'awun, in developing members' businesses. This value is reflected in the relationship established between the cooperative and artisans through training, production assistance, and the sharing of experiences in resolving various challenges encountered during the natural dye batik production process. The mentoring is not solely focused on improving business results but also aims to strengthen members' capabilities so they can grow collectively.

Research shows that the cooperative's management does not leave members to face production difficulties alone. When challenges arise in the dyeing or dyeing process, the management and other members provide guidance based on their experience. This relationship fosters participatory collaboration and strengthens the bonds between members within the cooperative.

This was conveyed by an informant: "If a member experiences difficulties, we usually help them together, review the process, and find solutions to improve the results." (Interview with KSU Anugrah Batik Administrators).

This information demonstrates that the cooperative's mentoring extends beyond providing information and has developed into a culture of mutual support among members. The relationships built through this collaboration align with the concept of ta'awun, which emphasizes the importance of mutual assistance in good deeds and providing benefits to others. The value of ta'awun in Islamic economics serves as the foundation for cooperation aimed at creating mutual benefits and improving the welfare of society (Yolleng, Haddade, & Fatmawati, 2023).

The cooperative's mentoring program also strengthens knowledge sharing among artisans. More experienced members actively help their colleagues understand natural dye processing techniques and maintain consistent product quality. This naturally occurring learning environment fosters a sense of shared responsibility for the sustainability of their businesses. Cooperatives are fundamentally built on a spirit of togetherness and cooperation, enabling members to support each other to achieve better economic goals (Yopiana, Kusrini, & Dolorosa, 2025).

The value of mutual assistance (ta'awun) fostered in these mentoring practices significantly contributes to the sustainability of the natural dye batik business in Ciwaringin. Members' willingness to help each other and share experiences strengthens business resilience in facing various challenges, both in production and marketing. This reality demonstrates that the success of green marketing development is not solely based on economic factors but also on the value of togetherness, which serves as essential social capital within the cooperative ecosystem. This spirit of mutual assistance and cooperation in economic activities can strengthen community empowerment and promote greater business sustainability (Wati et al., 2024).

CONCLUSION

The Anugrah Batik Cooperative plays a crucial role in supporting the implementation of green marketing among Ciwaringin's natural dye batik artisans. This role is reflected in various educational activities that help members understand the use of natural dyes more deeply, while also improving their production skills through ongoing training and mentoring. The cooperative also functions as a facilitator by supporting the smooth production process and expanding product marketing reach through digital media, exhibitions, and the development of a broader business network.

The journey to developing green marketing is undoubtedly still overshadowed by several challenges related to the lengthy production process, differences in skill levels among members, unequal consumer understanding of the value of environmentally friendly products, and the issue of the sustainable availability of natural raw materials. The various efforts implemented by the cooperative have proven to have a positive impact on both artisans and the surrounding environment. Improved member skills, wider market access, and growing awareness of the use of more environmentally friendly materials demonstrate that the cooperative functions not merely as an economic institution but also as a means of empowerment that contributes to the sustainability of the natural dye batik business in Ciwaringin.

This study also found that relations between cooperative members are built on the value of ta'awun or mutual assistance, which is reflected in the habit of helping each other in aspects of knowledge, production techniques, and marketing. This finding shows that Islamic economic

values, especially ta'awun, can be present organically in cooperative institutional practices even though they are not formally based on Sharia, thus enriching the perspective of studies on the relationship between people's economic institutions and Islamic muamalah ethics.

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