

THE APPLICATION OF ASOCA ANALYSIS ON COMPETITIVENESS IMPROVEMENT STRATEGIES MUSLIM CLOTHING IN THE ASEAN REGION

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Abstract : *Indonesia is a strategic country, including the fourth most populous country and the country with the most Muslim occupation. This makes Indonesia a target place for marketing products or being the most productive market share for Muslim clothing. Since globalization, trade has become free so that Muslim clothing business people face a lot of competition, namely domestic competition and foreign competition. To win the competition must have a specific strategy that is increasing the competitiveness of its products. The problem arises namely: how is the Islamic view of trade and how is the strategy to improve the competitiveness of Muslim clothing? The problem solving method is descriptive qualitative analysis which aims to provide a descriptive description of the subject based on data from the variables obtained by the group of subjects studied. Islam also knows free trade because the principle of trade in Islam is actually freedom. This means freedom in conducting transactions between buyers and sellers on the basis of pleasure (sincerity) and there is no coercion. Muslim clothing business players can compete with Muslim clothing products from other countries in ASEAN and outside ASEAN through the application of ASOCA analysis and need to also develop a good planning schedule in the short and long term.*

1 INTRODUCTION

The country of Indonesia is a country that has a very good geographical location, because between the two continents (Asia and Europe) and two samudra (Pacific and Indian) a strategic position in the intercontinental trade route. The types of trade have the following names:

- a. Sea silk trade is a route from China and Indonesia through the Malacca Strait to India.
- b. Sea trade between India, China and Indonesia began in the first centuries BC.
- c. Trade in the era of traditional kingdoms that have a political capitalist nature.

In the face of intense competition in the Asia and ASEAN region, companies must be able to meet the desires of consumers. Especially in winning competition in the ASEAN region with the entry into force of the agreement of the ASEAN Economic Community (AEC) or the ASEAN Economic Community (AEC). As for the efforts that companies must make to be able to compete with existing industries, there needs to be efforts so that the products produced are in demand by consumers so that these products have competitiveness with products from other countries, especially the Asia and ASEAN regions. Companies can choose how to compete through various methods including the lowest price or quality products. Competitiveness is productivity which is defined as the output produced by the resources of a company.

What strategies will the company use to improve the competitiveness of products produced in order to compete with Asian and ASEAN countries, for example China after the ACFTA agreement (ASEAN-Chinese Free Trade Area) which took effect on January 1, 2010 and ASEAN countries after the agreement MEA (ASEAN Economic Community) on January 1, 2016. Strategy is an effort in how goals can be achieved by using available resources and strive to overcome the difficulties and challenges that exist.

The importance of trade between ASEAN and the need for this community as a whole to look forward and have the main characteristics namely:

- a. Single market and production base.
- b. Competitive economic zone.
- c. The area of equitable economic development.
- d. Regions are fully integrated in the global economy.

With the existence of trade between ASEAN countries, each country can expand its market so that its products, for example Muslim clothing, can enter other countries, for example, enter Indonesia easily. This flood of Muslim clothing from outside the Muslim clothing business must be able to increase the competitiveness of its products in order to compete with Muslim clothing from other countries.

While those used to improve the competitiveness of Muslim clothing use ASOCA (Ability, Strength, Opportunities, Culture and Agility) analysis.

Indonesia is a predominantly Muslim country and is a good market for Muslim clothing products. To improve the competitiveness of Muslim clothing in order to succeed in their own country what should be done by manufacturers or Muslim clothing business people. Formulation of the problem, from the background description above, a problem can be formulated, namely: "How is the application of ASOCA analysis to the strategy to improve the competitiveness of Muslim clothing"?

2 LITERATURE REVIEW

These ASEAN communities form ASEAN as a single market and production base, making ASEAN more dynamic and comparative with mechanisms and measures to strengthen the implementation of new economic initiatives, form a highly competitive region, and make an area with equitable economic development and also integration with the world economy. With the existence of free markets in the ASEAN region, competition has become tighter, technological advances are fast and markets are increasingly comparable and dynamic.

The start of the establishment of the ASEAN Economic Community began at the Summit held in Kuala Lumpur in December 1997, where ASEAN leaders decided to change ASEAN by becoming a prosperous, stable and competitive region. And at the 12th Summit in January in Cebu, the Philippines approved and the signing of the Cebu Declaration on the Acceleration of the Establishment of the ASEAN Community in 2015. In particular the leaders agreed to accelerate the formation of the ASEAN economic community in 2015 and to turn ASEAN into a region with free trade goods, services, investment, skilled labour, and freer flow of capital. The ASEAN Economic Community is the realization of the ultimate goal of economic integration adhered to in the 2020 vision, which is based on the convergence of the interests of ASEAN members to deepen and expand economic integration through existing and new initiatives with clear boundaries. In establishing an ASEAN Economic Community (AEC), ASEAN must act in accordance with open, outward-oriented, inclusive, and market-oriented economic principles that are consistent with the multilateral rules and compliance with the system and the implementation of effective rules-based commitments.

The ASEAN Economist Community will overcome the development gap and accelerate the integration of Cambodia, Laos, Myanmar and Vietnam through the Initiative for ASEAN Integration and other regional initiatives. In addition to removing barriers that significantly interfere with cross-border economic activities in the ASEAN region and are implemented into four main pillars, namely:

- a. Making ASEAN a single market and international production base (single market and production base) which includes elements of free flow of goods, services, investment, educated labour, and freer capital flows.
- b. Realizing ASEAN as a region with high economic competitiveness (competitive economic region). This high competitiveness economy must have competition regulations, consumer protection, intellectual property rights, infrastructure development, taxation, and e-commerce.
- c. Creating ASEAN as a region with equitable economic development (equitable economic development) which includes elements of small and medium business development.
- d. Making ASEAN a region that is fully integrated with the global economy (integration into the global economy), through the element of building an industry to improve coordination of member countries and increase participation in global production networks.

The presence of the AEC is an opportunity to improve quality, quantity and actually can be the first round to develop various qualities related to the economy in the Southeast Asian region. AEC must be addressed as a good opportunity because all obstacles in the trade of goods and services in the Southeast Asian region will be removed. With the AEC, Indonesia should be able to improve the quality and quantity of exported goods, which

in turn will increase Indonesia's income. This free market competition from the investment side will be able to create a climate that supports the entry of foreign capital that can stimulate economic growth through job creation, increase technological development, use of natural resources, and younger access to world markets.

In the corporate environment that the strategy has a very important role for the achievement of company goals, because the strategy provides direction for action, and the way how the action must be carried out so that the desired goals are achieved. This strategy has an important role in achieving the management objectives of a company, namely:

- a. Strategy as a support for decision makers.
- b. Strategy as a means of coordination and communication
- c. Strategy as a target.

In the corporate environment, the strategy has a very important role for the achievement of objectives, because the strategy provides direction for action, and the way how the action must be carried out so that the desired goals are achieved. The strategy has three important roles, namely:

- a. Strategy as a support for making decisions. Strategy as an element to achieve success, a form or theme that provides a unified relationship between the decisions to be taken by individuals or organizations.
- b. Strategy as a means of coordination and communication. One important role of strategy is to provide a common direction for the company.
- c. Strategy as a target or target.

In general, the concept of strategy is combined with the mission and vision to determine where the company is in the future. In setting goals is not only done to provide direction for the preparation of the strategy but also to form the aspirations of the company, thus the strategy can also play a role as a corporate target.

Many organizations run two or more strategies simultaneously, but a combination strategy can be risky if it is carried out too far. There is also an organization or company that is struggling to survive might use a combination of various strategies. The types of strategies are as follows:

- a. Integration Strategy is a strategy used such as forward integration, backward integration, and horizontal integration.
- b. Intensification Strategy is an intensive strategy because it requires intensive efforts.
- c. Diversification Strategy is a strategy by differentiating or adding new products or services.
- d. Defensive Strategy is a strategy through cost rationalization, divestment, or liquidation.

In the business world competitiveness is productivity which is defined as the output produced by labour. The competitiveness of a country globally according to the World Economic Forum (WEF) is defined as the ability of the national economy to achieve high and sustainable economic growth. Indicators of global competitiveness are measured from the macroeconomic conditions, bureaucracy, and technology of a country. Firm competitiveness is different from state competitiveness. A company has competitive competitiveness when the company has something that is not owned by competitors, does something better than other companies or is able to do something that cannot be done by other companies. The concept of competitiveness is competition, here the role of openness to competition with competitors becomes relevant because competitiveness must consider several things, namely:

- a. Competitiveness covers a broader aspect of productivity or efficiency at a micro level, so the definition of competitiveness is the ability of an economy rather than the ability of the private sector or companies.
- b. Economic actors are not only companies but also include the government, and households and others. All integrated into one in a synergistic economic system.
- c. The aim and the final result of increasing competitiveness or an economy is nothing but increasing the level of welfare of the population in the economy.

But the word competitiveness will lose its meaning if an economy is a closed economy.

In economics we are familiar with conventional trading which can be interpreted as a process of exchange based on the will and voluntary of each party. Those involved in trading activities can determine the advantages and disadvantages of freely exchanging activities. Currently trading can be divided into two namely:

- a. General trade is the activity of buying and selling goods and / or services continuously with the aim of transferring the rights to the goods and / or services accompanied by compensation or compensation.
- b. Trading according to Islam is an element of freedom in exchanging transactions, but these activities are still accompanied by the hope of obtaining the good pleasure of Allah SWT and prohibiting coercion.

There are several things related to trade according to Islam:

a. The seller tries to provide the best service to consumers so that consumers will feel they have shopped according to Islamic sharia, where consumers do not buy goods as they wish but according to need.

b. The seller runs his business honestly namely the quality of goods sold according to the price, and the buyer is not stimulated to buy as many goods as possible.

c. The best thing is not the price that is regulated according to market mechanisms, but the halal status of goods sold is more important. With the concept of sharia trading, the majority of ordinary people will feel protected from inadvertent purchases of goods containing illicit elements contained therein.

In fact, the goods and commodities sold must apply to the open market, so that the buyer knows the market condition before making a large-scale purchase. The seller is not permitted to take advantage of the buyer's ignorance of the prevailing market conditions and prices.

Every activity of Muslims in life both vertically and horizontally has been regulated by provisions to be in accordance with what was ordered by Allah. The basis for each act must be based on legal sources that originate from the Koran and the Hadith. Likewise, trading in Islam must also be based on the legal basis derived from the Qur'an and Hadith. Islam is an ideology that comes from Allah, the All-Knowing and has a synchronizing economic order. This economic system is implemented by Islamic Government Institutions in the form of the Khilafah which has the characteristics of a protector (junnah) and a regulator (ra'in). The principle of khilafah in managing public life:

a. The government is fully responsible in managing the fulfilment of public life.

b. An absolute budget for public expenditure on public facilities and public facilities, the absence of which results in destruction.

c. Government institutions providing public goods and services for public livelihood are an extension of the state.

d. The state does not justify taking income from public facilities such as hospitals, public transport facilities and infrastructure including public roads.

e. Public goods industries with the status of public property must prioritize service functions rather than business functions.

f. Not justified the private government partnership model, KPS (Public Private Partnership, P3S).

g. Power is centralized, administration is decentralized.

h. Independence of the hegemonic and anti-colonial political agenda.

i. Service strategy refers to three things:

1). Simplicity of rules

2). Service speed

3). Performed by competent and capable individuals

Trading according to Islam, explains various ethics that must be carried out by Muslim traders in carrying out buying and selling. And it is hoped that by using and adhering to the Islamic trade ethics, a trade business and Muslims will progress rapidly because they always get the blessings of Allah SWT. Islamic trade ethics guarantees that both traders and buyers will benefit from each other. The Muslim trade ethics include:

a. Shidiq (Honest)

b. Amanah (Responsibility)

c. No cheats

d. Keep the promise

e. Generous

f. Not forgetting the afterlife.

International trade can be interpreted as a trade transaction between one economic subject and another economic subject, both on goods and services. The economic subjects in question are residents consisting of ordinary citizens, state or government departments that can be seen from the trade balance. In Islam a special international trade policy is carried out by the government to protect all its citizens, not only to protect certain groups, but in a fair way to protect all its citizens.

ASOCA analysis is identification as a systematic factor for formulating corporate strategies. This analysis is based on logic that can maximize abilities, strengths, opportunities, culture or customs and intelligence or sharpness of thought (Agility) as a whole can minimize threats and win the competition in the business world.

In making a decision, companies should consider internal factors that include abilities, strengths, and weaknesses as well as external factors that include opportunities, culture, and intelligence or sharpness of consumer thought. ASOCA analysis is used if the determinants of the company's strategy are able to maximize

the role of the factors of ability, strength and benefit of opportunities and consumer intelligence while at the same time acting as a tool to minimize the weaknesses contained in the body of the organization and suppress threats that arise and must be dealt with appropriately. ASOCA's analysis can also be used to help strategy analysis and logical references in a systematic discussion of the company's situation and alternatives about the company's situation and the main alternatives that the company might consider.

3 METHODOLOGY

The stages carried out in this study are as follows: begins by conducting a survey through observing the competitiveness of Muslim fashion, besides looking for additional data from literature such as previous research and literature to find the theories needed. The next step is to manage the data obtained and compare with the theories that have been obtained and then conclude a strategy which should be done by Muslim clothing business to win the competition by increasing the competitiveness of Muslim fashion in the ASEAN Economic Community.

In this study using qualitative research types of research that intends to understand the phenomenon of what is experienced by research subjects such as behaviour, perception, motivation, actions and others holistically and in a descriptive way in the form of words and language in a specific context naturally by utilizing various scientific methods. In this study, it is intended to describe the strategy of increasing competitiveness in the face of MEA.

In this study, the method of collecting data that the authors do are:

1). Interview is an information gathering tool by asking a number of questions verbally to be answered verbally as well.

2). Documentation is a researcher looking for and obtaining primary data through archiving in the form of recorded images or photographs, texts and so on.

Qualitative data analysis is an effort made by working with data, organizing data, breaking it down into manageable units, licensing, searching and finding what is important and what is learned and then deciding what can be told. The analysis is carried out after the data needed in this study is collected. The analysis process of reading, studying, and analysing the data obtained regarding the implementation of strategies to improve the competitiveness of Muslim fashion traders. Furthermore, from the analysis process the authors draw conclusions from general problems to specific problems.

4 FINDINGS AND DISCUSSION

Basically Islam really appreciates the market mechanism in trade and trade departs from the provisions of Allah SWT, that trade must be done well and with the same likes as stated in the Qur'an in the letter QS An-Nisa: 29 which means: "O people Believers, you must not eat your neighbor's property in a false way, except in the way of trade that applies with equal likeness among you. And do not kill yourself, surely Allah is the Most Merciful to you".

1. Islamic view of trade

Trade is an activity or trading activity. Islamic trade as trade in conventional economics, can be divided into two, namely:

a. Domestic trade is a trading activity that occurs within the country between fellow citizens and subject to the authority of the country concerned. In Islam, domestic trade does not require direct intervention from the government, it is sufficient to apply the Sharia-determined law of sale and purchase, here only general supervision is needed so that market participants are subject to Islamic law.

b. International trade (foreign trade) is trade activity carried out and takes place between citizens of different nations, not between individuals in the country. In international trade, every citizen, both Muslim and non-Muslim, has the right and freedom to import and export goods from or to any country they like without any ties or rules of thumb, with the terms that the goods exported and imported goods do not have a negative impact according to the rules fiqh (qawaidul fighiyyah). This is stated in the Koran in Al-Maliki's letter: "Every part of

a part is something that changes, if there is damage (dharar), then that part is prohibited while something that remains permanent."

In connection with exports and imports with non-Muslim countries, Islam allows it, as long as the traded goods are not strategic goods and are not used to fight the Muslims or as long as the goods are needed for the benefit of the people there is no prohibition. Although there is this freedom, the role of government in Islam is still needed as the influence of trade and oversight of business people in terms of the entry and exit of several commodities, especially strategic ones. In relation to influence, if the state sets certain conditions in international trade and citizens feel wronged with these conditions, then citizens can file a lawsuit or prosecution of a particular country.

In trading God also regulates the etiquette that must be obeyed when trading, where when the time has come for worship, trade activities need to be left to worship God as the word of Allah SWT in the letter Q.S. Al-Jumu'ah: 11: "And when they see commerce or play they disperse to go to him and they leave you standing (preaching). Say: What is in Allah's side is better than games and commerce, and Allah is the best provider of sustenance".

When carrying out trade transactions God commands that humans do it honestly and fairly. In addition to the Qur'an, there are also traditions about trades including: "From 'Abdallah bin' Umar radhiallahu'anhu that the Messenger of Allah sallamahu 'alaihi wa sallam said, A honest and trustworthy Muslim trader will (be gathered) with the Prophet, the people of Shiddiq and those who are martyred on the Day of Judgment (later) (HR. Ibn Majah. And Ad Daraquthni) ". This great hadith shows the superiority of a merchant who possesses these qualities, because he will be glorified with great virtue and a high position in the sight of Allah SWT by gathering together with the prophets, shiddiq people and martyrs on the day of doomsday.

The main objective of the trade liberalization policy is none other than developing countries throughout the world can open their markets to goods and investment from developed countries such as the United States and other countries which have superiority over developing countries. As a result, developing countries will continue to be the main consumers of the developed countries' investment and commodities. On the other hand, the policy makes developing countries more difficult to build a strong economic foundation because they continue to depend on industrialized countries. It is against this background that the countries in the Southeast Asian region who are members of ASEAN form a community called the ASEAN economic community.

Based on the description above, it can be concluded that basically Islam also knows free trade because the principle of trade in Islam is actually freedom, namely freedom to conduct transactions between sellers and buyers based on good pleasure (sincerity) and no coercion. Like the time of the Prophet that trade is always based on the principle of freedom, meaning that freedom is carried out by the parties concerned between the seller and the buyer. The freedom of trade can be seen from the actions of the Prophet who forbade city people to buy goods at low prices where the villagers were not given the freedom or opportunity to enter the city to sell their wares on the market. This is one of the causes of a long and long trading chain so that many people take advantage of the links. But if we compare with the current free trade system which is full of bonds and regulations. Trade institutions are free to contain many rules and do not free the seller and the buyer directly carry out the transaction.

2. Strategies for Increasing the Competitiveness of Muslim Clothing

The ASEAN Economic Community Agreement has been underway at the beginning of 2015, with the AEC there is actually a great opportunity for traders and producers of Muslim clothing to reach market potential and investment opportunities must be put to good use. To take advantage of this opportunity, there is also the biggest challenge for Muslim clothing business, namely how Muslim clothing business is able to determine the right strategy to win the competition. The role of government is particularly important to deliver them to be able to compete with other business actors in utilizing the AEC. Efforts that need to be done by the government include:

a. Improve product quality and standards

In order to increase this, the Muslim clothing business must be facilitated by the quality and product standard requirements required by the ASEAN market and outside ASEAN, namely by supporting technology to improve quality and productivity as well as introduction to business people in both Muslim clothing business and Muslim clothing traders.

b. Providing information access and promotion facilities abroad.

The most important part of the production process is the market problem. No matter how good the quality of the products produced, if the public or the market doesn't know, the product, which is Muslim clothing, will

be difficult to market. Therefore, information and promotion especially needed to be introduced in the ASEAN market must be further improved. The government provides facilities for overseas promotions by facilitating permits for exhibition activities. In the promotion of products abroad, it is also important for the government to pay attention to the readiness of Muslim clothing businesses in the supply of products to be marketed, it is better to avoid inviting Muslim clothing business people who are not ready. Hence, not only the quality and product design that must be considered but also the quantity and continuity of the product.

The number of Muslim clothes in the Indonesian market both from ASEAN countries, China and India are caused by globalization so that local Muslim clothing producers have difficulty selling because they lost in competition. And Indonesia is the largest Muslim population in Southeast Asia which has the greatest potential for marketing Muslim clothing. To win this competition, business people must have a business strategy involving decision making at the business unit level. In this level of strategy what is intended is how to compete. Useful approaches in formulating business strategies should be based on competitive analysis including:

a. The threat of new arrivals

New entrants in an industry can threaten existing competitors, because with the entry of new entrants can seize market share from Muslim clothing products.

b. Bargaining power of suppliers

Suppliers can put pressure on companies in an industry by raising prices and reducing the quality of goods to be sold. To overcome this, an agreement must be made with the supplier so that the price is determined for the product purchased.

c. Bargaining power of buyers

Purchasers usually buy a product at a cheaper price and ask for high quality and better service. This makes competition between companies in the same industry. To overcome this there are several companies in determining the price in the hands of the company that is the price already listed in the product.

d. Bargaining power of substitute products

Substitute or substitute product is one of competition in running a business. Therefore, the products offered should be in accordance with the trend, comfortable to wear and have good quality.

e. Competition between competitors

There is competition in the form of a race to get a position by using strategies such as price competition, promotion, improving services and so on. To overcome this, it is better to improve the quality of its products and sell at competitive prices and the expectations of products that are sold in the market and to improve better service.

In addition to the analysis of competition in order to win in the competition, business people need a good marketing strategy through marketing mix, including:

a. Product

The product is a complex property that is both tangible and intangible, including packaging, color, price, company and retailer prestige, company and retailer services, which are accepted by the buyer to satisfy his desires or needs. The product produced must be various types of Muslim clothing products and the dominant product is more in demand by consumers, namely new products. In order to be able to compete and win market competition, one must create new products by making physical changes such as colors, models, designs and so on so that the public (consumers) are not bored with the products offered.

b. Promotion

Promotion carried out by Muslim clothing business is to socialize its products by:

1). Above The Line (ATL). Promotions that use high-profile media such as mass media including television. Usually use the services of advertising agencies. Able to reach massive target audiences.

2). Below The Line (BTL). Promotion using low profile medium. Able done alone, the reach of the audience is limited to the amount made and not as large as ATL, for example banners and newspapers.

c. Distribution (place)

Distribution is an activity carried out by each company to make products that have been created or produced can be obtained and available to target customers or consumers, which can be done in this activity is to expand the marketing network. What businesses must do is prioritize and prioritize service and customer satisfaction by establishing a distribution strategy to market their products by opening strategic branches that can be reached by customers or consumers.

d. Price

The price of an item or suit is a determinant of market demand, the price can affect a company's competitive position and also affect its market share. For companies that price will provide a net profit. The price of an item can also affect the company's marketing program. Related to the price of the product produced, Muslim clothing that must be paid by the customer (consumer) must be affordable and appropriate in the market.

e. People

All people involved in the provision of services or sales, or people who are directly or indirectly involved in the service process itself and affect consumer perceptions such as name, personal customer and other customers in the service environment. Business actors in selecting their employees must be based on the right man and right place, including activities ranging from recruitment, training, motivation, retribution, and cooperation between employees.

f. Process

Process is an activity that shows how services are provided to consumers during the purchase of goods. Business processors often offer various forms of service for the purpose of attracting consumers. For example, free consulting services, product delivery, and service facilities that affect the company's image.

g. Physical environment (Physical evidence)

Physical environment is a state or condition that is also included in the atmosphere. Characteristics of the physical environment are the most visible aspects in relation to the situation are geographical conditions and institutional environment, decoration, space, sound, light, weather and layout that appear or important environment as an object of stimulation.

Every Muslim clothing business has different marketing strategies to improve its market competitiveness, the main thing is that Muslim clothing is of high quality, convenience, comfort and after sales service. In addition it must have the formulation of strategies that can be used as the embryo of success in marketing their products. The data analysis of this writing is a descriptive qualitative analysis which aims to provide a descriptive (descriptive) description of the subject based on data from the variables obtained by the subject group under study.

The strategy used to improve the competitiveness of Muslim clothing is by applying the ASOCA (Ability, Strength, Opportunities, Culture and Agility) analysis:

1. Internal factors

a. Ability

- 1). Has a sufficient number of Muslim clothing SMEs.
- 2). Abundant labor and relatively cheap wages.

b. Strength

- 1). Has a strong brand name and is well known to almost all of Indonesia such as Rabbani, Itang Yunas Collection.
- 2). Having Muslim clothing designers who are worldwide.
- 3). The emergence of young designers with product innovations that fit current trends.

2. External Factors

a. Opportunities

- 1). Muslim majority population
- 2). Public purchasing power tends to be consumptive.
- 3). The growth of the economy of the community so that it affects lifestyles.

b. Culture

- 1). Already a Muslim dress culture
- 2). Almost community activities wear Muslim clothing such as recitation, work and wedding receptions.

c. Consumer intelligence / sharpness (Agility)

- 1). Easy information obtained by consumers so many choices.
- 2). Buy at the time of promotion only.
- 3). Changes in consumer tastes.

After classifying various possibilities from internal and external in order to easily find the results of the ASOCA analysis can be seen below:

Table 1. ASOCA Matrix Diagram

Internal factors External factors	Ability (Ab) <ul style="list-style-type: none"> • Have SMEs in Muslim clothes with quite a lot. • Abundant labor and relatively cheap wages. 	Strengths (S) <ul style="list-style-type: none"> • Has a strong and well-known Brand name in almost all of Indonesia such as Rabbani, Itang Yunas Collection. • Having global Muslim clothing designers. • The emergence of young designers with product innovations that fit current trends.
Opportunities (O) <ul style="list-style-type: none"> • Muslim majority population • The purchasing power of people who tend to be consumptive. • The growth of the economy of the community so that it affects lifestyles 	Strategy AbO <ul style="list-style-type: none"> • Increase the production of Muslim clothing. • Broadening marketing through marketing strategies, namely the marketing mix so that consumers can easily reach. • Provide better service • Increase the ability and quality of the workforce so that they are skilled. 	Strategy (SO) <ul style="list-style-type: none"> • Increase and pay attention to the quality of the production of Muslim clothing • Intensive in advertising to further strengthen brand name. • Increase customer loyalty
Culture (C) <ul style="list-style-type: none"> • It's become a Muslim dress culture • Almost community activities wear Muslim clothing such as recitation, work and wedding receptions. 	AbC Strategy <ul style="list-style-type: none"> • Producing apparel products that are diverse, both colors, designs and models according to customer needs. • Conduct SME guidance and assistance to produce products that are preferred by consumers • Establishing the right marketing targets 	SC Strategy <ul style="list-style-type: none"> • Providing designers easy opportunities to create through national and international activities. • Conducting Muslim clothing exhibitions on a regular basis so that they are easily known by consumers
Agility (Ag) <ul style="list-style-type: none"> • Ease of information obtained by consumers so many choices. • Buy at the time of promotion only. • Changes in consumer tastes. 	AbAg Strategy <ul style="list-style-type: none"> • Producing Muslim clothing that consumers want. • Follow the development of consumer tastes • Lowering prices so that consumers want to buy the product even if not at the time of promotion. 	Sag Strategy <ul style="list-style-type: none"> • Determine the pricing strategy for appropriate Muslim clothing products. • Conducting market analysis in the form of a survey of consumer tastes before producing Muslim clothing

Based on the analysis described above it is expected that Muslim clothing business players can compete with Muslim clothing products from other countries in ASEAN and outside ASEAN. But it is also necessary to develop a schedule of plans both in the short and long term. Short-term plans include:

1. Hold promotional programs and be aggressive in advertising that can increase sales such as promo discounts at certain events.
2. Maintaining the quality of product ingredients by periodic control
3. Form a special team of controllers and assessors so that the quality of goods is guaranteed.
4. Always continuous improvement in human resource development programs, because it is something that is most important for the achievement of a strategic plan
5. Establish a good relationship with suppliers of raw materials.

Whereas the long-term strategic plan includes:

1. Continuously in researching and developing variations of Muslim clothing products so as not to lag behind competitors.
2. Understand and monitor developments, needs and trends in consumer behavior.
3. Continually fostering good cooperative relationships with suppliers and consumers so as to create synergies in dealing with existing competitors and competitors that will emerge.
4. Conducting surveys or expansion to other regions or countries in order to expand the marketing network.

5 CONCLUSION

By looking at the results of the discussion described above, the following conclusions can be drawn, basically, Islam also knows free trade because the principle of trade in Islam is actually freedom. This means freedom in conducting transactions between buyers and sellers on the basis of pleasure (sincerity) and there is no coercion. Islam really values the market mechanism in trade and trade departs from the provisions of Allah SWT, that trade must be done well and with the same likes.

The strategy to increase competitiveness diverted by Muslim clothing business people to be able to compete in the MEA era is through short-term strategic plans and long-term plans. The short-term strategic plan such as conducting promotional programs and aggressive in advertising that can increase sales such as promo discounts at certain events, maintain the quality of product ingredients by periodically controlling, forming a special team of controllers and evaluators so that the quality of goods is guaranteed, always continuous in improving human resource development programs, because it is something that is most important for achieving strategic plans and fostering good relationships with suppliers of raw materials.

Whereas the strategic plan in the long run is such as continuous research and development of variations of Muslim clothing products so as not to lag behind competitors, understanding and monitoring developments, needs and trends in consumer behaviour, continually fostering good cooperative relationships with suppliers and consumers so that creating synergies in dealing with existing competitors and competitors that will emerge, and conducting surveys or expansion to other regions or other countries in order to expand the marketing network.

By looking at the results of the discussion the suggestions that can be submitted are as follows, for Muslim clothing manufacturers, it is suggested that they should always try to increase the diversity of products, especially in the complete availability of products such as good size, colour and quality. For Muslim clothing traders, it is advisable to trade in order to increase the variety sold as diversity of brands, sizes, and colours. Besides that, it also carried out extensive promotions both through ATL and BTL and also increased customer service. For the Indonesian government to always accompany and provide capital loans with affordable interest loans for Muslim clothing SMEs.

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