



Understanding the Influence of Acehese Culture on Managing Business Performance in Lhokseumawe

UNDERGRADUATE THESIS

**Submitted as one of the requirements to
obtain Sarjana Administrasi Bisnis (S.A.B)**

By:

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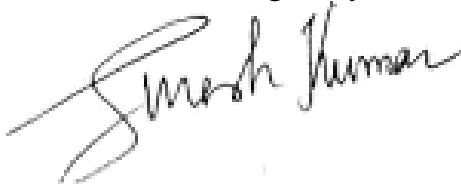
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BUSINESS ADMINISTRATION STUDY PROGRAM
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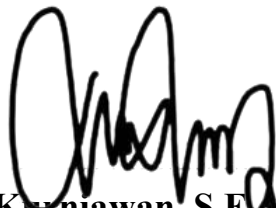
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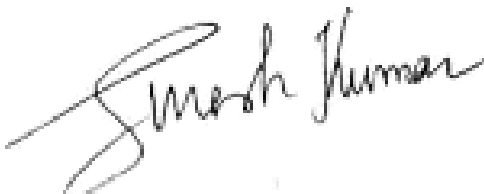
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I.INTRODUCTION

1.1.Background

Tradition and culture in Aceh are heavily influenced by Islam, earning the province widespread recognition for it. The gravestone of the king of the first Islam kingdom Samudera Pasai, Sultan Malik Al Saleh, was discovered in Aceh, and this has led many experts to believe that Aceh was the province in Indonesia where the religion of Islam was introduced to the country for the first time. (Zainuddin, 1961). Since then, Islamic ways of life evolved and became more integrated into their society. These ways of life are not only an aspect of society; they have already merged into a single entity with society.

Aceh Special Region's daily lives and activities are intertwined by Aceh's customs and culture, which Islamic values dominate and hugely influence. The title of special region granted the application of Islamic law in the Aceh Special Region has proven the strong presence of Islamic values as the ground of Aceh's custom and culture. The firm values of its culture and customs also impacted the field of economic lives of the Aceh people, including Lhokseumawe, the second-largest city in Aceh Province (Khalsiah et al., 2018). Each community varies in terms of behavior and culture, geography, prior history, and how a country's socioeconomic situation influences the success of a marketing or business strategy. Most Aceh people still have strong traditions and cultures in almost every part of their lives, influencing how Lhokseumawe's small and medium enterprises manage their business. According to a marketing study,