

# Review of: "An analysis of the Sociology of Religion of Plecit Bank activities in traditional Indonesian markets"

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Potential competing interests: No potential competing interests to declare.

This article analyzes the pivotal role of Ank Plecit, an unofficial financial institution, in promoting economic development within communities, by exploring the underlying reasons from religious epistemology, entrepreneurship, and religious sociology. The article contends that small and medium-sized enterprises, as well as community traders, face difficulties accessing funds from official government-owned financial institutions, resulting in their reliance on Ank Plecit, despite its high interest rates. While this business practice contradicts Indonesian religious beliefs, the article highlights that individuals and communities prioritize their economic needs over religious values. Therefore, the article suggests that Ank Plecit's financial model can serve as a template for countries where citizens adopt a similar radical stance on religious doctrines.

The article delves into various aspects of Ank Plecit Bank. Firstly, it provides an overview of the bank's basic information and operational mode, emphasizing its unofficial status, lack of legal constraints, high-interest rates, direct sales approach, efficient lending steps, and lack of guarantees. The article then delves into the issue of religious epistemology, highlighting that Indonesians generally do not recognize high interest rates, which generates negative emotions among the public. The article further highlights Ank Plecit's three company principles, customer segmentation, customer relationships, and value propositions, which are utilized to convert negative emotions towards high-interest rates among the target population into positive emotions.

Furthermore, the article analyzes the social and cultural factors that contribute to the sense of identity that Ank Plecit Bank has instilled within the civilian population, as well as the community's reliance on it. However, the article fails to demonstrate the convenience of Ank Plecit in providing capital to small and medium-sized enterprises while failing to highlight the risk of high-interest rates leading to further impoverishment. It would be beneficial to analyze the impact of high-interest rates on the community and the role of the government in addressing the issue. Additionally, the article could broaden its analysis to include the role of Ank Plecit in supporting other sectors beyond community and enterprise.

Finally, the article would benefit from the inclusion of relevant data to support its conclusion. Overall, by addressing these areas, the article would provide a more comprehensive analysis of Ank Plecit's role in promoting economic development in communities, thereby enabling the reader to gain a deeper understanding of the underlying factors.