

## ABSTRACT

The resilience of small industry unit try to face economic crisis at least have been tested to be compared to a big effort unit. This research descript how perpetrator of small industry in Pasar Induk Sandang Tegalgubug, Cirebon, tries to hold out from various problem which embosome their effort. Study abaout adaptation strategy that attended to express the knowledge system from a group of society of community realized in behavior. The merchant's knowledge of cloth textile Tegalgubug is running its effort and also their knowledge about market, about cloth model which saleable, sale strategy, price strategy, focus strategy and the other way which related to their business activity, like places that sell the textile cloth, quiet and busy time of selling and also the other symptoms that take to determine continuity of effort and the patterns which are formed by the economic avtivity will be studie from the aspect economic approach of rational economics and moral.

The result of this search shows the pattern strategy of purchasing goods and marketing strategy used to take care effort's continuity. Some choices following moral directive are educate people become the merchant, and make relation through payment of ngalap nyaur. While choice have a meaning of economic advantage or have the character rational at behavior like giving cheap price and discount to new customer, focus at one unit effort, and strive to monopolize the certain cloth motif.

**Keywords:** *Adaptation Strategy, Rational Economic and Moral Economic, Textile Market*