

## **Implementation Of Sharia Marketing In Culinary Business**

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**Abstract:** The purpose of this research is to find out the marketing strategy for the culinary business in Waroeng Qita Pekalongan, to find out the marketing strategy for the culinary business in Waroeng Qita Pekalongan according to the perspective of sharia Marketing and to find out the variables that support and hinder the culinary business marketing development strategy in Waroeng Qita Pekalongan. Sources of data used in this study are primary data sources, secondary data sources, and purposive samples. Primary data sources are interviews with traders and buyers in Waroeng qita kedungwuni Pekalongan and secondary data sources are obtained from the document archives of culinary business managers. In collecting data the researchers used the methods of observation, interviews, and documentation. The results of this study for culinary entrepreneurs in Kedungwuni, Pekalongan Regency are expected to adhere to the values or rules set by Islamic law and must always adhere to Islamic business ethics under any circumstances. It is recommended that all culinary entrepreneurs, especially in Kedungwuni, Pekalongan Regency, try to apply Islamic business ethics as exemplified by the Prophet Muhammad. And it is better for culinary entrepreneurs in Kedungwuni, Pekalongan Regency not only to prioritize world profits, but also prioritize final profits.

**Keywords :** Marketing Strategy and sharia marketing

## INTRODUCTION

Islam is a perfect religion and maintains all the rules and humanity in life. Therefore, Faith, Islam, and Ihsan which are the basis must be the basis so that improvements in aspects of life, worship and morals can be applied to adolescents which are finally applied in life through Islamic education which acts as a bulwark of life in this world. a world without limits<sup>1</sup>.

Islam also places communication as something important and worth worship if the communication is carried out based on the values contained in the Qur'an and the Sunnah of the Prophet SAW, both of which are guidelines that contain life guidelines for every Muslim that must be upheld and become standards in communicating. Islamic communication ethics are intended as good values that are appropriate and have benefits when carrying out the communication process, whether communication is in the form of interpersonal communication, group communication, organization or mass communication. 'an and the Sunnah of the Prophet SAW. The ethical values of Islamic communication contained in the Qur'an and the Sunnah of the Prophet SAW include the values of honesty (truth). This honesty value includes the values of justice, fairness and propriety. Another communication ethic is the value of Falyakul Khairan au liyasmut (Saying good or silent), then the last is the value of tabayyun. These three values of Islamic communication ethics are communication education for every Muslim in creating good communication according to Islamic teachings<sup>2</sup>.

This is one of the main pillars of the national economy that must obtain the main opportunity, support, protection, and development as widely as possible as a form of strong alignment with people's economic business groups without ignoring the role of state-owned enterprises. One of the strategies carried out by the government in supporting economic development is to empower and grow Micro, Small and Medium Enterprises (MSMEs) as the basis for people's economic development.

History has shown that MSMEs in Indonesia still exist and thrive despite the economic crisis. But on the other hand, MSMEs also face many problems, namely limited working capital, low quality of Human Resources, and lack of mastery of science and technology. Other problems faced by MSMEs are related to unclear prospects and

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<sup>1</sup> Iwan Fahri Cahyadi, 'Sistem Pemasaran Dropship Dalam Perspektif Islam', *TAWAZUN: Journal of Sharia Economic Law*, 1.1 (2018) <<https://doi.org/10.21043/tawazun.v1i1.4699>>.

<sup>2</sup> Khafizatunnisa' Jaapar and others, '[Analysis of Qura'nic Proverbs and Parables Verses in Teaching and Learning Communication Skills] Analisis Ayat-Ayat Amsal Al-Quran Dalam Kemahiran Komunikasi Pengajaran Dan Pembelajaran', *Jurnal Islam Dan Masyarakat Kontemporer*, 21.3 (2020) <<https://doi.org/10.37231/jimk.2020.21.3.501>>.

business plans, as well as not yet solid vision and mission. This happens because generally MSMEs are income gathering, namely increasing income. These characteristics can be seen in today's micro, small and medium enterprises. The development of the number of Micro, Small and Medium Enterprises (MSMEs) is increasing from time to time. This indicates that community business activities continue to increase, so this increasing growth deserves serious attention from various parties, especially from the government to maintain the existence of these SMEs. It is undeniable that MSMEs have an important role in supporting the nation's economy. Among the MSMEs that have sprung up are MSMEs in the culinary field<sup>3</sup>.

Along with the times, the need becomes the desire to consume a product with certain characteristics. The emergence of the desire to create a certain product. Someone in determining a purchase decision will consider the value and satisfaction that will be obtained from consuming a product. If consumers believe in the value and satisfaction obtained, then consumers will exchange and buy and sell goods and services.

Marketing is a series of activities carried out to meet consumer needs and satisfaction, marketing activities are carried out by making products, determining prices, determining places of sale, and promoting products to consumers<sup>4</sup>.

In general, every company adheres to a marketing concept or philosophy, namely the assumptions that the company believes as the basis of every activity in satisfying the needs and desires of consumers. There are several concepts that exist in marketing, this is influenced by several factors, including the values of management's vision, the company's internal and external environment. Marketing Concept The marketing concept is customer-oriented (external environment), with the assumption that consumers will only want to buy products that are able to meet their needs and desires and provide satisfaction. The implication is that the marketing focus of marketing activities in order to realize the company's goals is to try to satisfy customers through overall consumer behavior described in marketing activities that integrate other functional activities<sup>5</sup>.

Marketing strategy is a comprehensive and organized plan of every design that has been made by companies and entrepreneurs which includes a series of activities that must

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<sup>3</sup> Marcellia Susan, 'Financial Literacy and Growth of Micro, Small, and Medium Enterprises in West Java, Indonesia', in *International Symposia in Economic Theory and Econometrics*, 2020, xxvii <<https://doi.org/10.1108/S1571-038620200000027004>>.

<sup>4</sup> Zhaojing Huang, Clare Farrukh, and Yongjiang Shi, 'Commercialisation Journey in Business Ecosystem: From Academy to Market', 2018 <[https://doi.org/10.1007/978-3-319-71014-3\\_7](https://doi.org/10.1007/978-3-319-71014-3_7)>.

<sup>5</sup> Jaesuk Jung, Sang Jin Kim, and Kyung Hoon Kim, 'Sustainable Marketing Activities of Traditional Fashion Market and Brand Loyalty', *Journal of Business Research*, 120 (2020) <<https://doi.org/10.1016/j.jbusres.2020.04.019>>.

be carried out for marketing. Competition is competition from various other competitors in gaining an advantage in the market. There are also two types of competition, fair competition and unfair competition. In a competitive market world, it must be accompanied by hard efforts to produce the desired target<sup>6</sup>.

Marketing strategy is basically a comprehensive, integrated and integrated plan in the field of marketing that provides guidance on the activities to be carried out to achieve the marketing objectives of a company<sup>7</sup>. The concept of marketing as we know it today, is a science and art that leads to the process of creating, delivering, and communicating value to consumers and maintaining relationships with stakeholders. However, according to Hermawan, today's marketing also has the wrong term, namely persuading people to spend as much money as possible or marketing that ultimately makes the best possible packaging, not good sales or persuading in any way to get people to join and shop<sup>8</sup>.

Every activity in an organization, both government organizations and private organizations, requires regular management. This is because the success or failure of an organization or institution is largely determined by the orderly administration and management as well as the person who leads the organization concerned. Good management arrangements and regular administration greatly determine the success of a business in every management process to achieve certain planned goals<sup>9</sup>.

Marketing management is the key to the organization's business continuity by carrying out its function as an implementation process, and determining all aspects of a product from the start before being distributed to the public. Marketing management identifies and fulfills what customers need so that it can benefit the company. In addition, companies can also understand whether the product is in demand by the market, attract new customers, and retain existing customers while still offering quality products that match the target market. Marketing management also acts as one of the supervisors for the products being marketed. Every company must carry out a marketing management process.

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<sup>6</sup> Karel Jan Alsem, *Applied Strategic Marketing*, *Applied Strategic Marketing*, 2019 <<https://doi.org/10.4324/9780429823374>>.

<sup>7</sup> Anas Al-Dawalibi, Ibrahim H. Al-Dali, and Bandar A. Alkhayyal, 'Best Marketing Strategy Selection Using Fractional Factorial Design with Analytic Hierarchy Process', *MethodsX*, 7 (2020) <<https://doi.org/10.1016/j.mex.2020.100927>>.

<sup>8</sup> Art Weinstein, 'Niche Marketing Revisited: Concept, Applications, and Some European Cases', in *Handbook of Niche Marketing*, 2020 <<https://doi.org/10.4324/9780203050323-9>>.

<sup>9</sup> Michael Jay Polonsky, 'Green Marketing', in *Sustainable Solutions: Developing Products and Services for the Future*, 2017 <<https://doi.org/10.4324/9781351282482-16>>.

This process is what makes goods from producers to consumers. There needs to be a special strategy in carrying out this process. The focus of this activity is the consumer. Customer service is considered the best for achieving marketing success. The strategy commonly used is the marketing mix. Marketing mix factors include: 4p (product, price, place, promotion). Then expanded to 7p (product, price, place, promotion, people, process, physical evidence) and even on the consumer side there are 4c (customer value, cost, convenience, communication). By understanding the basic concepts of the marketing mix and its extensions, the company will achieve business financial success. The ultimate goal of a business is to make a profit and this is a sure way to achieve that goal<sup>10</sup>.

Competition in the business world encourages financial managers to make decisions carefully, one of which is decisions related to capital structure. So that they can carry out their marketing activities more effectively and efficiently Islam Religion and Marketing Mix With a simple search in the texts of Islamic principles i.e. Al-Qur'an and Hadith we can find Islam focused on the same strategic marketing mix domain<sup>11</sup>.

Sharia economy is an act or business activity carried out according to sharia principles, including: sharia banks, sharia microfinance institutions, sharia insurance, sharia reinsurance, sharia mutual funds, sharia bonds and sharia medium-term securities, sharia securities, sharia financing, sharia pawnshops, Islamic financial institution pension funds, and sharia businesses. The settlement of sharia economic disputes should be carried out by a court within the religious court environment. In the event that the parties have agreed on a dispute resolution other than as intended, the dispute settlement is carried out in accordance with the contract. The settlement of sharia economic disputes must not conflict with sharia principles<sup>12</sup>.

Marketing activities must also be based on the spirit of worshipping God the Almighty, trying as much as possible for the common welfare, not for the interests of the group, let alone one's own interests. In addition, in sharia business marketing, which is accompanied by sincerity solely to seek the pleasure of Allah, then all forms of transactions, God willing, become worship before Allah SWT.

<sup>10</sup> Afenya Millicent Selase and Aphi Elvis Selase, 'The Pros and Cons of Adopting Technology as a Business Pilot: Global Perspective', *Indian Journal of Finance and Banking*, 3.2 (2019) <<https://doi.org/10.46281/ijfb.v3i2.388>>.

<sup>11</sup> Nana Umdiana and Hashifah Claudia, 'Analisis Struktur Modal Berdasarkan Trade off Theory', *Jurnal Akuntansi: Kajian Ilmiah Akuntansi*, 7.1 (2020).

<sup>12</sup> Wildan Imaduddin Muhammad, 'KEBERANJAKAN FATWA DARI LEGAL OPINION MENJADI LEGAL BINDING: (Studi Kasus Fatwa DSN MUI Tentang Perbankan Syariah)', *Jurisprudensi: Jurnal Ilmu Syariah, Perundang-Undangan, Ekonomi Islam*, 11.2 (2019) <<https://doi.org/10.32505/jurisprudensi.v11i2.996>>.

In sharia marketing, marketing activities are one of the important aspects in carrying out business activities. but in practice there are still many marketing practices that deviate from the guidance of Islamic values in order to get maximum profit<sup>13</sup>. Because professionalism can foster consumer confidence in sharia, playing a role in marketing means understanding the importance of ethical and moral values in marketing, so it is hoped that competition does not necessarily run its business for profit alone, it can also maintain a balance. in the pace of its business into a stable and sustainable business.

The technical strategy (marketing) is the Utilization and Development of Information and Technology (regarding the collection method), Product Development, which is about work programs and empowerment schemes<sup>14</sup>. Marketing management or marketing management is a type of management that is required for all businesses. Because this determines the product/service can be recognized by consumers or vice versa<sup>15</sup>.

In the view of Islamic teachings, marketing activities are one form of muamalah that is justified in Islam, as long as all transactions are protected from things that are prohibited by sharia provisions. A new paradigm emerges in marketing, based on the most basic, most basic needs, namely honesty, morals, and ethics in business. This is spiritual marketing. This makes spiritual marketing the highest level in the sharia marketing concept. Spiritual Marketing is the soul of sharia-based business. Sharia Marketing (Sharia Marketing) is a form of marketing that is based on Islamic law, on Islamic regulations, and does not conflict with those regulations. Marketing activities are activities to distribute goods and services from producers to consumers. In this case, there are some basic questions that surround marketing activities (marketing); starting from what is marketed, who markets it, to how the goods and services are marketed through marketing function activities such as buying, selling, transporting, and so on. The problem that arises then is that most producers/companies with marketers do not consider the moral and ethical aspects in marketing the products they offer, the most important thing

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<sup>13</sup> Janusz Wielki, 'Analysis of the Role of Digital Influencers and Their Impact on the Functioning of the Contemporary On-Line Promotional System and Its Sustainable Development', *Sustainability (Switzerland)*, 12.17 (2020) <<https://doi.org/10.3390/su12177138>>.

<sup>14</sup> Toby Freedman, 'Diverse Career Opportunities in the Biotechnology and Life Sciences Industry', in *Biotechnology Entrepreneurship*, 2020 <<https://doi.org/10.1016/b978-0-12-815585-1.00040-1>>.

<sup>15</sup> John Winkler, 'The Management of Marketing', in *Marketing for the Developing Company (RLE Marketing)*, 2021 <<https://doi.org/10.4324/9781315761732-24>>.

for them is how to make the products they offer acceptable. and success and dominate market share<sup>16</sup>.

Marketing is the entire system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of existing and potential buyers. Strategy is a series of grand plans that describe how a company should operate to achieve its goals, so that in running a small business it is necessary to develop a marketing strategy. Because in a critical condition it is small businesses that are able to provide income growth for the community. Marketing strategy is making decisions about marketing costs, marketing mix, marketing allocation, in relation to expected environmental conditions and competitive conditions. Marketing implementation is the process that transforms marketing strategies and plans into marketing actions to achieve goals. Shari'ah marketing management is the science of choosing target markets and obtaining, retaining customers by creating, delivering and communicating superior value to customers oriented to shari'ah provisions. Marketing strategy is defined as an analysis of strategy development and implementation of activities in the selection of product target market strategies in each business unit, setting marketing objectives, and developing the implementation and management of marketing program strategies to determine market positioning designed to fulfill desires. of the target market customers. Sharia marketing is a strategic business discipline that directs the creation process, the entire process in accordance with the contract and muamalah (business) principles in Islam<sup>17</sup>.

In conveying product information offered to consumers, Marketing usually carries out various promotions with media that can connect them with consumers. The buyer is the person who actually makes the purchase transaction. While consumers are people who use or consume products that are produced or sold. A product is anything that can be offered to a market for attention, acquisition, use, or consumption that can satisfy a want or need<sup>18</sup>.

Products with the most sales can be identified. An a priori algorithm is a type of association rule in data mining. One of the stages of association analysis that has attracted

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<sup>16</sup> M. Anbarasi and S. Praveen Kumar, 'Production and Marketing of Coffee Crops with Special Reference to Coffee Plantations in Dindigul District', *International Journal of Recent Technology and Engineering*, 8.2 Special Issue 8 (2019) <<https://doi.org/10.35940/ijrte.B1378.0882S819>>.

<sup>17</sup> Afif Alfiyanto, 'MANAJEMEN PEMASARAN JASA PENDIDIKAN BERBASIS BUDAYA RELIGIUS', *Adaara: Jurnal Manajemen Pendidikan Islam*, 10.1 (2020) <<https://doi.org/10.35673/ajmpi.v10i1.867>>.

<sup>18</sup> Bartłomiej Kabaja, 'Product Packaging Communication in the Global Market – the Analysis of Consumer Behaviour', *SHS Web of Conferences*, 92 (2021) <<https://doi.org/10.1051/shsconf/20219206015>>.

the attention of many researchers to produce efficient algorithms is high-frequency pattern mining. The importance of an association can be determined by two benchmarks, namely: support and trust. Support (support value) is the percentage of the combination of these items in the database, while confidence (certainty value) is the strength of the relationship between items in the association rules. A priori algorithms can help develop marketing strategies<sup>19</sup>.

Consumer behavior is a process that is closely related to the existence of a buying process, at that time consumers carry out activities such as searching, researching, and evaluating products and services. Consumer behavior is also the thing that underlies consumers to make purchasing decisions. Consumer behavior is an activity that is closely related to the process of purchasing an item or service. Consumer behavior is the things that underlie and make consumers make purchasing decisions. When deciding to buy an item or product or service, of course as a consumer you always think about the goods to be purchased first. Starting from the price, model, shape, packaging, quality, function or use of the goods, and where the goods are sold (distributed)<sup>20</sup>. Consumer perception and behavior towards digital marketing of fishery products is an important aspect to determine marketing strategy and market segmentation. The final decision to buy fishery products is influenced by various factors, including perceptions, characteristics, and consumer behavior<sup>21</sup>.

Waroeng Qita is a micro-enterprise founded by Mrs. Arina Mazaya in May 2018 and is located on Jl. Raya Surobayan Kedungwuni. Waroeng Qita has a product sales business in the culinary field. The menus sold at Waroeng Qita include: Sate Gedhang, Takoyaki Jowo, Mozzarella Sausage Satay, Grilled Mercon Sausage, Cubit Cake, Lasagna, Chicken Spices and Various Drinks. Waroeng Qita since its inception until now has had a fairly rapid development, from what was originally only one shop, now it has two branches and the plan is to open another branch outside the city next year, at first this business was carried out personally by the shop owner until finally having many employee. The author is interested in researching this business because of its large turnover and profits and has a fairly rapid development. Waroeng Qita has a monthly turnover of 10,000,000 rupiah to 15,000,000 rupiah. In the month of Ramadan and Eid al-

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<sup>19</sup> Wielki.

<sup>20</sup> Seema Mehta, Tanjul Saxena, and Neetu Purohit, 'The New Consumer Behaviour Paradigm amid COVID-19: Permanent or Transient?', *Journal of Health Management*, 22.2 (2020) <<https://doi.org/10.1177/0972063420940834>>.

<sup>21</sup> Joanna Krywalski Santiago and Inês Moreira Castelo, 'Digital Influencers: An Exploratory Study of Influencer Marketing Campaign Process on Instagram', *Online Journal of Applied Knowledge Management*, 8.2 (2020) <[https://doi.org/10.36965/ojakm.2020.8\(2\)31-52](https://doi.org/10.36965/ojakm.2020.8(2)31-52)>.



Fitr, the turnover reaches 17,000,000 rupiah to 18,000,000 rupiah with a net profit of 30-40%.

## RESEARCH METHODS

Approaches and types of research, In this study, the analyst uses a subjective methodology, which is a special test which means understanding the content experienced by the subject of investigation, such as behavior, intelligence, motivation, action, etc. in depth and through describing as words and language about the problem. certain logical settings and by using different techniques Approaches and types of research. This kind of exploration is field research, where the examination is completed, in fact. Thus, subjective examination research can describe the social basis of normal exploration conditions and reveal the picture that occurs in the field.

Data Source, Primary Data Source, The primary data source is the principle that the source of information is obtained directly from the subject or entertainer as the source of the data sought. An important source of information used by the author in this review is data obtained by direct observation to Mr. Nanang Purwanto as the Owner of Management. Secondary Data Source, Secondary data sources are optional sources of information are sources of information obtained from reports identified with the problem plan, or other sources that are helpful and can provide data. For this situation, sourced from research that combines reading the books identified with the title of the examination and the information collected.

Techniques for gathering information, To obtain clear information about the problem under study, the techniques used in gathering information are perception, meeting and documentation strategies. Perception, Perception is a technique to collect information with direct perception in the field. Observations were made at the Waroeng Qita Outlet which is located on Jl. Pekalongan's Beard Festival. Meeting, The meeting is a conversation with a certain explanation, the conversation is carried out in two meetings, namely (the examiner) who asks the question and the interviewee who gives a reaction to the question. Conducted in depth to find out Waroeng Qita's marketing strategy in marketing its products. In this case, the author conducted interviews with informants In addition to conducting interviews with the Management Level, the author also conducted interviews with consumers of Waroeng Qita Pekalongan, Documentation, Documentation from the beginning of the word archive which means arranged merchandise. In completing the documentation strategy, scientists examine compiled articles such as

books, magazines, reports, guidelines, meeting minutes, journals, etc. The documentation used in this research is small notes and pictures presented by research in the field.

Data Analysis Method, Inductive Data Analysis Method, Inductive data analysis method is a technique that starts from concrete or explicit facts or events and then draws speculations such as the whole of the author's observations that will describe the general situation regarding the implementation of Waroeng Qita Pekalongan's business marketing development strategy.

Descriptive Data Analysis Method, The descriptive method can be interpreted as a basic reasoning strategy that is concentrated by describing or describing the current state of the subject or object of exploration (individuals, organizations, regions, and so on) depending on the reality that appears or as it should be. With this method, the writer answers the problem formulation whose data is obtained from the results of observations, interviews (interviews) and documentation about the Waroeng Qita Pekalongan Business Marketing Development Strategy.

Assessment of the validity of information, Assessment of the validity of information is basically indistinguishable from Abstract research, which is considered strange, is also an integral part of other emotional assessments. The validity of the data is prepared to show whether the investigation he leads is really an intelligent examination such as to test the data obtained. Includes:

Credibility, Credibility test or trust test of the research results presented by the researcher so that the results of the research carried out are not detrimental as a scientific work. Extended security, can build certainty or reliability of information. Expanding perception means that the expert returns to the field, mentions objective facts, meets again with the sources of information found. Expanding precision in research, develop further accuracy or persist on the premise of continuity which ensures that information and successive sequences of events can be recorded or recorded accurately, methodically.

Triangulation There are source triangulation, special triangulation, and time. Source triangulation, information testing is done by examining the data that has been obtained through several sources. The information obtained is broken down by the scientist to make the final and then the mentioned arrangements (section examination). Special triangulation, To test the validity of the data, it is done by actually looking at the data from sources that can be compared with different sources. Time triangulation, Data is collected through discussion with the method towards the beginning of the day when

the individual being interviewed is still new to providing more valid information so that it is more reliable.

## RESEARCH FINDINGS AND DISCUSSIONS

This study aims to determine the marketing strategy of the culinary business in Waroeng Qita Pekalongan, to determine the marketing strategy of the culinary business in Waroeng Qita Pekalongan according to the perspective of sharia marketing and to determine the variables that support and hinder the marketing of culinary business development strategies in Waroeng Qita Pekalongan.

Understanding Marketing, Marketing is an interesting scientific field and is equipped with digital aspects, making digital marketing a scientific field with a very broad scope, by linking it with consumer involvement<sup>22</sup>. Marketing is a management process that anticipates and delivers what consumers want and want in an efficient and profitable way<sup>23</sup>. Marketing is basically about communication. Since the product is designed and packaged, to the dissemination of product information to the wider community, communication cannot be separated. Of the many roles of communication, the shift from "needs" to "wants"<sup>24</sup>.

Based on the explanation above, it can be concluded that marketing is one of the activities in the economy that helps in creating economic value. Economic value itself determines the price of goods and services. Important factors in creating this value are the production, marketing, consumption, and commercialization of long-term customer relationships. Marketing is the link between production and consumption activities. This definition of marketing is based on a core concept that includes needs, wants, and demands<sup>25</sup>.

Islamic Perspective Marketing, Islam is different in terms of state power, which in socialism is very strong and solid. Individual freedom which is highly upheld in Islam is clearly contrary to the teachings of socialism. However, the idea of a welfare state, which is in the middle between capitalism and socialism, is closer to the teachings of Islam. The difference is, in Islam ethics is used as a guide for economic behavior while in a welfare

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<sup>22</sup> Izabela Barbara Sztangret, 'The Marketing Value Creation in the Waste Management Sector – Multi-Conceptual Business Model', *SHS Web of Conferences*, 73 (2020) <<https://doi.org/10.1051/shsconf/20207301028>>.

<sup>23</sup> Irina Goryacheva and others, 'Formation of Marketing Processes Convergent Management', *Quality - Access to Success*, 21.176 (2020).

<sup>24</sup> Konrad Misztal, 'Marketing Management in Seaports', in *Strategic Management in the Maritime Sector: A Case Study of Poland and Germany*, 2019 <<https://doi.org/10.4324/9780429437618-6>>.

<sup>25</sup> Eveline Ramadhini, 'Perceiving Utilization of Zakat through Economic Sociology Perspective', *International Conference of Zakat*, 2019 <<https://doi.org/10.37706/iconz.2019.170>>.

state this is not the case, because the ethics of the welfare state is secular which does not lead to "vertical integration" between material and spiritual aspirations. This can be understood through the basic values that inspire Islamic economics, among others; the concept of monotheism, rububiyah, khilafah, and tazkiyyah as a manifestation of the embodiment of the basic values of Islamic teachings. The study of marketing did not escape the discussion of Islamic economics. Of the many Islamic marketing concepts offered, there are points of agreement and points of difference between them. The common ground that can be agreed upon by Muslim scholars in studying Islamic marketing is that this study starts from Islamic economic philosophy, sourced from the Qur'an and hadith, as well as general principles such as the prohibition of usury, gambling, fraud, and so on. While the differences appear in the theories and concepts of Islamic marketing which are built with various methodologies and respective approaches<sup>26</sup>.

Md. Mahabub Alom and Md. Shariful Haque defines Islamic marketing as "The process and strategy (Hikmah) of fulfilling needs through Halal products and services (Tayyibat) with mutual consent and welfare (Falah) of both parties, namely buyers and sellers for the purpose of achieving material and spiritual well-being in this world and in the hereafter" This definition emphasizes the importance of fulfilling the needs of the world and the hereafter in the Islamic marketing concept. The sharia marketing concept must be able to represent the interests of companies that want to get optimal profits, but still have to pay attention to the halal products and services offered to consumers. In addition, there must be a balance between the welfare of employees and shareholders. Naveed Ahmad stated that Islamic marketing basically also adopts modern marketing concepts. Conceptually there is almost no difference between the modern marketing concept and the Islamic marketing concept. However, Islamic marketing focuses more on values and norms than a series of marketing activities. He defines Islamic marketing as a value maximizing belief built on justice and integrity for the well-being of mankind. Thus, Islamic marketing has different characteristics from conventional marketing.

According to Aang Kunaifi, Islamic marketing or what he calls Spiritual Marketing is an effort to animate or apply spiritual values in every strategy, program and value applied in marketing. The spiritual values in question are religious values or Islamic religious principles sourced from the Qur'an and Habawi Hadith. Conceptually, Spiritual

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<sup>26</sup> Michaela Haase, 'Legitimacy-Related Research in Organization Studies, Stakeholder Theory, and Marketing Studies', in *Handbook of Business Legitimacy*, 2019 <[https://doi.org/10.1007/978-3-319-68845-9\\_45-1](https://doi.org/10.1007/978-3-319-68845-9_45-1)>.

Marketing is a system of creativity, taste, heart and intention (implementation) that is balanced with the integrity of faith, piety, and obedience to Allah's Shari'a.

The definition of Spiritual Marketing from the sharia point of view is to limit the material orientation of humans which tends to be unlimited, to provide space and energy in realizing spiritual spirit and goals. Instinctively, humans have lofty ideals that are of non-material value but are more spirit-oriented. Although it is recognized that humans need material things as a means of satisfying physiological needs, the fulfillment of spiritual needs is also something that cannot be ignored. From some of the definitions above, the author can conclude that Islamic marketing is an activity in carrying out business activities, from planning, creating, to offering to consumers based on Islamic teachings. Islamic marketing is all marketing activities whose values, principles and marketing basis are based on sharia law. Bribery (*rishwah*), manipulation of supply (*ihhtikar*), manipulation of supply or demand (*najash*), fraud and fraud (*tadlis*), and injustice (*zduhm*) are actions that must be avoided by marketers in carrying out their marketing activities.

The concept of Islamic marketing should be based on the basic philosophy of Islam. And the basic concept of Islamic philosophy is monotheism or oneness. From this basic concept will then give birth to the characteristics of Islamic marketing. According to Muhammad Syakir Sula and Hermawan Kartajaya, Islamic marketing has four characteristics. The first is spirituality where every marketing activity must be in accordance with the teachings of the Qur'an and Hadith. an Islamic marketer must believe that Islamic law is the best law that must be carried out in carrying out marketing activities. The second characteristic is ethics, where Islamic ethics derived from the Qur'an and Hadith must be carried out by every Islamic marketer. By always maintaining business ethics in accordance with Islamic teachings, a work culture will be built that can balance the interests of the world and the hereafter. The third is realistic. The reality here is more about being flexible in dealing with marketing problems in the field. However, this attitude and realistic nature does not mean that an Islamic marketer can violate Islamic law. Fourth is munanistic. In formulating marketing concepts and strategies, Islamic marketers must pay attention to social responsibility which is a representation of a humanistic attitude.

If we look at the various existing Islamic marketing concepts, the role of Islam in marketing studies is as a marketing tool. Allah SWT. appoint humans as caliphs on this earth equipped with Islamic law. This provision applies to all aspects of life, including

marketing activities. Thus, Islam must be used as a marketing tool. In this case, Islamic marketers must be able to integrate Islamic teachings in conventional marketing concepts to realize Islamic marketing concepts. This argument is also supported by several academics who have offered the concept of Islamic marketing through the integration of marketing and Islamic teachings. For example, Nurhazirah Hashim and Muhammad Iskandar Hamzah have formulated an Islamic marketing concept by integrating the 7P marketing concept with Islamic teachings. The 7Ps referred to here are the 7 elements of the marketing mix, namely product, promotion, price, place, people, physical environment, and process.

The seven elements of the marketing mix were then integrated with the Islamic 7Ps namely Pragmatism, Pertinence, Palliation, Peer, Pedagogy, Persistent, and Patience. Marketing Development, Marketing activities have developed since the existence of human needs and efforts to fulfill these human needs through exchange. With these developments, buying and selling transactions began to be known. At that time, marketing was only an activity of buying and selling transactions where all goods produced or produced could be easily sold. The priority problem at that time was how to produce an item. This is mainly because every item produced will be able to be sold. Therefore, the orientation of management thinking at that time was production orientation. With the increase in the number of goods produced and increasing efforts to meet human needs, trade activities and the distribution of goods from the hands of producers to the hands of consumers are increasing.

Marketing activities carried out at that time were mainly focused on distribution activities. At that time there was competition between producers in delivering their products to consumers. The existence of this competition led to the introduction of promotional activities other than distribution or distribution activities. Strategic Management can be defined as a process designed systematically to formulate and evaluate strategies in order to realize the vision of the organization. Organizational leaders or top management are usually faced with complex decision-making processes in managing their business activities, for that strategic thinking is needed in the management process<sup>27</sup>. Marketing Concept, Marketing can be further understood by defining some of its core concepts. The core concepts of marketing are as follows:

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<sup>27</sup> Emmanuel Mogaji, Felix Maringe, and Robert Ebo Hinson, 'Introduction: Higher Education Strategic Marketing and Brand Communications in Africa', in *Strategic Marketing of Higher Education in Africa*, 2020 <<https://doi.org/10.4324/9780429320934-18>>.

Target market and market segmentation, Marketers can rarely satisfy everyone in the market. Therefore, marketers start by dividing the market. They identify and profile groups of buyers who may prefer or need a different product and marketing mix. A number of market segments can be identified by observing demographic, psychographic, and behavioral differences of buyers. Next, the company decides which segments present great opportunities for its target market. Each selected target market, the company makes a market offer. The offer is positioned in the mind of the target buyer as providing a certain important benefit. Market place, market space and metamarket, Businesses often use the term market to cover various customer groupings. They talk about need markets, product markets, demographic markets, and geographic markets.

Markets are physical, as when one goes shopping to a store and the market space is digital, as when one is shopping over the internet. Metamarket to describe a group of complementary products and services that consumers perceive as closely related but whose sources are spread across a variety of different industries., Marketers and potential customers A marketer is someone who seeks a response (attention, purchase, vote, donation) from another party, called a prospect. when two parties try to sell something to the other, we are called marketers. Needs, wants and requests Marketers should strive to understand the needs, wants, and demands of the target audience. Needs are basic human demands. Desire when directed to a particular object that may be able to meet these needs. Demand is the desire for a particular product backed by the ability to buy. Products, offers and brands Companies meet needs by proposing a value proposition, which is a set of benefits offered to customers to satisfy their needs.

The intangible value proposition is made into something physical in the form of an offer, which can be a combination of products, services, information, and experiences. The brand is an offer from a well-known source. Value and satisfaction, An offer will be successful if it provides value and satisfaction to the target buyer. The buyer chooses among the various offerings that are deemed to provide the most value. Value can be seen primarily as a combination of quality, service, and price called the customer value triad. Value increases when quality and service increases and decreases when price increases. Exchanges and transactions, Exchange, which is a core concept of marketing, is the process of getting a desired product from someone by offering something in return. A transaction is a trade in value between two or more parties: A gives X to B and in return receives Y.

Relationships and networks, Transaction marketing is part of a larger idea called relational marketing. Relational marketing has the goal of forming mutually satisfying long-term relationships with important parties such as, customers, suppliers, distributors to get and keep business from them. The marketing network consists of the company and its supporting stakeholders (customers, employees, suppliers, distributors, retailers, advertising agencies, university scientists, etc.) with whom the company builds mutually beneficial business relationships. Marketing channel, To trust the target market, marketers use three types of marketing channels, namely communication channels, distribution channels, and service channels. Communication channels used to convey and receive messages from target buyers include newspapers, magazines, radio, television, postal, telephone, billboards, posters, pamphlets, CDs, audio cassettes, and the internet. Distribution channels showcase or deliver physical products or services to buyers or users. This includes distributors, wholesalers, retailers, agents. Service channels include warehousing, transportation companies, insurance companies that facilitate transactions. Supply chain, Marketing channels connect marketers with target buyers, whereas supply chains describe a longer channel that extends from raw materials to components, to final products delivered to final buyers.

The next is Competition. The Competition includes all actual and potential competitors' offerings and substitutions that buyers can consider. Marketing Environment, Competition represents only one of the forces in the environment in which marketers operate. The task environment includes the close actors involved in producing, distributing, and promoting the offering. The broad environment consists of six components: the demographic environment, the economic environment, the natural environment, the technological environment, the legal-political environment, and the socio-cultural environment. This environment includes forces that can have a major impact on actors in the task environment. Market participants should pay attention to trends and developments in this environment and make adjustments from time to time to their marketing strategies. Marketing Program, The marketer's job is to develop a marketing program or plan to achieve the company's desired goals. A marketing program consists of a number of decisions about the mix of marketing tools to use<sup>28</sup>.

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<sup>28</sup> Dan Cristian Dabija, Brîndușa Mariana Bejan, and Nicoleta Tipi, 'Generation X versus Millennials Communication Behaviour on Social Media When Purchasing Food versus Tourist Services', *E a M: Economie a Management*, 21.1 (2018) <<https://doi.org/10.15240/tul/001/2018-1-013>>.



The marketing mix is a device consisting of product, price, promotion and distribution, in which it will determine the level of marketing success and all of which are aimed at getting the desired response from the target market. Customer loyalty is the result obtained from an organization that creates benefits for its customers, so that they will continue to make purchases and even increase purchases from the organization. Real consumer loyalty is created if the customer becomes an advocate for the company without any incentives<sup>29</sup>. Simultaneously the marketing mix consisting of product, price, promotion and place has a significant effect on purchasing decisions, while partially the marketing mix consisting of price and promotion has a significant effect while product and place have no significant effect on purchasing decisions<sup>30</sup>.

Marketing Strategy, Marketing strategy is a set of goals and objectives, policies and rules that provide direction to marketing efforts over time, at each level and their references and allocations, especially in response to the company's changing environment and competitive circumstances. The world of marketing is likened to a battleground for producers and traders who are engaged in the same commodity, so it is necessary to create a marketing strategy in order to win the war.

Marketing strategy contains several separate but closely related factors, namely:

Market Segmentation, The target market is a homogeneous consumer group that the company targets. Market segmentation is the activity of dividing a market into distinct groups of buyers who may require separate products or marketing mixes. Companies in selling their products to consumers divide the market into several types according to the desired criteria. This market division will make it easier for companies to determine their target consumers or consumers. Target, Targeting is a strategy to allocate company resources effectively, because the available resources are limited so that the company's business will be more focused.

There are three criteria that companies must meet when evaluating and determining which segments to target, namely Market size, This means ensuring that the selected market is large enough and profitable enough for the company. Competitive Progress, This means ensuring that the company has sufficient competitive advantage to have sufficient strength and expertise to dominate the selected market segment.

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<sup>29</sup> Widia Febriana, 'Memahami Strategi Komunikasi Pemasaran Kartu Brizzi PT Bank BRI, Tbk. Kanwil Semarang', *Jurnal The Messenger*, 7.2 (2016) <<https://doi.org/10.26623/themessenger.v7i2.295>>.

<sup>30</sup> Gde Indra Surya Diputra and Gede Agus Dian Maha Yoga, 'Pengaruh Bauran Pemasaran Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada PT Indomarco Pratama Denpasar Bali', *WIDYA MANAJEMEN*, 2.2 (2020) <<https://doi.org/10.32795/widyamanajemen.v2i2.908>>.

Competitive Situation, This means that the company must be able to see the competitive situation. With increasingly fierce competition, companies need to optimize all efforts effectively and efficiently so that their targets are in accordance with market conditions. Positioning, Positioning is a strategy to seize a position in the minds of consumers. In other words, positioning is a strategy to instill the identity of a product or company in the minds of consumers so that there is conformity with the company's competence to gain trust, credibility and recognition from consumers. Marketing Mix (Marketing Mix), The marketing mix is a controllable marketing variable, which the company will combine to obtain maximum results. The marketing mix includes product, price, place and promotion.

Product, Product is an important element in a marketing program. A product is usually offered by a company in the form of goods or services. Product strategy is a strategy that is directed to be able to modify existing products to be more attractive or create other products. Product strategy is usually initiated or made as attractive as possible, accompanied by the creation of a brand for the products offered. The product is the central point of marketing activities, all other marketing activities are used to support product marketing. One thing to remember is that no matter how great efforts to promote distribution and good prices are if it is not followed by quality products and is liked by consumers, this marketing mix activity will not succeed.

Price, According to Monroe, 2005 quoted by Sukotjo and Radix, (2010) states that price is an economic sacrifice made by customers to obtain products or services. Place (place or distribution channel), Distribution is the delivery of goods or services from producers to consumers and users, when and where the goods or services are needed. The distribution process creates time, place, and transfer of property rights<sup>31</sup>.

Promotion (Promotion), Promotion is one part of the marketing mix that plays a big role. Promotion is an expression in a broad sense about activities that are actively carried out by companies (sellers) to encourage consumers to buy the products offered. Without promotion, it is not expected that consumers will know a product or service. Therefore, promotion is the most powerful means to attract and retain consumers. One of the promotional objectives is to inform all types of products offered and try to attract new potential customers. Promotion is the activity of communicating information from the seller to consumers or other parties in the sales channel to influence attitudes and There

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<sup>31</sup> Ralph Lewis and Frank Voehl, 'Supply Chain Management\*', in *Macrologistics Management: A Catalyst for Organizational Change*, 2020 <<https://doi.org/10.4324/9781003077121-6>>.

are 4 kinds of promotions or promotional suggestions that every company can use in promoting both products and services:

Advertising, Is a promotion carried out in the form of impressions or pictures/words contained in banners, brochures, newspapers, magazines, television, or radios. Sales promotion (sales promotion), Is a promotion that is used to increase sales through discounts or gifts at certain times on certain items as well. Publicity, is a promotion carried out to improve the company's image in front of potential customers or consumers through sponsorship activities for charitable, social, or sports activities. Personal selling, Personal or face-to-face selling is an oral presentation in a conversation with one or more potential buyers with the aim of making a sale<sup>32</sup>. In general, marketing objectives are: Maximizing consumption or in other words facilitating and stimulating consumption, so that it can attract consumers to buy products that are offered repeatedly, Maximizing customer satisfaction through various services that consumers want. Satisfied consumers will be the spearhead of the next marketing, because this satisfaction will be transmitted to other consumers, Maximizing choice (variety of product) in the sense that the company provides various types of company products so that consumers have various choices, Maximizing the quality of life by providing various conveniences to consumers and creating an efficient climate.

## CONCLUSIONS AND SUGGESTIONS

Based on the research that has been done, it can be concluded that the implementation of Sharia Marketing has been applied to the Culinary Business of Waroeng Qita in Pekalongan consisting of Theistic (Robbaniyah), Ethical (Akhlaqiyah), Realistic (Al-Waqil'yyah), and Hummanistic (Insaniyyah) contained in every activity carried out in the Culinary Business of Waroeng Qita in Pekalongan The form of implementation is: Theistic (Robbaniyah): a business that is run based on Islamic law such as rules for female employees who must wear a headscarf, suppliers with good syarl manners such as courtesy, hospitality and good service for customers, Realistic (Al -Waqi-l'yyah): Gathering with suppliers, And Hummanistic (Insaniyyah): providing assistance for those who need the Implementation of Sharia Marketing Principles from the Tactic aspect consisting of from Differentiation, Marketing Mix (Product, Price, Place and promotion) and Selling / sales have been carried out properly in accordance with Islamic

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<sup>32</sup> Elisabeth Agita Sari and Lina Sinatra Wijaya, 'Strategi Promosi Melalui Direct Marketing Untuk Meningkatkan Jumlah Mahasiswa Baru', *Jurnal Ilmu Komunikasi*, 17.1 (2020) <<https://doi.org/10.31315/jik.v17i1.2608>>.

values in every element of activity contained in the Waroeng Qita Culinary Business in Pekalongan. based on Islamic values, unique products and food ingredients.

Marketing Mix which consists of Product, Halal aspects are highly emphasized and stay away from prohibitions in Islam. Price, Middle to lower segment, not too profit oriented and fair. Place, Has a prayer room or prayer room at every shophouse. Promotion, Promotion is done through radio, pamphlets, billboards and print media such as newspapers and price promotions with certain conditions. Selling / sales: pay zakat mal every year if it reaches the nisab.

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