
Marketing Strategy for Winning Market Share from Islamic Economic Perspective (Case Study: UD. Haikal Broiler Chicken Industry)

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Abstract

This research is motivated by the rapid developments of an increasingly varied business, the rapid development of business requires every company to carry out activities that are effective and efficient so that they can maintain their existence and can maintain consumer confidence. As the research conducted on the Haikal, UD. researchers aim to find out the strategy used by companies to be able to dominate the market in Probolinggo City. Researchers will analyze the marketing strategy in the industry Haikal, UD. with the concept of Marketing Mix from the perspective of Islamic economics and Characteristics of Marketing Sharia. The research method used is qualitative with a field research approach. The results of this study are that the business carried out has implemented the concept of Islamic marketing strategy and is following the characteristics of Sharia Marketing (mentioned 3). Products marketed are of good quality, satisfying service, and timely delivery to attract consumer purchasing power.

Keywords: *Competitor, Product, Strategy Marketing.*

Abstrak

Penelitian ini dilatar belakangi oleh pesatnya perkembangan bisnis yang semakin bervariasi, pesatnya perkembangan bisnis menuntut setiap perusahaan untuk melakukan kegiatan yang efektif dan efisien agar mereka dapat mempertahankan eksistensinya dan dapat menjaga kepercayaan konsumen. Seperti penelitian yang dilakukan pada industri Ayam potong UD. Haikal, peneliti bertujuan untuk mengetahui strategi yang dipakai perusahaan untuk dapat menguasai pasar di Kota Probolinggo. Peneliti akan menganalisa strategi pemasaran pada Industri UD. Haikal dengan konsep Marketing Mix dalam perspektif ekonomi Islam dan Karakteristik syariah Marketing. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi lapangan (field research). Hasil dari penelitian ini adalah Usaha yang dijalankan sudah menerapkan konsep strategi pemasaran Islam dan sesuai Karakteristik Syariah Marketing disebutkan ada 3. Produk yang dipasarkan memiliki kualitas yang baik, pelayanan yang memuaskan serta ketepatan waktu pengiriman sehingga dapat menarik daya beli konsumen.

Kata-kunci: Pesaing, Produk, Strategi Pemasaran.

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INTRODUCTION

Economic development as a process of increasing output from time to time is an important indicator for measuring the success of a country's development (Ahmad & Wihastuti, 2008). In general, economic development is funded from domestic and foreign sources. Sources of domestic revenue come from taxes, management of natural resources, and State Owned Enterprises (BUMN). Meanwhile, foreign sources are generally manifested in 2 dimensions, namely foreign investment and foreign aid in the form of foreign loans and grants. Foreign debt and foreign investment are used as a source of development financing due to the discrepancy between savings and investment, so it is hoped that this can be resolved. (Bonaraja, 2020).

The role of the community in national development, especially economic development, in this case, is MSME. The position of MSMEs in the national economy has a very important and strategic role. This condition is very likely to occur because the role of MSMEs is quite dominant in the Indonesian economy. After all, the number of industries is large and also occurs in every economic sector; great potential in the search for labor, and the contribution of MSMEs themselves in the formation of the Gross Domestic Product (GDP) is very dominant (Nur Sarfiah et al., 2019).

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia are one of the priorities in the development of the national economy, apart from that MSMEs are also a force in the

Indonesian economic system which is not only aimed at reducing the problem of the gap between the class of sellers and buyers, or reducing poverty and increasing manpower. work (Tri Utari Putu Martini Dewi, n.d.). Data from the Ministry of Cooperatives and Small and medium enterprises (SMEs) shows that in 2018 there were 64,194,057 MSMEs in Indonesia and also employed 116,978,600 more workers. Indonesia is controlled by MSMEs which are the strength of the economy in Indonesia, which also has a serious impact not only on aspects of their production and income but also on the number of workers who must be reduced due to this pandemic (Accounting et al., 2020).

According to Law No. 20 of 2008, MSMEs are defined as productive businesses owned by individuals and individual business entities that meet the criteria for micro-enterprises and have a maximum net worth of Rp. 50,000,000 (fifty million rupiahs), not including land and buildings where the business is run. or it could also have annual sales of at most IDR 300,000,000.00 (Strategi et al., 2017). In business activities, the term marketing is often associated by many parties with sales, while various kinds of activities include sales, advertising, and promotions. People often equate the profession of a marketer with sales. However, the actual meaning of marketing itself is not as simple as many people know, because marketing is fundamentally different from sales (Putri & Oktafia, 2021).

Marketing is a benchmark for assessing the success or failure of a business because the

ultimate goal of the production process is sales in the hope of getting the biggest profit. The marketing process requires another party called a marketing agency, the role of this marketing agency greatly influences the marketing chain. To find out the form of success of a business can be determined by the ability to carry out marketing strategies and policies that are appropriate to business situations and conditions, both now and in the future (Arianty, 2019).

Besides being one of the activities in the world economy, marketing also helps create economic value in a region or country. The MSME industry in our country is currently facing a rather difficult situation amid changes in an increasingly complex business environment. The competition that occurs is very tight along with the amount of free trade which automatically makes competition come from within, the region, and the world (Hendika, 2015). In this rapid development of the era, all industries are required to be able to compete with other industries. Therefore, there is a need for a strategy within SMEs to increase competitiveness in the industry. MSMEs are also required to be able to observe and anticipate something that is happening from the internal and external environment to companies that have strengths and weaknesses as well as opportunities and threats by using an appropriate and accurate management approach (Agustian et al., 2020).

In this study, the location chosen by the researcher is one of the SMEs that has

developed very rapidly, namely the UD Industry. Chicken Haikal. The address is the village of Jrebeng Lor, District of Kedopok, Probolinggo City. The rapid development of business in the UD Industry. Of course, this Haikal Chicken Cut has gone through several processes that are not easy, because of course there is a lot of competition that occurs in every business. However, the success of this broiler-selling business is none other than because of the selection of the marketing strategy that is in it. There are UD. Haikal Ayam Broiler makes the community make this Trading Business one of the main options of the many Broiler Chicken industries in Probolinggo City.

Based on the above, the researcher is interested in examining the marketing strategy chosen by the author of the business. So here the researcher aims to find out how the marketing strategy is used to win market share in the UD Broiler Chicken industry. Haikal in the perspective of Islamic economics. In seeking sustenance there are many ways one can do one of them trading or commerce. Trading or commerce is an economic activity that is recognized in Islam. Rasulullah SAW has taught his people to trade by upholding Islamic ethics. In economic activities, Muslims are prohibited from committing falsehood but must carry out economic activities that are mutually acceptable. The process of development of the business world that is increasingly rapid today has led to increasingly fierce market competition. With this market competition, a company's business organization is required to be able to take

appropriate steps to adapt to changes in a very dynamic business climate (W. Boyd et.al., 2000).

RESEARCH METHOD

This study uses a qualitative method, with a field study approach. Qualitative research is research that seeks to describe events that occur naturally. While the field study approach is direct observation at the location of project activities based on experience and theoretical knowledge in class to explore and collect data, as well as perform Data Processing & Analysis of the information obtained for solving problems, which is outlined in the form of a report (Sofjan, 2011). The main focus of the marketing strategy is to allocate and coordinate resources in marketing activities to achieve company goals for specific products. Therefore, an important issue from the scope of marketing strategy includes specifying target markets for certain products.

Marketing strategy is the main way or approach taken by companies in carrying out marketing activities. Marketing has been defined in various senses, according to the American Marketing Association, marketing is defined as the result of work performance of business activities that are directly related to the flow of goods or services from producers to consumers. This definition is almost the same as distribution activities, so it fails to show marketing principles, especially in determining what goods or services will be produced.

The term marketing or marketing was not widely known at the time of the Prophet

SAW. At that time the concept that was widely known was buying and selling (bai') which had existed before Islam came. As already explained, marketing is broader than buying and selling, and therefore the discussion of buying and selling is part of marketing. Marketing can be done through communication and hospitality to introduce products or merchandise (Sari, 2017). In running a business, competition is not a new thing. Competition is increasing from time to time. So, companies must have a strategy to win in a competition so that consumer loyalty to products will increase and use marketing strategies with Sharia principles (Corbien, 2003).

Field studies allow research data to be collected by various methods and sources, combining descriptions with analysis of events and data. In this study, researchers used two data sources, namely primary data sources and secondary data sources. Primary data sources are data obtained from interviews with business owners and researchers. Meanwhile, secondary data sources are in the form of documentation data and important archives. Another example is books, and journals that are relevant to the research title (Mulyadi, 2013).

RESULTS AND DISCUSSION

Broiler Chicken Industry UD. Haikal is an individual business engaged in the food sector, namely a supplier of chicken pieces. This trading business, which is located in Jrebeng Lor Village, Kedopok District, Probolinggo City, was originally a former small-scale business owned by someone else on the owner's land, but

it did not run. Then it was taken over and managed properly until it grew rapidly by the current business owner. Owner of UD. Haikal Mr. H. Mashudi and Mrs. Hj. Nurhayati started her business in 2008 and obtained a business license a year later in 2009. Starting from a small industry with 10 customers, it has now become a macro industry with more than 60 regular customers. Has a total of 16 employees with the division of tasks, 10 chicken slaughtering employees, 4 wholesale employees, and 2 cage cleaning employees. (interview with business admin)

This trading business, which has been running for dozens of years, had the goal of starting its business from the start by promoting the concept of honesty in trading. So that until now it has customers spread across all markets in the City or Probolinggo Regency areas such as the new Probolinggo market, Wonoasih market, Dringu market, cooperation market, let's market and also some customers who use motorbikes. In practice, Islamic marketing follows the traditional marketing concept. In the marketing concept, the company as a player who aims to capture value from the customer must go through multiple phases to achieve that goal. Marketing in Islam refers to the identification and implementation of value maximization strategies for the benefit of the stakeholders and society as a whole based on Quranic and Sunna guidelines (Firdausi & Ardyansyah, 2023).

Islamic markets are concerned with Muslim communities in different parts of the

world, including Muslim countries and non-muslim countries with Muslim populations. The term Halal is the most important element that must be used in selling products and services to Muslim communities in the Islamic market. The term halal refers to a company's products and services that are entirely Sharia-compliant. However, where halal is overused or not adequately supervised by a Sharia law body, such as a Sharia council, it may lead to mismatches.

There are three kinds of Islamic markets. The first is the largest Islamic market, which means that the bulk of customers is Muslims who purchase Halal products and services. The second is secondary Islamic markets, which have emerged in countries with Muslim minorities. It means that the number of halal products and service providers who deliver halal products to Muslim communities is restricted. The third is the emerging Islamic market. This market consists of Islamic products sold in the non-muslim country, which are purchased not only by Muslims but also by people of other faiths (Amalna & Ardyansyah, 2023).

The Islamic product means that the goods and services provided must be halal which follows Sharia law and does not consist of elements prohibited by Islam such as usury (*riba*), gambling (*may*), uncertainty or speculation (*gharar*), alcohol, pork, an immoral place that invites lust, and many others. These products are prohibited in Islam because it is contrary to the purpose of sharia (*maqashid as-syariah*).

Table 1. Industrial Potential of UD. Haikal

| No | Category | Industrial Potential |
|----|----------|---|
| 1 | Facility | Chicken coop area, Chicken slaughtering area, Toilet, Musholla, Employees, Employee rest area, Admin office, Parking area, Spacious land. |
| 2 | Asset | Lathe(chicken feather), Tossa, Wholesale trucks, Cars, Motorcycles, Grand Max, Laptops, CCTV, Digital scales. |
| 3 | Product | Live chicken, broiler |
| 4 | Service | Chicken slaughtering service, Ready to send, Accepts orders 24 hours and Prioritizes cleanliness. |

Source: Interview with the Head of UD. Haikal, 22 December 2022

Islamic Marketing Strategy for Increasing Sales

In this study, the researcher will analyze the marketing strategy in the UD. Broiler Chicken Industry. Haikal with the concept of the Marketing Mix or Marketing Mix in an Islamic economic perspective. Marketing Mix is a combination of 4 (four) variables or activities which are the core of the company's marketing system which includes, product (product), price (price), place (place of distribution), and promotion promotion

However, from an Islamic perspective, the marketing mix has an important meaning in marketing, especially in shaping the behavior of marketers in serving customers by emphasizing aspects that maximize value, not just pursuing personal gain or for the company. The concept of the marketing mix from an Islamic perspective includes product, price and promotion, distribution, and people. Strategy is the steps that must be carried out by a company to achieve its goals. Sometimes the steps that must be faced are tortuous, but some steps are

relatively easy. Besides that, many obstacles or trials are faced to achieve the goal. Therefore, every step must be carried out carefully and directed. The strategy to reach as many customers as possible can not be separated from the competitors. In marketing, competitors are always threatening us.

The Company Cannot Afford To Be Complacent. Therefore, A Strategy To Stop Or Even Destroy Competitors From The Market Side Must Be Carried Out Immediately

The concept of an exchange between a buyer and a seller is central to the market and is the core idea behind marketing. Marketing involves all aspects of producing a product or service and bringing it to markets where exchanges take place. Thus marketing ethics examines the responsibilities associated with bringing a product to market, promoting the product to buyers, and exchanging with buyers. Marketing is a social process involving activities that obtain what they need and want through exchanges with others and developing exchange relationships.

To support the success of the desired marketing strategy, it is necessary to design a truly qualified marketing plan. The marketing plan is the central instrument for directing and coordinating marketing efforts. The Marketing Plan operates on two levels: strategic and tactical. The strategic marketing plan lays out the target market and the value proposition to be offered, based on an analysis of the best market opportunities. The tactical marketing plan specifies market tactics, including product features, promotions, trading, pricing, sales channels, and services. 26 In formulating a strategy, the marketing function is carried out after we understand what the needs, wants, and demands of the market are, taking into account environmental elements. macro, such as demography, technology, culture, society, and competition. Overall, this strategy is a way to win memory shares (Sunyoto, 2012).

Based on this definition, it can be concluded that marketing is a social process that involves many activities that are considered to also involve individuals as consumers and companies to be able to exchange what they need. While marketing is the planning process in implementing the conception of pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals. In the following, the researcher will analyze the marketing strategy for the UD Broiler Chicken Industry. Haikal uses the Marketing Mix concept from an Islamic perspective.

Product

A product is anything that can be offered to a market for attention, acquisition, use, or consumption to satisfy a need or want. In Islam, the product being sold can be known clearly and well, the size, shape, and nature of the seller and the buyer. Like products marketed in the UD industry. Haikal sells freshly processed broiler chicken meat and is ready for direct distribution. Paying attention to the quality of clean and fresh chicken meat is one thing this industry prioritizes. It is processed in stages, starting from weighing the chicken using digital scales, cutting following Islamic law on turning (separating feathers from chicken skin) using a machine, to packaging the product carefully so that the product sent is following customer orders and satisfaction. As stated by the business owner, Mr. H. Mashudi is the owner.

"Jika daging ayam bersih dan tepat waktu sampai pada pelanggan, tentunya mereka ada rasa puas. Makanya dalam proses pemotongan saya tekankan pada karyawan untuk teliti ketika bekerja, dengan memperhatikan kebersihan daging dari bulunya dan jumlah ayam yang dipesan pelanggan sesuai apa tidak. Kita juga jujur pada konsumen, misalkan ada komplain pesanan kurang atau lebih sudah ditangan pelanggan kita terima tetapi ada jangka waktunya 1 hari penuh, termasuk juga setorannya misalkan lebih pasti dikembalikan kalo kurang ya kita hubungi"

"If the chicken meat is clean and arrives at the customer on time, of course, they will feel satisfied. That's why in the cutting process I emphasize to employees to be careful when working, paying attention to the cleanliness of the meat from the feathers and whether the number of chickens ordered by the customer is appropriate or not. We are also honest with consumers, for example, if there is a complaint that an order for less or more has been received by the customer, but there is 1 full day, including the deposit, for example, it will be returned if it is not enough, we will contact you."

So it can be said that the UD. Broiler Chicken Industry. Haikal in marketing its products prioritizes good quality chicken meat and accuracy in delivery, to make consumers feel satisfied and increase public interest in buying chicken meat at UD. Haikal. This industry is also very responsible in marketing its products, before being marketed, of course, it has weighed and selected the chicken to be slaughtered according to consumer demand. So that when the product is marketed it minimizes the occurrence of complaints from consumers. However, if there is an order that is not appropriate then UD. Haikal will be responsible for replacing the order. This means that it is also in line with one of the characteristics of Sharia marketing, namely having a religious nature. The point is that a Sharia marketer has the belief that he is always supervised by Allah SWT in carrying out all his activities even though he does not see Allah SWT so that he will be able to avoid all kinds of actions that can cause a consumer to feel cheated on the products being sold or offered.

UD. Haikal is also a well-known chicken-cutting industry among the people of the City and Probolinggo Regency. Because it has been running for dozens of years and has customers spread across the city and Probolinggo district. So that its existence in the market is no longer in doubt, these advantages make the UD Industry. Haikal can increase consumer or customer confidence to subscribe there.

Price

Price is the amount of money needed by consumers to get a product to fulfill unfulfilled needs and wants. Kotler argues that price is the only element of the marketing mix that generates revenue, the other elements generate costs. Price is also one of the most flexible elements of the marketing mix, prices are easy to change quickly, unlike product displays and distribution agreements (Lestari et al., 2019). Determining the price of goods in Islam must pay attention to several provisions that have been regulated in Islam, including that there is no monopoly market, no hoarding, and no price manipulation. Islam prohibits market imperfections carried out by individuals or companies that aim to get high profits from consumers. Profit is indeed a major factor in achieving the goals desired by every trader. But in every profit-taking must be in a good and wise way so as not to harm others and get the blessings of Allah SWT.

This is in line with one of the characteristics of Sharia marketing, namely having a *maslahah* orientation, meaning that it is not solely looking for profit but balanced with blessings in it. As stated by the business owner, Mr. H. Mashudi is the owner of the industry.

"Kalo penetapan harga mengikuti pabrik, jika harga naik maka harga jual kami naikkan begitu sebaliknya kalo harga turun ya diturunkan. Jadi kami tidak pernah melakukan permainan harga. Karena dalam berbisnis itu bukan hanya cari untung tapi yang dikedepankan adalah keberkahannya. Jadi apapun hasilnya nanti kalo sudah berkah ya bakal cukup"

"If the price is set according to the factory, if the price goes up, we will increase the selling price, and vice versa if the price goes down, we will lower it. So we never do price games. Because in doing business it is not only

for profit but what is put forward is the blessing. So whatever the result will be, if you are already blessed, it will be enough”

Based on the results of interviews with the owners above in marketing their products UD. Haikal has implemented one of the characteristics of Sharia Marketing, namely Theistic (Rabbaniyah) has a religious nature. This means that a Sharia marketer has the confidence that he is always being watched by Allah SWT in carrying out all his activities even though he cannot see Allah SWT.

Even though it does not set a price in terms of a reasonable nominal amount of profit in trade, the Al-Quran firmly instructs that profit-taking is carried out in a fair, mutual, and profitable manner (Rini et al., 2018). Like the opinion that was also conveyed by Mr. Ahmad Zaini the 2nd son of the owner.

”Mengenai harga seumpama kita kulak dari pabrik harga per kilo 20.000 biasanya kita stand harga 2.000 sehingga harga yang sampai ke konsumen 22.000 per kilo, dan menurut saya itu sesudah sesuai syariat islam karena antara penjual dan pembeli sama-sama sepakat dan tidak ada pihak yang dirugikan. Ada perbedaan harga antara pelanggan tetap dan pelanggan baru tentunya ada potongan harga bagi pelanggan tetap, sebagai bentuk apresiasi keloyalitan konsumen”.

“Regarding the price, for example, if we take kulak from the factory, the price is 20,000 per kilo, we usually stand at 2,000 so that the price that reaches the consumer is 22,000 per kilo, and in my opinion, that is after complying with Islamic law, because the seller and the buyer both agree and neither party is harmed. There is a price difference between regular customers and new customers, of course, there is a price discount for regular customers, as a form of appreciation for consumer loyalty.”

UD. Haikal in setting the price of his merchandise according to the price given by the

factory, while still taking profits that are not that big. So no price confusion causes price damage in the market. This industry also never plays with market prices, so that transactions between producers and consumers do not feel disadvantaged. UD. Haikal sells chicken meat at market prices without playing with market prices. Thus increasing consumer confidence. This is proven by the large list of consumers or customers who have joined to subscribe to the UD broiler industry. Haikal.

Promotion

In Islam there is no justification for any concealment of promotional behavior, exaggerating the quality of its products. Islam strictly prohibits deceiving women in advertisements, giving excessive expectations, using suggestive language and behavior, and using women as objects to lure and attract customers. As said by the 4th daughter of the owner, Ms. Sofyatul Hasanah as Admin

”Kita promosikan langsung kepada konsumen, datang ke pasar-pasar dan tawarkan produk. Disana dijelaskan keunggulan produk kita sejujur jujurnya. Selain itu kita juga memakai POP dengan memasang papan/iklan di dekat lokasi usaha”.

”We promote directly to consumers, come to markets, and offer products. There explained the advantages of our products honestly. Apart from that, we also use POP by placing boards/ advertisements near the business location.”

UD. Haikal in carrying out promotions following the goods sold, not exaggerating the product so that consumers feel satisfied when buying products at UD. Haikal. It is hoped that consumer satisfaction will increase trust so that

they become regular customers at UD. Shredded Chicken.

Distribution

In Islamic ethics, the main purpose of distribution channels is to create value and improve living standards by providing services ethically. Islam has distribution as an inseparable part of the comprehensive ethics of Islam. Islam does not recommend practices such as "goods purchased cannot be returned", or selling goods that are expired and no longer suitable for their time or out of date. In its distribution UD. Haikal gives freedom to consumers regarding product delivery, and shuttle service which makes it easy for consumer orders. Timely delivery is also a priority in this industry. As said by the owner Mr. H. Mashudi.

"Kita juga jujur pada konsumen, misalkan ada komplain pesanan kurang atau lebih sudah ditangan pelanggan kita terima tetapi ada jangka waktunya 1 hari penuh yang sudah tertulis di nota konsumen, termasuk juga setorannya misalkan lebih pasti dikembalikan kalo kurang ya kita hubungi. Dalam pengiriman juga kita prioritaskan tepat waktu."

"We are also honest with consumers. For example, if there is a complaint that a customer orders more or less in the hands us, we receive it, but there is 1 full day that has been written on the customer's note, including the deposit, for example, if it is not enough, we will contact it. We also prioritize deliveries on time."

The same opinion was also conveyed by the owner's 2nd son, Mr. Ahmad Zaini.

"Jika misal terjadi salah pesanan atau tertukar pesanan konsumen maka kita hampiri ke pasar dan kita jelaskan bahwasanya nota pesannya keliru, dan kita siap tanggung jawab. Selain itu, di industri ini siap melayani antar jemput tanpa ongkos kirim."

"If, for example, an order is wrong or a customer's order is exchanged, we will approach the market and explain that the order note was wrong, and we are ready to take responsibility. Apart from that, this industry is ready to provide pick-up and drop-off service without postage."

UD. Haikal in distributing its products will receive complaints from consumers who receive discrepancies in their orders, with the producer's policy, the non-conforming goods can be replaced while still following the regulations set by the producer. In this way will provide convenience to consumers so they feel satisfied and not harmed. This method also illustrates one of the characteristics of Sharia Marketing, namely Ethics (Akhlaiyyah), always prioritizing moral issues in carrying out all activities or activities as a whole in serving consumers or customers.

Islam emphasizes the importance of customer freedom in making decisions. Therefore, the discourse on an ethical marketing mix, maintains that the customer's freedom to make decisions must be protected from coercive things. As said by the fifth son of the owner, Muhammad Fikri.

"Kalo disini memberi kebebasan penuh kepada konsumen untuk memilih pesan ayam potong atau hidupnya dengan tetap adanya selisih barga sebagai jasa pembersihan ayam jika pesan ayam potongnya. Pelanggan juga dapat memilih besar, tanggung, atau kecil ayam yang dipesan."

"Here, giving full freedom to consumers to choose to order pieces of chicken or live with the difference in price as a cleaning service for chicken ordered pieces of chicken. Customers can also choose large, medium, or small chicken ordered"

UD. Haikal in serving consumers never forces them to buy the chicken meat, if the

desired product does not match what the customer is looking for, for example, the size and weight, the consumer is given the freedom to choose to buy available chicken or cancel. This method also illustrates one of the characteristics of Sharia Marketing, namely Humanistic (Insaniyyah), meaning that in carrying out every activity a marketer may not discriminate between religions, ethnicities,

racas, and skin color of each consumer or customer. In addition, to maintain good relations between producers and consumers or customers, this is done by not positioning the company higher than consumers, but the position between producers and consumers or customers is at the same level, namely equal partners and bound by kinship.

Table 2. Marketing Mix Strategy

| No. | Marketing Mix | Marketing strategy |
|-----|---------------|--|
| 1 | Product | Provide clean chickens Fresh meat quality |
| 2 | Price | Provide prices according to market prices Never play the market price |
| 3 | Promotion | Providing total service. Building trust in consumers by consistently improving services. Prioritizing honesty when offering products to consumers. |
| 4 | Place | Providing convenience to consumers with ready-to-delivery services. Give freedom to consumers when ordering. Receiving complaints from consumers |
| 5 | Orang | Providing services in totality by prioritizing the principle of honesty. |

Data source: Compiled by the author

Marketing Strategy From Islamic Economic Studies

According to Islamic teachings, marketers' activities must be based on Islamic values imbued with the spirit of worship to Allah SWT and trying to maximize the common welfare. According to Sharia principles, marketing activities must be based on the spirit of worshipping God the Creator, trying as much as possible for the common good, not for the interests of the group let alone

the interests of one's own. In the hadith of the Prophet from Anas Ibn Malik narrated by al-Bukhari and Muslims.

“Barang siapa ingin agar rezekinya dilapangkan dan pengaruhnya diluaskan maka hendaklah ia menyambung tali silabaturahmi. Menjaga silabaturahmi sesama manusia adalah hal yang wajib. Karena dalam pemasaran tentunya akan bertemu dengan orang banyak, semakin banyak relasi yang dikenal akan semakin memperpanjang tali silabaturahmi”.

“Whoever wants his sustenance to be broadened and his influence expanded, let him continue the ties of

friendship. Maintaining human friendship is a must. Because in marketing, of course, you will meet a lot of people, the more relationships you know, the longer the relationship will be extended”.

In an Islamic economy accompanied by sincerity solely to seek the pleasure of Allah SWT. Several characteristics made the Prophet Muhammad successful in doing business, namely:

- a. *Siddiq* (honest or true) in trading Prophet Muhammad was always known as a marketer who was honest and true in informing his product.
- b. *Fathanah* (intelligent) in this case a leader who can understand, appreciate, and know his business duties and responsibilities very well.
- c. *Amanah* (honest) is the similarity between the news conveyed and the facts or phenomena that exist. In addition, also honesty in behaving in business according to what was practiced by the Prophet.
- d. *Tabligh* (communicative) a marketer must be able to convey the advantages of the product in an attractive and targeted manner without leaving honesty and truth.

The Islamic market is often said to be an emotional market while the conventional market is rational. The meaning of the statement is the highest person. According to Islamic teachings, marketing activities must be based on Islamic values imbued with the spirit of worshipping Allah and trying as much as possible for the common good. Several things must be considered as ethics in marketing according to Islam, namely:

1. *Takwa* has a good and spiritual personality so in marketing, it is not solely for their interests but also for the common good.
2. Fairness is fair in doing business, a fair attitude will bring the culprit closer to the value of piety.
3. Good personality Kind and sympathetic personality and respect people's rights and property properly.
4. Serving customers with humility
5. Keep promises Always keep promises and do not cheat in marketing, including in determining the quality and quantity of goods and services.

CONCLUSION

Judging from the Islamic Marketing Strategy, the UD. Broiler Chicken Industry. Haikal has appropriately implemented the concept of Islamic marketing strategy namely product, price, promotion, distribution, and people. As well as prioritizing honesty in trading. And in its application, it is also following several characteristics of Sharia Marketing, namely Theistic, Ethical, and Humanistic. Selling chicken meat at affordable prices and good quality meat, as well as providing easy access to the sale and purchase of goods to consumers has made this industry able to dominate the market and survive amidst intense market competition. Implementing a good marketing strategy and prioritizing the concept of Islam consistently make the UD. Haikal can survive amid competition and can increase consumer confidence to become loyal customers.

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