

Analysis Of Sharia Marketing Strategies in Micro Businesses

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Abstract:

This study discusses the analysis of sharia marketing strategies in micro-businesses, with a focus on the application of Islamic values in marketing activities. Microbusinesses have an important role to play in the economy, but they face challenges such as limited capital, market access, and a lack of understanding of effective marketing strategies. Sharia marketing offers solutions through the principles of honesty, fairness, and transparency that can increase customer loyalty and business competitiveness. The research method used is a qualitative approach with a case study method. Data was collected through in-depth interviews, direct observations, and documentation analysis. The results of the study show that sharia marketing strategies have a positive impact on the sustainability of micro businesses. Traders who apply the principles of honesty and transparency in transactions have an easier time gaining customer trust. However, the implementation of sharia marketing still faces various obstacles, including a lack of in-depth understanding of this concept as well as limited capital. Therefore, education, financial support, and the use of digital technology are important steps in increasing the effectiveness of sharia marketing. This research confirms that sharia marketing has great potential in building sustainable and ethical micro businesses. Support from various parties, including Islamic financial institutions and the government, is needed to strengthen the implementation of this strategy. Further research is suggested to explore sharia-based marketing innovations in various business sectors.

Keywords:

Sharia Marketing, Micro Business, Marketing Strategy, Honesty, Customer Loyalty.



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INTRODUCTION

In the era of globalization and increasingly fierce business competition, marketing strategies are a key element in the success of a business, including micro businesses. Microbusinesses have an important role in the economy, especially in developing countries, because they are able to absorb large numbers of workers and become economic drivers at the local level. However, the challenges faced by micro businesses are quite complex, ranging from limited capital, access to the market, to a lack of understanding of effective and sustainable marketing strategies. In the midst of these challenges, the concept of sharia-based marketing is one of the approaches that can be adopted by micro business actors. Sharia marketing not only emphasizes the aspect of profit, but also prioritizes Islamic values such as honesty, justice, and blessings in transactions. These principles are expected to create a healthy, competitive, and customer-satisfied and socially welfare-oriented business ecosystem.

Conceptually, sharia marketing strategy refers to Islamic ethical principles that are implemented in various aspects of marketing, including promotion, distribution, pricing, and products. In an Islamic perspective, marketing not only serves as a tool to achieve economic benefits, but also as a means to build a harmonious relationship between producers, consumers, and society as a whole. This concept emphasizes the importance of transparency, fairness in pricing, and the prohibition of harmful practices such as *riba*, *gharar* (*obscurity*), and *maysir* (*gambling*). Although sharia marketing has great potential in increasing the competitiveness of micro businesses, its implementation still faces various obstacles. Many micro business actors do not fully understand the principles of sharia marketing and how to apply them in daily business practices. In addition, limited resources, both in terms of finance and knowledge, are the main inhibiting factors in the implementation of this strategy.

Therefore, research on the analysis of sharia marketing strategies in micro businesses is important to be carried out. This research is expected to provide a deeper understanding of how sharia marketing strategies are applied in micro businesses, the challenges faced, and solutions that can be proposed to improve the effectiveness of sharia-based marketing. Thus, micro businesses can be more competitive and contribute to creating a more equitable and sustainable economic ecosystem.

METHOD

This study uses a qualitative approach with a case study method on several micro businesses that apply sharia marketing strategies to clothing traders in the West Sabak Muara Market. Data was collected through in-depth interviews with micro business actors, direct observation of marketing activities, and analysis of related documentation. The sampling method uses a purposive sampling technique, where respondents are selected based on certain criteria, such as business actors who have applied sharia marketing principles in their business activities. The data analysis technique used is qualitative descriptive analysis, which aims to understand the patterns of sharia marketing strategies applied, the challenges faced, and solutions that can be developed to increase the effectiveness of sharia marketing in micro businesses.

In addition, to improve the validity and reliability of the research, data triangulation was carried out by comparing the results of interviews, observations, and documentation obtained. With this approach, it is hoped that the research can provide deeper insights into the implementation of sharia marketing strategies in micro businesses as well as recommendations that are applicable to business actors and related stakeholders.

RESULTS AND DISCUSSION

Results

The results show that most micro business actors who implement sharia marketing strategies are faced with various challenges, but also benefit from this approach. Traders who apply the principle of honesty in their transactions tend to get higher customer loyalty compared to those who use conventional strategies. Honesty in setting prices and transparency in product information are the

main factors that increase consumer trust. In addition, field observations show that most of the micro-traders in the market studied have applied Islamic values in their transactions, although not all of them are aware that their actions are in line with the principles of sharia marketing. Some of the main challenges faced by micro business actors in the implementation of sharia marketing include limited understanding of sharia principles, fierce competition with conventional traders, and capital constraints that often hinder their business expansion efforts.

Based on the findings of the study, there are several suggestions that can be implemented by micro business actors to increase the effectiveness of sharia marketing:

1. Education and Training - Micro business actors need to get education and training on the principles of sharia marketing. Socialization programs by the government and Islamic financial institutions can help increase their understanding in applying sharia-based marketing strategies.
2. Capital Support and Financial Access - Limited capital is the main obstacle in the implementation of sharia marketing strategies. Therefore, there needs to be easy access to sharia financing for micro business actors.
3. Strengthening Networks and Partnerships - Traders can form sharia communities or cooperatives to strengthen their business networks, so that they can support each other in marketing products more effectively and efficiently.
4. Utilization of Digital Technology - Micro businesses need to take advantage of digital platforms to expand their market reach. Digital-based marketing can help increase product visibility and introduce the concept of sharia marketing to a wider audience.
5. Mentoring and Monitoring - Relevant institutions need to provide regular assistance to ensure that micro business actors can apply sharia marketing principles consistently and sustainably.

Discussion

From the results of the interviews, it was found that traders who actively promote their products with a sharia approach, such as not committing fraudulent or fraudulent practices, are easier to get regular customers. Some merchants have also started to implement community-based marketing strategies, where they build close relationships with customers through good service, honest communication, and the provision of quality products. Furthermore, this study finds that sharia marketing can be a solution in creating a fairer and more ethical market. However, further education is still needed for micro business actors so that they better understand sharia principles that can be applied in their business. In addition, the role of Islamic financial institutions and the government is also urgently needed in providing support, both in the form of training, access to capital, and regulations that support the development of sharia-based micro businesses.

Overall, this study confirms that the implementation of sharia marketing strategies in micro-businesses can provide long-term benefits for business actors, especially in building customer reputation and trust. However, its success is highly dependent on the awareness and commitment of

business actors in consistently applying Islamic principles in their business activities. Hermawan Kartajaya & Muhammad Syakir Sula in the book *Sharia Marketing*, they explain that sharia marketing has four main characteristics, namely: Theistic (Rabbaniyah): Oriented to religious values and blessings in business. Ethical (Akhlaqiyah): Prioritizing morals and ethics in all aspects of marketing. Realistic (*Al-Waqiyyah*): Flexible and not rigid, and adapting to the times. Humanistic (*Al-Insaniyah*): Oriented to human values and social welfare (Hermawan Kartajaya & Muhammad Syakir Sula, 2012).

Buchari Alma & Donni Juni Priansa in the book *Sharia Business Management*, they revealed that Islamic business emphasizes on a spiritual branding approach, where the business goal is not only to seek profit, but also blessings. They affirm that business done with sincerity will build strong customer loyalty (Buchari Alma & Donni Juni Priansa, 2009). Taufik Ginanjar Hidayat (2016) in his research on the Implementation of Islamic Business Ethics for Vegetable Traders in Traditional Markets, Hidayat found that traders who apply Islamic values in their business, such as honesty and transparency, tend to gain higher customer trust, which leads to increased business sustainability (Hidayat, 2016).

Siti Mina Kusnia in her research on Merchant Behavior in the Ngaliyan Semarang Traditional Market in the Perspective of Islamic Business Ethics, Kusnia concluded that although many traders do not have a formal understanding of Islamic business ethics, they naturally apply sharia principles, such as honesty and responsibility in transactions (Siti Mina Kusnia, 2018). These opinions reinforce the findings in the study that sharia marketing strategies are not only effective in increasing consumer trust, but also provide long-term benefits for the sustainability of micro businesses.

The results of interviews with traders show that the implementation of sharia-based marketing strategies has a significant impact on the success of micro businesses. Merchants who are committed to avoiding fraudulent and fraudulent practices tend to have an easier time gaining repeat customers. This shows that consumers place greater trust in traders who consistently maintain the integrity of their business (Hidayat, 2016). Sharia marketing strategies are not only limited to selling products, but also building good social relationships with consumers. Some traders even apply a community-based approach, such as providing friendly service, honest communication, and ensuring the quality of the products offered. This harmonious relationship makes consumers feel valued and ultimately increases loyalty (Kusnia, 2018). The study also confirms that sharia marketing has the potential to create a fairer and more ethical market. A market that is free from manipulative practices will provide a healthy growth space for all business actors, especially for micro-scale companies that are often in vulnerable positions (Agustina & Huda, 2022).

However, the awareness of micro traders on sharia principles still needs to be improved. Continuous education about sharia values in business is an important need so that sharia marketing strategies can be implemented consistently and correctly (Hidayat, 2016). The role of Islamic financial institutions and the government is no less important in encouraging the development of sharia-based micro businesses. Support in the form of training, access to capital, and regulations that favor small business actors will strengthen the sharia business ecosystem at the grassroots level (Jalilah, 2022). Overall, this study confirms that the implementation of sharia marketing strategies

can provide long-term benefits. One of its advantages is to build a positive reputation in the eyes of consumers, which will ultimately strengthen trust in the business (Kartajaya & Sula, 2012).

Hermawan Kartajaya and Muhammad Syakir Sula (2012) in their book *Sharia Marketing* emphasize the four main characteristics of sharia marketing. First, Theistic (Rabbaniyah), which is an orientation to religious values and blessings. Second, Ethical (Akhlaqiyyah), which prioritizes morality and ethics. Third, Realistic (Al-Waqiyyah), flexible and adaptive to the changing times. Fourth, Humanistic (Al-Insaniyyah), oriented towards humanity and social welfare. These characteristics distinguish sharia strategies from conventional marketing models. If conventional marketing is more profit-oriented, sharia marketing combines material and spiritual aspects, so that the business objectives become more comprehensive (Kartajaya & Sula, 2012).

In addition, Buchari Alma and Donni Juni Priansa (2009) in their book *Sharia Business Management* emphasized the importance of spiritual branding. In their view, business is not only after profit, but also blessing. Sincere attitude in running a business will build stronger and more sustainable customer loyalty. This spiritual principle of branding is evident in the behavior of some microtraders. They not only focus on selling products, but also bring religious values in their interactions with consumers. This makes their business more nuanced in worship, as well as strengthening differentiation in the market (Alma & Priansa, 2009).

Hidayat's (2016) research on the application of Islamic business ethics to vegetable traders in traditional markets shows that the values of honesty and openness play an important role in building consumer trust. Traders who are consistent in being transparent in prices and product quality tend to have loyal customers. Hidayat's findings are strengthened by the research of Siti Mina Kusnia (2018) who examined the behavior of traders at the Ngaliyan Traditional Market in Semarang. He found that although many traders did not have a formal understanding of Islamic business ethics, they had naturally applied sharia principles such as honesty and responsibility.

This phenomenon shows that the application of sharia values does not always require a formal educational background. Local culture, traditions, and religious values of the community can be important capital in internalizing sharia principles in business practices (Kusnia, 2018). Thus, sharia marketing strategies not only provide economic benefits, but also strengthen the social and spiritual dimensions in doing business. This is important, considering that micro businesses do not only aim to make profits, but also become part of the social life of the community (Alma & Priansa, 2009).

In the future, further research is recommended to highlight more deeply the influence of sharia marketing on the economic growth of micro business actors. Focusing on different sectors, such as food, textiles, or service trade, can provide a more comprehensive picture (Agustina & Huda, 2022). In addition, digitalization opens up new opportunities in the application of sharia marketing. Online platforms can be used as a promotional medium as well as a means of education about sharia principles, so that micro businesses can be more competitive in the digital economy era (Jalilah, 2022).

The integration between digital innovation and sharia values will create a new business

model that is not only modern, but also ethical and sustainable. For example, the use of sharia-based marketplaces that avoid usury and fraud practices will provide more security for consumers (Kartajaya & Sula, 2012). With the support of regulation, education, and innovation, sharia marketing has great potential to become a driving force for microeconomic growth. In the end, this strategy not only benefits business actors, but also makes a positive contribution to the welfare of the community at large (Hidayat, 2016). For further research, it is recommended to focus more on the influence of sharia marketing on the economic growth of micro business actors, as well as factors that can increase the effectiveness of sharia marketing strategies in various other micro business sectors. Further research can also explore how digital innovation can be integrated with sharia marketing principles to increase the competitiveness of micro businesses.

CONCLUSION

The application of sharia marketing strategies in micro businesses has been proven to increase customer loyalty, build trust, and create a more ethical business ecosystem. However, there are main challenges faced by business actors, such as limited capital, lack of understanding of sharia principles, and competition with conventional traders. Therefore, concrete steps are needed such as education, access to sharia capital, the use of digital technology, and the formation of sharia-based business communities to support the sustainable growth of micro businesses. Further research can be focused on the implementation strategy of sharia marketing in the wider business sector and the use of technology in increasing the competitiveness of sharia-based micro businesses.

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