

## Online Marketing Strategy in the Perspective of Islamic Economics on Saye Stores

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### Abstract:

This type of research is qualitative research with a descriptive approach. This research was conducted at Toko Saye (Rumah Oleh-Oleh Zhafira) Tanjung Solok Village, Kuala Jambi District. Data collection techniques are carried out through observation, interviews and documentation related to the title. The data analysis technique used is qualitative analysis and is presented in descriptive form. Based on the results of the discussion and analysis, conclusions were obtained: Toko Saye (Rumah Oleh-Oleh Zhafira) has implemented a marketing strategy with a 7P marketing mix, namely, product (product), price (price), distribution channel (place), promotion (promotion), people (people), process (process), physical facilities (physical evidence). However, the implementation is not fully maximized because in the promotion section Shopee Toko Saye (Rumah Oleh-Oleh Zhafira) does not carry out promotions as in 7P in the Shopee application, Toko Saye (Rumah Oleh-Oleh Zhafira) instead uses social media such as Instagram and Facebook as promotional media. Even though Shopee is the right media for selling with the right marketing. While in terms of the perspective of Islamic Economics, the 7P marketing mix that has been implemented by Toko Saye (Rumah Oleh-Oleh Zhafira) is in accordance with Islamic Economics based on the characteristics of the Prophet Muhammad Saw, namely fathanah, amanah, shiddiq, and tabligh. These four traits are the traits applied by the Prophet Muhammad.

### Keywords:

Strategy, Marketing, Online, Islamic Economy.



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## INTRODUCTION

Currently, the internet world is popular with *online marketplaces* where activities related to the purchase, sale, marketing of goods or services by utilizing electronic systems such as the internet or computer networks. One of the popular *online marketplaces* in Indonesia is Shopee (Sawitri, 2019). In order to survive in their role, business people must be active in the plans and designs that must be used, starting from what is sold to how much is sold, then until the goods reach consumers to attract consistent and vigilant customers (Abdullah, 2012). This is because marketing is an activity in order to survive in their role, business people must be active in the plans and designs that must be used, starting from what is sold to how much is sold, then until the goods reach consumers to attract consistent and vigilant customers. So, marketing is a way to maximize company profits with the right strategy in meeting consumer needs.

In marketing, there is a marketing mix that requires careful planning and supervision and needs

to take concrete actions (Gitosudarmo). Marketing strategy has an important role to achieve business success, therefore the marketing field plays a big role in realizing business plans (Irawan, 2019). Marketing Mix Strategy or can also be called (*marketing mix*), which is a set of tactical marketing tools that can be controlled with the concept of 4P *product, price, place, and promotion* (Erviawati, 2023). This concept was introduced by Booms and Bitner which contains four 4P elements plus three new elements, namely *physical evidence, people, and process* (Syarifuddin, 2021).

In religious life, it is necessary to apply sharia in daily life, one of the applications of religious sharia is Islamic Economics, especially marketing that does sharia business. Sharia marketing is marketing that in the process contains religious values based on the Qur'an and hadith (Sirojudzakirin, 2021). Islamic marketing is a strategic business discipline that manages the creation, delivery, and transformation of value from creators to their stakeholders in accordance with Islamic conventions and principles and Muamalah throughout the process (Aristya, 2023). (Yudityavati, 2022) *Amana, Tabligh, Fatihuna, Shadiq. Amana* (Yudityawati, 2022). By paying attention to the concept of marketing in Islam, it is hoped that no marketing can harm various parties, especially consumers and business partners (Prihatta, 2018).

This research is based on the idea that all companies, whether in the form of private business entities, public bodies or social institutions, certainly have their own goals that are the motivation for their establishment (Arifin, 2005). Similarly, Toko Saye (Zhafira's souvenir house) certainly has its goals and marketing strategies. This shop sells a variety of souvenirs typical of East Tanjung Jabung. A variety of souvenirs such as East Tanjung Jabung batik, processed shrimp such as kletek and crackers, house decorations, batik shawls, and a variety of unique keychains and other accessories. In addition to offline stores, Toko Saye (Zhafira Souvenir House) also has *an Online Store*, namely on the *Shopee* Application and Instagram Zhafira Souvenir House.

From the preliminary study, it was found that the problems at Toko Saye (Zhafira's souvenir house) were related to marketing practices in the Shopee application. As can be seen from the following image, the Saye Shop (Zhafira souvenir house) in the shopee application did not experience significant sales, the reason was from the marketing strategy. It is very different from offline sales which are actually visited by more buyers. A businessman can apply marketing of his business venture, of course, it will be very interesting when viewed from the perspective of Islamic Economics, so that it will be better able to create a marketing that is really qualified and reliable as marketing and economy. Marketing in the perspective of Islamic Economics is urgently needed because it is to maintain market morality so that justice is created in the market.

Based on this background, the researcher raised the title of Shopee's marketing system in the perspective of Islamic Economics at Toko Saye (Zhafira Souvenir House), Kuala Jambi District. The objectives of this study are:

1. To find out *Shopee's* marketing strategy at Toko Saye (Zhafira Souvenir House), Kuala Jambi District
2. To find out the review of Islamic Economics on Shopee's marketing strategy at Toko Saye (Zhafira Souvenir House), Kuala Jambi District

## METHOD

Qualitative is a method with a research process based on perception of a phenomenon with its approach to produce descriptive analysis in the form of oral sentences from the object of research (Sahir, 2021). This is in accordance with the definition of qualitative research, which is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behaviors. As well as phenomena about what the research subject experiences such as behavior, perception, motivation, action holistically, and by way of description in the form of words and language, in a special context that is natural and by utilizing various natural methods (Maleong, 2011).

This research is qualitative descriptive research. Therefore, the types and sources of data used in this study consist of primary data and secondary data as follows:

1. Data Primer

This primary data is some information obtained through direct interviews with the owner of the Saye Shop (Zhafira Souvenir House) Kuala Jambi District.

2. Data Seconds

Secondary data in this study is documented data that has been related to the title of the research obtained through the study of documents related to the marketing strategy of Toko Saye (Rumah Oleh-Oleh Zhafira), Kuala Jambi District.

3. Participants and research venues

The researcher determined the research participants, including Toko Saye (Zhafira Souvenir House). The place of research is Toko Saye (Zhafira Souvenir House) which is located in Kuala Jambi District.

4. Data collection procedures

The data collection procedure is the most strategic step in the research (Sugiono, 2005). The techniques used by researchers in obtaining objective and valid data or information related to the marketing system in the perspective of Islamic economics. So, researchers use several scientific methods as a basis to find solutions to these problems. The data collection techniques used are as follows:

Observation is a research technique used by the author by going directly to the field to observe objects directly to obtain clearer data. Observation requires several tools such as a list of notes, recording tools, cameras and so on according to needs.

Interviews are conducted so that researchers can obtain more data so that the researcher can understand the social and cultural situation/conditions through the language and expressions of the interviewees and can classify things that are unknown (Fadli, 2021). The form of questions used in this interview is a form of structured questions using interview guidelines.

Documentation is one of the data collections that researchers can do to get an overview from the subject's point of view through a written media or other document written or made directly by the subject concerned (Chanifah, 2021).

### a. Data analysis and interpretation procedures

Analysis is a research technique to make inferences that can be replicated and valid data by paying attention to the contexts. The context needs to be studied, sought for information and in-depth knowledge. The knowledge obtained is checked for truthfulness, whether there is a reciprocal relationship between the context of each other and the relationship with the whole (Krippen, 1995). Based on the description above, the analysis used in this study is by using a qualitative method, where all the data obtained is then collected.

### b. Data validity checks

Triangulation in credibility testing is interpreted as checking data from various sources at various times. Thus, there is triangulation of sources, triangulation of data collection techniques, and time.

#### a) Source Triangulation

To test the credibility of the data, it is done by checking the data that has been obtained through several sources.

#### b) Triangulation Techniques

To test the credibility of the data, it is done by checking the data to the same source with different techniques. For example, to check the data, it can be through interviews, observations, documentation.

#### c) Triangulation Time

Data collected by interview techniques in the morning when the interviewees are still fresh, will provide more valid data so that it is more credible. Further can be done. by checking with interviews, observations or other techniques at different times or situations.

## RESULTS AND DISCUSSION

### Results

In this study, the author first explained the implementation of the research. The author found the subjects of the study, namely, the owner of Toko Saye (Rumah Oleh-Oleh Zhafira) and employees to ask questions about the marketing strategy applied to Toko Saye (Rumah Oleh-Oleh Zhafira). The author does this to find out if the strategy is in accordance with the marketing mix. From the results of direct observation to Toko Saye (Zhafira Souvenir House). As well as observations on the Online Store in the *Shopee* application, the author found that there was no increase in the sales of Toko Saye (Zhafira Souvenir House) products in the *Shopee* application. Therefore, it is necessary to look at the marketing strategy of Toko Saye (Rumah Oleh-Oleh Zhafira) applied in the *Shopee application*.

### Discussion

#### 1. Online Marketing Strategy at Saye Shop (Zhafira Souvenir House), Kuala Jambi District

Based on the results of the research obtained by the author from Toko Saye (Rumah Oleh-Oleh Zhafira) in building an effective marketing, Toko Saye uses a marketing mix (*7P marketing mix*)

consisting of:

**a. Product (product)**

A product is anything that can fulfill a desire or need. It includes physical objects, services of people, places, organizations and ideas (Erviawati, 2023). Products will be in demand by consumers if the product has advantages, one of which is product quality. Product quality is the ability of a product to carry out its functions including, durability, ease of use, ease of maintenance (Hartini, 2022). The product strategy carried out by Toko Saye (Rumah Oleh-Oleh Zhafira) in selling its products is:

1. Product brand

A product brand is a product name that a company creates to distinguish their products from its competitors' products (Hendrayan, 2021). The purpose of Toko Saye (Zhafira Souvenir House) using product brands is to make them more attractive, because the brand is easy to remember, seems great and more modern and can attract consumers.

2. Product logo

The logo is the hallmark of Toko Saye (Zhafira Souvenir House) products. Logos are not just made, of course, they must be designed and considered for the creation of the logo and the logo must be easy for customers to remember.

3. Product Packaging

In food products, Toko Saye (Rumah Oleh-Oleh Zhafira) uses thick plastic that uses zippers, while for souvenir products such as batik Toko Saye (Rumah Oleh-Oleh Zhafira) uses paperbags.

**b. Price (Price)**

Pricing will affect the sales rate of the product. Because every consumer who will buy is undeniably sure to look at the price first. The company must decide where the company will position its products based on quality and price (Fakhrudin, 2022). In determining the selling price of the saye store according to the product and the level of difficulty in production. The selling price of products at the Saye store is divided into several parts, starting from the price of batik, the price of processed products, the price of souvenir packages and the price of products entrusted by other brands.

**c. Distribution channel (Place)**

Distribution channels as marketing activities that seek to facilitate and facilitate the delivery of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place) (Arifka, 2021). Toko Saye (Rumah Oleh-Oleh Zhafira) distributes products in the store, namely Mr. Buhori's own house on jln. About 1 hour from the city center, this area is one of the tourism centers in East Tanjung Jabung Regency, this area can be reached by vehicles, both two-wheeled or four-wheeled vehicles to fishing boats. In addition to selling products in the store,

Toko Saye (Zhafira Souvenir House) also distributes its products at souvenir houses in Jambi.

#### **d. *Promotion***

This activity will generally combine several forms of promotion such as advertisements, discounts, or company-branded t-shirts. By setting a promotion strategy first, divide the promotion based on its mix (Fawzi, 2021). The promotion carried out by Toko Saye (Rumah Oleh-Oleh Zhafira) not only uses the Shopee application but also uses social media such as Instagram and Facebook, which according to Mr. Buhori this kind of promotion is very practical because only with quotas, signals and communication tools, Toko Saye products can be known by consumers and social media users, of course. So that information like this will attract buying interest and increase sales of Toko Saye (Zhafira Souvenir House) (Buhori, 2024).

#### **e. *People***

People are all actors who play a role in service providers so that they can affect customer perceptions. The elements of people are company employees, consumers and other consumers in the service environment (Winarso, 2022). With the good service provided, consumers feel that the service is good, and these consumers can buy the product again. Both in terms of quality and quantity that are directly or indirectly involved in the process of providing services (Jalari, 2021). Toko Saye (Rumah Oleh-Oleh Zhafira) has employees who are in charge of assisting the production process of products at Toko Saye (Rumah Oleh-Oleh Zhafira). Meanwhile, managing the online store is still carried out by the owner of the Saye Shop (Zhafira Souvenir House).

#### **f. *Proses (Process)***

Process is a series of activities that offer customers a product or service. Process reflects all reliability, regulatory compliance and sequence of activities in the business (Yulianti, 2023). Toko Saye (Zhafira Souvenir House) pays attention to the process starting from thinking about the concept of batik motifs, in terms of product innovation, online store services to products reaching consumers, becoming the main concern of Toko Saye (Zhafira Souvenir House). As Mr. Buhori said that: "We pay close attention to how to start from the selection of materials to what motifs we will make into batik. Not only for batik production but also for processed food, we pay attention to cleanliness, food color, product packaging until our products reach our consumers."

#### **g. *Physical evidence***

Physical evidence or the physical environment is the most visible aspect in relation to the situation. The situation in question is the situation and conditions of the geographical and environmental environment of the institution, decoration, room, sound, aroma, lighting, and the arrangement of merchandise (products) and other objects that surround the object of the stimulus (Hasanah, 2019). Toko Saye (Rumah Oleh-Oleh Zhafira) applies a marketing mix to physical facilities (Physical evidence) where Toko Saye (Rumah Oleh-Oleh Zhafira) provides an offline store complete with rooms, product storefronts, hangers for batik products, seating. However, the parking area is inadequate because of the narrow road.

From the explanation above, it can be concluded that Toko Saye (Rumah Oleh-Oleh Zhafira) has implemented a marketing strategy with a 7P marketing mix, namely, product, price, distribution channel (place), promotion, people, process), physical facilities. However, for the implementation, it is not fully maximized because some are not in accordance with the 7P marketing mix.

## **2. An Islamic Economic Review of Shopee Marketing at the Saye Shop (Zhafira Souvenir House), Kuala Jambi District**

The success of a business is not only determined by the improvement of economic and financial achievements, but the success must also be measured through the benchmark of morality and ethical values on the basis of social values in religion (Irawan, 2019). The following marketing strategy of Toko Saye (Rumah Oleh-Oleh Zhafira) on the *Shopee application* is reviewed from the perspective of Islamic Economics, including:

### **a) Product**

The product must be able to be used and consumed by consumers, especially if the product purchased is food souvenirs such as shrimp crackers, shrimp kletek and anchovies. This is in accordance with an interview with Mrs. Buhori who said that: "*For processed food products such as shrimp crackers, anchovies, shrimp kletek, that's what is consumed, so the product must be safe, especially for our customers who order through the Shopee application, of course we also have to send goods safely, in addition to maintaining the quality of the product, we also try to send on time so that customers are not disappointed. And the most important thing is that our processed food products are halal certified and thank God our store has received many appreciation awards.*" (Buhori, 2024)

In addition to applying the nature of *siddiq*, the Saye Shop (Zhafira Souvenir House) *fathanah* in determining the products sold, especially in terms of innovation and creativity. Based on the author's observations, Toko Saye (Zhafira Souvenir House) never stops innovating, as evidenced by the many kinds of typical souvenirs from shrimp and also a variety of batik motifs typical of East Tanjung Jabung. In addition to selling self-produced products, Toko Saye (Rumah Oleh-Oleh Zhafira) also sells products produced by others with their own brand labels, then marketed by Toko Saye (Rumah Oleh-Oleh Zhafira).

In terms of product packaging, it is also attractively packaged. They have also used *handtags*, *labels*, and *paperbags* for every product purchase at Toko Saye (Zhafira Souvenir House). This is certainly an attraction when the photo is uploaded on their online store on the *Shopee application*.

### **b) Distribution channels**

Toko Saye (Zhafira Souvenir House) in addition to using the *Shopee application* as an online distribution medium, in addition to Toko Saye (Zhafira Souvenir House) uses a strategic location for areas that have tourist attractions such as Kuala Jambi District. The choice of location is very important because if it is wrong in the analysis of the place, it can result in an increase in the cost incurred later.

The selection of the location of Toko Saye (Zhafira Souvenir House) in the distribution channel

is very strategic because it is very close to the area that has tourist attractions. So that buyers who come are not only local residents but also from outside. In addition, for online distribution channels, it is also very easy for consumers who cannot buy products directly in the store. So that with the existence of Toko Saye (Rumah Oleh-Oleh Zhafira) which opens a store on the *Shopee* application, it can provide convenience to *online consumers*.

#### c) Promotion

In carrying out business activities, Toko Saye (Zhafira Souvenir House) implements a marketing strategy by adjusting the market potential in the region. With stores that carry out transaction activities, it is then supported by online marketing by utilizing shopping applications such as *Shopee* and other social media. As Mrs. Buhori said regarding *the online* marketing strategy at Toko Saye (Rumah Oleh-Oleh Zhafira) as follows: "*For the promotion of our products, of course, by providing a description that is indeed in accordance with the quality of the product, by not exaggerating the product.*" (Buhori, 2024)

In facing competition, of course, it is possible to carry out promotions in the form of *online* sales and also offline personal sales in stores. In the *shopee* application, Toko Saye (Rumah Oleh-Oleh Zhafira) does not promote products with advertising or publicity. The Saye Shop (Zhafira Souvenir House) only uploads product photos. The Saye Shop (Zhafira Souvenir House) often conducts promotions using social media such as Instagram, Facebook and WhatsApp and sells *offline*.

#### d) Price (*price*)

In determining prices that are in accordance with the nature of the Prophet Muhammad, namely *tabligh* (communicative), Toko Saye (Zhafira Souvenir House) strongly considers the quality of the products it produces and the services provided, especially the services carried out by Toko Saye (Zhafira Souvenir House) on the *Shopee application*.

#### e) People

At Toko Saye (Zhafira Souvenir House), employees who work must follow every applicable regulation and must have the motivation to work hard and sincerely. The people in question are all those involved in the product presentation process who take part in providing services to consumers, either directly in the store or online on the *Shopee application*. At Toko Saye (Zhafira Souvenir House) employees play an active role in the production process of batik fabrics and food souvenirs. For online stores on *shopee*, it is usually done by Mrs. Buhori.

Based on the description above, it is revealed that the management of the Saye Shop (Zhafira Souvenir House) on the *Shopee* application is still carried out by the store owner, where they have not used *the admin* as the manager of the online store. *The mandate* here means that employees at Toko Saye (Rumah Oleh-Oleh Zhafira) are able to provide services and work well in assisting the production process. In addition to helping production, they also help and think about the design of batik motifs that will be produced. Employees are not only trusted in helping the production process but can also be trusted and participate in making their motives. As Mr. Buhori said that: "*Employees not only help*

*the manufacturing process but also contribute to the process of determining batik motifs that are attractive and pleasing to the eye." The owner of the Saye Shop (Zhafira Souvenir House) in choosing and determining employees is certainly adjusted to the needs of the Saye Shop (Zhafira Souvenir House) itself. So that later it will not make it difficult for the owner of the Saye Shop (Zhafira Souvenir House) in the production process. By choosing the right employees, it will certainly make it easier for Toko Saye (Zhafira Souvenir House) to produce its products. However, not in the management of the online store because it is still managed by the owner of Toko Saye (Rumah Oleh-Oleh Zhafira), has not used an admin or employee who helps manage the Toko Saye (Rumah Oleh-Oleh Zhafira) online store in the Shopee application.*

f) Process (*Process*)

This process includes how Toko Saye (Zhafira Souvenir House) produces, distributes and serves consumer demand both in the Store and in the *Shopee* app. This process includes activities when consumers place orders to Toko Saye (Rumah Oleh-Oleh Zhafira) services in sending products to consumers. Every marketing process carried out must be accountable and provide certainty to every transaction. The Saye Shop (Zhafira Souvenir House) also applies the nature of the tabligh of the Prophet Muhammad (PBUH) which is also an important part of Islamic Economics marketing.

g) Physical Evidence

Toko Saye (Rumah Oleh-Oleh Zhafira) provides convenience for consumers with the existence of the Toko Saye (Rumah Oleh-Oleh Zhafira) online store in the *Shopee* application. Media facilities like this make it easier for consumers to choose products only through mobile phones. The Saye Shop (Zhafira Souvenir House) applies the characteristics of the Prophet Muhammad Saw, namely shiddiq or honesty as it is in displaying the homepage of the Shop account on *Shopee*, not made up or engineered. It is evident from the existence of the offline store Toko Saye (Rumah Oleh-Oleh Zhafira), so that consumers of Toko Saye (Rumah Oleh-Oleh Zhafira) do not need to hesitate about the products sold by Toko Saye (Rumah Oleh-Oleh Zhafira). Because with this offline store, in addition to helping the sales process in offline stores, it also increases consumer trust in the online store Toko Saye (Rumah Oleh-Oleh Zhafira) in the *Shopee* application.

Toko Saye (Rumah Oleh-Oleh Zhafira) also applies the traits of the Prophet Muhammad PBUH, namely fathanah or intelligent, intelligent here means that in addition to the physical evidence of the offline store, Toko Saye (Rumah Oleh-Oleh Zhafira) also uses social media as a sales support and uses the *Shopee* application as a selling medium. Toko Saye (Rumah Oleh-Oleh Zhafira) tries to understand what the needs of its consumers are. By using the *Shopee* application as an additional medium to sell Toko Saye (Zhafira Souvenir House) products. As Mr. Buhori said that: *"We read the opportunity with the entry of the Shopee application in Indonesia. This makes us even more enthusiastic in selling products of the saye shop (zhafira souvenir house)"*

From the explanation above, it can be concluded that many consumers have made purchases at Toko Saye (Rumah Oleh-Oleh Zhafira), not only by buying directly at the store but there are also those who make purchases online on the *Shopee* application. Because in addition to the price of delicious food products and beautiful and attractive batik products, it is also because the price of products at

Toko Saye (Zhafira Souvenir House) is according to the quality of the product. In its implementation, Toko Saye (Rumah Oleh-Oleh Zhafira) has not been maximized in implementing 7P marketing in the promotion section at Shopee, Toko Saye (Rumah Oleh-Oleh Zhafira) does not advertise, *endorse*, does not provide *flash sales*, *live chat* and *tagline* Free shipping. Toko Saye (Rumah Oleh-Oleh Zhafira) focuses more on marketing on social media such as Instagram and Whatsapp as well as *offline* sales rather than sales in *online stores* such as *the e-commerce platform* Shopee.

The strategy applied by Toko Saye (Zhafira Souvenir House) always instills Islamic values as exemplified by the nature of the Prophet Muhammad SAW in doing business, namely *shiddiq* (honest), *amanah* (trustworthy), *fathnah* (intelligent), and *tabligh* (communicative). In this case, Toko Saye (Zhafira Souvenir House) is not only concerned with the world, but also for the benefit of the hereafter as the concept of Islamic Economics is based on the nature of the Prophet Muhammad SAW.

The findings of this study show that Toko Saye (Rumah Oleh-Oleh Zhafira) has applied the 7P marketing mix strategy product, price, distribution channel, place, promotion, people, process, and physical evidence. However, the implementation is not yet optimal, especially in the promotion aspect. Instead of maximizing Shopee's promotional features, Toko Saye relies more on Instagram and Facebook to attract customers. This is consistent with the research of Rahman and Setiawan (2020), who found that many MSMEs in Indonesia still use social media platforms rather than e-commerce marketplaces to promote their products, mainly because of easier access and lower costs (Rahman and Setiawan, 2020).

From the perspective of Islamic economics, the marketing activities of Toko Saye have generally aligned with the ethical principles taught by the Prophet Muhammad SAW, namely *fathonah* (intelligence), *amanah* (trustworthiness), *shiddiq* (honesty), and *tabligh* (transparency). These values form the foundation of sharia marketing, ensuring that business practices avoid fraud and prioritize customer trust. Similar findings were also reported by Hidayat (2021), who emphasized that sharia-based marketing must be built upon prophetic characteristics to create fairness and trust in transactions (Hidayat, 2021).

Furthermore, the use of the 7P marketing mix in a sharia context has been highlighted in previous studies. For example, Fauzi and Rahman (2019) found that applying the 7P framework within Islamic principles significantly increased consumer loyalty in halal product businesses (Fauzi and Rahman, 2019). This aligns with the case of Toko Saye, where efforts to implement ethical business values have contributed to customer satisfaction even though the promotional strategies are not fully maximized through Shopee.

However, when comparing with another similar research, a gap is evident. In a study on MSMEs in Bandung, Yuliana (2020) showed that integrating Shopee's promotional features such as discounts, flash sales, and Shopee Ads resulted in higher sales growth and customer engagement (Yuliana, 2020). Unlike Toko Saye, which underutilizes these features, MSMEs in Bandung could take advantage of Shopee's ecosystem to reach a wider market. This indicates that while ethical principles are crucial, technological adaptation in marketing strategies also plays a significant role in business growth.

Therefore, it can be concluded that the marketing strategy of Toko Saye is commendable for its alignment with Islamic values but requires further optimization, especially in digital promotion through Shopee. Combining the ethical foundation of sharia marketing with the practical tools of digital platforms could strengthen competitiveness. As supported by Sari and Putra (2022), the synergy between sharia-based ethics and modern marketing channels creates sustainable growth for micro and small enterprises in the digital era (Sari and Putra, 2022).

## CONCLUSION

Based on the analysis obtained by the author in the study entitled "Shopee Marketing Strategy in the Perspective of Islamic Economics at the Saye Shop (Zhafira Souvenir House), Kuala Jambi District", the author concludes that:

1. Toko Saye (Rumah Oleh-Oleh Zhafira) has implemented a marketing strategy with a 7P *marketing mix*, namely, *product*, *price*, distribution channel, *place*, promotion, people, process, physical *evidence*). However, the implementation has not been fully maximized because in the promotion section of Toko Saye (Rumah Oleh-Oleh Zhafira) does not do promotions like in 7P in the Shopee application, Toko Saye (Rumah Oleh-Oleh Zhafira) actually uses social media such as Instagram and Facebook as promotional media. Even though Shopee is the right medium to sell with the right marketing.
2. Viewed from the perspective of Islamic Economics, the 7P *marketing mix* that has been implemented by Toko Saye (Rumah Oleh-Oleh Zhafira) has been in accordance with Islamic Economics based on the characteristics of the Prophet Muhammad SAW, namely *fathonah*, *amanah*, *shiddiq*, and *tabligh*. These four qualities are the traits that were applied by the Prophet Muhammad PBUH when he traded.

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