

Analysis of Marketing Strategies in Increasing Sales at Karimah Dimsum in an Islamic Economic Perspective

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ABSTRACT

Islam has a positive attitude towards economic activity. The more Muslims are involved in economic activities, the better if the goals of the process are consistent with Islamic teachings. Becoming an entrepreneur is a solution to the financial problems of Muslims, especially the high poverty rate. The main factors in Micro, Small, and Medium Enterprises (MSMEs) that are of concern are marketing strategy, customer satisfaction, production and distribution, and price changes. This research aims to determine the marketing strategy carried out by one of the strengthening MSMEs in Batu Bara. The research method uses qualitative methods with an approach using qualitative descriptive methods. Data collection techniques using observation, interviews, and documentation to obtain real data in the field of marketing. The analysis techniques used are data reduction, data presentation, and drawing conclusions and verification. The results of this research are that in carrying out the marketing strategy for Dimsum Karimah, which is a pioneer of MSMEs in the Batu Bara area, it uses a marketing mix (Product, Price, Promotion, and Location). The products sold are quality, prices match the quality, promotions with the arrival of the ball, providing testers and social media assistance. And its strategic location. The Islamic marketing strategy is to apply the principle of justice, and the principle of honesty by not comparing the product with other dim sum products, maximum service, and not doing things wrong in setting prices and promotions. In increasing sales of dimsum karimah, namely by maintaining the quality of its products which have been proven to be halal, carrying out promotions assisted by the social media Instagram. It is hoped that the implementation of the marketing strategy can set an example for other MSMEs, not only is margin a priority but good service can make consumers continue to choose Dimsum Karimah as a place to buy snacks in the Batu Bara area.

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INTRODUCTION

Islam is the most perfect religion, the religion that governs all aspects of life, not only from a worldly point of view, but it also explains and regulates worldly affairs through the Qur'an and Hadith. One of the perfections of Islam is that it requires its people to be able to live independently by working or doing business in the right way. Islam not only teaches worship, but Islam also teaches

humans to be independent and work hard, one of which is through economic activities such as entrepreneurship (Wijayanti, 2018). Today Islam is the religion of the majority of the Indonesian population. The number reaches almost 87% of the total population. With such a majority, Indonesian Muslims will become a powerful economic force. Being an entrepreneur (MSME) is a solution to Islamic financial problems, especially the high unemployment rate (Siswanto, 2016: 32-33). The culinary business is currently a booming business in Indonesia. The emergence of various unique foods, culinary tours, and culinary trends as people's lifestyles is proof of the rapid growth of this business. Different cuisines spread from Sabang to Merauke and each region has its specialties. In general, marketing strategy is a process that can deliver an organization or company to a large market opportunity to increase sales and achieve the expected advantages. Marketing strategy is also an important tool so that companies can win the competition. Often a person considers that competitors are only a threat, but actually, competition is also a driving factor so that a company can improve its creativity and performance and build effective and efficient innovations so that it becomes a company that can make the world proud. The role of marketing is way of telling products how their products can satisfy customers and make a profit. This can be achieved by setting attractive prices, distributing products easily, and promoting and retaining customers effectively (Kumalasari, 2020). Another reason that shows the importance of marketing strategy is the increasingly fierce competition faced by companies in general, in such situations, there is no other choice for companies except to try to deal with it or completely out of the competitive arena. Companies must increase customer effectiveness and value, as stated by Bestari the best response to protect the market is by innovating continuously, the company continues to try to increase competitive effectiveness and company value in the eyes of its consumers (Wibowo & Arifin, 2015). With the implementation of good marketing and service strategies, MSMEs can survive by providing good service and quality products. This study aims to determine marketing strategies for increasing sales at dimsum karimah from an Islamic economic perspective

METHOD

The method used uses a qualitative approach to gain a shared understanding of social reality from the perspective of participants. This understanding is not predetermined but is obtained after analyzing social reality, and social reality becomes the focus of research. Qualitative research is also known as interpretive research, naturalistic research, and phenomenological research (Sudrajat & Moha, 2019). The use data is primary data; obtained from the first source through procedures and techniques for data collection in the form of interviews, observations, and the use of measurement instruments specifically designed according to their purpose, and secondary; Data obtained from other parties is not directly obtained by researchers from the subject of their research, secondary data is usually in the form of documentation data or available report data (Moleong, 2014). Data collection techniques using data collection are carried out in natural settings, data collection techniques are more in interviews, observations, and documentation (Sugiyono, 2017). To obtain accurate data, researchers need to test the validity of data in research, in qualitative research, data findings are considered valid if there is no difference between what is reported by researchers and what happens to the object under study (Sugiyono, 2018).

RESULTS AND DISCUSSION

Marketing is often defined as sales, but it is not the same. Marketing has little meaning. More than various sales, sales are part of marketing. Marketing is not just about other business functions. Marketing is to deal with customers. In short, marketing manages customer relationships and seeks trust and mutual benefit (Handayani, 2021). Marketing includes not only the sale of goods and services but also various activities. Other activities such as consumer behavior research, potential market research, development and marketing of new products, and distribution and promotion of products sold are very complex (Novitasari, 2016). In the business world, marketing is a business strategy directed by the process of creating, offering, and changing value from an initiator to his

customers. According to Zeithaml and Bitner in Hurriyati put forward the concept of a traditional marketing mix (traditional marketing mix) consisting of 4Ps, namely product (product), price (price), place/location (place), and promotion (promotion). The 4Ps are 4 elements that must be owned in the principle of marketing mix. According to Islamic teachings, marketing activities must be based on Islamic values imbued with the spirit of worship to Allah SWT and strive for the best welfare of the commons. The market is an important part of a Muslim's life and can be used as a lisator of a Muslim's trans-central relationship with his God, in other words transacting in the market is a Muslim's worship in economic life. In marketing, there are ethics in business, namely Islamic marketing business ethics, there are several things that must be considered ethics in marketing according to Islam, namely (Rahna Riska, 2019).

1. Have a good personality and spiritual (taqwa) so that in marketing not only for their interests but also to help others. Marketing is done to give benevolence and devotion to Allah and vice versa.
2. Be fair in doing business ("adl"). A fair attitude will bring the culprit closer to the value of piety.
3. Have a good personality and understanding and respect the rights and property of others. A sympathetic attitude and respect for the rights of others will make others happy and happy. Islam forbids the deprivation of the rights of others who are deceptive, unkind, and unsympathetic.
4. Islam specifically advocates serving consumers with humility and humility (khidmah).
5. Always keep promises and do not cheat in marketing, including in determining the amount of goods and services.
6. Honest and trustworthy, do not trade good products with bad products. When marketers promote their products, they should not exaggerate or promote good things otherwise.
7. Dislikes to be prejudiced and does not like to slander other people's merchandise or property.
8. Islam forbids the control of corruption. All forms of economic activity, including marketing. This is necessary because it must provide benefits that benefit many stakeholders, not just specific individuals or groups.
9. Working together with purpose can bring mutual benefits to shared prosperity.

Marketing Strategies Applied By Dimsum Karimah

Marketing strategy is an idea that will be used to achieve marketing goals in a company, it can be about specific strategies for target markets, positioning, marketing mix, and the amount of marketing costs (Kotler & Keller, 2016), marketing strategy is an idea that will be used to achieve marketing goals in a company, can be about specific strategies for target markets, positioning, marketing mix, and the amount of a marketing expenditure. Three main factors determine strategy changes in marketing activities (Laili, 2019), namely:

1. Product life cycle
2. The company's competitive position in the market
3. Economic Site

There are several strategies carried out by Dimsum Karimah, namely:

1. Product
 - a) Products sold include various dim sum, spring rolls, dumplings, fish rolls, tortillas, shrimp balls, etc.
 - b) The marketing we do is by doing short promotions together with influencers and people who have the potential to increase karimah dim sum rating, multiplying resellers and providing special prices for resellers, providing bundling payday sales and free shipping on the 25th-end of the month, giving free drinks every purchase on Friday, promotions on social media every day.

2. Price

In Islam, the price of hasus is adjusted to the goods sold as in the story of the Prophet when he saw a trader hiding wet corn under dry corn. Then the merchant sold it at a high price, and in a hadith, he said: "Why don't you put the wetness on the foodstuff, so that people can know its condition. Whoever deceives is not our class" (HR. Muslim).

In this case, these MSMEs have several criteria, namely having a basic price, in the sense that the price at each reseller and karimah outlet is the same. Because karimah gives special prices to its resellers so that they sell at the same market price but still get a profit from each sale.

3. Promotion

Promotions are held so that consumers can receive information and know what the manufacturer is doing to influence consumers to buy the product. Those who have an attractive promotional strategy can cause consumers to be interested in making purchases (Hikmah, 2020) by doing several things, namely:

- a) Increase testers when there are consumers who buy, and we must be able to seduce (influence) and explain the product in more detail and argue to convince consumers.
- b) Promotion through social media every day.

4. Place

In determining the place of doing business in Islam, you must prioritize positions along your target market to be effective and efficient. Therefore, marketing decisions should be based primarily on the principles of fairness and honesty. The difference between Islamic and non-Islamic businesses lies in halal and haram rules, so there must be caution in carrying out strategies. The strategy carried out in determining the place is as follows:

- a) Located in a strategic place.
- b) Clean and hygienic location/place.
- c) Pay attention to the population density and the level of crowds around the place of business.
- d) Observe Supportive Efforts Around the Site.
- e) Adjust to the Budget.
- f) Look for those close to the target market.

Marketing Strategies Applied by Dimsum Karimah From an Islamic Economic Perspective

According to Islamic teachings, marketing activities must be based on Islamic values imbued with the spirit of worship to Allah SWT and strive for the best welfare of the commons. According to Sharia principles, marketing activities must be based on the spirit of worship to Allah SWT, trying as much as possible for the common welfare, not for the interests of groups let alone their interests. In Islamic business which is contained in the rules of fiqh which says, bound by the business agreements they make, except for agreements that forbid halal or halal haram. Sharia marketing is the entire process of creating, offering, or changing value (value) that must not contradict the Islamic contract and principles of muamalah. As long as it can be guaranteed, and all forms of commercial transactions are allowed as long as there is no deviation from the Islamic principles of Muamalah in trade or activity, then any form of transaction in marketing is permissible (Apriyani, 2020). Every business in marketing its products is considered a material business medium to achieve its goals, namely by increasing business income. One of the efforts that must be done by companies able to increase revenue is to carry out marketing strategies (Irawan, 2019) The most basic and necessary thing in marketing strategies is how and efforts to attract the interest of the public or potential consumers to want to shop and can survive or increase the number of buyers or consumers in that place (Maldina, 2016). There are several strategies for marketing its products to maintain, develop, and improve its business by Sharia principles, namely:

1. Product Strategy

- a) Always provide quality products.
- b) Innovating its products; Variety of sizes, flavors, and packaging.

2. Always keep promises and do not cheat

- a) Provide a tester for products; is intended to provide flavor clarity so that consumers don't feel lied to about taste.
- b) Trust; Do not cheat in determining prices.
- c) Always keep promises to consumers to sell halal and quality food

3. Honest and trustworthy

In Islam honesty is important in carrying out muamalah activities; With an honest attitude a marketer will be trusted by his consumers, but if the marketer is not honest then buyers will not buy his products. As stated in the word of Allah SWT in QS. Al-Ahzab (33:72) says: "Behold, We have given a commission to heaven, earth, and mountains, so all of them refused to bear the commission, and they feared that they would betray it, and men carried it. Indeed, man is very tyrannical and very stupid" (Islamiques, 2020).

1. Don't like to vilify (Ghibah)
 - a) Not saying the product is better than anywhere else.
 - b) Never compare with other products because it has its brand.
2. Service strategy
 - a) Do good to consumers by applying a friendly attitude, and smile if responding to consumers.
 - b) Fast response in providing services to consumers.
 - c) Implement 4S; smile, sapam, greeting, patience

Marketing Strategies Carried out by Dimsum Karimah to Increase Sales Volume

Marketing is often defined as sales, but it is not the same. Marketing has little meaning. More than various sales, sales are part of marketing. Marketing is not just about other business functions. Marketing is to deal with customers. In short, marketing manages customer relationships and seeks trust and mutual benefit (Handayani, 2021). Marketing includes not only the sale of goods and services but also various activities. Other activities such as consumer behavior research, potential market research, development and marketing of new products, and distribution and promotion of products sold are very complex (Novitasari, 2016). The sales volume indicator used in the study is to achieve sales targets and increase profits as much as possible. Sales targets are measured based on units of products sold, but gross profit for a business is that which is the true value of the sale of the business over a certain period as explained in the word of Allah Almighty in Q.S Al Baqarah: 254 "O believers, spend (in the way of Allah) a portion of the sustenance that we have given you before the day that on that day no longer buys and sells and there is no more intercession and those unbelievers are people tyranny" (Islamiques, 2020).

To overcome the problem of declining sales there are several strategies carried out to increase sales, namely:

1. Improve the quality of its products.
2. Improve the quality of its products in terms of packaging, taste, shape, and others.
3. Fix permissions.
4. Always participate in activities such as training and exhibitions to improve product quality in increase sales.
5. Promoting through social media such as the use of Market Place, Instagram, Facebook, and others.

So it can be concluded that in running a business during this pandemic, of course, there will be a decrease and increase in sales (turnover), but Dismsum Karimah always tries to continue to implement marketing strategies to increase sales such as:

1. By paying attention to the quality of the products sold so that they are accepted by wide consumers.
2. By increasing the number of resellers so that dimsum karimah can be widely known to the public.
3. Provide a detailed explanation of the products sold.
4. Using Instagram media as a promotional medium.

CONCLUSION

In carrying out marketing strategies, Dimsum Karimah uses a marketing mix (Product, Price, Promotion, and Location). The products sold are quality, prices by quality, promotions by picking up the ball, providing testers, and social media assistance. As well as its strategic location. The Islamic marketing strategy is to apply the principle of justice, principle of honesty by not comparing its products with products from other stores, maximum service, and not cheating in setting prices and promotions. In increasing sales of Dimsum Karimah, namely by maintaining the quality of food offerings that have been proven halal, promoting by increasing exhibition training in several cities, and assisting by the existence of Instagram social media. The implementation of marketing strategies is expected to set an example for other companies, not only margins are prioritized but good service can make consumers continue to choose Dimsum Karimah to be a place to buy delicious snacks/food.

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