

DEVELOPMENT OF MARKETING STRATEGY AND PLAN IN ISLAM

(Case Study of Muslim Clothing Store in Sambas Malay Market)

Arpiati

Institut Agama Islam Sultan Muhammad Syafiuddin Sambas, Indonesia
atik121008@gmail.com

ABSTRACT

Sudi Muslim Clothing Store in addition to applying the theory and concepts of conventional marketing strategies, it also applies an Islamic marketing strategy which consists of the first three main points, the application of Islamic marketing characteristics; second, the application of Islamic business ethics; third, following the marketing practices of the Prophet Muhammad SAW. The Sudi Muslim Clothing Store imitates the marketing practices of the Prophet Muhammad SAW starting from segmentation and targeting, positioning. for capital problems in business development, poor road access is narrow and damaged roads and then there is no security member for shops/parking and sales promotions that cannot be maximized, and also the lifestyle or purchasing power of consumers around the store is not fixed or changing Besides that, human resources are also lacking in quality, especially in marketing and unable to maximize prices for products sold at the Sudi Muslim Clothing Store, Pasar Melayu Sambas.

Keyword: Development, Marketing Strategy, Plan In Islam

INTRODUCTION

Satisfying consumer needs and wants is at the core of marketing. Every business person who wants to win the competition in the market competition will pay full attention to the marketing strategy he is implementing, especially in the era of increasingly competitive business competition today. Products that are marketed are made through a quality process that will have a number of features that can increase consumer satisfaction with the use of these products. Thus, customers are willing and willing to return to enjoy what the company has to offer and become loyal customers for the company. Meanwhile, to be able to distribute quality in the service sector is not an easy thing. Therefore, in the process of distributing goods to consumers, there must be full attention from the top marketing management to the lower level employees.

One of the main problems that become obstacles in marketing is the number of competitors in the market itself, both from similar products and from other products. This is a big responsibility that must be won by a company if it wants to exist in the business competition. Companies are required to develop strategies with the best marketing plans in order to win a competition. Every business person who wants to win the competition in the market competition must pay full attention to the marketing strategy he is running.

Management processes are basically planning everything steadily to give birth to beliefs that have an impact on doing things according to the rules and having benefits. (Didin Hafidhuddin and Hendri Tanjung, 2003) The planning function includes strategy, and strategy is an inseparable part of a business or company. Likewise, in marketing a strategy is needed, especially in a competitive business world, the strategy is very important which is then called a marketing strategy (M. Ma'ruf Abdullah, 2014).

The level of competition in the business world requires every marketer to be able to carry out their marketing activities more effectively and efficiently. These marketing activities require a basic marketing concept in accordance with the interests of marketers and the needs and desires of customers. In this case, Islamic marketing has a very strategic position, because Islamic marketing is a marketing strategy based on the Qur'an and the Sunnah of the Prophet Muhammad. Islamic marketing is a strategic business discipline that directs the process of creating, offering, and changing values from one initiator (initiator) to its stakeholders, which in the whole process is in accordance with the contract and Islamic principles and muamalah in Islam (Bukhari). Alma and Donni Juni Priansa, 2005).

In general, marketing is a social process by which individuals and groups obtain what they need and want by creating and exchanging products and value with other individuals and groups (Philip Kotler, 2006). Definitely it can be said that the marketing concept is a business philosophy which states that satisfying consumer needs is an economic and social requirement for the survival of the company (Basu Swastha DH, 2005). Marketing activities so far cannot be separated from the element of competition. There is not a single business, which can freely enjoy sales and profits, because there will be competition that wants to enjoy it too. In fact, what often happens is a very cruel competition, a competition that knows no mercy. Competition will not ask whether the competitor's capital is inherited or borrowed. Therefore, the issue of competition gets attention in marketing (M Taufiq Amir, 2005).

In a broader sense, marketing seeks to elicit a response to an offer. The response may go beyond a simple purchase or trade in products and services. Marketing consists of the actions taken to obtain the desired response from the target or audience towards some products, services, ideas, and other objects. Marketing activities are not just creating short-term transactions, more than that marketers must also build long-term relationships with customers, distributors, and suppliers (Philip Kotler and Gary Armstrong, 2001). Choosing the right location means getting the location that allows the most positive effects for the organization and avoiding as many negative effects as possible (Heizer, Jay and Barry Render, 2006). If the organization has determined the location of its business location, then the location of the business will determine the costs incurred and it is difficult to minimize them. The decision to choose a location often depends on the type of business. For industrial location decisions, the strategy used is usually a strategy to minimize costs, while for the business of trading goods or services, the strategy used is focused on approaching the target market.

In general, the objective of a site selection strategy is to maximize the profits obtained by the organization and minimize the costs arising from its business activities. Choosing the wrong location will affect the maximization of organizational profits. The mistake of an organization that stands without considering the selection of the right location then some time after running its business will face several problems, such as: labor problems, production costs and target markets. Errors like this can result in the organization operating ineffectively and inefficiently.

A company may choose a location without considering the availability of labor in the area, and several months later the company faces a labor problem. Another company decided to buy land for the factory site at a cheap price, but later realized that the soil condition in that location was bad so the company had to spend extra money to build the foundation.

RESEARCH METHOD

This research is a qualitative field research. Field research procedures that produce descriptive data, in the form of written or oral data from people and observed research (J. Lexy Moleong, 2014). Therefore, in this study, every symptom related to the Islamic marketing of the Muslim fashion Sudi Sambas shop will be studied thoroughly and in depth and strived to provide a deep meaning about the phenomena found. Thus, the symptoms of one with other symptoms will be interrelated. Data collection technique is a systematic method or process

in collecting, recording and presenting facts for a specific purpose (Sugiyono, 2009). This study will use three types of data collection techniques. The three data collection techniques are interviews, document review and observation.

In analyzing the data, the writer uses qualitative data analysis techniques or uses descriptive analysis, namely starting from empirical facts or events, then the data is studied and analyzed so that general conclusions and generalizations can be made (Chalid Narbuko and Abu Ahmad, 2007). Data analysis is carried out after data collection is considered complete, in the first stage data organization is carried out. The next step is to group the data and categorize the data according to the guidelines that have been determined, then the data is compiled and then interpretation and conclusions are made.

RESULTS AND DISCUSSIONS

Marketing of Muslim Clothing Stores, Sambas Malay Market

Marketing Strategy of Sudi Muslim Clothing Store in Pasar Melayu, in carrying out its business activities, the Sudi Muslim Clothing Store Pasar Melayu set a marketing strategy by adjusting the potential in the target market of the area. The marketing strategies carried out by Sudi Muslim fashion store Pasar Melayu are as follows:

- a. Carrying out promotional activities, promotion of the Muslim clothing store at Pasar Melayu is carried out with banners, giving monthly or annual gifts and social services such as donations for mosques and other social activities.
- b. Excellent service, in this case the salesperson is friendly and ready to provide the best service with the 7S concept, namely: greeting, smiling, greeting, polite, courteous, ready and alert.
- c. Competitive selling prices, where the products sold by the Muslim fashion Sudi Pasar Melayu store determine a lower price than other stores and provide discounts for certain purchases and certain products.
- d. Quality human resources, in recruiting sales clerks, training is held for one month before becoming permanent employees at the Sudi Muslim fashion store in the Malay market
- e. The existence of the right of endeavor or the right to return the goods that have been purchased within 3 days from the day of purchase with certain conditions and certain products as well.

The product of the Sudi Busama Muslim Clothing Store, Pasar Melayu, the Sudi Busama Muslim Pasar Melayu shop is a business that is

engaged in trading Muslim clothing, so that in its business the store sells various kinds of Muslim clothing for men and women, both children and the elderly. For the price of the product from the Muslim Clothing Store, Pasar Melayu is adjusted to the target market and does not take large profits, namely profits between 10-15% of the selling price of the store. The products sold at Sudi's Muslim Clothing Store, Pasar Melayu itself, are obtained from several areas outside Sambas so that the selling price of Sudi's shop is competitive or even cheaper than other stores. The following is a list of items sold at the Malay Market Sudi Muslim Clothing Store:

Table
Products sold and product prices at Sudi's shop

No .	Types of goods	Price
1.	Veil	IDR. 9.000 – IDR. 60.000
2.	Men’s Dress	IDR. 45.000 – IDR. 150.000
3.	Women Dresses	IDR. 70.000 - IDR. 200.000
4.	Sarong	IDR. 30.000 - IDR. 100.000
5.	Mukena	IDR. 25.000 - IDR. 200.000
6.	Veil Accessories	IDR. 2.000 - IDR. 20.000
7.	Slippers	IDR. 15.000 - IDR. 50.000
8.	Shoe	IDR. 30.000 - IDR. 125.000
9.	Al-Qur’an	IDR. 25.000 - IDR. 80.000
10 .	School Uniforms	IDR. 25.000 - IDR. 60.000
11 .	Children's Muslim Clothing	IDR. 25.000 - IDR. 75.000
12	Bag	IDR. 25.000- IDR. 100.000

(Data Source of Sudi Muslim Clothing Store, Sambas Malay Market)
5% discount for purchases above IDR. 150,000 and 10% for purchases above Rp. 500,000.

1. Strengths and Weaknesses in Marketing of Muslim Clothing Stores, Sambas Malay Market

Every business must have encouraging and inhibiting factors in its marketing activities, as well as the Sambas Muslim Clothing Store, as for the driving and inhibiting factors in marketing at the Sambas Malay Muslim Clothing Sudi Stores as follows:

a. Advantages of choosing a location

- 1) Strategic Place
- 2) Ease of access to sales and purchases of goods
- 3) Safe and clean spacious selling room

- 4) The convenience of the community in buying affordable Muslim clothes
- 5) Easy to get employees close to the settlement means close to the community
- 6) Still less competition
- 7) Sources of electricity and water, the location of Sudi's shop, Muslim fashion, in the Malay market, is not difficult to get electricity and water
- 8) National and local regulations The Sudi shop for Muslim clothing at Pasar Melayu refers to regulations that apply both nationally and regulations that apply specifically to the area concerned. Any type of business must refer to regulations that apply both nationally and regulations that apply specifically in the area concerned
- 9) The attitude of the local community, the attitude of the community to accept and welcome the existence of the Sudi Muslim clothing store, Pasar Melayu.
- 10) The local climate is very contributive to the existence of Toko Sudi, Muslim fashion, Pasar Melayu

b. Weaknesses in site selection

- 1) The problem with small capital so that the purchasing power of a location or land that is affordable from its inception is indeed the main reason is minimal capital, but for now the problem is that there is quite a large lack of capital for business development, such as for advertising on radio, recruiting quality employees or for expansion. and store product development
- 2) Road access is still not good, many roads are damaged because people often pass by who deliver product items to shops around the shop willing
- 3) Sales promotion can't be maximized
- 4) Consumers' lifestyles are not fixed/changing
- 5) Human resources are still lacking in quality, especially for marketing
- 6) Less able to maximize the price.

Islamic Marketing Strategy for Sudi Muslim Clothing Store Melayu Market

All organizations, whether in the form of private business entities, public bodies or social social institutions, of course have a purpose of their own which is the motivation for their establishment, as well as the Pasar Melayu Muslim Clothing Store. Management processes, including

sharia management, are basically planning everything steadily to give birth to beliefs that have an impact on doing things in accordance with the rules and having benefits. The planning function includes strategy, and strategy is an integral part of a business or company. Likewise, in marketing a strategy is needed, especially in a competitive business world, the strategy is very important which is then called a marketing strategy (Indriyo Gitosudarmo, 2014).

The level of competition in the business world requires every marketer to be able to carry out their marketing activities more effectively and efficiently. These marketing activities require a basic marketing concept in accordance with the interests of marketers and the needs and desires of customers, strategies can also be understood as all means and resources to deal with certain targets under certain conditions in order to obtain the maximum expected results (M. Arifin, 2008). In this case, Islamic marketing has a very strategic position, because Islamic marketing is one of the marketing strategies based on the Qur'an and the Sunnah of the Prophet Muhammad. Islamic marketing is a strategic business discipline that directs the process of creating, offering, and changing values from one initiator (initiator) to its stakeholders, which in the whole process is in accordance with the contract and Islamic principles and muamalah in Islam.

In general, marketing strategy is very important for companies where marketing strategy is a way to achieve the goals of a company. Today the term strategy has been used by all types of organizations and the main ideas contained in the original meaning are still maintained, only that their application is adapted to the type of organization that implements them, because in a real sense, top management is indeed involved in a certain form of warfare. (Sondang P. Siagian, 2008).

Strategy can be defined from at least two different perspectives: from the perspective of what an organization intends to do, and also from the perspective of what an organization ultimately does, whether its actions were originally planned or not. From the first perspective, strategy is "a broad program for defining and achieving organizational goals and carrying out its mission. The word "program" in this definition implies the active, conscious, and rational role that managers play in formulating corporate strategy/ organization. From the second perspective, strategy is "the pattern of responses an organization makes to its environment over time." In this definition, every organization has a strategy although it is not necessarily effective even if the strategy was never formulated explicitly. That is, every organization have a relationship with their environment that can be observed and explained. This view includes

organizations where the behavior of the managers is reactive, meaning that managers respond to and adapt to the environment only when they feel the need to do so. The active formulation of a strategy is known as planning strategic planning, which has a broad focus and is generally long-term (James A.F. Stoner, 1992).

Every company, whether it's Toko Sudi Muslim Clothing, Pasar Melayu, operates on a marketing strategy for optimization in achieving its goals. This complex marketing strategy is always changing as a consequence of social change. For companies, environmental changes can be a new challenge for business marketing, so this requires new responses and solutions or vice versa can turn into opportunities or opportunities to develop businesses. Thus the marketing strategy in a company cannot be done only once, but it takes a long process to create a marketing strategy that is suitable for the company (Sondang P. Siagian, 2008).

The most basic and necessary thing in a marketing strategy is how and how to attract the interest of the public/potential consumers to want to shop in order to survive or increase the number of buyers/consumers in that place. In accordance with the marketing strategy described above, it will be studied in segmenting, targeting and positioning. In addition, the selection of the location for the Sudi Clothing Muslim Market Melayu store will also be studied in an effort to develop the business and retain existing consumers (win mind-share, heart-share and market-share).

Table
Sales Report of Sudi Muslim Clothing Store Malay Market Period 2020-2022

No	Year	Sale	Growth	
			In Rp	In %
1	2020	755.560.500	-	-
2	2021	772.700.000	17.139.500	2,23
3	2022	792.521.500	19.821.500	2,26

Based on the table above, it can be seen that the sales results of the Malay Market Muslim Clothing Store from an average of 2020-2022 have increased by 2.2%. This increase was due to the relatively cheap price compared to other stores. This is a good sign for the marketing of Sudi's Muslim clothing store, Pasar Melayu, so for further analysis of its marketing strategy, the author will describe it below:

Market segmentation is the act of identifying and forming separate groups of buyers or consumers. Each consumer is distinguished according to the characteristics of product needs and its own marketing mix, while targeting (target market) is the act of choosing one or more

market segments to enter. For the target market of the Muslim clothing store, Pasar Melayu is the community around the Sambas sub-district, Sambas district and the people who pass through from Sangan, Galing, Sekura and remote/rural areas who come to the city. Geographic segmentation is dividing the market into geographical units such as countries, cities, or housing complexes. For the distribution of the market, Sudi's Muslim clothing store, Pasar Melayu, is more focused on the people who live around the store in Sambas sub-district and the people who pass through this shop either heading to Tebas or heading to Aruk.

Market positioning goal is to build and communicate the competitive advantages of existing products in the market into the minds of consumers (win mind-share). Market positioning strategy consists of: attribute basis (low price or high price), according to user class, product class. For this market determination, the Sudi Muslim clothing store, Pasar Melayu, has advantages that distinguish it from other competitors, such as in delivery services, where if consumers need help carrying goods, they can be helped to deliver. Cleanliness is the main thing for Muslim clothing stores, not only in the store but also the front of the store is kept clean, and excellent service is always friendly to potential customers with the 7S principle and the right of khiyar (can exchange goods) where if the goods purchased are not appropriate can be returned within 3 days.

CONCLUSION

- Based on the findings above, in this study it can be concluded that
1. Viewed from the perspective of an Islamic marketing strategy, Sudi Muslim Clothing Store in addition to applying the theories and concepts of conventional marketing strategies, also applies an Islamic marketing strategy which consists of the first three main points, the application of Islamic marketing characteristics; second, the application of Islamic business ethics; third, following the marketing practices of the Prophet Muhammad SAW. The characteristics of Islamic marketing applied by the Sudi Muslim Clothing Store are divinity (tawhid), morals, realistic, and humanistic. Islamic business ethics applied by the Muslim Clothing Store are halal and thoyyib products, useful and needed products, products with economic potential or benefits, products with high added value, in economic and social scale, products that can satisfy the community. The Sudi Muslim Clothing Store imitates the marketing practices of the Prophet Muhammad SAW starting from segmentation and targeting, positioning
 2. Marketing planning carried out by the Sudi Muslim Clothing Store, Pasar Melayu Sambas, was carried out according to marketing planning

in Islam and the placement of locations that were easily accessible to the sale and purchase of goods, a large selling space and a sufficient and easily visible parking lot. The vicinity of the store is a good asset for the store's marketing target market, as well as the ease of finding employees from local residents and also the lack of similar competitors in terms of selling Muslim clothing. As for capital problems in business development, poor road access is narrow and damaged roads and then there is no security member for shops/parking and sales promotions that cannot be maximized, and also the lifestyle or purchasing power of consumers around the store is not fixed or changing. change, besides that, human resources are also lacking in quality, especially in marketing and are less able to maximize prices for products sold at the Sudi Muslim Clothing Store, Pasar Melayu Sambas.

REFERENCES

- A. Usmara, (2003), *Strategi Baru Manajemen Pemasaran*, Amara Book, Jogjakarta.
- Basu Swasta dan Ibnu Sukotjo, (2002), *Pengantar Bisnis Modern*, Liberty: Yogyakarta.
- Basu Swastha DH, (2005), *Azas-azas Marketing*, Yogyakarta: Liberty.
- Bukhari Alma dan Donni Juni Priansa, (2005), *Manajemen Bisnis Syariah: Menanamkan Nilai dan Praktis Syariah dalam Bisnis Kontemporer*, Bandung: Alfabeta.
- Didin Hafidhuddin dan Hendri Tanjung, (2003), *Manajemen Syariah dalam Praktek*, Jakarta: Gema Insani.
- Freddy Rangkuti, (2014), *Analisis SWOT: Teknik Membedah Kasus Bisnis*, Kompas Gramedia: Jakarta.
- Heizer, Jay dan Barry Render. (2006), *Manajemen Produksi*, Jakarta: Salemba Empat.
- Indriyo Gitosudarmo, (2014), *Manajemen Pemasaran*, BPFE : Yogyakarta.
- Jusmaliani, et.al. (2008), *Bisnis Berbasis Syariah*, Bumi Akasara: Jakarta.
- M Taufiq Amir, (2005), *Dinamika Pemasaran (Jelajahi & Rasakan!)*, Jakarta: PT. Raja Grafindo Persada,.
- M. Ma'ruf Abdullah, (2014), *Manajemen Berbasis Syariah*, Yogyakarta: Aswaja Pressindo.
- Mursid, (2003), *Manajemen Pemasaran*, Bumi Aksara: Jakarta.
- Philip Kotler dan Gary Armstrong, (2001), *Prinsip-Prinsip Pemasaran*, Jakarta: Erlangga.
- , (2006), *Manajemen Pemasaran: Analisis, Perencanaan dan Pengendalian*, Jilid 1, terj. Jaka Wasana, Jakarta: Erlangga.
- Sofjan Assauri, (2013), *Manajemen Pemasaran*, Raja Grafindo Persada: Jakarta,.
- , (2002), *Manajemen Pemasaran*, RajaGrafindo Persada, Jakarta.

Syahrin Harahap, (t.th), *Membentuk Entrepreneur Muslim*,
Baryatussalamah Art: Solo.