

# ANALYSIS OF THE IMPLEMENTATION OF SHARIAH MARKETING VALUE IN LONTONG UMKM VILLAGE SURABAYA CITY

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## ABSTRACT

MSMEs (Micro, Small and Medium Enterprises) are livelihoods carried out by the local community in Kampung Lontong, Kupang Krajan District, Surabaya City. The product produced is rice cake, which is sold through online and offline marketing. This research aims to determine the sharia marketing value strategy process, starting from the brand name manufacturing process to the services provided to buyers. This research was conducted using qualitative descriptive methods. Primary data sources were obtained through interviews with sellers. Secondary data sources are buyers who carry out buying and selling transactions. Based on the research results, sellers in Lontong Village, Surabaya City, have implemented the principles of sharia marketing values through the values of Using the Spiritual Character of the Brand, Services Must Have the Capability of Transformation (Service), Implementing Reliable Business Processes (Process). By implementing Sharia Marketing Values in Lontong MSMEs in Kupang Krajan Village, Surabaya City, the quality of the products produced is good, thus providing an excellent economic impact and product sales increasing from the number of buyers and can open up employment opportunities for the outside community this MSME area.

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## 1. INTRODUCTION

MSMEs, or what are usually called Micro, Small, and Medium Enterprises, are businesses founded by individuals or business entities on a micro, small, and medium scale. MSMEs are a group of economic actors with the most considerable role in the Indonesian economy. Apart from that, another important role is the participation of MSMEs in national economic development, opening up many job opportunities for local communities and thereby reducing the unemployment rate (Salam & Makhtum, 2022). Many MSME entrepreneurs are in communities in large urban areas, including rural areas. So, many MSME entrepreneurs in one village can cause competition. This competition is natural when marketing a product so that life's needs can be met and prosperity can be realized. Realizing prosperity can be achieved by always blending into social life and being in harmony with each other, working together, being fair, and helping others (Rohmah & Hermawan, 2019).

Entrepreneurs who market a product to achieve desired goals need a strategy so that the products they sell always follow the existing market. Marketing efforts include developing competitive advantages and generating profits (Suriyati, Irmayanti, 2023). As a result, MSME players must maintain the quality of their products, services, and processes according to Islamic values by giving them distinct brand names. Brands are used as the identity of a product (Kartajaya & Sula, 2006: 181). A product to be marketed must have a brand. The brand must also have a character under Islamic principles and spiritual values. Using a good and attractive brand name can also attract public interest in the products being sold.

Service is an obligation that the seller must fulfil to the buyer. Good service can be applied through speaking style, attitudes or movements. If a seller has a good attitude and characteristics, consumers can avoid discomfort and dissatisfaction when making transactions. Apart from providing service to customers, the process significantly influences product or service marketing. A process can be seen from the quality, cost and delivery of the product or service (Umam, 2013: 289). The process can start with market observation, product development, and other steps to make the product highly valued.

By getting a good assessment of a product, production and marketing activities must be in accordance with shariah values. The values in the shariah marketing process that are implemented are

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not only about making big profits but also providing comfort to buyers and increasing sales. Researchers conducted observations of MSMEs in Lontong Village, Kupang Krajan Village, Sawahan District, Surabaya City.

After conducting research, around 107 heads of families lived in the Lontong village area, but not all of the family heads worked as Lontong entrepreneurs. The number of MSMEs in the lontong village is approximately 50 heads of families who actively produce lontong for marketing. The average age of these lontong entrepreneurs is around 40 years, and many are no longer working or have been laid off. So, with this lontong production business, the unemployment rate is reduced, and they still have an income if they do it from home. The average gross income generated daily is around IDR 1,000,000 – IDR 2,000,000, with lontong sales of 800 – 1000. For major holidays such as Eid al-Fitr, cap go meh, the demand for lontong orders increases by around 1500-2000 with a total gross income per day of around IDR 3,000,000 – IDR 4,000,000.

The marketing value of products that meet standards can make businesses in the lontong village in the Surabaya area even more famous. Most lontong MSME entrepreneurs are Muslim so they can guarantee their products' halalness. The sharia marketing process carried out by MSMEs is to attract people's interest in making purchases here. This research aims to determine the Sharia Marketing Value strategy process, starting from the brand the manufacturing process, to the services provided by MSME entrepreneurs.

### **Literature Review**

#### **Shariah Marketing**

A marketing technique is an essential factor for business success today. This is based on a series of company efforts such as product promotion that can attract potential buyers, then providing the lowest prices and quality that can satisfy buyers' tastes, then timely distribution and satisfactory service (Elwisam & Lestari, 2019). Some people in the broader community interpret marketing as the same as sales. Marketing for a businessman is crucial because it influences survival, profits and growth. In the opinion of William J. Stanton, marketing is the whole within a company that aims to design, set prices, promote and distribute goods and services that are sought after for the needs of existing and potential customers, while sales is only one of the functions of marketing (Ascarya, 2013:111).

Marketing in other languages can also be called Marketing. Marketing is a collection of processes to provide value obtained by an organization to parties interested in its stakeholders (Quraniyah, 2018). The meaning of shariah is a provision or regulation revealed by Allah SWT through the prophets and apostles as a guiding principle for human life, aiming for goodness and bringing many benefits. In Islam, a person is free to have a business, but this business is not only done to get customers and make big profits. Islam provides teachings so that Muslims always have responsibility at work. If you carry out your work responsibilities well, you will not only get profits, but you will also get blessings (Jazilinni'am, 2022).

According to Hermawan Kartajaya and Muhammad Syakir Sula, Shariah Marketing is a business discipline concept that provides direction to the production, supply and value change process from people who have ideas to related parties, which in the entire process is within. In accordance with contracts and principles of Muamalah in Islam. (Kartajaya & Sula, 2006: 26-27). The shariah marketing concept emphasizes the importance of implementing systematic and detailed management, in other words, carrying out work on products or services that have been created so that they have a good position in society (Sahla et al., 2019). Sharia marketing has been widely used by entrepreneurs or businesspeople in marketing their products or services. This is because people in Indonesia think that if an activity applies shariah principles then the activity is considered to provide good service and is under Islamic law.

#### **Shariah Marketing Value**

Three things can be used as the basis or principles for implementing shariah marketing values in running a business. With marketing values, you can know and market products under established shariah principles. These three things include:

1. Use A Spiritual Brand Character (Brand)

According to Khaerul Umam, a brand is a personal identity owned by a product or service of a company. Brands can reflect a value provided to consumers (Umam, 2013: 289). According to Sudaryono, a brand embodies all the information surrounding its product or service. According to Sumerian, a brand is defined as a symbol or logo and information about the quality of a product (Sopiah & Sangadji, 2016: 64)

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2. Services Should Have the Ability to Transform (Service).

According to Basu Swastha and Ibnu Sukotjo in their book Introduction to Modern Business, they say that producers can make decisions about a product or service, one of which is by increasing the values of the quality of the service they have (Swastha & Sukotjo, 2002: 158). Service consists of three stages: before service, service during sales, and after. Before service occurs, if the service is carried out before the sale and purchase transaction occurs, for example, advertising the product being sold so that it is known to the public. Service during sales is a service provided by producers to consumers when a buying and selling transaction is carried out, while after-sales service is a service provided after the buying and selling transaction process occurs (Gunara & Sudiby, 2006: 77). Providing good service to consumers can usually be seen from a person's behavior through attitudes, words or movements. This is to avoid anything that causes disputes so that satisfaction can be created between sellers and buyers.

3. Practice A Reliable Business Process (Process)

The third principle in Shariah Marketing Values is, Practice Reliable Business Processes. According to Zeithaml, Bitner, and Glemmler, one of the factors that has a big influence is consumer purchasing decisions with the maximum implementation of the marketing mix (V.A Zeithaml, et al, 2009: 23). This marketing mix includes several things, including:

- a. product, a product can be interpreted as an item that has a function or benefit and can be used by consumers according to their needs.
- b. Price, a price is included as a marketing tool in the marketing mix which has an influence on demand and can also be a driving force for a brand to be sold among competitors.
- c. Promotion, a promotion is an intermediary to introduce and influence consumers to buy the products offered by the seller. This promotion can also be used to build relationships between sellers and buyers so that the product can be known.
- d. Location, a location choice of marketing location can be adjusted to the needs of the surrounding community, so that the products to be sold are right on target. (Kotler & Keller, 2006).

The process can be seen from the level of quality, cost and delivery which is usually abbreviated as QCD (Umam, 2013: 289). The quality of a product or service can be seen from a good process, from the manufacturing process to delivery to consumers on time as well as implementing effective and efficient costs (Kartajaya & Sula, 2006: 185-186)

## 2. METHOD

The type of research used is descriptive qualitative. Qualitative descriptive research was used because research data was obtained through interviews, verbally and in writing. This research aims to look at the atmosphere or conditions that occur in the marketing process of Shariah Marketing Value to MSMEs in Kampung Lontong, Kupang Krajan Village, Sawahan District, Surabaya City. The first problem is whether the brand is used on the lontong products sold by the MSME, the second is how the service is carried out during the transaction process, and the third is how the manufacturing and delivery process is carried out by the MSME. This problem is the object of research to be described, studied and presented in relation to the analysis of the application of Shariah marketing principles, one of which is Shariah Marketing Values in MSMEs in Kampung Lontong, Kupang Krajan District, Sawahan District, Surabaya City.

This research uses primary and secondary data sources. Primary data was obtained from interviews with 2 lontong MSME entrepreneurs; sample selection was carried out based on the required data. Secondary data was conducted on 5 lontong buyers who carried out lontong buying and selling transactions. This secondary data is used to determine the services provided by sellers and buyers. namely the community around Kampung Lontong. Data collection techniques were carried out through interviews. The data analysis method used in this research is to search for and compile in detail the data that has been obtained through interviews, then analyze the data by considering important things which are then studied and concluded so that they are easy to understand. Researchers use qualitative deductive methods to analyze and describe the atmosphere that occurs, then analyze it using a mindset from a general rule or theory until it becomes a specific reality.

### 3. RESULT AND DISCUSSION

Lontong Village, Kupang Krajan Village, Sawahan District, Surabaya City, the people there make a living as lontong producers. The reason is, the location where he lives is close to the market and around him there are many food traders who use lontong as an addition to the food they sell. Therefore, local people process rice into lontong due to the large demand from consumers. There are two sizes of lontong that will be marketed, namely large and small. Marketing is done in two ways, namely online and offline. Offline marketing is carried out through relationships with sellers or buyers who provide information to other buyers, sales to markets and food traders who use lontong, while online sales are carried out by ordering via Whatsapp.

Researchers conducted interviews with two lontong MSME entrepreneurs in Kampung Lontong Surabaya as informants for this research. The first informant was UMKM Lontong in the name of Mrs. Tina and the second was UMKM Lontong Barokah Jaya. The two informants explained the information needed by the author. Through interviews that have been conducted, it can be seen how the application of sharia marketing principles is implemented, one of which is Syariah Marketing Value which consists of Use A Spiritual Brand Character (Brand), Services Should Have the Ability to Transform (Service), and also Practice A Reliable Business Process (Process).

#### **Use A Spiritual Brand Character (Brand).**

A product sold in the community will have a name or brand so that people can more easily recognize the product being sold. In this discussion, naming the products being sold must be in accordance with sharia and spiritual values that do not conflict with religious teachings. Islamic branding is a marketing method carried out by sellers of products or services, where a product or service applies sharia principles, such as not containing elements of haram names. Not only are Islamic product names and logos created, what is meant by halal in Islamic branding also includes the materials used in the production process as well as the process of making and marketing the product which must be in accordance with the spirituality and values of the Islamic religion (Utari et al., 2022).

From the results of interviews conducted with UMKM Lontong Bu Tina and UMKM Lontong Barokah Jaya in Kampung Lontong Surabaya, the names or brands used are in accordance with Islamic law. At Lontong Bu Tina UMKM, the branding used to make it famous is the name of the producer itself. Meanwhile at UMKM Lontong Barokah Jaya, the branding used is the name barokah which means blessing, and jaya can be interpreted as success, so the name used at UMKM Lontong Barokah Jaya contains Islamic values. Currently, the use of Islamic branding is increasingly popular with the public because the products sold or marketed will be managed well and in accordance with Islamic law. The impact of using Islamic branding on long MSMEs is to gain empathy, and buyers will be interested and make purchases of the product.

#### **Services Should Have the Ability to Transform (Service).**

Service is very important in carrying out buying and selling transactions between sellers and buyers. The service process or good service to buyers can increase the value of buyer satisfaction. There are several stages in the service that can be carried out, namely before the service (before), during the service (when it occurs), and also after the service (after). After making observations during interviews at UMKM Lontong Bu Tina and UMKM Lontong Barokah Jaya when providing service to buyers they were very good.

Before service is the introduction of the product to buyers. The service previously carried out by UMKM Lontong Bu Tina and UMKM Lontong Barokah Jaya was to advertise the products they sold through known contacts. This relationship comes from buyers who then help advertise or attract the interest of other consumers to make purchases at UMKM Lontong Bu Tina and UMKM Lontong Barokah Jaya. Sellers also advertise the products they sell online via status on WhatsApp, so that if there is a buyer who wants to buy the product, they can do so via chat and after that it is registered by the seller.

During the service is the service provided by the seller to the buyer when carrying out a transaction. During the service carried out at UMKM Lontong Bu Tina and UMKM Lontong Barokah Jaya by assisting in selecting the lontong they sell, if the lontong is not suitable for sale it will be taken back by the seller. Apart from that, the seller will always be friendly and smile at the buyer, thereby creating satisfaction for the buyer. After service is the final service provided to buyers so that buyers are interested in shopping again at the same place. After-service is carried out by UMKM Lontong Bu Tina and UMKM Lontong Barokah Jaya by packaging the products that buyers have purchased safely so that product quality is maintained. The seller also guarantees that if the lontong you buy is soft or watery, you

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can exchange it for a new lontong without incurring additional fees. Sometimes sellers of Lontong Bu Tina MSMEs and Lontong Barokah MSMEs also give discounts or discounts to buyers if they buy products in large quantities. And don't forget to say thank you from the seller as a form of appreciation to the buyer for buying the product he is selling.

#### **Practice A Reliable Business Process (Process).**

The process carried out at UMKM Lontong Bu Tina and UMKM Lontong Barokah Jaya can be seen at the quality, cost and delivery stages. The quality of a product or service can be seen from the manufacturing process which is carried out well and halally. So that the manufacturing process until the delivery carried out by the seller to the consumer is carried out well and on time by applying costs that comply with standards. The quality of Lontong Bu Tina MSMEs and Lontong Barokah Jaya MSMEs is very good. They prioritize the halal and cleanliness of the products they sell. The ingredients used are also halal and do not contain preservatives or bleach for food. The rice used also comes from Jombang village suppliers, so the quality of the lontong produced is good. Cleanliness is also guaranteed because the banana leaves for wrapping are wiped first, then shaped like rice cakes and immediately dried in the sun. The long cooking area (large steamer) is also clean because after cooking, it is immediately washed and cleaned.

The costs incurred by UMKM Lontong Bu Tina and UMKM Lontong Barokah Jaya are uncertain. During big holidays or holidays, there is a demand for long. On normal days, they only produce 800-1000 lontong per day to sell to the local community and also to the market. However, unlike big days, they produce more products, around 1500-2000 per day, because they follow increasing consumer demand. The selling price marketed through manufacturers is also relatively cheap, around Rp. 1,500.00/lontong for small lontong, while for large lontong Rp. 2,000.00/lontong.

Deliveries made to UMKM Lontong Bu Tina and UMKM Lontong Barokah Jaya always check the lontong that will be marketed and sold. The lontong produced can last up to 2 days because it has gone through a cooking process for 8-10 hours, so the lontong produced is not easily damaged. Delivery is made by leaving lontong at the market with several sellers and also delivering satay, lontong noodles, gado-gado, and other foods that use lontong to customers. Not all of the lontong produced is sold to outside parties, but the seller entrusts some of the lontong to the production house so that other buyers can also buy from the production house at a low price.

By applying sharia marketing value principles to MSMEs, Bu Tina's lontong and Barokah Jaya's lontong provide good economic and social impacts. The economic impact that occurs on MSMEs can be seen from the increase in sales of marketed products because buyers trust the materials used, the product packaging process, and the services provided by sellers to buyers. Apart from that, the social impact of these MSMEs can create jobs for people outside the Kampung Lontong area, Kupang Krajan Surabaya. Job opportunities include helping make lontong in large quantities and helping deliver products to customers or to nearby markets for resale.

#### **4. CONCLUSION**

Based on the explanation in the article above, it can be concluded that indirectly, the sellers of lontong products at Lontong MSMEs in Kupang Krajan Village, Surabaya City, have implemented the principles of Sharia marketing values. These values are applied to the principles of using the brand's spiritual character, services must have the ability to transform (service), and practice reliable business processes. The implementation of sharia marketing values in MSMEs can be seen by always maintaining the quality, cleanliness and halalness of the lontong products made until the sales process is carried out very safely. Product marketing can be improved through online or offline marketing. The products sold will continue to develop so that the profits obtained will be more significant, and interest in this lontong product will also increase so that lontong MSMEs in Kupang Krajan Village, Surabaya City, can continue to develop. Famous in society.

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