

Implementation of Internal Marketing Mix Increasing Sales According to Islamic Economics (Case Study of Kita Merlung Family Building Store)

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Abstract

Marketing mix (marketing mix) is used to achieve marketing objectives. Using a qualitative research method, a descriptive approach. The findings show that the implementation of the marketing mix increases the sales volume at the Kita Family Building Store, namely in terms of products it still focuses on building equipment such as cement, sand, bricks, etc. Marketing it using media is very simple and according to the Islamic Economics Perspective, the implementation of the marketing mix for Our Family Building Store is in accordance with Islamic marketing. To a large extent, the concept of Islamic marketing is in accordance, namely in terms of products, always being honest and prioritizing product quality. In terms of price, set the price according to the quality of the product. then in terms of promotion, always emphasize ethics in business, don't cheat, don't sell products that are forbidden by religion, never force consumers to buy their products, don't badmouth other people's businesses in marketing their products and from distribution places/channels, namely providing a sense of comfort and easy access for consumers.

Keywords: Marketing Mix, Improvement, Sales

INTRODUCTION

Marketing is a basic activity carried out by entrepreneurs to introduce, promote goods and services in their efforts to maintain the viability of their business and to develop the company and to obtain maximum profit or profits. Success or failure in achieving business goals depends on the expertise of the entrepreneurs in the fields of marketing, production, finance and other fields. In the marketing process, activities regarding products, prices, places and promotions need to be considered, because they can influence the marketing of products and services.

Sharia marketing is a strategic business discipline that focuses on the process of creating, offering and exchanging value from one initiator to its stakeholders and the totality of the process must be in accordance with the Islamic principle of muamalah. These marketing activities require a basic marketing concept in accordance with the interests of the marketer and the needs and desires of customers. The aim of marketing is to attract new customers by presenting a product that matches consumer desires, promising superior value, setting attractive prices, distributing products easily, promoting efficiently and retaining existing customers by always adhering to the principle of customer satisfaction.

Marketing can be said to be ethical when it fulfills two main elements, namely being gentle and polite. First, promotions must use soft words. A business person must be friendly when carrying out promotions. Allah says in Q.S. An-Nahl [16]: 125 which reads:

"Call (people) to the path of your Lord with wisdom and good lessons and argue with them in a good way. Indeed, your Lord is the One who knows best about those who are lost from His path and He is the One who knows best those who are guided" (Q.S. AN Nahl [16]: 125).

In relation to business matters, the Prophet Muhammad SAW emphasized that Allah SAW gives grace to someone who is friendly and tolerant in business as per the hadith narrated by Bukhari and Tarmidhi.

Marketing will not be far from the name marketing mix (marketing mix). Marketing mix (marketing mix) is a set of tools used to achieve marketing goals. Universally, the marketing mix emphasizes the interpretation of a strategy that combines products (Product), price (Price), promotion (promotion), as well as distribution (place). There are additional 3Ps to complement marketing strategies, namely people, physical evidence, and process, then it becomes 7P. These seven Ps need a combination that is appropriate to the condition of the commodity being cultivated. Which combination will be used really depends on the expertise of the marketing team taking into account commodities, leaders and experience.

Our Family Building Shop is a business engaged in trading building tools. This business has been running since 2011 at Tanjung Paku Village, KM. 113 Merlung District Kab. West Cape Jabung. Based on the results of initial observations made by the researcher, the researcher was interested in researching the Kita Family Shop trading business, because there were several methods or methods used. Basically developing a business takes quite a long time, but the Toko Family Kita trading business can develop rapidly in a short period of time so that currently it has 3 (three) shophouses for Toko Family Kita itself. Our Family Shop has many regular customers and resellers in every district and even city. Researchers found irregularities in the theory, what method was used so that it had many consumers and resellers in every district and even city. However, at Toko Family Kita, in terms of prices, which should be affordable, the quantity of consumers will increase. However, on the other hand, Toko Family Kita provides prices that are relatively more expensive than its competitors but has many consumers. Below is a table of sales for the Kita Family Building Store for the last 4 years.

Table 1. Our Family Building Store Sales Data for 2020-2023

No	Item	2020	2021	2022	2023
		Our Family Shop	Our Family Shop	Our Family Shop	Our Family Shop
1	Missing point	450	500	550	550
2	Sand	220.000	220.000	260.000	265.000
3	4 inch iron	60.000	65.000	65.000	65.000
4	Cat Danabrite 5 Kg	185.000	155.000	200.000	210.000
5	Other Equipment	80.000	90.000	110.000	115.000

Source: Researcher's Initial Observation Result

Marketing can be said to be ethical when it fulfills two main elements, namely being gentle and polite. First, promotions must use soft words. A business person must be friendly when carrying out promotions. Allah says in Q.S. An-Nahl [16]: 125 which read Based on table 1.1 above, it can be seen that sales in the Kita Family Building Store during 2020-2023 and other competitors in Merlung District, West Tanjung Jabung Regency varied greatly. In terms of product At Our Family Building Store, we are sometimes incomplete in providing the goods that consumers want and the goods are out of stock for a long time, so consumers often look for additional goods in other shops. Promotional activities can be carried out in several ways including direct marketing, sales promotion, personal selling, digital marketing, Advertisement, public relation, sponsorship. Unlike other competing stores, Our Family Building Store doesn't do many promotions, only with direct marketing, namely by directly opening the shop without the help of other promotional strategies and with a banner showing the sign of Our Family Building Shop. Physical evidence covers all physical evidence that can help consumers understand the products or services offered by the company, including physical facilities, branding, packaging design, and others. At our Family Building Shop we do not apply Physical Evidence well by not helping consumers to understand the product well. In Merlung District there is not only one building shop, but there is a competing building shop, namely Toko Oman Jaya. In terms of price, in 2022 Toko Oman Jaya will sell their products at a cheaper price compared to our Family Building Store. One of the similar products such as bricks, Toko Oman Jaya sells for Rp. 500,-/pcs while the Family Kita Building Store sells it for Rp. 550,-/pcs. Likewise with other products such as cement, paint, iron, etc. Our Family Building Store has prices that tend to be higher than the Oman Jaya Store.

The key to a company's success is implementing a good marketing mix. There are seven elements in a marketing strategy, namely place, product, price, promotion, people, process, physical evidence. These seven elements constitute the sharia marketing mix. Apart from improving the quality of services and products, conveying information about the products you own is important.

Promotion is one of the marketing elements in the form of activities carried out by the company to communicate the benefits, advantages, quality and so on of the products or services produced by the company to consumers. The physical evidence that is the marketing mix parameter is First, Exterior Facilities, including: exterior design, signage, views and the surrounding environment. Second, interior facilities include interior design elements, equipment used to serve customers directly or used to run a business, layout, quality of air circulation and temperature. Third, Tangibles Other (other physical evidence). Physical evidence of the company, business cards, process support stationery, bills, reports, employee appearances, uniforms and brochures.

Islam is a religion rahmatan night alamin, because Islam regulates all aspects of life, not only focusing on aspects of worship which are vertically related to those that describe the relationship between humans and Allah, but also aspects of muamalah which are closely related to relationships between humans, including economic activities therein.

All aspects of muamalah are legal unless there is evidence that prohibits them, this refers to the rules of fiqh. Al ashlu fil muamalah al ibahah, illa ayyadulladdaliilu 'ala tahrimihi'. Islam frees people to think as long as they do not violate the Shari'a. Islamic muamalah rules are signs for every Muslim in conducting economic transactions, because this Islamic muamalah reference comes from the Al-Quran and As-Sunnah, in addition to that, the ijtihaad of scholars about muamalah can be a reference for all Muslims in carrying out muamalah activities as in economic activity.

The important points of Islamic muamalah are that it prohibits all forms of false transactions that could cause harm to other people, such as usury transactions, fraud and so on. Apart from that, the transactions carried out must be clear and voluntary for both the seller and the buyer. The word of Allah swt:

"O you who believe, do not consume your neighbor's wealth in vain, except through voluntary buying and selling transactions between you," (Q.S. An-Nisa: [29]).

Marketing mix is part of marketing science. Marketing can be interpreted as a socio economic activity, socio-economic activities are also inseparable from Islamic rules, long before the emergence of marketing theory in modern times, the Prophet taught good marketing through his noble morals. His success in trading is worthy of being a reference for marketers in marketing their products.

There are many Islamic scholars in every age who have expressed their ijtihaad about Islamic muamalah and sometimes indirectly also discussed sharia marketing such as the opinion of Imam Al-Ghazali who proposed the theory of the principle of profit a little, selling a lot which became one of the breakthroughs in modern economics.

RESEARCH METHOD

This study employs a qualitative research methodology with a descriptive approach to explore the implementation of the marketing mix at the Kita Family Building Store. The following steps outline the research methodology:

1. **Research Design:**
 - A qualitative approach is selected to gain a deeper understanding of the internal marketing mix and its impact on sales performance from an Islamic economics perspective.
2. **Data Collection:**
 - **Interviews:** Semi-structured interviews will be conducted with key stakeholders, including store management, employees, and regular customers. This will help gather insights into their perceptions of the marketing strategies employed and the effectiveness of these strategies.
 - **Observations:** Direct observations will be made at the Kita Family Building Store to assess the marketing mix components, including product offerings, pricing strategies, promotional activities, and customer interactions.
 - **Documentation:** Sales data from the past four years will be collected to analyze trends and patterns in sales performance.

3. Sampling:

- A purposive sampling technique will be used to select participants who have a significant understanding of the marketing operations at the store. This includes managers, sales staff, and a sample of customers.

4. Data Analysis:

- The data collected from interviews and observations will be analyzed using thematic analysis. Key themes related to the marketing mix and its alignment with Islamic principles will be identified.
- Sales data will be quantitatively analyzed to assess the impact of the marketing mix on sales performance over the specified period.

5. Validity and Reliability:

- To ensure the validity of the findings, triangulation will be employed by comparing data from interviews, observations, and sales records. This approach will enhance the credibility of the results.

6. Ethical Considerations:

- Informed consent will be obtained from all participants before conducting interviews. Confidentiality and anonymity will be maintained throughout the research process.

RESULTS AND DISCUSSIONS**1. Marketing Mix Implementation (Marketing Mix)**

The marketing mix is a collection of variables that a company has used to influence consumer responses. Marketing objectives can be achieved if the components of the marketing mix must support each other, or in other words, management must strive so that the components of the marketing mix can be integrated to achieve the goals set by the company.

In the marketing strategy concept, it has been explained that the marketing mix is a variable used to influence consumers, so the marketing mix itself is the main thing in marketing a product. The marketing mix for goods products is known as the 7P marketing mix, namely product, price, place, promotion, people, process, and physical evidence. For the 7P mix, companies use it to make decisions in making marketing communications strategies.

The marketing mix is part of the marketing strategy and functions as a guideline in using elements of marketing variables that company leaders can rely on to achieve company goals in the field of marketing. Every company always tries to stay alive and develop amidst intense competition. It is within this framework that every company always determines the strategy and method of implementing its marketing activities. Marketing activities carried out are directed at achieving company targets which can be in the form of profit levels obtained by the company in the long term and share certain markets as well as total units and total sales volume in a certain time period. Directing marketing activities can only be done by establishing general company guidelines or guidelines in the field of marketing, which are often known as marketing policies that emphasize providing services that satisfy consumers, through integrated marketing activities and strategies that enable profits or profit in the long term. One of the elements in an integrated marketing strategy is a reference strategy or marketing mix, which is a strategy carried out by a company, which is related to determining how the company presents product offerings to certain market segments, which are its target market.

Marketing mix is a combination of variables or activities that are the core of the marketing system, variables that can be controlled by the company to influence the reactions of buyers or consumers. Marketing mix determine the best composition of the four marketing components or variables, to be able to achieve the intended market target while achieving the company's goals and objectives.

2. Sharia Marketing Mix

Understanding Islamic Sharia Marketing Mix and marketing are two terms that are rarely discussed together. With the development of Islamic business, many academics and practitioners are understanding sharia marketing to become a very attractive market segment. Based on this review regarding the role of

religion in regulating interactions with humans, worship is proof of the manifestation of obedience to Allah and from muamalah is a real form of implementation implemented by humans as implemented by the Prophet Muhammad SAW. Islam is perfect religion.

The exemplary rules regulate all aspects of humans on earth, so that all human activities never disappear from Islamic teachings, including contemporary business applications known as marketing or in terms that use English, namely: "marketing".

In this article, we will provide specifics from several verses in the Al-Quran as a basis for application in carrying out marketing practices as practices derived from the analogous science of buying and selling or (commerce) as well as rules that perfect them, for example ethics, taste. gratitude as part of appreciation, the rules that regulate the obligation to seek sustenance in halal ways. Of course, with the science of buying and selling, several propositions can also be included that are sustainable with the plan of sustenance, always being grateful, not being wasteful, seeking sustenance in a halal way, and accountability later regarding the ownership of assets, both in terms of the income obtained and the use of these assets. There are several false propositions. only Q.S Al-Baqarah [2]:172)

"O you who believe, eat from among the good sustenance that We have given you and be grateful to God, if it is really Him that you worship". (Q.S. Al-Baqarah [2]:172).

3. Definition of Sharia Marketing

All life activities need to be carried out based on good planning. Islam is a religion that provides a synthesis and plan that can be realized through stimulation and guidance. Planning is nothing more than utilizing the gifts of Allah SWT systematically to achieve certain goals, taking into account the needs of society and the changing values of life. In a broader sense, planning involves preparing a plan for each economic activity.

The word sharia comes from the word syar'a al-sha'i'a which means to explain or explain something. Or comes from the word Sir'ah and Sharia which means a place that is used as a means to collect water directly so that the person who collects it does not need the help of other tools.

Sharia according to the Islamic view contains a very comprehensive meaning, it contains the meaning of regulating all aspects of life, starting from aspects of worship, family, business, industry, banking, insurance, debts and receivables, marketing, economic aspects, legal and judicial aspects, legal aspects. Laws and laws between countries. Meanwhile, marketing is a human activity directed at fulfilling and satisfying needs and desires through an exchange process

From the two words above, it can be concluded that sharia marketing (sharia marketing) is defined as a strategic business unit discipline that is directed at a process in which there is a change in values and offers from one initiator to another throughout the whole in accordance with the principles of muamalah activities in Islam.

CONCLUSION

Implementation of the marketing mix in increasing sales volume at the Kita Family Building Store, namely in terms of products, still focusing on building equipment such as cement, sand, bricks, etc. The way to market it still uses very simple media. According to the Islamic Economics Perspective, the implementation of the marketing mix for the Our Family Building Store is in accordance with Islamic marketing. To a large extent, the concept of Islamic marketing is in accordance, namely in terms of products, always being honest and prioritizing product quality. In terms of price, set the price according to the quality of the product. then in terms of promotion, always emphasize ethics in business, don't cheat, don't sell products that are forbidden by religion, never force consumers to buy their products, don't badmouth other people's businesses in marketing their products and from distribution places/channels, namely providing a sense of comfort and easy access for consumers.

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