

## Analysis of Sharia Marketing Principles in the Sales of Cap Miki Rice Products (Case Study of PT. Tunas Nabati Andalan Mukomuko)

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**ABSTRACT.** The purpose of this research is to determine the Sharia Marketing Principles in the Sales of Cap Miki Rice Products. The research carried out was field research using qualitative descriptive methods. The data collection techniques used were observation, interviews and documentation. Then the data obtained is analyzed and discussed to answer the problems of this research. The results of this research show that the Principle of Unity (Tauhid), the company's business activities are moral in order to achieve blessings and is the most basic value in every business activity. This company is included in the marketing function, the Principle of Permissibility (Ibahah), the company prioritizes customer satisfaction with quality. good products, consumers feel satisfied and have confidence in the products being marketed, the company makes this principle the most important, the Principle of Justice (Al"Adl), the Company is based on market prices, from the prices of materials, processing, and several programs carried out. From the location of setting prices.

**Keywords:** Sharia Marketing Principles;

### INTRODUCTION

Developments in the marketing world are currently occurring so rapidly, giving rise to increasingly fierce competition, as every company continually strives to increase market share and reach new customers. Companies must be able to determine the right marketing strategy to survive and win the competition, thereby achieving their goals.

All companies, whether engaged in services or product development, aim to continue growing and operating effectively to maintain and increase profits or operating income. This can be achieved if companies are able to maintain and increase sales of their products or services. By implementing an effective marketing strategy by exploiting existing opportunities to increase sales, it is hoped that the company will maintain and improve its market position. Implementing a marketing strategy is crucial to supporting profit growth.

Marketing implementation means making efforts to understand consumer needs and developing a product or service that satisfies those needs. Furthermore, consumer desires vary and change rapidly due to factors such as advances in science and technology, economic growth, cultural developments, and government policies. To ensure a company remains competitive with other companies offering similar and substitute products, management must effectively manage its operations. This ensures existing customers do not switch to other companies. Companies are required to better understand consumer needs and desires, and must be able to create products that meet their needs.

Marketing in Islam is a form of Islamic transaction (muamalah) permitted by Islam, as long as all transactions are protected from anything prohibited by Sharia law. According to Kertajaya and Syakir Sula, Sharia marketing is a strategic business discipline that directs the process of creating, offering, and transforming value from an initiator to its stakeholders, all in accordance with Islamic business contracts and principles.

Marketing is conducted to introduce and market a product, thus requiring a foundation of norms and morality in the marketing process to consumers. When a business is conducted by a producer who adheres to Islamic business ethics, that is, free from elements of falsehood, injustice, and coercion, consumer loyalty to the product can be fostered. This is in accordance with the words of Allah SWT in QS.An-Nisa'(4) 29 as follows:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ٢٩

Meaning: "O you who believe, do not consume one another's wealth unjustly, except by way of commerce, which is carried out by mutual consent, killing yourselves. [287]; Indeed, Allah is Most Merciful to you."

From the above verse, it can be concluded that Allah SWT forbids acquiring wealth through false means. However, Allah SWT encourages business transactions that are carried out by mutual consent between the two parties involved in the business activity. The intent of the prohibition on killing oneself also includes the prohibition on killing others, because killing others is as serious as killing oneself, because the community is a unity. Similarly, a beauty product marketing strategy that utilizes good and optimal business ethics in the marketing and transaction processes will increase the sales volume of the products being marketed.

Sales is a crucial activity in running a business, as achieving business goals depends on them. Sales serve as the final step in marketing. It starts with product introduction, understanding and influencing consumer behavior, and ultimately leads to sales. If a company's sales continue to increase and meet targets, it can maintain its future viability and compete with other companies. However, given the intense competition in today's modern business world, to remain competitive, a company must implement effective and efficient marketing strategies.

Rice is a vital commodity in Indonesian society. Besides being a staple food for the majority of Indonesians, rice is also an ingredient in both traditional and modern cakes. Certain regions in Indonesia initially relied on rice instead of sago, corn, and other staples. However, over time, rice has become a staple in their daily lives, particularly in Papua, Maluku, and elsewhere. As the population continues to increase, so does the community's well-being. Therefore, to meet the population's consumption needs, the government is required to supply national food supplies. In fact, rice procurement to meet national food needs is not solely carried out by the government through Bulog and Dolog. It can also be done through private and government-owned companies.

PT. Tunas Nabati Andalan is a company founded in 2015 with a focus on the trade of fresh fruit bunches (FFB) in Bengkulu and West Kalimantan. It was only in 2021 that PT. Tunas Nabati Andalan established a rice mill with two marketing branches and five rice mills. Specifically, the Mukomuko branch oversees five rice mills. PT. Tunas Nabati Andalan's Mukomuko branch operates rice production facilities in Sidrap, Bulukumba, Bone, Pinrang, and Polmas.

PT. Tunas Nabati Andalan's Mukomuko branch sells its own rice under the Cap Miki brand. This product is a genuine PT. Tunas Nabati Andalan product and is popular with consumers and regular customers in the Mukomuko area. Rice produced by PT. Tunas Nabati Andalan has been well-known by many people and has been widely used by restaurants in the city of Mukomuko, so that people do not doubt the quality of PT. Tunas Nabati Andalan's products to meet the daily needs of buyers. The services provided by the Company have good value for its buyers because in every activity of purchasing rice products by its consumers, Tunas Nabati Andalan makes direct deliveries to its consumers if consumers want them to be delivered.

## METHOD

This study uses an associative research type, where this study seeks to determine the type of research used in this study is field research. In this study, the author uses a qualitative research approach. Qualitative in this study refers to research conducted in natural conditions, where the researcher is the key instrument. The aim is to describe the situation as it is, systematically and factually, or attempt to describe the phenomenon in detail. The research period at PT. Tunas Nabati Andalan was from July 11, 2023, until completion.

## RESULTS AND DISCUSSION

The Sharia economic system may have only recently revived and become widely known in the 1970s, but its principles are not new. The prohibition against usury has existed since the advent of Islam; it is even mentioned in the Bible. Therefore, the intention and goals to be achieved...

Marketing activities are crucial for PT. Tunas Nabati Andalan. A company's success is based on its expertise in mastering its marketing principles. Marketing principles have controllable tools, better known as the marketing mix.

### 1. Sharia Marketing Principles of PT. Tunas Nabati Andalan

#### a. Principle of Unity (Tawhid)

Based on field research, PT. Tunas Nabati Andalan adheres to the principle of Tawhid, as evidenced by the company's policies regarding moral business activities for the sake of achieving blessings.

PT. Tunas Nabati Andalan, with the principle of Tawhid, is the most fundamental value in all of its business activities, including its marketing function. The value of Tawhid gives rise to the principle of integration. This principle encourages producers to conduct moral marketing to achieve consumer satisfaction and blessings. Employee recruitment here requires specific terms and conditions, and requires a good and sincere work intention.

#### b. The Principle of Permissibility (Ibahah)

This principle grants marketers the freedom to engage in any business activity, unless there is a clear prohibition. Based on field research, PT. Tunas Nabati Andalan's implementation of the principle of permissibility has been highly effective, as evidenced by interviews, which show the company prioritizing customer satisfaction with high-quality products.

By implementing the principle of permissibility, the company has established the principle of good quality, ensuring consumer satisfaction and trust in the products it markets. The company prioritizes this principle, thereby achieving customer satisfaction and achieving its own goals.

#### c. The Principle of Justice (Al-'Adl)

Transactions conducted to fulfill a sense of justice must be transparent, honest, fair, and not excessive. Based on field research, PT. Tunas Nabati Andalan has implemented the principle of justice effectively. The company adheres to market prices for materials, processing, and various programs it implements. In determining prices, the company consistently adheres to market prices, which are related to the price of gabas received. This is done considering the public's purchasing power. This implementation aligns with company policy.

According to the researcher, the principle of justice has been fully implemented, as can be concluded from the results of the explanation above. The company has its own policies regarding material selection, pricing, and programs implemented in accordance with Sharia principles.

#### d. Free Will

Based on field research, PT. Tunas Nabati Andalan has implemented the principle of free will. The company's implementation of the concept of free will, which allows buyers the freedom to purchase or not purchase merchandise, demonstrates the company's adherence to the concept of free will.

The agreement with each vendor selling the company's products establishes prices at each stall according to the predetermined selling price for each stall. to Consumers. From the interview results, it can be concluded that the principle of Free Will at PT. Tunas Nabati Andalan is implemented efficiently, as evidenced by interviews with several informants.

e. Principle of Accountability

Based on field research, PT. Tunas Nabati Andalan has implemented the Principle of Accountability. PT. Tunas Nabati Andalan prioritizes its employees, calculating salaries in accordance with government regulations, working hours, work quality, and employee rights. The company also does not exceed employee working hours or work days.

PT. Tunas Nabati Andalan also prioritizes product quality. Product perfection is always checked in detail before being marketed to ensure production and marketing balances with customer demand. It can be concluded that this principle is very effectively implemented in the company's marketing principles.

f. Principle of Virtue and Honesty

Based on field research, PT. Tunas Nabati Andalan has implemented the Principle of Virtue and Honesty. PT. Tunas Nabati Andalan implements several policies, including transparency regarding the material purchasing process, employee performance, marketing, product quality, and company flow reports. The company also implements Discipline in customer service and transparency of marketed products.

This principle has been applied from the beginning to marketing, making it a benchmark for employees. Researchers concluded that this principle is truly implemented by the company.

g. Principle of Willingness

Based on field research, PT. Tunas Nabati Andalan has implemented the Principle of Willingness. From the beginning of production, PT. Tunas Nabati Andalan has registered its products for halal certification with the Indonesian Ulema Council (LPPOM MUI). This ensures that the products are fit for sale and consumption, and is also important for the predominantly Muslim community of Mukomuko.

The researcher concluded that the company has effectively implemented and implemented this principle, as evidenced by interviews with informants.

h. Principle of Benefit

Based on field research, PT. Tunas Nabati Andalan has implemented the Principle of Benefit. The company maintains the quality of its rice by reviewing the raw materials for production, such as ensuring it is free from pests, defects, and color. Processed rice must be of sufficient maturity and of good quality. This ensures that the resulting product satisfies consumers.

From the above explanation, the researcher concluded that the company has implemented the Principle of Benefit, ensuring that the products it markets are beneficial to consumers.

i. Principle of Avoiding Usury

Based on field research, PT. Tunas Nabati Andalan has implemented the principle of avoiding usury. PT. Tunas Nabati Andalan strictly discourages the practice of usury, whether in rice purchases, rice sales, debts or receivables. The company does not add to the price when consigning goods to stalls or shops.

It is clear that the company has implemented this principle, as evidenced by the statements of informants who strongly emphasize the prohibition of usury.

## **2. Obstacles in implementing Sharia marketing principles for rice products at PT. Tunas Nabati Andalan in selling its products.**

Based on field research, PT. Tunas Nabati Andalan initially faced difficulties due to many common obstacles, including market conditions that operate with general economic marketing practices, such as the practice of consigning rice in local markets, which adds individual prices to consumers.

However, this did not last long, as we entered into contractual agreements with shops and stalls in local markets to prevent price increases to consumers. Thankfully, Islamic marketing principles have been implemented very efficiently, eliminating any element of usury or harm to consumers.

From the explanation above, the researcher concluded that there are several obstacles in implementing the principles of sharia marketing, namely the secret additions made by stalls or shops when selling rice, but the company will definitely follow up on this so that there are no price gaps in each shop or stall.

## CONCLUSION

Based on the research results and previous discussions, the author can draw the following conclusions:

1. The implementation of Sharia Marketing Principles applied by PT. Tunas Nabati Andalan in selling its products shows that:

- a. The principle of Unity (Tauhid) has been effective, as evidenced by the company's policy of conducting moral business activities to achieve blessings and is the most fundamental value in all of the company's business activities, including the marketing function.
- b. The principle of Permissibility (Ibahah) has been effective, as evidenced by the company's prioritization of customer satisfaction with high-quality products. Consumers feel satisfied and confident in the products marketed. The company prioritizes this principle, thus achieving customer satisfaction and the company's goals.
- c. The Principle of Justice (Al-'Adl) has been effectively implemented, as evidenced by the Company's adherence to market prices for materials, processing, and various programs. The Company consistently adheres to market prices in pricing, which is related to the price of the rice received.
- d. The Principle of Free Will has been effectively implemented, as evidenced by the Company's granting buyers the freedom to purchase or not purchase merchandise, demonstrating the Company's commitment to the concept of free will.
- e. The Principle of Accountability has been effectively implemented, as evidenced by PT. Tunas Nabati Andalan's prioritization of its employees, with salary calculations in accordance with government regulations, working hours, work quality, and employee rights. The Company also does not exceed employee working hours or workdays.
- f. The Principle of Virtue and Honesty has been effectively implemented, as evidenced by the Company's implementation of several policies, including transparency regarding the material purchasing process, employee performance, marketing, product quality, and company flow reporting. The Company also implements discipline in customer service and transparency regarding the products marketed.
- g. The Principle of Willingness has been effectively implemented. This is evident from the beginning of production, as the company has registered its products for halal certification with the Indonesian Ulema Council (LPPOM MUI). This ensures that the product is not only suitable for sale and consumption, but is also crucial for the predominantly Muslim community of Mukomuko.
- h. The Principle of Benefit: This has been effectively implemented, as evidenced by the company's maintenance of rice quality. We review the raw materials for production, ensuring they are free from pests, defects, and color. Processed rice must be mature enough and of good quality. This ensures that the resulting product satisfies consumers.
- i. The Principle of Avoiding Usury: This has been effectively implemented, as evidenced by PT. Tunas Nabati Andalan strictly prohibits the practice of usury, whether in rice

purchases, sales, debts, or receivables. The company does not add a price to the payment for every consignment of goods at a stall or shop.

2. Obstacles in implementing sharia marketing principles for rice products at PT. Tunas Nabati Andalan. Initially, PT. Tunas Nabati Andalan faced difficulties due to numerous general obstacles, market conditions that operate with general economic marketing practices, such as Rice storage in local markets adds individual prices to consumers. However, the company will certainly follow up on this to ensure there are no price disparities in each store or stall.

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