

Marketing Strategy In Increasing Revenue Restaurant Business from Islamic Economic Perspective

**¹Annisa Rustiani, ²Chairunnisa Nasution, ³Erpina Manurung, ⁴Achmad
Zulfikar Siregar**

^{1,2,3,4} Universitas Islam Negeri Sumatera Utara

ARTICLE INFO

Keywords:
Marketing Strategy,
Restaurant Business, Islamic
Economics

Email :
junaidieboy126@gmail.com

ABSTRACT

Marketing strategy is a strategy to serve a market or market segment that is targeted by an entrepreneur. Therefore, the marketing strategy is a combination of the marketing mix implemented by entrepreneurs to serve their market. Based on the formulation of the problem, this study aims to determine the marketing strategy of food stall entrepreneurs in increasing the income of the food stall business. The type of research used in this study is empirical, because in this study the researcher describes a situation or phenomenon from the research object studied by developing concepts and gathering existing facts. This research method is descriptive qualitative. From the research results, the marketing strategy used to increase entrepreneur income is by implementing a marketing mix system; product, price, place and promotion. Viewed from an Islamic economic perspective, food stall entrepreneurs also apply the practices of the Prophet Muhammad SAW, namely shiddiq (true and honest), amanah (trustworthy), fathanah (smart), and tabligh (communicative).

Copyright © 2022 MAR-Ekonomi.

All rights reserved is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

INTRODUCTION

Competition in the business world requires every marketer to carry out marketing activities. With more effective and efficient. These marketing activities require a fundamental marketing concept in accordance with the interests of marketers and the needs and desires of customers.

Strategy is very important for companies where strategy is a way to achieve the goals of a company. According to Swastha, strategy is a series of grand plans that describe how a company must operate to achieve goals.

In general, marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain their survival, to develop and to earn profits. Marketing is also the spearhead of the company's success or failure in achieving business goals depending on the entrepreneur's expertise in marketing, production, sales and finance. In addition, it also depends on the entrepreneur's ability to combine these functions so that the company's business can run smoothly. By definition it can be said that the marketing concept is a business philosophy which states that the satisfaction of consumer needs is an economic and social requirement for the survival of the company. Marketing so far can not be separated from the element of competition.

In a broader sense, marketing seeks to elicit a response to an offer. The response may be more than a simple purchase or trade in products and services. Marketing activities do not just create short-term transactions. More than that, marketers must also build long-term relationships with customers, distributors, and suppliers.

Marketing strategy has an important role to achieve business success, therefore the marketing sector plays a major role in realizing business plans. This can be done, if the company wants to maintain and increase sales of the products or services they produce. By implementing an accurate marketing strategy through the use of opportunities to increase sales, the company's position in the

market can be increased or maintained. In connection with this, the implementation of modern marketing today has a big role in directly supporting the increase in company profits. The marketing strategy must be able to provide a clear and directed description of the activities the company will carry out in maximizing every opportunity or opportunity in several target markets.

The measure of the company's success in implementing its marketing strategy is being able to provide satisfaction to customers. The more customers who receive the product, the more satisfied they are and this means that the strategy being implemented is quite successful. So that with the success of the strategy achieved, it has the opportunity to increase business income (profit).

In Islam it is not a prohibition if the people have a plan or desire to succeed in their business, but it must be in accordance with the conditions that do not conflict with the teachings of Islamic law, as Allah says in the letter QS AnNajm verses 24-25:

Meaning: "Or will man get everything he aspires to? (No),
So only for Allah the life hereafter and the life of this world.

Islam also encourages its people to produce and play a role in various forms of economic activity, agriculture, plantations, fisheries, industry and trade. Working in the Islamic view is not only to make ends meet, but is also a religious obligation, so it is necessary to pay attention to the ways and processes of work which will have consequences for the results. Because Islamic economics refuses to take profits or income that is not based on lawful income from business.

Based on the above, the authors aim to examine how income influences the income from selling food stalls for every entrepreneur in Kec. Percut Sei Tuan is experiencing development. However, it is more likely to fluctuate (go up and down), these ups and downs are based on various factors, one of which is the marketing strategy implemented by food stall entrepreneurs in Kec. Percut Sei Tuan.

Marketing comes from the word market or can also be interpreted in the traditional context "where people buy and sell". Marketing is the process of planning and executing the thinking, pricing, promotion and distribution of ideas, goods and services to create exchanges that meet individual and organizational objectives.

From the background of the problems above, the formulation of the problem is: How is the marketing strategy in increasing the income of the food stall business in Kec. Percut Sei Tuan, what is the marketing strategy for the food stall business in Kec. Percut Sei Tuan is in accordance with Islamic economic principles.

The purpose of this research is to find out how the marketing strategy is in increasing sales of food stalls in Kec. Percut Sei Tuan. While the uses of this research are: For entrepreneurs, of course, this is the participation of the author in sharing thoughts and also as a springboard for how to manage the food stall business to improve the economy of a family. For writers, of course, it is very useful to develop thoughts, knowledge about economics in this paper related to marketing strategies for food stall entrepreneurs in Kec. Percut Sei Tuan.

METHODS

The type of research used is descriptive qualitative research. In this qualitative research, researchers will go directly to the field to research the object of study and hold direct interactions with food stall entrepreneurs in Kec. Percut Sei Tuan which aims to obtain information about marketing strategies in increasing food stall business income according to an Islamic economic perspective

The research approach has a very important role in a study. The approach used in this study is a qualitative approach on the grounds that a qualitative approach is more easily adapted when faced with realities on the ground because it is dynamic.

The qualitative approach in this research is a research procedure that produces descriptive data research in the form of written or spoken words about the problems studied in the field.

The location of this research is in Kec. Percut Sei Tuan which is a district in the city of Medan, North Sumatra province.

RESULTS AND DISCUSSION

Results

The income of these food stall entrepreneurs has different comparisons, and the types of food are also different. There is a significant increase every year and there is also a decrease in income every year.

The results of an interview with one of the food stall entrepreneurs, namely Mrs. Juriyah in the Kec. Percut Sei Tuan said that his income for the last 2 years, namely 2021 and 2022, has increased his income every year, where in 2021 he can generate an average income of Rp. 63,800,000, and in 2022 generate an average income of Rp. 43,400,000. the produce of the food stall is sold at Rp. 10,000 - Rp. 15,500, according to the portion provided. However, the results of an interview with one of the food stall entrepreneurs, namely Mrs. Mis, in the Kec. Percut Sei Tuan that his income is decreasing every year, seen from 2020 it generates an average income of Rp. 36,800,000, in 2021 get an average of Rp. 42,400,000 and in 2022 get an average of Rp. 30,200,000. From this income, Mrs. Mis has decreased. Due to the lack of implementation of the marketing strategy implemented.

According to him, the profit earned is only 5% - 10%. He does not take into account the profit that is obtained with a definite calculation. Only by estimating the price of materials to get the selling price. He is also not looking for big profits, for him he has made a return on investment and can set aside income for daily needs which is sufficient.

From the results of interviews with all food stall entrepreneurs in the district. Percut Sei Tuan uses a system to receive orders from customers. Usually the income generated by food stalls receives erratic orders. The more orders received, the higher the sales turnover.

It can be concluded that the strategy carried out by food stall entrepreneurs in Kec. Percut Sei Tuan can increase his income. The most dominant strategy that can affect the entrepreneur's income is the price strategy and product strategy. At very affordable prices and provide top quality

Food that is produced with quality ingredients can grow consumer interest and make consumers interested in buying it. So that the increase in food stall sales can affect the income level of food stall entrepreneurs in the Kec. Percut Sei Tuan with a big marketing strategy, the strategy is the same for all. It's just that in terms of promoting, there are 3 entrepreneurs who carry out their promotions through social media (facebook and WhatsApp), namely, Mrs. Juriyah, Mrs. Amelia, and Mrs. Nurbaya. Then, there were only 3 businessmen who served customers in a friendly manner, namely Mrs. Juriyah, Mrs. Iyah, and Mrs. Nurbaya.

From the data sources processed above, the 10 food stall entrepreneurs in Kec. Percut Sei Tuan has implemented the correct marketing strategy, but according to researchers, there are 2 entrepreneurs who are superior in marketing their products, namely Mrs. Juriyah and Mrs. Nurbaya. Both of these entrepreneurs receive a sizable income each year compared to other entrepreneurs. Because the marketing strategy really satisfies the customers who buy it. Then, there is 1 entrepreneur who still hasn't carried out the right marketing strategy, namely Mrs. Mis. Income decreases every year, the materials produced are still mediocre, and promoting their products is still very affordable, only through 1 stall.

After discussing the theory of implementing marketing strategies, as well as income data for food stall entrepreneurs in Kec. Percut Sei Tuan, it can be concluded that the marketing strategy implemented by the food stall entrepreneur has gone well, where the four marketing strategy

variables support and complement each other, and have different roles in marketing their products, so that all four marketing strategy variables are needed in the improvement process. income of food stall entrepreneurs in Kec. Percut Sei Tuan.

Discussion

Implementation of Marketing Strategy in Increasing Business Income for food stalls in Kec. Percut Sei Tuan According to the Perspective of Islamic Economics. In Islam, the aim of marketing their products in an Islamic way is to measure them based on truth, honesty, sincerity, and mutually beneficial to one another. Honesty in business activities is the most important thing that must be known as a foundation in Islamic economics. In Islamic economics, product marketing must also be based on the concept of a marketing strategy that is based on God, ethics and humanity.

1. Godhead (Rabbaniyya)

According to the results of interviews with Mrs. Mami, Mrs. Juriyah, Mrs. Iyah, Mrs. Mis, Mrs. Titin, Mrs. Sih, Mrs. Amelia, Mrs. Sumartini, Mrs. Nurbaya, and Mrs. Sarmi as food stall entrepreneurs in Kec. Percut Sei Tuan gave an explanation to the researchers that, the food stall entrepreneurs in the Kec. Percut Sei Tuan in running their business applies Islamic character, which is not only looking at the world but also always remembering His Lord that everyone who runs a business is legitimate using various marketing strategies but it must be remembered that God's rules must not be ignored.

Description of the food stall entrepreneur in Kec. Percut Sei Tuan that divinity (Rabbaniyyah) is a unanimous belief, that all human movements are always under the supervision of Allah SWT. That all Muslims must behave as best as possible, not act sneaky, like to cheat in a vanity way and so on in buying and selling. Likewise with the women who run food stalls in Kec. Percut Sei Tuan, in their endeavors to apply this divine principle so that they do not only see worldly things but also always remember their Lord and do not ignore the rules He has set. In this case the cake entrepreneurs have acted honestly and correctly in carrying out marketing activities, such as by not covering up the weaknesses of the products being sold. A businessman must act honestly, correctly, and straight in carrying out all its business activities and does not deceive its consumers, does not cheat, tell lies, and false advertisements within the Islamic framework of business. Even though there are still a number of entrepreneurs who have not implemented the correct trading business ethics as applied by Rasulullah SAW, most of the food stall entrepreneurs in Kec. Percut Sei Tuan implemented this marketing strategy.

2. Ethical (Akhlaqiyyah)

Ethical is a marketer who puts forward moral, moral and ethical values without any differences. Based on the results of interviews with food stall entrepreneurs in Kec. Percut Sei Tuan, in marketing their products, has put forward Islamic business ethics. That is not cheating, not selling products that are forbidden by religion and not forcing consumers to buy their wares.

The information above shows that food stall entrepreneurs in Kec. Percut Sei Tuan emphasizes the concept of mercy and pleasure, both from sellers and buyers. Marketing activities must be based on ethics. Ethics in this case are products that are marketed as halal and of high quality, products that are useful and needed, and products that can satisfy the public.

The results of interviews with food stall entrepreneurs in the district. Percut Sei Tuan has implemented business ethics in accordance with the principles of Islamic economics or the

teachings of Rasulullah SAW, namely not lying, not cheating and not selling products that are forbidden by religion.

3. Realistic (Waqi'iyah)

Sharia marketing is not an exclusive, fanatical and rigid concept. Sharia marketing is a flexible marketing concept, as is the flexibility of the Islamic sharia that underlies it. According to data from food stall entrepreneurs in Kec. The 10th Percut Sei Tuan entrepreneur places a high priority on appearance, such as dressing cleanly and neatly if a customer buys and comes to the food stall entrepreneur's house to order food, so that customers feel comfortable. In addition, honesty in marketing is needed by all entrepreneurs. Food stall entrepreneurs in Kec. Percut Sei Tuan has prioritized honesty in selling, such as providing the specifications of the food being marketed to customers, starting from the price, size, shape and materials produced.

4. Humanistic (Insaniyyah)

Based on the results of interviews with food stall entrepreneurs in Kec. Percut Sei Tuan, most entrepreneurs adhere to humanistic which means being humane, respecting each other, especially with consumers or buyers who must be considered kings. From this explanation, humanistic means being humane, respecting others. Entrepreneurs are trying to make life better, don't let marketing activities on the contrary destroy the order of life in society, disrupt people's lives, also from the point of view of entrepreneurs themselves don't become greedy people, want to control everything, oppress and harm others.

Based on the results of research with 10 food stall entrepreneurs in Kec. Percut Sei Tuan that food stall entrepreneurs in all their activities adhere to humanism, which means being humane, respecting each other, especially with consumers or buyers, they must be considered king. Marketing of food stall entrepreneurs in Kec. Percut Sei Tuan is based on the marketing carried out by the Prophet Muhammad SAW which consists of the characteristics of shidiq, amanah, tabligh and fathanah.

a. *Shidiq*(Honest or True)

This shidiq trait is really needed because the product to be marketed must be based on honesty. From the results of interviews with 10 food stall entrepreneurs in Kec. Most of Percut Sei Tuan have implemented marketing strategies in carrying out their business activities, such as not cheating, being honest, not covering up the weaknesses of the cakes they sell. Then, in setting prices, entrepreneurs usually provide prices according to the quality and portion of the food produced. The price is adjusted to the standard price of other entrepreneurs.

b. *Trust*(Can be trusted)

The food that is marketed is truly trustworthy and safe for consumption by customers. From the results of the interviews, there were some entrepreneurs who provided specifications for the food that was marketed to these customers, starting from the price, size, shape and materials that were made.

c. *Fathanah*(Intelligent)

According to the results of the interviews, most of the entrepreneurs usually give discounts to customers, every time they order a lot of sizes. And there are also some who market their food through social media accounts. In this case, entrepreneurs always provide creativity and innovation to attract their customers.

d. *Tabligh*(Communicative)

According to the interview results, the majority of employers provide services with full attention. Because by providing good and attentive service, that's one of their ways to get

closer to customers and be more familiar with buyers, and consider buyers as members of their family.

After discussing Islamic economic theory, it can be concluded that the marketing strategy implemented by food stall entrepreneurs in Kec. Percut Sei Tuan in order to increase the income of entrepreneurs there are still some that are not in accordance with Islamic economics, namely there are still some entrepreneurs who are not honest in marketing their products. But most of them have applied it correctly, such as being friendly to customers, being humble and serving their customers with sincerity and not badmouthing one entrepreneur to another.

CONCLUSION

From the data sources processed above, the 10 food stall entrepreneurs in Kec. Percut Sei Tuan has implemented the correct marketing strategy, but according to researchers, there are 2 entrepreneurs who are superior in marketing their products, namely Mrs. Juriyah and Mrs. Nurbaya. Both of these entrepreneurs receive a sizable income each year compared to other entrepreneurs. Due to its marketing strategy it really satisfies the customers who buy it. Then, there is 1 entrepreneur who still hasn't carried out the right marketing strategy, namely Mrs. Mis. Income decreases every year, the materials produced are still mediocre, and promoting their products is still very affordable, only through 1 stall.

After discussing the theory of implementing marketing strategies, as well as income data for food stall entrepreneurs in Kec. Percut Sei Tuan, it can be concluded that the marketing strategy implemented by the food stall entrepreneur has gone well, where these four marketing strategy variables support and complement each other, and have different roles in marketing their products, so that the four marketing strategy variables are completely needed in the marketing process. increase in income of food stall entrepreneurs in Kec. Percut Sei Tuan.

REFERENCES

- Abdullah Amrin. 2007 *Strategi Pemasaran Asuransi Syariah*. Jakarta: PT Gramedia Indonesia.
- Ari Setyaningrum dkk. 2005. *prinsip – Prinsip Pemasaran*. Yogyakarta : Andi Offset.
- Barry Render dan Jay Heizer. 2001 *Prinsip – Prinsip Manajemen Operasi* Jakarta : Salemba Empat.
- Idri, 2015 *Hadis Ekonomi*. Jakarta:Kencana.
- M Taufiq Amir. 2005. *Dinamika Pemasaran*. Jakarta: Raja Grafindo Persada.
- Muhammad Ismail Yusanto, Dkk, 2002. *Menggagas Bisnis Islam*, Jakarta: Gema Insani.
- Nembah F. Hartimbul Ginting. 2011. *Manajemen Pemasaran*. Bandung : Yrama Widya.
- Nurul Huda, dkk. 2017. *Pemasaran Ayariah (Teori dan Aplikasi)*. Jakarta, Kencana Philip Kotler, 2006 *Manajemen Pemasaran: Analisis, Perencanaan dan Pengendalian*. Jakarta: Erlangga .
- Philip Kotler Dkk.,2008. *Prinsip –Prinsip Pemasaran*. Jilid 1 Jakarta:Erlangga. Sofjan Assauri. 2007. *Manajemen Pemasaran Konsep dan Startegi*. Jakarta: PT Raja Grafindo Persada.