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Marketing Mix Strategy From A Sharia Perspective

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Abstract; Business operations, from organizing the work to carrying it out to monitoring the day-to-day operations of the company, demand a deep understanding of the subject matter. Being able to meet the needs of the community, including clients, is a crucial role for marketers in running a firm. An adequate competitive strategy would be excellent to have for a firm or business that is operated to be successful. The purpose of this study is to present a sharia-perspective examination and analysis of the marketing mix strategy. This kind of research is called a literature study, and the information for it is gathered by reviewing earlier, pertinent research publications.

Keywords: Strategy, Marketing Mix, Marketing Mix, Sharia

INTRODUCTION

The important task of marketers is to provide consumers and customers with what they need from society. To answer people's needs, marketers can first conduct market research. So that the products produced are in demand and can bring benefits and satisfaction to society.

The company strives to meet consumer needs by using various strategies and techniques to ensure consumer satisfaction and repeat purchases. Consumers who are satisfied and become loyal customers will not switch to similar products or services from other companies. With the increasing number of companies involved in meeting consumer needs and desires and increasingly fierce competition, companies need to focus on consumer satisfaction. Consumer behavior is individual activity that is directly related to the acquisition and use of goods and services, and also includes decision-making processes that prepare and decide on these activities.

The world of marketing can never be separated from conditions of increasingly tight competition along with the development of science and technology, requiring all companies to implement appropriate and measurable marketing strategies and

tips for business continuity. Marketing can be defined as the social and managerial process by which individuals and groups obtain what they need or want by creating, offering, and exchanging products of value with others.¹

In a competitive environment, to compete in an increasingly competitive global market, the business world must be professional, aware of existing opportunities, more innovative in developing ideas, and responsive to the needs of today's society. The marketing mix plays an important role in today's business world.²

The marketing mix is a marketing strategy that conveys comprehensive information, introduces goods, products and services, stimulates consumers, instills personal tastes in the product image, and even creates. Therefore, the marketing mix is considered as one of the potential strategic elements in marketing a product. The marketing mix strategy, namely product, price, promotion and place, plays a very important role, especially in situations of increasingly tight competition and increasing demand for products.³

The sharia marketing mix is actually the same as the traditional marketing mix, but the difference lies in its application. This is because all variables in the sharia marketing mix are based on an Islamic perspective. Sharia marketing is marketing that prioritizes the values of justice and honesty and adheres firmly to the Al-Quran and authentic Hadith. Ensure that the entire transaction process is protected from what is prohibited by sharia regulations. In sharia marketing, companies do not only focus on profits but also on other goals, namely blessings.⁴

Because there is always competition in the business world, the products produced must have superior quality. If the product you make has no benefits, be prepared to see a decline in sales of the product you make. When a company experiences a decline in sales, it must try to take action and corrective actions to maintain operations⁵

THEORETICAL BASIS

¹ Ahmad Mas'ari, Muhammad Ihsan Hamdy, Mila Dinda Safira, Analisa Strategi Marketing Mix Menggunakan Konsep 4p (Price, Product, Place, Promotion) Pada Pt. Haluan Riau, Jurnal Teknik Industri, Vol. 5, No. 2, 2019, h.

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² Akhmad Darmawan, Khanjaryati Khasanah, Sri Rejeki, Penerapan Marketing Mix Terhadap Loyalitas

Pelanggan Bank Syariah Mandiri Di Purwokerto Dengan Keputusan Menabung Sebagai Variabel Intervening,

Jurnal Ilmiah Keuangan dan Perbankan, Vol. 2, No. 1, 2019, h. 2

³ Christian A.D. Selang, Bauran Pemasaran (Marketing Mix) Pengaruhnya Terhadap Loyalitas Konsumen Pada Fresh Mart Bahu Mall Manado, Jurnal EMBA, Vol. 1, No. 3, 2013, h. 72

⁴ Rika Paujiah, Ahmad Mulyadi Kosim, Syarifah Gustiawan, Pengaruh Bauran Pemasaran Syariah dan Label Halal Terhadap Keputusan Pembelian, Al Maal: Journal of Islamic Economics and Banking, Vol. 2, No. 1, 2020, h. 145

⁵ Ita Nurcholifah, Strategi Marketing Mix Dalam Perspektif Syariah, Jurnal Khatulistiwa-Journal Of Islamic Studies, Vol. 4, No. 1, 2014, h. 74

A. Definition of Sharia Marketing

There are several definitions of marketing put forward by experts. Each of them puts forward a different definition according to their point of view. This is why the definition of marketing always changes from time to time according to developments. Kotler and Armstrong define marketing as the process by which companies create value to customers and build strong relationships with customers with the aim of capturing value from customers in return.⁶

According to the American Marketing Association (AMA), marketing is an activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.⁷ Marketing is a management process that seeks to maximize profits (returns) for shareholders by establishing relationships with key customers (valued customers) and creating competitive advantages.⁸

According to Boyd, marketing is a social process that involves important activities that enable individuals and companies to get what they need and want through exchange with parties and to develop exchange relationships.⁸

While the definition of marketing according to Stanton, marketing is a total system of business activities designed to determine prices, promote and distribute goods and services that can satisfy the desires of both current and potential consumers, from the definition above it can be concluded that the conclusion drawn Taken in the field of marketing, it must be aimed at determining the product and market, price and promotion, to be able to provide satisfaction to consumers.⁹

Formally, marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and services to both current and potential consumers.¹⁰

Sharia marketing is a strategic business discipline that directs the process of creating, offering and changing value from an initiator to its stakeholders, which in the entire process is in accordance with the contract and principles of muamalah (business) in Islam. And this is a form of muamara that is legal in Islam as long as the entire transaction process is protected from what is prohibited by sharia regulations.¹¹ Furthermore, in sharia marketing, businesses not only seek profits

⁶ Rivai, V, Islamic Marketing (Membangun dan Mengembangkan Prinsip Bisnis Dengan Praktik Marketing Rasulullah saw.), PT. Gramedia Pustaka Utama, Jakarta, h. 7

⁷ Kotler, P, & Keller, K.L, Manajemen Pemasaran, Edisi Kelima Belas, Erlangga, Jakarta, 2016, h. 27

⁸ Sudaryono, D, Manajemen Pemasaran Teori dan Implementasi, ANDI, Banten, 2016, h. 14

⁸ Boyd, W. Happer, dkk, Manajemen Pemasaran Suatu Pendekatan Strategis Dengan Orientasi Global, Edisi Kedua Jilid 1, Erlangga, Jakarta, 2000, h. 4

⁹ Ita Nurcholifah, Strategi Marketing Mix Dalam Perspektif Syariah, Jurnal Khatulistiwa-Journal Of Islamic Studies, Vol. 4, No. 1, 2014, h. 75

¹⁰ Thamrin Abdulah & Francis Tantri, Manajemen Pemasaran, PT. Raja Grafindo Persada, Jakarta, 2012, h. 2-3

¹¹ Nurul Huda, Pemasaran Syariah Teori dan Aplikasi, Kencana, Depok, 2017, h. 80

but also gain blessings and gain Allah's pleasure. May every transaction be an act of worship before Allah SWT.¹²

B. Sharia Marketing Mix (Shariah Marketing Mix)

Marketing is one of the main activities carried out by entrepreneurs in their efforts to survive, to develop and make a profit¹³. Marketing includes activities that can be useful in creating, developing, distributing goods produced in accordance with the requests of prospective buyers based on their ability to produce goods.¹⁴

The marketing mix is a set of marketing tools that can be controlled and combined by a company to produce the response desired by the target market. The marketing mix consists of everything a company can do to influence demand for its products¹⁵.

The marketing mix is a combination of variables or activities that form the core of the marketing system, variables that can be controlled by the company to influence the reactions of buyers or consumers.¹⁶

Tal and Carre define marketing strategy as a strategy to achieve corporate goals through the development of sustainable competitive advantages through developed markets and marketing programs used to serve those target markets. Defined as basic tools.¹⁷. Marketing objectives are statements that want to be achieved through marketing activities. The marketing mix is now defined as a unique combination of product distribution, advertising, and pricing strategies aimed at enabling mutually satisfactory exchange with the target market.¹⁸

The sharia marketing mix is not significantly different from the marketing mix in general. Each sharia marketing mix variable is applied based on an Islamic perspective¹⁹, so the difference only lies in the implementation. The success of a company depends on four elements of the marketing mix (Marketing Mix-4P): product, price, place, and advertising (promotion).

¹² Rika Paujiah, Ahmad Mulyadi Kosim, Syarifah Gustiawan, Pengaruh Bauran Pemasaran Syariah dan Label Halal Terhadap Keputusan Pembelian, *Al Maal: Journal of Islamic Economics and Banking*, Vol. 2, No. 1, 2020, h. 147

¹³ Basu DH Swastha, *Asas-Asas Marketing*, Idhiil, Jakarta, 2010, h. 3

¹⁴ Nurhadi, *Manajemen Strategi Pemasaran Bauran (Marketing Mix) Perspektif Ekonomi Syariah*, *Jurnal Human Falah*, Vol. 6, No. 2, 2019, h. 146

¹⁵ Kotler, P, & Armstrong, G, *Dasar-dasar Pemasaran*, Erlangga, Jakarta, 2001, h. 48

¹⁶ Assauri, S, *Manajemen Pemasaran (Dasar, Konsep & Strategi)*, PT. Raja Grafindo, Jakarta, 2013, h. 98

¹⁷ Fandy Tjiptono, *Strategi Pemasaran*, Edisi 2 Cetakan 4, ANDI, Yogyakarta, 2000, h. 6

¹⁸ Ita Nurcholifah, *Strategi Marketing Mix Dalam Perspektif Syariah*, *Jurnal Khatulistiwa-Journal Of Islamic Studies*, Vol. 4, No. 1, 2014, h. 78

¹⁹ Rika Paujiah, Ahmad Mulyadi Kosim, Syarifah Gustiawan, Pengaruh Bauran Pemasaran Syariah dan Label Halal Terhadap Keputusan Pembelian, *Al Maal: Journal of Islamic Economics and Banking*, Vol. 2, No. 1, 2020, h. 147

C. Marketing Mix Variables (Marketing Mix)

1. Product (Product)

A product is anything that can be offered to a market for attention, purchase, use, or consumption and can satisfy a want or need²⁰. On the other hand, Tjiptono (2008) states that a product is a subjective understanding of something that a producer does in an effort to fulfill the needs and desires of consumers.²¹

Product Levels According to Kotler and Armstrong, marketers should consider five product levels when planning their products and what they want to offer to the market. The three product levels consist of: 1) Main benefits. That is, the basic services and benefits that customers actually purchase. 2) Basic product. Marketers must translate their core benefits into a generic product, that is, a basic version of the product. 3) Expected product.²²

A product is the overall concept of an object or process that provides certain value to consumers. Consumers not only buy the physical product, but also the benefits and value of the product, which is called the "offer". That is, the benefits provided by the product. This concept is known as the overall product concept and includes a) core/generic products that represent the core functionality of the product (core product), b) expected products, c) additional products (extension products), and d) configured. potential product.²³

Products are part of the marketing mix elements. Products that are specifically prohibited in the Koran and Sunnah of the Prophet include carrion, pork, animal blood, alcoholic drinks, gambling, prostitution, and the use of interest in financial and banking transactions. In an Islamic marketing perspective, products must meet halal requirements, must not cause dirty thoughts or hurt feelings, must not offend, and must not contain elements of usury or omnipotence, must be moral, the product must be legally owned, and the product must be legal. Must be owned clearly. This is because selling fictitious products cannot be justified (for example selling fish in the river) and the quantity and quality of the product must be appropriate²⁴.

In Islamic marketing, products must be pure and acceptable (Halal). This includes ensuring products are free from hazardous ingredients that could have a negative impact on consumers and society. This means that product production must be carried out in accordance with the Islamic code of ethics promoted by Islam.

²⁰Kotler, P, & Armstrong, G, Marketing Basics, Erlangga, Jakarta, 2001, p. 52

²¹Swastha Tjiptono, Basu, and T. Hani Handoko, Marketing Management Consumer Behavior Analysis, Sixth Edition, BPFE, West Jakarta, 2008, p. 80

²²Muhammad Supriyanto and Muhammad Taali, Influence of the Marketing Mix (Marketing mix) on

Decision Making to Stay at The Sun Hotel Madiun, Epicheirisi, Vol. 2, no. 1, 2018, p. 14

²³Rambat Lupiyoadi, Services Marketing Management, Salemba Empat, Jakarta, 2013, p. 92-93

²⁴Rika Paujjah, Ahmad Mulyadi Kosim, Syarifah Gustiawan, The Influence of Sharia Marketing Mix and Halal Labels on Purchasing Decisions, Al Maal: Journal of Islamic Economics and Banking, Vol. 2, no. 1, 2020, p. 147

will happen is market distortion. Which will spur economic conditions to become inefficient, thus interfering with economic agents in maximizing their own welfare.

3. Location (Place)

One of the location elements included in the marketing mix is not just the location where a company operates, but more generally everything related to the distribution of products in the form of goods and services from producer to producer.

According to Philip Kotler, distribution is as follows: "Companies are committed to making their products available and available to their target customers." We carry out various activities to make things easier for our target customers.²⁸

The more devices used in a distribution channel, the greater the opportunity to reach a larger population. The more easily a product is available, the more likely it is that the distribution process will improve and product sales will increase. Therefore, it is important for marketers to plan their sales channels carefully.²⁹

In determining locations and distribution channels, sharia companies must prioritize locations that suit their target market to be effective and efficient. Basically, marketing mix decisions must be based on the principles of fairness and integrity. The difference between Islamic and non-Islamic companies lies in the operational rules that make a company halal or haram. Therefore, be careful when implementing your strategy.

In the context of location (distribution), the Prophet Muhammad SAW prohibited exclusive practices. Islamic teachings prohibit controlling distribution channels with the aim of controlling prices. What the Prophet SAW wanted to emphasize at that time was that the distribution process must be carried out in accordance with mutually agreed regulations and that any party, whether producer, distributor, agent, retailer or consumer, should not suffer any losses.³⁰

4. Promotion/Advertising (Promotion)

Advertising conveys information between sellers and buyers, and advertising helps educate new people, change buyers' attitudes and behavior, and help them become buyers and remember the product.³¹

In essence, advertising is a form of marketing communication or products offered by every company. Advertising is one element of a company's marketing mix and is used to inform, persuade and remind about a company's products.³²

²⁸Kotler, P, & Armstrong, G, Marketing Basics, Erlangga, Jakarta, 2001, p. 98

²⁹Hamdi Agustin, Sharia Business Feasibility Study, PT. RajaGrafindo Persada, Depok, 2017, p. 92

³⁰Faidatur Robiah, Great Marketing Ala Rasulullah saw., PT. Tiga Serangkai, Solo, 2017, p. 80

³¹Djaslim Saladin, Marketing Management, Linda Karya, Jakarta, p. 166

³²William J. Stanton, Marketing Principles, Erlangga, Jakarta, p. 171

There is no prohibition in the Koran on promoting products through advertising, whether goods or services. Even advertising can be used to spread the truth about how business is done in Islam. However, advertisements with excessive claims are a form of fraud. It does not matter whether we explain this statement as a metaphor or it is strictly forbidden to explain it as an allegory. Islam strongly recommends adhering to the values of integrity in carrying out economic activities, including promotions.³³

RESEARCH METHODS

1. Type of Research

This research uses a type or approach to library study research. Literature study is a data collection technique by conducting a review study of books, literature, notes and reports that are related to the problem being solved.³⁴

Literature studies can also study various reference books and similar previous research results which are useful for obtaining a theoretical basis regarding the problem to be researched.³⁵ According to other experts, literature studies are theoretical studies, references and other scientific literature related to the culture, values and norms that develop in the social situation being studied.³⁶

2. Data Source

Data sources in this research were obtained from books, journals, scientific works and internet sites related to the research title.

³³Rika Paujiah, Ahmad Mulyadi Kosim, Syarifah Gustiawan, The Influence of Sharia Marketing Mix and Halal Labels on Purchasing Decisions, *Al Maal: Journal of Islamic Economics and Banking*, Vol. 2, no. 1, 2020, p. 150

³⁴M. Nazir, *Research Methods*, Ghalia Indonesia, Jakarta, 1988, p. 111

³⁵Sarwono in Abdi Mirzaqon T, Literature Study Regarding the Theoretical Foundations and Practice of Expressive Counseling

Writing, (Online)-(<https://media.neliti.com/media/publication/253525-studi-kepuustakaan-mengenai-landasankerja-c084d5fa.pdf>, accessed on January 9 2021, at 17.50 WITA)

37 Sugiyono in Abdi Mirzaqon T, Literature Study Regarding the Foundations of Te

³⁶Sugiyono in Abdi Mirzaqon T, Literature Study Regarding the Theoretical Foundations and Practice of Expressive Writing Counseling, (Online)-

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RESULTS AND DISCUSSION

Economic globalization is marked by the existence of various agreements between countries, including the formation of the ASEAN Free Trade Area (AFTA), an ASEAN free trade area, an agreement by ASEAN regarding the local production sector in all ASEAN countries, the North American Free Trade Agreement (NAFTA), a trade agreement free North America, and the Asia-Pacific Economic Cooperation (APEC), Asia-Pacific economic cooperation, have changed national trade conditions and activities. As a consequence of all this, competition between countries and competition between similar companies within the country will increase. The intense competition to achieve success in the business sector requires companies to always carry out assessments on all aspects of their business activities so that they can know which aspects are the company's core competencies so that they can be used as competitive advantages for the company. Intense competition makes it increasingly difficult for companies to increase the number of consumers.

A businessman must be able and able to run his business by continuously trying to find new innovative ideas for developing his products or services. Marketing strategies also need to be prepared carefully.

Marketing is a system of interrelated activities, starting from planning, pricing, promotion, and distribution of goods and services to consumers, and marketing is not just an activity that occurs before a product is marketed.

MA Polouan et al. (2019) in their study, marketing strategy is basically a comprehensive and integrated plan in the field of marketing that provides guidelines for activities that will be carried out to achieve marketing objectives. In other words, marketing strategy is a set of goals and objectives, guidelines and rules, as well as references and attributions that provide direction from time to time for a company's marketing activities at all levels, especially as a company's response to a changing environment or situation Constant competition .

Research conducted by Christian AD Selang (2013) who conducted research on the influence of Marketing Mix on consumer loyalty (Study at Fresh Mart Bahu Mall Manado) and found the results that: 1) Products have an effect on consumer loyalty. Regarding the intensity of competition in the market forces companies to strive for high product adaptation in order to gain a competitive advantage over competitors, because product adaptation can expand the local market base and be improved for certain local preferences. Consumers increasingly have alternatives and are very careful in making purchasing decisions by considering factors such as needs, product excellence, service and price comparisons before deciding to purchase. 2) Price influences consumer loyalty. A company approaches pricing based on the goals it wants to achieve. These goals include increasing sales, maintaining market share, maintaining price stability, and achieving maximum profits. 3) Location has no effect on customer loyalty. These results indicate that location selection decisions are associated with long-term commitment to capital-intensive aspects. Therefore, companies need to consider and select locations according to economic conditions, demographic trends, and other factors. Competition between culture and the future. Location has a direct impact on customer loyalty. If a product fulfills a primary need, it will determine consumers' choice of that product. If the

product offered is not available at the right time and place according to consumer needs, then the product will not be of much use to buyers. 4) Advertising influences customer loyalty. These results indicate that advertising is a very important activity for product marketers. Through this promotional mix activity, the company tries to inform consumers about the product and encourage them to buy the product. Companies use various methods to promote their products. Advertising is an activity that aims to influence consumers to find out about the products offered by a company and buy these products with satisfaction. Advertising is also part of the marketing tools and plays an important role in increasing the sales volume of goods and services by offering them to the consuming public. The main purpose of advertising is to inform, influence, persuade and remind target consumers about marketing and the marketing mix.

Zeithaml, Bitner & Gremler, Lovelock & Wirtz in Oesman (2010) explain that for service companies that apply marketing mix variables, HR processes and physical evidence need to be added to the marketing mix concept. This means that services have seven marketing mixes: product, price, place, promotion, process, people, and physical evidence. According to Zeithaml, Bitner & Gremler (2013), the marketing mix is defined as an element of organizational management that can be used to address and communicate with consumers. Applying the 4 Ps strategy to your services requires some changes. Marketing mix services include the four Ps, plus people and evidence.

Research conducted by Muhammad Supriyanto and Muhamad Taali (2018) found that the Marketing Mix Strategy consists of Product, Price, Place, Promotion, People, Evidence Physical evidence and process partially or simultaneously influence decision making (The Sun Hotel study).

One marketing approach that can be used to build and maintain customer loyalty is by implementing the right marketing mix. A good product includes attractive benefits, packaging and (product) features. How to make smart prices, choose the right pricing method and set prices that suit the target market segment (price). Manufacturers' efforts to maintain customer loyalty are often hampered by changes in consumer behavior. Consumers are becoming smarter, demanding more personalized service, more involved in product development, more sensitive and less loyal to certain brands. Consumer behavior becomes difficult to measure, like butterflies that land wherever they want. There has been a shift from a marketing oriented company to a customer driven company.³⁷

In research conducted by Akhmad Sefudin (2014) stated that, along with these changes, the marketing mix consisting of product, price, place and promotion must also undergo redefinition. Customer driven companies no longer require 4P but 4C. The first C is consumer solutions. Products that represent the first P of the marketing mix become increasingly meaningless if they do not represent solutions for increasingly personalized consumers. Therefore, the manufacturer's products must be complemented by other products and services. The second C is the costs incurred by consumers in purchasing, using, storing and reselling the products purchased. Lower prices from producers are not necessarily lower for consumers if consumers also have to bear other costs. One symptom that is becoming increasingly common is the tendency of consumers to save money in the information age. They are getting smarter in comparing the costs incurred and the weight of the solutions they receive. Consumers who have a lot of money are starting to abandon prestige and increasingly turn to discount stores. The third C

³⁷Akhmad Sefudin, Redefinition of Marketing Mix "4p" to "4C", Journal of Applied Business and Economics, Vol. 1, No. 1, 2014, p. 20-21

is convenient channel, which is a reflection of the various ways consumers buy products. Manufacturers can no longer just rely on distributors conventional, but must provide various choices for consumers in getting products, including direct mail, teleshopping and catalog orders. The fourth C is communication which is two-way, interactive and direct. This is a major revolution in the promotional concept of the marketing mix which has connotations of one direction, perception, image and manipulative. In this interactive communication, consumers are fully involved in providing input in product development, pricing and places to supply the desired products.

CLOSING

The marketing mix is a combination of variables or activities which are the core of the marketing system. This means that the marketing mix is a collection of variables that companies can use to influence consumer responses.

When consumers think that the most important thing for them is that it is easy to get goods at low prices, then what applies at that time is the production concept. At certain times consumers are more demanding of product quality, expensive prices are not that important so what applies is the product concept. When producers realize that consumers are generally more passive (waiting) then telling and selling techniques become very important to stimulate them to be active, then the sales concept applies. Manufacturers are increasingly aware of the importance of the consumer's position when entering a product and need to think about its inclusion so that consumer satisfaction becomes the main decision. Therefore, the marketing concept applies.³⁸

Many people say the business world is a cruel world. As a result, many entrepreneurs justify any means necessary to achieve set sales and profit goals and may not care about business ethics. In Islam, it is necessary to pay attention to haram norms in Islam, such as material haram or non-material haram, and the invalidation of contracts made.

From an Islamic perspective, there are four aspects that need to be considered.

1) Product Aspect: From the product side, Islam is very idealistic and standardized, setting standards for industrial products. It's halal and good. 2) Price aspect, in simple terms, prices can be set based on total production costs plus profits. Entrepreneurs should set reasonable profit margins, so that prices are affordable for consumers. In the view of Islam, the function of prices is to regulate the distribution of goods and services. This is because humans basically want to fulfill all their needs perfectly. Therefore, he tries to obtain a number of goods and services that can meet all needs. 3) Distribution or location aspect: Islam has distribution as an integral part of comprehensive Islamic ethics. Islam does not accept that this distribution activity is pointless. Islam does not recommend practices such as "goods that have been purchased cannot be returned" or selling goods that are out of date, expired, or obsolete. 4) Advertising Aspect: Advertising disseminates information and influences, persuades, or reminds the target market about the company and its products so that they receive inquiries, make purchases, and remain loyal³⁹.

³⁸Akhmad Sefudin, Redefinition of Marketing Mix "4p" to "4C", Journal of Applied Business and Economics, Vol. 1, No. 1, 2014, p. 18

³⁹Nurhadi, Marketing Mix Strategy Management from a Sharia Economic Perspective, Human Falah Journal, Vol. 6, no. 2, 2019, p. 152-154

Over time, business and marketing have moved from the intellectual (rational) level to the emotional level and finally to the spiritual market. Consumers are more concerned with whether products and services are in line with the spiritual values they believe in (Omari, 2019). At the intellectual (rational) level, marketers respond to marketing by using a marketing mix such as segmentation, targeting, positioning, marketing-mix, branding and so on, while at the emotional level, the process of understanding customer emotions and feelings becomes very important, the business carried out is accompanied by sheer sincerity. -eyes only seek Allah's pleasure, so all forms of transactions are expected to be part of worship of Allah⁴⁰

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⁴⁰Suhartanto, D., Gan C., Sarah, IS, and Setiawan S, Loyalty Towards Islamic Banking: Service Quality, *Emotional or Religious Driven?*, Journal of Islamic Marketing, 2019, p. 27

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Abstract; Business operations, from organizing the work to carrying it out to monitoring the day-to-day operations of the company, demand a deep understanding of the subject matter. Being able to meet the needs of the community, including clients, is a crucial role for marketers in running a firm. An adequate competitive strategy would be excellent to have for a firm or business that is operated to be successful. The purpose of this study is to present a sharia-perspective examination and analysis of the marketing mix strategy. This kind of research is called a literature study, and the information for it is gathered by reviewing earlier, pertinent research publications.

Keywords: Strategy, Marketing Mix, Marketing Mix, Sharia

INTRODUCTION

The important task of marketers is to provide consumers and customers with what they need from society. To answer people's needs, marketers can first conduct market research. So that the products produced are in demand and can bring benefits and satisfaction to society.

The company strives to meet consumer needs by using various strategies and techniques to ensure consumer satisfaction and repeat purchases. Consumers who are satisfied and become loyal customers will not switch to similar products or services from other companies. With the increasing number of companies involved in meeting consumer needs and desires and increasingly fierce competition, companies need to focus on consumer satisfaction. Consumer behavior is individual activity that is directly related to the acquisition and use of goods and services, and also includes decision-making processes that prepare and decide on these activities.

The world of marketing can never be separated from conditions of increasingly tight competition along with the development of science and technology, requiring all companies to implement appropriate and measurable marketing strategies and tips for business continuity. Marketing can be defined as the social and managerial process by which individuals and groups obtain what they need or want by creating, offering, and exchanging products of value with others.⁴¹

In a competitive environment, to compete in an increasingly competitive global market, the business world must be professional, aware of existing opportunities, more innovative in developing ideas, and responsive to the needs of today's society. The marketing mix plays an important role in today's business world.⁴²

The marketing mix is a marketing strategy that conveys comprehensive information, introduces goods, products and services, stimulates consumers, instills personal tastes in the product image, and even creates. Therefore, the marketing mix is considered as one of the potential strategic elements in

⁴¹ Ahmad Mas'ari, Muhammad Ihsan Hamdy, Mila Dinda Safira, Analisa Strategi Marketing Mix Menggunakan Konsep 4p (Price, Product, Place, Promotion) Pada Pt. Haluan Riau, Jurnal Teknik Industri, Vol. 5, No. 2, 2019, h.

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⁴² Akhmad Darmawan, Khanjaryati Khasanah, Sri Rejeki, Penerapan Marketing Mix Terhadap Loyalitas

Pelanggan Bank Syariah Mandiri Di Purwokerto Dengan Keputusan Menabung Sebagai Variabel Intervening,

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marketing a product. The marketing mix strategy, namely product, price, promotion and place, plays a very important role, especially in situations of increasingly tight competition and increasing demand for products.⁴³

The sharia marketing mix is actually the same as the traditional marketing mix, but the difference lies in its application. This is because all variables in the sharia marketing mix are based on an Islamic perspective. Sharia marketing is marketing that prioritizes the values of justice and honesty and adheres firmly to the Al-Quran and authentic Hadith. Ensure that the entire transaction process is protected from what is prohibited by sharia regulations. In sharia marketing, companies do not only focus on profits but also on other goals, namely blessings.⁴⁴

Because there is always competition in the business world, the products produced must have superior quality. If the product you make has no benefits, be prepared to see a decline in sales of the product you make. When a company experiences a decline in sales, it must try to take action and corrective actions to maintain operations⁴⁵

THEORETICAL BASIS

A. Definition of Sharia Marketing

There are several definitions of marketing put forward by experts. Each of them puts forward a different definition according to their point of view. This is why the definition of marketing always changes from time to time according to developments. Kotler and Armstrong define marketing as the process by which companies create value to customers and build strong relationships with customers with the aim of capturing value from customers in return.⁴⁶

According to the American Marketing Association (AMA), marketing is an activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.⁴⁷. Marketing is a management process that seeks to maximize

⁴³ Christian A.D. Selang, Bauran Pemasaran (Marketing Mix) Pengaruhnya Terhadap Loyalitas Konsumen Pada Fresh Mart Bahu Mall Manado, Jurnal EMBA, Vol. 1, No. 3, 2013, h. 72

⁴⁴ Rika Paujiah, Ahmad Mulyadi Kosim, Syarifah Gustiawan, Pengaruh Bauran Pemasaran Syariah dan Label Halal Terhadap Keputusan Pembelian, Al Maal: Journal of Islamic Economics and Banking, Vol. 2, No. 1, 2020, h. 145

⁴⁵ Ita Nurholifah, Strategi Marketing Mix Dalam Perspektif Syariah, Jurnal Khatulistiwa-Journal Of Islamic Studies, Vol. 4, No. 1, 2014, h. 74

⁴⁶ Rivai, V, Islamic Marketing (Membangun dan Mengembangkan Prinsip Bisnis Dengan Praktik Marketing Rasulullah saw.), PT. Gramedia Pustaka Utama, Jakarta, h. 7

⁴⁷ Kotler, P, & Keller, K.L, Manajemen Pemasaran, Edisi Kelima Belas, Erlangga, Jakarta, 2016, h. 27

⁸ Sudaryono, D, Manajemen Pemasaran Teori dan Implementasi, ANDI, Banten, 2016, h. 14

profits (returns) for shareholders by establishing relationships with key customers (valued customers) and creating competitive advantages.⁸

According to Boyd, marketing is a social process that involves important activities that enable individuals and companies to get what they need and want through exchange with parties and to develop exchange relationships.⁴⁸

While the definition of marketing according to Stanton, marketing is a total system of business activities designed to determine prices, promote and distribute goods and services that can satisfy the desires of both current and potential consumers, from the definition above it can be concluded that the conclusion drawn Taken in the field of marketing, it must be aimed at determining the product and market, price and promotion, to be able to provide satisfaction to consumers.⁴⁹

Formally, marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and services to both current and potential consumers.⁵⁰

Sharia marketing is a strategic business discipline that directs the process of creating, offering and changing value from an initiator to its stakeholders, which in the entire process is in accordance with the contract and principles of muamalah (business) in Islam. And this is a form of muamara that is legal in Islam as long as the entire transaction process is protected from what is prohibited by sharia regulations.⁵¹ Furthermore, in sharia marketing, businesses not only seek profits but also gain blessings and gain Allah's pleasure. May every transaction be an act of worship before Allah SWT.⁵²

B. Sharia Marketing Mix (Shariah Marketing Mix)

Marketing is one of the main activities carried out by entrepreneurs in their efforts to survive, to develop and make a profit⁵³. Marketing includes activities that can be useful in creating, developing, distributing goods produced in accordance with the requests of prospective buyers based on their ability to produce goods.⁵⁴

The marketing mix is a set of marketing tools that can be controlled and combined by a company to produce the response desired by the target market. The marketing mix consists of everything a company can do to influence demand for its products⁵⁵.

⁴⁸ Boyd, W. Happer, dkk, Manajemen Pemasaran Suatu Pendekatan Strategis Dengan Orientasi Global, Edisi Kedua Jilid 1, Erlangga, Jakarta, 2000, h. 4

⁴⁹ Ita Nurcholifah, Strategi Marketing Mix Dalam Perspektif Syariah, Jurnal Khatulistiwa-Journal Of Islamic Studies, Vol. 4, No. 1, 2014, h. 75

⁵⁰ Thamrin Abdulah & Francis Tantri, Manajemen Pemasaran, PT. Raja Grafindo Persada, Jakarta, 2012, h. 2-3

⁵¹ Nurul Huda, Pemasaran Syariah Teori dan Aplikasi, Kencana, Depok, 2017, h. 80

⁵² Rika Paujiah, Ahmad Mulyadi Kosim, Syarifah Gustiawan, Pengaruh Bauran Pemasaran Syariah dan Label Halal Terhadap Keputusan Pembelian, Al Maal: Journal of Islamic Economics and Banking, Vol. 2, No. 1, 2020, h. 147

⁵³ Basu DH Swastha, Asas-Asas Marketing, Idhiil, Jakarta, 2010, h. 3

⁵⁴ Nurhadi, Manajemen Strategi Pemasaran Bauran (Marketing Mix) Perspektif Ekonomi Syariah, Jurnal Human Falah, Vol. 6, No. 2, 2019, h. 146

⁵⁵ Kotler, P, & Armstrong, G, Dasar-dasar Pemasaran, Erlangga, Jakarta, 2001, h. 48

The marketing mix is a combination of variables or activities that form the core of the marketing system, variables that can be controlled by the company to influence the reactions of buyers or consumers.⁵⁶

Tal and Carre define marketing strategy as a strategy to achieve corporate goals through the development of sustainable competitive advantages through developed markets and marketing programs used to serve those target markets. Defined as basic tools.⁵⁷. Marketing objectives are statements that want to be achieved through marketing activities. The marketing mix is now defined as a unique combination of product distribution, advertising, and pricing strategies aimed at enabling mutually satisfactory exchange with the target market.⁵⁸ The sharia marketing mix is not significantly different from the marketing mix in general. Each sharia marketing mix variable is applied based on an Islamic perspective⁵⁹, so the difference only lies in the implementation. The success of a company depends on four elements of the marketing mix (Marketing Mix-4P): product, price, place, and advertising (promotion).

C. Marketing Mix Variables (Marketing Mix)

1. Product (Product)

A product is anything that can be offered to a market for attention, purchase, use, or consumption and can satisfy a want or need⁶⁰. On the other hand, Tjiptono (2008) states that a product is a subjective understanding of something that a producer does in an effort to fulfill the needs and desires of consumers.⁶¹

Product Levels According to Kotler and Armstrong, marketers should consider five product levels when planning their products and what they want to offer to the market. The three product levels consist of: 1) Main benefits. That is, the basic services and benefits that customers actually purchase. 2) Basic product. Marketers must translate their core benefits into a generic product, that is, a basic version of the product. 3) Expected product.⁶²

⁵⁶ Assauri, S, Manajemen Pemasaran (Dasar, Konsep & Strategi), PT. Raja Grafindo, Jakarta, 2013, h. 98

⁵⁷ Fandy Tjiptono, Strategi Pemasaran, Edisi 2 Cetakan 4, ANDI, Yogyakarta, 2000, h. 6

⁵⁸ Ita Nurcholifah, Strategi Marketing Mix Dalam Perspektif Syariah, Jurnal Khatulistiwa-Journal Of Islamic Studies, Vol. 4, No. 1, 2014, h. 78

⁵⁹ Rika Paujiah, Ahmad Mulyadi Kosim, Syarifah Gustiawan, Pengaruh Bauran Pemasaran Syariah dan Label Halal Terhadap Keputusan Pembelian, Al Maal: Journal of Islamic Economics and Banking, Vol. 2, No. 1, 2020, h. 147

⁶⁰ Kotler, P, & Armstrong, G, Marketing Basics, Erlangga, Jakarta, 2001, p. 52

⁶¹ Swastha Tjiptono, Basu, and T. Hani Handoko, Marketing Management Consumer Behavior Analysis, Sixth Edition, BPFE, West Jakarta, 2008, p. 80

⁶² Muhammad Supriyanto and Muhammad Taali, Influence of the Marketing Mix (Marketing mix) on

A product is the overall concept of an object or process that provides certain value to consumers. Consumers not only buy the physical product, but also the benefits and value of the product, which is called the “offer”. That is, the benefits provided by the product. This concept is known as the overall product concept and includes a) core/generic products that represent the core functionality of the product (core product), b) expected products, c) additional products (extension products), and d) configured. potential product.⁶³

Products are part of the marketing mix elements. Products that are specifically prohibited in the Koran and Sunnah of the Prophet include carrion, pork, animal blood, alcoholic drinks, gambling, prostitution, and the use of interest in financial and banking transactions. In an Islamic marketing perspective, products must meet halal requirements, must not cause dirty thoughts or hurt feelings, must not offend, and must not contain elements of usury or omnipotence, must be moral, the product must be legally owned, and the product must be legal. Must be owned clearly. This is because selling fictitious products cannot be justified (for example selling fish in the river) and the quantity and quality of the product must be appropriate⁶⁴.

In Islamic marketing, products must be pure and acceptable (Halal). This includes ensuring products are free from hazardous ingredients that could have a negative impact on consumers and society. This means that product production must be carried out in accordance with the Islamic code of ethics promoted by Islam. From an Islamic perspective, marketers are required to inform buyers about product quality and defects before carrying out transactions. If the seller or buyer lies or hides something from the consumer, then it is not a halal (acceptable) transaction. Therefore, companies must be honest and ethical in order to provide the best quality products and services.

2. Price (Price)

Price is an important factor in purchasing and is an important factor in determining the market share and level of profit of a company. When determining your pricing strategy, you need to consider your goals. The objectives of pricing are a) survival, b) profit maximization, c) sales maximization, d) name and prestige, and e) return on investment (ROI).⁶⁵

Price is one element of the marketing mix which plays an important role for the company because price has a special place in the marketing mix and is closely related to other elements. In order for a product to compete in the market, an entrepreneur can apply a pricing strategy that is relevant to the market: pursuing prices below the market or pursuing prices above the market.⁶⁶

Prices are determined entirely by the seller. This makes this sharia marketing mix component a source of income and profits for sellers. Sharia marketing regulates monetary prices according to an Islamic perspective. The

Decision Making to Stay at The Sun Hotel Madiun, Epicheirisi, Vol. 2, no. 1, 2018, p. 14

⁶³Rambat Lupiyoadi, *Services Marketing Management*, Salemba Empat, Jakarta, 2013, p. 92-93

⁶⁴Rika Paujiah, Ahmad Mulyadi Kosim, Syarifah Gustiawan, *The Influence of Sharia Marketing Mix and Halal Labels on Purchasing Decisions*, *Al Maal: Journal of Islamic Economics and Banking*, Vol. 2, no. 1, 2020, p. 147

⁶⁵Muhammad Supriyanto and Muhammad Taali, *The Influence of Marketing Mix (Marketing mix) on Decision Making to Stay at The Sun Hotel Madiun*, *Epicheirisi*, Vol. 2, no. 1, 2018, p. 14

⁶⁶Ita Nurcholifah, *Marketing Mix Strategy in a Sharia Perspective*, *Khatulistiwa Journal-Journal of Islamic Studies*, Vol. 4, no. 1, 2014, p. 79

pricing rules are: Sellers are prohibited from selling at prices that exceed their input costs or profit margins. The act of taking unfair advantage by setting high prices without improving quality or quantity. It's the same with maisir or gambling.⁶⁷ Price discrimination is also prohibited in Islam. Sellers are not allowed to offer different prices to two or more buyers for the same item. This kind of treatment is tantamount to usury. Price manipulation is not justified from a sharia marketing point of view. One example of price manipulation is when the owner pretends to be a "buyer" of the goods he is selling by praising his goods, so that other buyers believe him and are willing to pay a high price. hoarding of products and production restrictions that result in price increases are strictly prohibited in Islam. Differences in price levels between sellers can influence overall market conditions. When a seller in the market increases the price of his product above the market price or vice versa, he sells his product below the market price, what will happen is market distortion. Which will spur economic conditions to become inefficient, thus interfering with economic agents in maximizing their own welfare.

3. Location (Place)

One of the location elements included in the marketing mix is not just the location where a company operates, but more generally everything related to the distribution of products in the form of goods and services from producer to producer.

According to Philip Kotler, distribution is as follows: "Companies are committed to making their products available and available to their target customers." We carry out various activities to make things easier for our target customers.⁶⁸

The more devices used in a distribution channel, the greater the opportunity to reach a larger population. The more easily a product is available, the more likely it is that the distribution process will improve and product sales will increase. Therefore, it is important for marketers to plan their sales channels carefully.⁶⁹

In determining locations and distribution channels, sharia companies must prioritize locations that suit their target market to be effective and efficient. Basically, marketing mix decisions must be based on the principles of fairness and integrity. The difference between Islamic and non-Islamic companies lies in the operational rules that make a company halal or haram. Therefore, be careful when implementing your strategy.

In the context of location (distribution), the Prophet Muhammad SAW prohibited exclusive practices. Islamic teachings prohibit controlling distribution channels with the aim of controlling prices. What the Prophet SAW wanted to emphasize at that time was that the distribution process must be carried out in accordance with mutually agreed regulations and that any party, whether producer, distributor, agent, retailer or consumer, should not suffer any losses.⁷⁰

⁶⁷Nurul Huda, Sharia Marketing Theory and Application, Kencana, Depok, 2017, p. 83

⁶⁸Kotler, P, & Armstrong, G, Marketing Basics, Erlangga, Jakarta, 2001, p. 98

⁶⁹Kotler, P, & Armstrong, G, Marketing Basics, Erlangga, Jakarta, 2001, p. 98

⁷⁰Hamdi Agustin, Sharia Business Feasibility Study, PT. RajaGrafindo Persada, Depok, 2017, p. 92

⁷⁰Faidatur Robiah, Great Marketing Ala Rasulullah saw., PT. Tiga Serangkai, Solo, 2017, p. 80

4. Promotion/Advertising (Promotion)

Advertising conveys information between sellers and buyers, and advertising helps educate new people, change buyers' attitudes and behavior, and help them become buyers and remember the product.⁷¹

In essence, advertising is a form of marketing communication or products offered by every company. Advertising is one element of a company's marketing mix and is used to inform, persuade and remind about a company's products.⁷²

There is no prohibition in the Koran on promoting products through advertising, whether goods or services. Even advertising can be used to spread the truth about how business is done in Islam. However, advertisements with excessive claims are a form of fraud. It does not matter whether we explain this statement as a metaphor or it is strictly forbidden to explain it as an allegory. Islam strongly recommends adhering to the values of integrity in carrying out economic activities, including promotions.⁷³

RESEARCH METHODS

1. Type of Research

This research uses a type or approach to library study research. Literature study is a data collection technique by conducting a review study of books, literature, notes and reports that are related to the problem being solved.⁷⁴

Literature studies can also study various reference books and similar previous research results which are useful for obtaining a theoretical basis regarding the problem to be researched.⁷⁵ According to other experts, literature studies are theoretical studies, references and other scientific literature related to the culture, values and norms that develop in the social situation being studied.⁷⁶

2. Data Source

Data sources in this research were obtained from books, journals, scientific works and internet sites related to the research title.

RESULTS AND DISCUSSION

Economic globalization is marked by the existence of various agreements between countries, including the formation of the ASEAN Free Trade Area

⁷¹Djaslim Saladin, Marketing Management, Linda Karya, Jakarta, p. 166

⁷²William J. Stanton, Marketing Principles, Erlangga, Jakarta, p. 171

⁷³Rika Paujiah, Ahmad Mulyadi Kosim, Syarifah Gustiawan, The Influence of Sharia Marketing Mix and Halal Labels on Purchasing Decisions, Al Maal: Journal of Islamic Economics and Banking, Vol. 2, no. 1, 2020, p. 150

⁷⁴M. Nazir, Research Methods, Ghalia Indonesia, Jakarta, 1988, p. 111

⁷⁵Sarwono in Abdi Mirzaqon T, Literature Study Regarding the Theoretical Foundations and Practice of Expressive Counseling

Writing, (Online)-(<https://media.neliti.com/media/publication/253525-studi-kepuustakaan-mengenai-landasankerja-c084d5fa.pdf>, accessed on January 9 2021, at 17.50 WITA)

37 Sugiyono in Abdi Mirzaqon T, Literature Study Regarding the Foundations of Te

⁷⁶Sugiyono in Abdi Mirzaqon T, Literature Study Regarding the Theoretical Foundations and Practice of Expressive Writing Counseling, (Online)-

(<https://media.neliti.com/media/publication/253525-studi-kepuustakaanmengenai-landasan-theori-c084d5fa.pdf>, accessed on January 9 2021, at 17.55 WITA)

(AFTA), an ASEAN free trade area, an agreement by ASEAN regarding the local production sector in all ASEAN countries, the North American Free Trade Agreement (NAFTA), a trade agreement free North America, and the Asia-Pacific Economic Cooperation (APEC), Asia-Pacific economic cooperation, have changed national trade conditions and activities. As a consequence of all this, competition between countries and competition between similar companies within the country will increase. The intense competition to achieve success in the business sector requires companies to always carry out assessments on all aspects of their business activities so that they can know which aspects are the company's core competencies so that they can be used as competitive advantages for the company. Intense competition makes it increasingly difficult for companies to increase the number of consumers.

A businessman must be able and able to run his business by continuously trying to find new innovative ideas for developing his products or services. Marketing strategies also need to be prepared carefully. Marketing is a system of interrelated activities, starting from planning, pricing, promotion, and distribution of goods and services to consumers, and marketing is not just an activity that occurs before a product is marketed.

MA Polouan et al. (2019) in their study, marketing strategy is basically a comprehensive and integrated plan in the field of marketing that provides guidelines for activities that will be carried out to achieve marketing objectives. In other words, marketing strategy is a set of goals and objectives, guidelines and rules, as well as references and attributions that provide direction from time to time for a company's marketing activities at all levels, especially as a company's response to a changing environment or situation Constant competition .

Research conducted by Christian AD Selang (2013) who conducted research on the influence of Marketing Mix on consumer loyalty (Study at Fresh Mart Bahu Mall Manado) and found the results that: 1) Products have an effect on consumer loyalty. Regarding the intensity of competition in the market forces companies to strive for high product adaptation in order to gain a competitive advantage over competitors, because product adaptation can expand the local market base and be improved for certain local preferences. Consumers increasingly have alternatives and are very careful in making purchasing decisions by considering factors such as needs, product excellence, service and price comparisons before deciding to purchase. 2) Price influences consumer loyalty. A company approaches pricing based on the goals it wants to achieve. These goals include increasing sales, maintaining market share, maintaining price stability, and achieving maximum profits. 3) Location has no effect on customer loyalty. These results indicate that location selection decisions are associated with long-term commitment to capital-intensive aspects. Therefore, companies need to consider and select locations according to economic conditions, demographic trends, and other factors. Competition between culture and the future. Location has a direct impact on customer loyalty. If a product fulfills a primary need, it will determine consumers' choice of that product. If the product offered is not available at the right time and place according to consumer needs, then the product will not be of much use to buyers. 4) Advertising influences customer loyalty. These results indicate that advertising is a very important activity for product marketers. Through this promotional mix activity, the company tries to inform consumers about the product and encourage them to buy the product. Companies use various methods to promote their products. Advertising is an activity that aims to influence consumers to find out about the products offered by a company and buy these products with satisfaction.

Advertising is also part of the marketing tools and plays an important role in increasing the sales volume of goods and services by offering them to the consuming public. The main purpose of advertising is to inform, influence, persuade and remind target consumers about marketing and the marketing mix.

Zeithaml, Bitner & Gremler, Lovelock & Wirtz in Oesman (2010) explain that for service companies that apply marketing mix variables, HR processes and physical evidence need to be added to the marketing mix concept. This means that services have seven marketing mixes: product, price, place, promotion, process, people, and physical evidence. According to Zeithaml, Bitner & Gremler (2013), the marketing mix is defined as an element of organizational management that can be used to address and communicate with consumers. Applying the 4 Ps strategy to your services requires some changes. Marketing mix services include the four Ps, plus people and evidence.

Research conducted by Muhammad Supriyanto and Muhamad Taali (2018) found that the Marketing Mix Strategy consists of Product, Price, Place, Promotion, People, Evidence Physical evidence and process partially or simultaneously influence decision making (The Sun Hotel study).

One marketing approach that can be used to build and maintain customer loyalty is by implementing the right marketing mix. A good product includes attractive benefits, packaging and (product) features. How to make smart prices, choose the right pricing method and set prices that suit the target market segment (price).

Manufacturers' efforts to maintain customer loyalty are often hampered by changes in consumer behavior. Consumers are becoming smarter, demanding more personalized service, more involved in product development, more sensitive and less loyal to certain brands. Consumer behavior becomes difficult to measure, like butterflies that land wherever they want. There has been a shift from a marketing oriented company to a customer driven company.⁷⁷

In research conducted by Akhmad Sefudin (2014) stated that, along with these changes, the marketing mix consisting of product, price, place and promotion must also undergo redefinition. Customer driven companies no longer require 4P but 4C. The first C is consumer solutions. Products that represent the first P of the marketing mix become increasingly meaningless if they do not represent solutions for increasingly personalized consumers. Therefore, the manufacturer's products must be complemented by other products and services. The second C is the costs incurred by consumers in purchasing, using, storing and reselling the products purchased. Lower prices from producers are not necessarily lower for consumers if consumers also have to bear other costs. One symptom that is becoming increasingly common is the tendency of consumers to save money in the information age. They are getting smarter in comparing the costs incurred and the weight of the solutions they receive. Consumers who have a lot of money are starting to abandon prestige and increasingly turn to discount stores. The third C is convenient channel, which is a reflection of the various ways consumers buy products. Manufacturers can no longer just rely on distributors conventional, but must provide various choices for consumers in getting products, including direct mail, teleshopping and catalog orders. The fourth C is communication which is two-way, interactive and direct. This is a major revolution in the promotional concept of the marketing mix which has connotations of one direction, perception, image and manipulative. In this

⁷⁷Akhmad Sefudin, Redefinition of Marketing Mix "4p" to "4C", Journal of Applied Business and Economics, Vol. 1, No. 1, 2014, p. 20-21

interactive communication, consumers are fully involved in providing input in product development, pricing and places to supply the desired products.

CLOSING

The marketing mix is a combination of variables or activities which are the core of the marketing system. This means that the marketing mix is a collection of variables that companies can use to influence consumer responses.

When consumers think that the most important thing for them is that it is easy to get goods at low prices, then what applies at that time is the production concept. At certain times consumers are more demanding of product quality, expensive prices are not that important so what applies is the product concept. When producers realize that consumers are generally more passive (waiting) then telling and selling techniques become very important to stimulate them to be active, then the sales concept applies. Manufacturers are increasingly aware of the importance of the consumer's position when entering a product and need to think about its inclusion so that consumer satisfaction becomes the main decision. Therefore, the marketing concept applies.⁷⁸

Many people say the business world is a cruel world. As a result, many entrepreneurs justify any means necessary to achieve set sales and profit goals and may not care about business ethics. In Islam, it is necessary to pay attention to haram norms in Islam, such as material haram or non-material haram, and the invalidation of contracts made.

From an Islamic perspective, there are four aspects that need to be considered. 1) Product Aspect: From the product side, Islam is very idealistic and standardized, setting standards for industrial products. It's halal and good. 2) Price aspect, in simple terms, prices can be set based on total production costs plus profits. Entrepreneurs should set reasonable profit margins, so that prices are affordable for consumers. In the view of Islam, the function of prices is to regulate the distribution of goods and services. This is because humans basically want to fulfill all their needs perfectly. Therefore, he tries to obtain a number of goods and services that can meet all needs. 3) Distribution or location aspect: Islam has distribution as an integral part of comprehensive Islamic ethics. Islam does not accept that this distribution activity is pointless. Islam does not recommend practices such as "goods that have been purchased cannot be returned" or selling goods that are out of date, expired, or obsolete. 4) Advertising Aspect: Advertising disseminates information and influences, persuades, or reminds the target market about the company and its products so that they receive inquiries, make purchases, and remain loyal⁷⁹.

Over time, business and marketing have moved from the intellectual (rational) level to the emotional level and finally to the spiritual market. Consumers are more concerned with whether products and services are in line with the spiritual values they believe in (Omari, 2019). At the intellectual (rational) level, marketers respond to marketing by using a marketing mix such as segmentation, targeting, positioning, marketing-mix, branding and so on, while at the emotional level, the process of understanding customer emotions and feelings becomes very important, the business carried out is accompanied by

⁷⁸Akhmad Sefudin, Redefinition of Marketing Mix "4p" to "4C", Journal of Applied Business and Economics, Vol. 1, No. 1, 2014, p. 18

⁷⁹Nurhadi, Marketing Mix Strategy Management from a Sharia Economic Perspective, Human Falah Journal, Vol. 6, no. 2, 2019, p. 152-154

sheer sincerity. -eyes only seek Allah's pleasure, so all forms of transactions are expected to be part of worship of Allah⁸⁰

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⁸⁰Suhartanto, D., Gan C., Sarah, IS, and Setiawan S, Loyalty Towards Islamic Banking: Service Quality, *Emotional or Religious Driven?*, Journal of Islamic Marketing, 2019, p. 27