



## Islamic Marketing Mix: The Strategy on Local Indonesian Halal Products

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### ABSTRACT

This study aims to find out how the marketing strategy applied by CV Yumeda Pangan Sejahtera which is one of the local products from Indonesia in the face of competition in halal food market. This study uses a qualitative and case study with data collection methods by interview, observation and documentation and data analysis using pattern matching and explanation building analysis techniques. The results of the study found that CV Yumeda Pangan Sejahtera in its marketing followed the principles of the Islamic marketing mix such as: 1) the products offered have halal and tayyib quality. 2) The Price Strategy uses Cost of Goods Sold (HPP) and adjusts to the benefits and competitiveness of prices with other products. 3) The Promotional Strategies that have been implemented are very well guarded from some forbidden things, that seen from postings on social media, nothing forbidden is found. And participate in several events that have been facilitated by the Ministry and other events. 4) The distribution strategy that has been implemented is very effective to avoid losses between the two parties and the flow of distributing products to consumers more quickly hammering various services both offline and online.

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## Introduction

Indonesia with the largest Muslim population in the world of 238.09 million people based on a report by the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs at the end of 2021, has made Indonesia the largest halal economic domestic market in the world. Based on the Indonesia Halal Markets Report 2021/2022, domestic spending across halal economic products and services in 2020 amounted to US\$184 billion and is predicted to reach US\$281.6 billion in 2025 (IHLC, Dinar Standard, and Bank Indonesia 2021:7). In addition, world Muslim spending on food will increase by 6.9% in 2021, from US\$1.19 trillion to US\$1.27 trillion, and is expected to grow by 7.0% in 2022 and reach US\$1.67 trillion in 2025 with a 4-year CAGR of 7.1% (Dinar Standard 2021:5). The large potential of the global halal market opens up many opportunities for halal industry players to boost production growth and become key players in the global halal industry.

However, from the opportunities that Indonesia has as the world's largest Muslim population, Indonesia's contribution to the world's halal food is already at the second level after Malaysia and has experienced an increase in exports of halal food to countries that joined the Organization of Islamic Cooperation (OIC) by 16% from the previous year. With this significant increase, it is hoped that Indonesian producers will be able to compete more in the changing world era (Dinar Standard 2021:21–24). Small and Medium Enterprises have a strong role in strengthening the structure of the development of the halal food industry in Indonesia, but the marketing aspect is the main challenge for small and medium industries to develop (Muhammad Nizar and Antin Rakhmawati 2022:143). As for the research conducted on Micro, Small and Medium Enterprises, it shows that the sharia marketing strategy has a positive influence on the halal business ecosystem where this is able to show that the halal business is able to provide confidence and comfort to consumers (Harjadi, Kartika, and ... 2021:1233).

However, there are several other obstacles related to the development of the halal industry in Indonesia. Based on the results of the ANP analysis conducted, of the five groups the biggest weight was found which was an obstacle, one of which was socialization (marketing) in introducing the halal industry in Indonesia and human resources who still lack knowledge of halal products and the limited supply of raw materials available. meet the halal criteria (Widiastuti et al. 2020:401).

The marketing mix is a measure of the success of a business, which is also a map of ideas in marketing products, and is a tool that can be used to develop long-term and short-term strategies to achieve optimal marketing (Hendro 2011:389). However, the Islamic Marketing Mix has the most important aspect in carrying out a marketing principled on maximizing value with the concept of justice so as to create a healthy business environment and protect consumers and producers. So that producers do not have uncontrolled freedom to exploit consumers by means of fraud and other prohibited means. The goal in the Islamic marketing mix is to maintain harmony and provide order in society so that the rights of consumers and marketers can be maintained and upheld (Bin Haji Ishak and Abdullah 2012:130).

CV. Yumeda Pangan Sejahtera is a business entity engaged in the processing of cow's milk which is processed into various dairy products such as ice cream, yogurt, gelato using additional raw materials originating from local business actors from Indonesia. This business entity was founded in 2008 by Mr. Andromeda, who at the beginning of its establishment was to help increase the selling value of cow's milk from breeders in the Sleman area of Yogyakarta with the slogan "halal, local and natural".

As we know, Indonesia itself has a lot of products such as ice cream, yogurt, gelato, both local and foreign products, which is an opportunity and a challenge to continue to innovate by prioritizing Islamic marketing ethics so that no party is harmed in the future. . So in this study, the author will present problems in product marketing, promotion, price and distribution which are known as the marketing mix applied by CV Yumeda Pangan Sejahtera so that they can continue to compete in the domestic and global markets in the halal market competition, so that it can be used as an example

for other halal industries to develop and be able to support Indonesia as a key player in the world halal food market.

## Literature Review

### Islamic Marketing Concept

Kotler and Armstrong define marketing in their book Marketing principles, that "marketing is the process by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return" (Kotler and Gary 2008:6). Meanwhile, marketing in Islam is not just buying and selling and making a profit, but in Islam all activities carried out are worship which must be in accordance with the existing sharia. Islamic marketing is a process and strategy in meeting the needs of a halal and tayyib community with services aimed at the welfare of both parties, namely sellers and buyers spiritually and materially, in this world and in the hereafter (Alom and Haque 2011:75).

يَسْأَلُونَكَ مَاذَا أُحِلَّ لَهُمْ قُلْ أَجَلٌ لَّكُمْ الطَّيِّبُتُ وَمَا عَلَّمْتُم مِّنَ الْجَوَارِحِ مُكَلِّبِينَ تُعَلِّمُونَهُنَّ مِمَّا عَلَّمَكُمُ اللَّهُ فَكُلُوا مِمَّا أَمْسَكْنَ عَلَيْكُمْ وَادْكُرُوا اسْمَ اللَّهِ عَلَيْهِ وَانْقُوا اللَّهَ إِنَّ اللَّهَ سَرِيعُ الْحِسَابِ

*"They ask thee (O Muhammad) what is made lawful for them. Say: (all) good things are made lawful for you. And those beasts and birds of prey which ye have trained as hounds are trained, ye teach them that which Allah taught you; so eat of that which they catch for you and mention Allah's name upon it, and observe your duty to Allah. Lo! Allah is swift to take account"*

In addition, marketing is also the most important thing in the running of a business, therefore in Islam it really ensures that the interests of all parties involved in it, such as buyers, sellers, business partners and the community, are safeguarded. So that the businesses that are run are able to maintain a balance of benefits and responsibilities among themselves by providing products that are safe for consumers, and ensure the welfare of society (Tournois and Aoun 2012:135–36).

### Islamic Marketing Mix

Nurcholifah in her research argues that "Sharia Marketing Mix or Islamic marketing mix is a strategy or way of implementing the 4P concept consisting of products that are halal and needed by the community, prices that are appropriate and competitive and protected from elements usury, a place (place or location) that is easy for customers to find, good promotion and there is no element of lying and deceiving potential buyers" (Nurcholifah 2014:85). The marketing mix in Islam in its basic concept is still the same as the contemporary marketing mix and cannot be separated and can even provide an in-depth understanding of each element of the existing marketing mix in accordance with understanding and insight related to marketing in an Islamic view both from the management and business perspectives (Hashim and Hamzah 2014:159).

The detailed explanation of the concept of the 4P Islamic marketing mix (Product, Place, Promotion, Price) is as follows (Abdullah, Haji Hamali, and Abdullah 2017:480–95):

#### Product Strategy

- The production process must be pure from the start to the end and have a permit or certification.
- Only offer products and services that comply with the law or are permitted by Sharia.
- Creative and attractive designs must reflect Islamic characteristics and be able to attract potential buyers.
- Use proper packaging and labeling.
- Product specifications on packaging
- Do not mix good quality products with poor quality

#### Price Strategy

- Pricing must be guided by the principles of fairness.
- Pricing is determined by supply and demand
- Pricing must be in accordance with the quantity and quality. If giving a discount then the quantity is not reduced

#### Promotion Strategy

- Separation between Halal and non-Halal ingredients and products to avoid questionable practices in distributing products.
- Safe packaging suitable for distributing the product
- Product distribution should be readily available and easy to find on the shelves.
- Offer convenience to customers in delivering products to customers with the appropriate quantity and quality.

#### Place Strategy

- Deliver product information in detail and in accordance with the description
- Information marketing controls to avoid misinformation and customer confusion
- Must say flaws in the product if any
- Do not exaggerate the quality of the product
- Do not use sexual attraction in attracting customers
- Giving discount prices on promotions is not just to find consumers and the prices are manipulative

#### Halal Product

The halalness of a product is a mandatory requirement for every consumer, especially Muslim consumers. Both products in the form of food, medicine and other consumer goods. As the quantity of Muslim consumers in Indonesia reaches 204.8 million people, the Indonesian market automatically becomes a very large market for Muslim consumers. Therefore, the guarantee of halal products is an important thing to get the attention of the state (Charity, 2017).

The doctrine of halalan thoyyiban (halal and good) really needs to be informed effectively and operationally to the community accompanied by adequate facilities and infrastructure. One important means of guarding the halalan thayyib doctrine is the presence of an established, central, humanist, progressive, accommodative and non-discriminatory legal institution, namely the presence of the Halal Product Guarantee Law (Sofyan Hasan n.d.:351).

Halal products according to the Law of the Republic of Indonesia Number 33 of 2014 are products that have been declared halal according to Islamic law. Halal products are food products, medicines, cosmetics and other products which if consumed or used do not result in punishment (sin) and haram products are food products, medicines, cosmetics and other products which if consumed or used will result in sin. and punishment (punishment) from Allah SWT (Departemen Agama RI 2003:22). In Indonesia, the application of halal products can be stated by the existence of a halal certification issued by the MUI as a guarantee that the product is truly halal according to Islamic law with several halal standard stipulations in Indonesia (Nafis 2019:4–5).

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### Method, Data, and Analysis

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This study uses a qualitative research method with a case study approach. John W. Creswell describes qualitative research as methods for exploring and understanding the meaning of a number of individuals or groups that are considered related to the problem through questions and procedures for collecting related data, analyzing data inductively starting from specific themes to general friends and interpreting the meaning of the data. which is obtained (Creswell 2016:4–5). Whereas a case study is a type of qualitative research in which the researcher conducts in-depth exploration of programs, process events, activities, towards one or more people (Sugiyono

2015:25).

The types of data sources used in this study are primary data originating from sources or informants as well as direct observation to locations and secondary data from journals, articles, news, and several discussions about marketing halal products. In this study, researchers applied pattern matching and explanation building analysis techniques. In a pattern matching technique, the researcher will predict a certain event and then compare it with field findings. Then, the results of pattern matching can be used as a basis for drawing research conclusions. Meanwhile, data explanation analysis techniques are carried out by making explanations or explanations from the findings of the data. This research aims to find an in-depth understanding of the stages of strategy and implementation carried out by CV Yumeda Pangan Sejahtera in facing domestic and global halal market competition. The researcher also wants to see how this implemented strategy can be used to develop the marketing potential of products owned by Cv Yumeda Pangan Sejahtera by using the Islamic Marketing Mix as a theoretical basis. This is done so that researchers can explain the data and interpret the meaning of the findings of interviews and observations in research.

## Result and Discussion

The product marketing strategy used as an indicator in this study uses a marketing mix strategy or marketing mix which consists of four elements, namely product, price, place and promotion. For more details regarding the marketing strategy for halal products at CV Yumeda Pangan Sejahtera, the following is a description obtained from the results of the interviews and observations found:

### Product Strategy

The product strategy offered is very effective in winning the competition, this can be seen from the increasing variety of products, sizes and flavors offered. Mr. Andromeda as the owner of CV Yumeda Pangan Sejahtera said that in order to create a quality product in production he used several quality raw materials such as Fresh Cow's Milk which came from assisted breeders in the Sleman area of Yogyakarta, as well as several other mixtures which came from several vendors. who have cooperated in meeting production needs.

In processing pasteurized milk, based on the results of observations and field practice conducted by researchers, that milk processing is carried out using pasteurized milk processing procedures, namely by heating not with direct fire with a maximum temperature of 70 degrees Celsius to reduce bacteria or mold, and slow down microbial growth. on milk. The tools used to process pasteurized milk have been specifically designed to maintain the quality of the nutritional content of the milk without being exposed to direct heat from fire according to the processing of pasteurized milk.

In addition, the products produced by CV Yumeda Pangan Sejahtera have 2 product brands, namely Ademuy Gelato and Sweet Sundae consisting of ice cream Sundae, Sundae Milk and Yogurt with various flavors and sizes.



**Figure 1.**  
*Product of CV Yumeda Pangan Sejahtera*



In creating products in Islam it is closely related to the concept of halal and haram, especially in production and consumption activities in the form of food where what we consume will flow into our bodies (Chaudhry 2012:148–49).

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

*“O mankind! Eat of that which is lawful and wholesome in the earth, and follow not the footsteps of the devil. Lo! he is an open enemy for you (Surah Al-Baqarah verse 168)”*

In addition, products in the form of food or beverages are products that must have sufficient quality standards both in processing and distribution, this is because what is consumed by the buyer has a big responsibility (LPPOM MUI, 2021) And (Ahmed 2015:21). Therefore, as an Islamic businessman, it is obligatory to know the origin of the products being traded, how the quality and quantity are, to provide information on the product to avoid cheating on the product, which opinion is also supported by research conducted by (johari bin Abdullah)(Abdullah et al. 2017:1155).

Referring to the products owned by CV Yumeda Pangan Sejahtera above, that the application of the principles of the Islamic marketing mix in terms of products has been fulfilled, because the products offered are of good quality, do not mix ingredients that are forbidden in the process of making processed products which are in several vendors supplying goods partners In production, an agreement has been made regarding the halal mix of the materials to be used. In addition, do not mix ingredients that have damaged ingredients with good ones, and be very careful in the process of making preparations with standard recipes where these standards have guaranteed HACCP quality so that the benefits contained in the raw materials have good benefits for consumption.

In terms of the packaging used for each product variant, CV Yumeda Pangan Sejahtera does not violate Islamic law, such as using impolite words and using forbidden charms. In addition, the packaging used also has clear information on the packaging label to maintain the quality of the product it has. and have differences in each product variation. Apart from that, for every product that has been marketed, CV Yumeda Pangan Sejahtera has also received Halal product certification and has the BPOM of the Republic of Indonesia, and has received an Indonesian National Standard (SNI) certificate for Ice Cream products.

### Price Strategy

Price is one of the important factors that influence consumer attention in searching for products. To get the price for each product offered, CV Yumeda Pangan Sejahtera uses the HPP (Cost of Goods Sold) calculation method which is obtained from the total costs incurred in the production process in one period both net raw material costs, labor costs and other operations.

Islam is very concerned about the concept of fair prices and perfect market mechanisms. If the price is fair, it will encourage market participants to compete perfectly and nothing will harm either party. In addition, a good market concept is that in a healthy free market, prices will be influenced and considered by the forces of market demand and supply, not arbitrary actions of sellers, where the concept of this concept will produce an equilibrium in society and produce fair wages. stable prices of goods, and conditions of low unemployment rates (Rivai 2012:111).

The results of the bibliometric analysis researched by Al-Mamun et al in 2022, revealed that there is no pricing tool in Islam yet which is triggered by the pricing literature in an Islamic perspective can be categorized as having a low level of productivity and it is hoped that more cross-country collaboration for discussions pricing strategy in Islam so as to give rise to comparative pricing tools (across industries and across cultures) (Mamun et al. 2022:499).

According to the author's view based on the opinion of Mohammad Saeed in the concept of price (Mohammad, Ahmed, and Mukhtar 2001:132), that the pricing strategy implemented by CV Yumeda Pangan Sejahtera is in accordance with the Islamic marketing mix concept, especially in determining the price used based on Cost of Goods Sold (HPP) and not setting high prices to get

profit. The prices set by CV Yumeda Pangan Sejahtera have also been adjusted to the benefits and price competitiveness with similar product prices which can be seen from the availability of several product variants with different prices and different shapes. Apart from that, to make the buying and selling process more effective, CV Yumeda Pangan Sejahtera also provides several payment services, both in cash and in cash, to speed up exchange activities and avoid price changes in the future.

### Promotion Strategy

The existence of a promotional strategy aims to make the product easily recognized and known by the public. The following are promotional tools used by CV Yumeda Pangan Sejahtera Yogyakarta:

#### Advertising

The advertising method used by CV Yumeda Pangan Sejahtera is through brochures which aim to provide some information and offers regarding the products offered. The brochure offered contains details of the available product variations, and information about the company. With the development of advertising media technology used by CV Yumeda Pangan Sejahtera to bring in potential customers through websites and social media such as Facebook and Instagram. The website page managed by CV Yumeda Pangan Sejahtera Home Industry is <http://sweetsundae.id/>. This site contains some information and online sales services.

#### Personal Promotion

Personal promotion is a form of communication carried out by a seller with an oral presentation in the form of a conversation with one or several consumers so that consumers are interested in the products offered. The personal promotions implemented at CV Yumeda Pangan Sejahtera are through several events from the ministry and Bank Indonesia such as the Exhibition of The 1st International Conference on Women and Sharia Community Empowerment, as well as the 2020 World Expo which was held in the United Arab Emirates and so on. In addition to facilitating the flow of product promotion, CV Yumeda Pangan Sejahtera participates in APJI (Asosiasi Pegawai Jasa Indonesia) and PHRI (Persatuan Hotel dan Restoran Indonesia).

#### Sales promotion

The Sales Strategy is a promotion carried out by CV Yumeda Sejahtera through certain events or activities, this is done so that consumers are more interested and the marketing channels carried out can be wider. The sales promotion strategy at CV Yumeda Pangan Sejahtera Home Industry is carried out by opening sales stands at certain events such as participating in several weekly, monthly and annual events, namely the mustokoweni market, casual market, miss market, Jogja event, Yogyakarta Wiguna market and several other healthy markets.

Promotional strategies in Islam have several limitations such as not exaggerating in conveying good or bad information about a product. Islam supports all tools and concepts in product promotion as long as all of these aspects are in accordance with Islamic teachings, such as the symbols and signs used in the promotion are not contrary to Islam, and even support direct marketing which has been implemented by the Prophet Muhammad SAW when inviting the kings to embrace Islam. Besides that, Islam prohibits using the name of Allah to persuade consumers, not using sexual attraction, emotional charm, and intimidation to get consumers, and fulfilling promises to consumers such as giving price discounts that must be in accordance with promotional statements both in quality and quantity (Yousaf 2016:8–12). In addition, the promotion strategy in Islam strictly prohibits sellers from hiding their promotional behavior and condemns all forms of false statements, baseless accusations and false testimonies (Candra Wahyu Hidayat 2017:54–55).

In the promotion strategy that has been implemented by CV Yumeda Pangan Sejahtera Home Industry through various means such as advertising from electronic media, personal selling, sales promotion has fulfilled the concept of the Islamic marketing mix, especially seen from posts and advertisements on social media that are used that do not find anything forbidden in Islam such as

using forbidden charms, praising the product excessively and never even forcing the buyer to buy the product. Besides that, based on a field survey that researchers got when participating in one of the events that was attended by CV. Yumeda Pangan Sejahtera at the Healthy Mustokoweni market in Yogyakarta, the products offered have a special attraction for consumers because consumers know about the quality and benefits that consumers experience.

### Place Strategy

The most important thing in the distribution factor is determining a strategic place to increase product sales volume. CV Yumeda Pangan Sejahtera is a business entity engaged in the processing of cow's milk which is processed into various products such as ice cream and milk and serves product delivery to various regions of Indonesia through a network of distributors. According to Mr. Andromeda, the distribution flow of products at CV Yumeda Pangan Sejahtera is that the industry is the head office that serves all product requests from distributors and distribution from distributors to users using the B to B model, for reseller policies are determined by the existing distributors themselves.

Andromeda said that the business management run by CV.Yumeda Pangan Sejahtera uses a B to B (Business to Business) system with the main focus being HOREKA (Hotels, restaurants, Cafes and Catering). To facilitate the product distribution system to distributors, CV.Yumeda Pangan Sejahtera provides a special website to make it easier for distributors to order products. In addition to using the existing website, to facilitate product distribution flow at CV Yumeda Pangan Sejahtera is supported by Go-Food services, Grab Food, Go-send services and packages. Distribution is the activity of bringing goods and services to consumers, in the view of Islam this activity must be in accordance with the comprehensive signs of Islamic law and not a value-free distribution activity. As for some suggestions for distribution in Islam are as follows (Harahap 2011:140):

- Always decorate charity with the intention of worship and sincerity
- Provide information about goods honestly and transparently, so as not to mislead the buyer
- Do not distribute goods that are dangerous and forbidden
- Carry out distribution methods that are honest, hold trust and preach
- Do not engage in vanity-consuming activities
- Do not carry out usury and tyrannical activities
- Do not reduce size, standards, quality, scales fraudulently
- Must always maintain fairness in all forms
- Never neglect worship because of distribution activities
- Make a list of composition and content of goods
- Do not force and give consumers the opportunity to return goods if they are not suitable and unsatisfactory

The distribution site is the most important core at the end of the marketing process and plays an important role in the business being run. In the view of Islam, all muamalah activities must provide masalah to consumers from the beginning of product creation to the distribution of products to consumers. Place and distribution strategies in Islam must also provide problems and not create burdens in the end by providing standards in distribution channels to maintain product safety, accuracy and safety received by consumers (Nasuka 2020:39–40). In addition, if shipping using logistics is expected not to mix with goods that are forbidden by Islam, so that the product is still protected from being exposed to uncleanness (Kurniawati et al. 2022:18).

Referring to the implementation described earlier, CV Yumeda Pangan Sejahtera really maintains product quality so that the product is received by consumers such as the distribution channel from the production house to the distributor's hands using a clear concept standard flow to avoid losses



between the two parties, and using good security to maintain product quality.

Meanwhile, there are no restrictions for the location chosen according to Islamic views as long as it does not conflict with the Shari'a, and prefers to be close to the market so that goods can be distributed quickly and avoid tapping goods. The process of selecting the location chosen by CV Yumeda Pangan Sejahtera as a production house is also quite good, which is located in the middle of the island of Java, namely in Yogyakarta, where this location can shorten the time in sending products to reach distributors and products received can be immediately stored in the refrigerator to avoid product damage.

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### Conclusion

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The application of an Islamic marketing strategy at CV Yumeda Pangan Sejahtera applies the Islamic marketing mix principle in running its business so as to increase public trust in the selected product. The marketing strategies implemented include 1) the products offered have halal and tayyib quality which already have halal certification, and meet the Indonesian National Standards and have HACCP in quality assurance. In the process of making preparations, they are also very careful in selecting the raw materials used, and do not use prohibited packaging. 2) Price strategy that is set through Cost of Goods Sold (HPP) and adjusts to the benefits and price competitiveness with other products. 3) Promotional strategies that have been implemented vary widely and have fulfilled the concept of the Islamic marketing mix, especially seen from social media postings that do not find anything forbidden and the implementation of other promotional strategies also prioritizes honesty. 4) The distribution strategy that has been implemented is very effective in avoiding losses between the two parties, further accelerating the flow of product distribution to consumers through various distribution services, both online and offline.

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