

Sharia Management And Benefits For Food Traders

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Abstract

The development and competition of the business world in the current era of globalization is getting higher. This study aims to determine the marketing strategy of basic food traders. The method used is qualitative based on observation, interviews, and documentation. The results showed, (a). The marketing strategy of this basic food business has implemented a sharia marketing strategy that is honest, trustworthy, and communicative. (b). business development strategy of basic food sellers in improving the welfare of the community by providing affordable and competitive prices, as well as providing maximum service to consumers, establishing harmonious relationships with internal and external parties of the company, and trying hard and earnestly.

Keywords: *Management Strategy, Basic Food Business, Islamic Economy.*

PRELIMINARY

In a life of increasingly tight competence in this field of work, we are required to organize everything systematically. To carry out a work process, one must have knowledge of management. Management is a science; he has general principles and concepts that tend to be correct in managerial situations (M. Taufik, 2012).

The economy is a system that helps humans in a society to acquire and manage assets, both individually and in groups, both related to the acquisition of assets, distribution and use of assets so that people can meet their daily needs (Indri, 2015). Business is one part of economic activity and plays an important role in human life. Every day, humans carry out business activities, both production and consumption (Norvadewi, 2015).. The basic food shop business is a form of business that is most in demand by consumers, especially housewives, because they sell daily necessities in the form of basic necessities and daily necessities such as rice, cooking oil, eggs, soap and others, including goods , everyone will need. In meeting the needs of life, humans need clothing, food and shelter (Ahmad asad, 2015). With the increase in the number of food vendors, it is possible that they will compete with other traders. To achieve its goals, the company can influence the market by marketing its products (Utama, 2003).

The competitive business world requires marketers to be able to carry out effective and efficient marketing activities. Therefore, traders must carry out promotions with the right strategy in order to meet effective targets. In this case, Islamic marketing has a very strategic position, because Islamic marketing is one of the marketing strategies based on the Qur'an and the Sunnah of the Prophet Muhammad SAW. Islamic marketing is a strategic business discipline that directs the process of creating, offering and changing value from one initiator to its stakeholders, which is carried out in accordance with Islamic contracts and principles and muamalah in Islam. Marketing is the main activity carried out by entrepreneurs and those who are trying to survive (Basu swasta, 2008).

As we know, the situation is dynamic which is characterized by changes over time and the relationship between one another. Marketing strategy is a set of goals and objectives, policies and rules that provide direction to a company's marketing efforts over time, at each level and reference and allocation, especially in the face of ever-changing competition. The company's marketing strategy should be based on an analysis of strengths, weaknesses, opportunities and threats (Assauri , 2013).

There are at least four things that are at the heart of economic development and sharia funding, namely building and expanding the halal product industry, sharia funding, sharia social funds, and sharia business activities. the company develops sharia-compliant businesses and products as the demand for sharia-compliant products and management is increasing.

Marketing is a social process by which individuals and groups obtain what they need and want through the exchange of goods and services (Daryanto, 2011). While Islamic marketing is a business strategy that must include all company activities including the process of creating, offering, exchanging value, from producers or companies or individuals according to Islamic teachings (Hermawan Kertijaya, 2006). Entrepreneurial orientation and marketing capabilities can be regarded as company resources and can be

used as a source of competitive advantage for companies to compete, if the company can manage them well. First, entrepreneurship-oriented companies simultaneously support and encourage business performance so that they tend to take risks, try to innovate, explore, and exploit existing opportunities (Buccieri, et al., 2020).

As a good Muslim, in his muamalah transactions, especially in terms of marketing, both as a company, owner, marketer, competitor, and as a customer, he must run it based on the principles of justice, honesty, transparency, ethics and morality.

The purpose of this study was to examine the basic food business in Limbangan village in terms of management strategies that use the sharia concept. The sharia concept used includes instilling Islamic values in selling such as the values of honesty, fairness and openness.

RESEARCH METHODS

The research approach is library research, in qualitative methods. With the type of data used by the library. Primary data sources by conducting interviews and observations, and secondary data by reading existing literature. Data collection techniques by conducting observations, interviews and documentation. Analytical techniques with interpretation and analysis.

RESULTS AND DISCUSSION

A. Sharia Management

Sharia management is a form of management that strives to achieve the best results that will lead to the pleasure of Allah. Therefore, all steps taken in carrying out management must be based on God's rules. The rules contained in the Qur'an, the hadith and some examples carried out by the Companions in accordance with the rules of the Qur'an, the hadith and some examples carried out by the Companions. Therefore, the content of sharia management is everything related to conventional management science which is colored by the rules of the Qur'an, hadith and some examples carried out by the companions. It was the time of Prophet Muhammad SAW.

The most important thing in management according to the Islamic view is that it must have leadership qualities (ri'ayah). According to the Islamic view, leadership is the main element of management philosophy. basic character is part of humans as caliph fi al ardh (Ahmad Ibrahim Abu Sin,2008).

Management can be said to have complied with sharia if:

1. Sharia management pays attention to how Muslim behavior is related to their faith and piety.
2. Sharia management must also prioritize the existence of an organizational structure.
3. Sharia management discusses the system. The system is configured to perform operations correctly within the system.

The process must be followed exactly as stated in the instructions. Something should not be done without taking precautions for its safety. This is the main tenet of Islam. Work that has a clear purpose, solid foundation, and transparent method of building on it is an act that is loved by Allah.

B. Sharia marketing strategy

Strategy is the long-term goals, objectives, and course of action and the resources needed to achieve those goals. Strategy is the pattern, methods, goals, objectives, and essential guidelines and plans for achieving those goals, stated in such a way as to define the business in which it is located and the nature of the business.

Marketing is the entire system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs of both existing and potential buyers. The marketing concept evolves with the changing times. Marketing is one of the functional areas of business. According to Syakir, marketing is that in the whole process, both the creation process, the supply process, as well as the value change process, there should be no things that contradict the contract and the principles of muamalah in Islam.

As agreed by the board of the World Marketing Association (WMA) at the world marketing conference in Tokyo April 1998, Hermawan Kertajaya defines Islamic marketing as a strategic business discipline that directs the process of creating, offering, and changing value from one initiator to its stakeholders, which in turn the whole process is in accordance with the contract and the principle of muamalah in Islam.

Meanwhile, according to Syakir's marketing keywords, Islamic marketing or marketing is that in the whole process, both the creation process, the supply process and the value change process, there should be no contradiction with the contract and the principles of Islamic law (Firdaus,2005).

The purpose of marketing activities is to help consumers find and buy products and services with satisfaction. The term satisfaction is the key to marketing success. If consumers are not satisfied with the goods and services purchased, they will never buy again, which will result in losses for producers or companies that sell these goods and services.

C. Marketing Mix

Marketing mix is a marketing strategy to serve customers in a satisfactory way through product, price, place, and promotion (4P).

1. Product (Product)

The Prophet in practicing the elements of the product always explained the quality of the goods he sold. The quality ordered by the customer is always in accordance with the goods sent. If there is a difference, he teaches that the customer has the right of *khiyar*, by canceling the sale and purchase.

2. Price

In sharia teachings it is not justified to take as much profit as possible, but it must be within the limits of feasibility. There should be no price wars with a view to destroying their rivals, but competing fairly, creating an advantage by being different in the quality and service they offer.

3. Place

The company chooses a distribution channel or a place to set up a business. In the Western perspective, product distributors are under the influence of manufacturers, or even vice versa, distributors can exert pressure that binds producers, so that manufacturers cannot be separated from distributor bonds. The Messenger of Allah forbade people to cut the lines of people trying to sell their goods to the city. They were stopped at the outskirts of the city and said that the price of their luggage had now dropped, and it was better to sell it to the person who prevented it, this was not allowed by the Messenger of Allah.

4. Promotion

Business people use promotional techniques by praising their goods or products and even discrediting competitors' products. The capital of this item should not be said to be expensive which makes the price expensive, this practice is strictly prohibited by the Prophet Muhammad.

D. Strategies and Ways of Business Development

A business that is well known by many people and generates profits is called a developed business, such a business is what all business actors want to achieve. We realize that when we have succeeded in building/starting a new business, the next challenge is how to develop the strategy and how to develop our business so that it produces something as we expect. The core and outline of business development is marketing and maximizing profit, there are several things that can be done in marketing and profit maximization, the following are strategies and ways that we can do in an effort to develop a business:

1. The first strategy and method is by processing the products we have, we can innovate the product to make it different and look more attractive than other products, or we can make improvements to the product so that it can compete with other products. The essence of the strategy and how to develop this first business is that the products we have must not lose and must be able to compete with other products.
2. This second strategy and method is to develop by doing promotions/advertising consistently, if we introduce our products continuously or consistently as a result, consumers will not easily forget the product brands we offer, and it is hoped that our products can be taken into consideration consumers.
3. The third strategy and way to develop a business is to provide affordable and competitive prices, and provide maximum service to consumers/customers. Do not give a price that is too high, do not be too greedy. We just need to ensure that we do not suffer losses, and provide the best possible service to consumers and customers so that they can directly assess our superior performance.
4. The fourth strategy and method is to try to establish a harmonious relationship with the internal and external parties of the company. External parties can include distributors, suppliers, or customers, while internal parties such as employees. We can imagine if our relationship with them is not harmonious, can our business run smoothly which in the end involves our business, I don't think so.
5. The fifth strategy and way to develop a business is to try hard, be serious and want to learn. This is what we must do if we want the business we have worked so hard to pioneer to grow.

Research conducted by Eriza Yolanda Maldina, in 2016, entitled "Islamic Marketing Strategy to Increase Sales at Calista Boutique". In his research, it was found that Calista Boutique has applied the theories and concepts of Islamic marketing strategies, and has implemented Islamic content which consists of three main things, namely; application of Islamic marketing characteristics, application of Islamic business ethics, and imitating the marketing practices of the Prophet Muhammad, based on the characteristics of the Prophet Muhammad, namely; Siddiq, Amanah, Fathanah, and Tabligh.

Research conducted by Suindrawati, in 2015, with the research title "Islamic Marketing Strategy in Increasing Sales". In his research, it was found that the Jesy Clothing Muslim store in addition to applying the theories and concepts of conventional

marketing strategies, also applied Islamic marketing strategies. The characteristics of Islamic marketing applied by Jesy Clothing Muslim shop are Belief (Tawhid), Morals, Realistic, Humanistic. The Islamic business ethics applied by the Jesy Clothing Muslim shop are products that are halal and thoyyib, products that are useful and needed, products that have economic potential or benefits, products that have high added value, and quantities of economic and social scale, products that can satisfy the community.

CLOSING

The conclusion of this study is that marketing strategies must apply sharia marketing strategies that are honest, trustworthy, and communicative. sales business development strategy in improving people's welfare, namely: Processing owned products, Providing affordable and competitive prices, and providing maximum service to consumers, Establishing harmonious relationships with internal and external parties of the company, and Trying hard and seriously .

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