

Marketing Strategy of Shrimp Crackers Reviewed From Sharia Marketing

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ABSTRACT

Activities in the marketing strategy include comprehensive and interrelated planning in the marketing aspect, which provides instructions for the activities to be carried out in order to achieve the marketing objectives of a particular company. Sharia marketing is a business activity that uses a marketing strategy based on business values contained in the Quran and Hadith. The purpose of this study was to determine the marketing strategy and marketing strategy of prawn crackers in terms of sharia marketing. This study uses a descriptive qualitative approach with data collection techniques in the form of interviews, observations, and documentation. The data analysis technique used is descriptive analysis method. The results of this study indicate that: The marketing strategy of UD. Devi Putri by applying the marketing mix. Even though in marketing it still uses traditional or face to face promotions. In addition, it also promotes it through the existing packaging wrapped in prawn crackers at UD. Devi Putri, namely No Hp, P-IRT and halal certificate from MUI. UD. Devi Putri was able to synergize the sharia marketing perspective analyzed using the marketing mix and sharia characteristics, namely theistic (*rabbaniyyah*), ethical (*akhlaqiyyah*), realistic (*al-waqi'iyah*) and humanistic (*al-insaniyyah*).

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Abstrak: Kegiatan dalam strategi pemasaran meliputi perencanaan yang menyeluruh dan saling terkait dalam aspek pemasaran, yang memberikan petunjuk kegiatan yang akan dilakukan untuk mencapai tujuan pemasaran suatu perusahaan tertentu. Pemasaran syariah adalah kegiatan bisnis yang menggunakan strategi pemasaran berdasarkan nilai-nilai bisnis yang terkandung dalam Al-Qur'an dan Hadits. Tujuan dari penelitian ini adalah untuk mengetahui strategi pemasaran dan strategi pemasaran kerupuk udang ditinjau dari pemasaran syariah. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi. Teknik analisis data yang digunakan adalah metode analisis deskriptif. Hasil penelitian ini menunjukkan bahwa: Strategi pemasaran UD. Devi Putri dengan menerapkan bauran pemasaran. Padahal dalam pemasarannya masih menggunakan promosi tradisional atau tatap muka. Selain itu juga mempromosikannya melalui kemasan yang ada yang dibungkus dengan kerupuk udang di UD. Devi Putri yaitu No Hp, P-IRT dan

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sertifikat halal dari MUI. UD. Devi Putri mampu mensinergikan perspektif pemasaran syariah yang dianalisis menggunakan bauran pemasaran dan karakteristik syariah, yaitu teistik (rabbaniyah), etis (akhlaqiyah), realistik (al-waqi'iyah) dan humanistik (al-insaniyyah).

Kata kunci: strategi pemasaran, kerupuk udang, pemasaran syariah

INTRODUCTION

The manufacturing sector is one of the contributors to strengthening the economy in Indonesia. The processing industry has a very important role in supporting Indonesia's economy¹. Mainly for the processing sector of vegetable and animal agricultural products by optimizing local resources. Currently, Indonesia has many food products that are taken from local food types and processed traditionally. With the development of local products, the number and types of food products are increasing in number.

For this reason, managing a company requires ideas on how to develop the company and maintain the company's survival². The role of business people needs to be optimized for their knowledge and skills. Mainly related to product innovation³. Mentally as an entrepreneur who is always

responsive to market tastes and the spirit of continuing to fight must always be fueled⁴. With strategic management, it is possible to innovate, develop facilities and techniques for production activities in the industrial world⁵.

Management is the process of planning, organizing and using other organizational resources in order to achieve predetermined organizational goals⁶. Or there is another understanding that management is a process of planning, organizing, and controlling resources to achieve goals effectively and efficiently⁷.

¹ Supriyono Agus Athori, "Analisis Strategi Pemasaran Dalam Meningkatkan Volume Penjualan Produk Pada Perusahaan Snack 'Lucky Olympic Kediri,'" *Jurnal Ilmu Manajemen, Revitalisasi*, 2, no. 4 (2013).

² Ahmad Miftah, "Mengenal Marketing Dan Marketing Syariah," *Jurnal Ekonomi Islam* 6, no. 2 (2015): 2085-3696.

³ M alome dan Haque Md Shariful, "Marketing: An Islamic Perspective," *Word Journal of social sciences* 1, no. 3 (2011): 71-81.

⁴ Nuryadi Akbar, "Tinjauan Terhadap Strategi Pemasaran Pada Tabungan Haji Dalam Akad Mudharabah Studi Kasus Bank Syariah Mandiri KCP Sudirman," *Jurnal Ekonomi dan Keuangan Syariah* 3, no. 1 (2019).

⁵ Fatimah Feti, "Strategi Pemasaran Berbasis Syariah Bagi Ritel Tradisional Agar Mampu Bersaing Dengan Ritel Modern," *Jurnal Manajemen dan Bisnis Indonesia* 1, no. 2 (2015).

⁶ N. Ahmad, "Impact of Islamic Fashion Marketing on Islamic Marketing: A Case Study Pakistan Women's Kuwait Chapter of Arabian," *Journal of Business and Management Review* 3, no. 5 (2014): 66-72.

⁷ Noverdi Bross, "Faktor Bauran Pemasaran Yang Mempengaruhi Keputusan Penggunaan Jasa Internet," *Jurnal Manajemen dan Bisnis Aliansi* 5, no. 9 (2018).

Bobang Village is one of the villages in the Semen District, Kediri Regency. There are five shrimp cracker companies in the village that produce crackers of this type, namely UD Kerupuk Devi Putri, UD Kerupuk Bobang, UD

Kerupuk Nyoto, UD Aulia and UD Lely. Devi Putri Shrimp Krupuk UD has data on the marketing development of prawn crackers as follows:

Table 1.1
Total Marketing of "Devi Putri" prawn crackers in
2020

Month	Production (Kg/Month) Brand			Production Total
	Super	Premium	Medium	
January	18.104	4.296	1.296	23.696
February	19.320	2.698	1.471	23.489
March	19.702	2.712	1.462	23.876
April	19.200	3.079	1.658	23.937
Mey	19.701	3.603	1.211	24.515
Juny	20.485	5.237	1.086	26.808
July	20.513	4.972	764	26.249
August	20.978	4.633	1.037	26.648
September	20.171	4.950	1.251	26.372
October	19.507	4.412	1.359	25.278
November	18.505	4.333	1.198	24.036
December	16.520	4.418	1.273	22.211

Source: UD Cracker Company. Devi Putri, 2020.

In Table 1.2 it can be explained that the Sales Volume of Super brand crackers fluctuated, especially in the period from September to December. This situation was caused by the increasing number of companies producing crackers with good quality and because of rising prices for raw materials, namely wheat flour and shrimp, which resulted in an increase in the selling price of crackers.

Researchers are interested in researching this business because in 2020 there is still a covid 19 outbreak, but sales developments are increasing every month. In addition, there is the fact that UD Devi Putri does not include information about the expiration date. In addition, the quality of the crackers is not good. Because it uses preservatives, selecting/sorting one type of cracker using a mixed system, and also the unsold crackers are mixed with good crackers. One indicator of the success or failure of an industrial business can be seen from the amount of profit received by the industry, from the division between total revenue divided by total costs and it can be seen whether cost efficiency is economically profitable or detrimental or has fulfilled the sharia marketing concept. The concept of sharia marketing itself is actually not much different from the general marketing concept. This study aims to determine the

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marketing strategy of UD prawn crackers. Krupuk Devi and to know the marketing of UD Krupuk Devi prawn crackers in terms of sharia marketing.

Theoretical review **Marketing strategy**

Marketing can be interpreted as an activity that seeks to make the products marketed can be accepted and liked by the market⁸. All marketing activities are intended so that their products can be accepted and then liked by the market. Products that are accepted by the market mean that the product is selling well or often called in demand⁹. Not all products can be accepted by the market. Many products are not sold. This kind of product means it is not accepted by the market¹⁰. In order for a product to be accepted by the market, various activities must be carried out, without certain activities the product will

⁸ D.W. Cravens, "Examining the Impact of Market-Based Strategy Paradigms on Marketing Strategy," *Journal of Strategy Marketing* 6, no. 3 (1998): 197-208.

⁹ A. Dewi dan Andri I, "Perencanaan Strategi Pengembangan Usaha Kain Tenun Sutra Dengan Pendekatan Metode Balanced Scorecard," *Jurnal STT Garut* (2012).

¹⁰ Zainul Arifin dan Sunarti Dimas Hendika Wibowo, "Analisis Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM," *Jurnal Administrasi dan Bisnis* 29, no. 1 (2016).

not be accepted by the market. Before the product can be accepted, efforts must first be made so that the product can be recognized by the market¹¹.

The marketing mix is the set of controllable, tactical marketing tools (product, price, place and promotion) that the company blends to produce the response it wants in the target market. Another understanding of the marketing mix is a combination strategy carried out by various companies in the marketing field. Almost all companies carry out this strategy to achieve their marketing goals, especially in conditions of very tight competition¹².

Sharia Marketing

Sharia marketing itself is a strategic business discipline that directs the process of creating, offering, and changing value from a producer or company or individual to others and in the whole process in accordance with the contract and business

principles in Islam¹³. Meanwhile, according to Kotler conventional marketing consists of all activities designed to produce and facilitate any exchange intended to satisfy the needs or desires of consumers¹⁴.

The purpose of the above marketing activities is both to take the trust of consumers to buy the company's services offered and to introduce any service products contained in the company¹⁵. However, the difference in conventional marketing is that it focuses more on evaluating consumer wants and needs, while in sharia marketing, apart from meeting consumer needs, it is also based on business principles according to Islam. The principles of sharia marketing consist of various elements, namely: (1) Theitis (Rabbaniyah), (2) Ethical (Akhlaqiyah), (3) Realistic (AlWaqi'iyah), (4) Humanistic (Al-Insaniyyah).

¹¹ Bahrul Hayat dan Bambang Suryadi, *Religiusitas Konsep Dan Implementasinya Di Indonesia*, 2021.

¹² Hutasuhut, "Strategi Pemasaran Berorientasi Hubungan Dengan Pelanggan," *Jurnal Manajemen dan Bisnis* 2, no. 2 (2004).

¹³ R & Sukoco B.M Mubarak, U.S., Ulfi Sukmana, "Bibilometric Analysis of Islamic Marketing Studies," *Journal of Islamic Marketing* 13, no. 4 (2022): 933-955 <http://doi.org/10.1108/JIMA-05-2020-0158>.

¹⁴ Irwan, *Kearifan Lokal*, 2018.

¹⁵ P.R. Alkausar Y. Nugroho, Dwikesumasari, "Training of Effective Online Marketing and Financial Management during the Pandemic for SMEs in Watudandang Village Nganjuk," *Journal Of Puiblic Service. Journal Of Islamic Marketing* 4, no. 2 (2020).

METHODS

This type of research is descriptive qualitative research. The data sources used are primary data and secondary data: Primary data while secondary data is obtained from literature, journals, bulletins, websites, and so on. Data collection techniques used are observation, interviews and documentation.

Results and Discussion

Marketing Strategy Applied UD. Goddess Princess

UD Devi Putri applies a marketing mix marketing strategy. Crackers made by UD. Devi Putri has done many innovations. The existence of these innovations has made UD crackers products. Devi Putri is of high quality and able to compete with other products. Products are one of the most important things in a business. In the sharia perspective, there are several limits to the product definition, namely halal, clear, and no fraud. In running a good business UD. Devi Putri has fulfilled these three things, the products produced are clearly

halal and made from halal raw materials. The product being traded is clearly prawn crackers, and samples are usually given by the owner so it's up to the distributors or consumers to keep working or not.

In the marketing mix, product strategy is the most important element because it can influence other marketing strategies. Shrimp cracker business UD. Devi Putri in marketing her products really maintains the quality and distinctive taste of each company. Crackers to be sold are sorted first by separating the damaged products¹⁶. So in the sale there is no element of fraud, where the product is sold according to the existing quality so as to make consumers loyal to the products being marketed¹⁷.

Islam recommends a determination based on how the condition of the product actually is. Determination of product prices must have certain elements, namely reasonable production costs, healthy competition tools,

¹⁶ Muzayyanah Jabani, "Strategi Pemasaran Produk Gadai Syariah (Rahn) Dalam Upaya Menarik Minat Nasabah Pada Bank Syariah Mandiri Palopo," *Journal of Islamic Management and nBusiness* 1, no. 1 (2018).

¹⁷ P.A. Iyangiaya, "Strategi Pemasaran Pariwisata Kabupaten Jepara," *Jurnal Penelitian Ilmu Pemerintahan* (2010).

according to consumer purchasing power, proper margins, and attractiveness tools for consumers. As the results of interviews with the owner of UD. Devi Putri prices are set according to consumer needs and in accordance with existing product conditions.

Prices are set based on calculations from all production processes and do not take excessive profits. Good product price UD. Devi Putri also does not harm consumers or other businesses, because the price has been calculated properly and there is a separate price for distributors who buy in large parties. UD. Devi Putri also sorts out defective products and packs them herself at a lower price. So the price does not change as long as the quality is the same. The price set is affordable so that all people can enjoy the product.

The choice of business location or distribution of goods in Islam needs to pay attention to speed and timeliness, security and integrity of goods, good facilities and services. Based on the research results, the services provided by UD. Devi Putri is to make it easier for consumers to be able to receive products, namely prawn crackers properly. The taste is safe and easy access to the distribution process is given to

consumers to avoid fraud. The distribution process is sometimes also carried out directly by the owner to the distributor or final consumer, so that the relationship between the owner and the consumer is always good. Product distribution is carried out directly or indirectly, either through agents, retailers or end consumers based on an agreement and does not cut distribution channels.

Promotion is a flow of information that can affect a person, promotion aims to introduce products to consumers. In Islamic ethics, promotional activities must pay attention to honesty, where Islam strictly prohibits all forms of lying. In promotional activities UD. Devi Putri provides information that is not excessive, the promotions carried out are according to the processed products so that they do not cause consumer disappointment. The promotions carried out by UD. Devi Putri is direct, where the owner relies on distributors and loyal consumers to market their products, so that the range of shrimp crackers is expanded and widely known to the public¹⁸.

¹⁸ R. Riana, "Peranan Bauran Pemasaran (Marketing Mix) Terhadap Peningkatan

Marketing of Shrimp Crackers From Sharia Marketing

Based on research, UD. Devi Putri has complied with Islamic marketing ethics in the marketing mix of price, place or distribution and promotion channels. This marketing ethic is the strategy in marketing. With this, it is necessary to apply the characteristics of sharia marketing¹⁹.

Based on the author's research, the following characteristics of Islamic marketing at UD. Devi Putri :

- 1) Theistic (Rabbaniyah). Divinity or Rabbaniyah is a characteristic that must be done by marketers. A marketer must believe that the rabbinical laws are the most just, the most harmonious, the most truthful and spread the benefits. A marketer will believe that Allah SWT is always near and watching. So in every business activity must be in accordance with sharia values. Based on research, UD. Devi Putri is in accordance with the characteristics of divinity

(rabbaniyah), it can be seen from the products marketed that do not conflict with sharia values, namely quality and safe shrimp crackers for consumption, the prices offered are in accordance with product quality and according to provisions, distribution is carried out with good service and do not cut the distribution channels, as well as in the promotion is not done excessively and there is no element of fraud.

This shows the characteristics of divinity applied to UD. Devi Putri, because she believes that everything she does is under the supervision of Allah SWT. And will be held accountable.

- 2) Ethical (Akhlaqiyyah). Sharia marketing places great emphasis on moral and ethical values regardless of any religion because it is universal. As a sharia marketer, you must pay attention to ethics in every activity not to spread sweet promises that are not true, because everything you do will be accounted for. One example is honesty and not offending other parties when promoting their products. Based on the author's analysis, both UD. Devi Putri prioritizes morals and ethics when marketing, as well as providing good service to consumers, in accordance with

Penjualan," *Jurnal Kompetensi Teknik* 2, no. 1 (2011).

¹⁹ Nuryadi Akbar, "Tinjauan Terhadap Strategi Pemasaran Pada Tabungan Haji Dalam Akad Mudharabah Studi Kasus Bank Syariah Mandiri KCP Sudirman."

the previous theory so that in marketing to avoid fraudulent behavior that can harm businesses or other people. UD. Devi Putri pays attention to how their relationship with consumers, with direct interaction can improve the relationship between them. This can increase the level of communication between producers and consumers so that good relations are established and loyalty is growing.

3) Realistic (*Al-Waqi'iyah*) Sharia marketing is a marketing concept that emphasizes professional attitudes, religious values and honesty. As a good marketer UD. Devi Putri applies an attitude of professionalism and honesty, when making an offer, she really understands the product being offered and explains it according to the circumstances, as well as the price offered is based on the condition of the product. In marketing shrimp cracker products, customer satisfaction is always put, if there is a price increase, the profit is reduced, not the quality so that no party feels disadvantaged.

4) Humanitis (*Al-Insaniyyah*) The humanistic characteristics of the sharia concept are maintained human nature, not greedy humans, justifying various ways to get big profits. The humanistic nature that can

be seen in Islam is the principle of *ukhuwwah insaniyyah* (brotherhood between humans). Regarding the author's analysis, UD. Devi Putri applies the humanistic concept, namely by being friendly to consumers, and not discriminating against consumers. Anyone can buy prawn crackers, whether for large or small parties.

Conclusion

Based on the background, problem formulation, theoretical basis and results of data analysis described above, it can be concluded that:

Marketing in the UD prawn cracker business. Devi Putri is a factor of labor, competitors and technology and the promotion of print media and electronic media has not been too active. Although in marketing it still uses traditional or direct promotions, it does not make the shrimp cracker business in Kediri City lose in market competition. With direct marketing it becomes a special strategy to increase consumer trust and loyalty to the shrimp cracker product. Apart from that, they also promote it through the packaging that is wrapped in prawn crackers at UD. Devi Putri, namely No

Hp, P-IRT and halal certificate from MUI.

UD. Devi Putri was able to synergize the sharia marketing perspective analyzed using the marketing mix and sharia characteristics, namely theistic (*rabbaniyah*), ethical (*akhlaqiyyah*), realistic (*al-waqi'iyah*) and humanistic (*al-insaniyyah*). This can be proven by halal and clear products, prices according to

product conditions, no elements of fraud, good service by paying attention to morals and ethics, not cutting distribution channels and honesty in promotion, honesty and maintaining relationships with buyers.

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