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International Journal of Business, Accounting and Management ISSN : 2527-3531 | Volume 2, Issue 4 (September) 2017 www.doarj.org 49 www.doarj.org APPLICATION OF MARKETING MIX STRATEGIES IN ISLAMIC PERSPECTIVE Candra Wahyu Hidayat<sup>1</sup>, Hendy Hermawan<sup>2</sup> <sup>1</sup>Lecturer Economics and Business Faculty, University of Kanjuruhan Malang Email correspondence: candra@unikama.ac.id <sup>2</sup>Lecturer STIE Indocakti Malang Email correspondence: hendy.indocakti@yahoo.com Abstract: Every company is always trying to stay alive, growing, and able to compete.

Marketing activities are always directed to achieve the company's goal is how to achieve maximum profit. Company policy with the right marketing concept especially how to provide satisfactory service to the consumer through marketing strategy. One of the company's marketing strategies is Marketing Mix (Marketing Mix).

Marketing mix strategy includes product strategy, pricing strategy, place strategy, promotion strategy or better known as 4 P. Marketing mix is an element of marketing used by company in achieving company goal in marketing area. In this case the company is not solely seeking only profit but how the company can implement marketing mix strategy based on Islamic values based on Al-Quran and Hadith.

When an Islamic economy is governed by a good process, discipline and Istiqomah there will never be unhealthy practices in business because the Prophet has forbidden it from the beginning. This is the basis in the company's business strategy that saves the competition of the business world both worldly and hereafter. Keywords: marketing, marketing mix strategy, Islamic values I.

INTRODUCTION Every manufacturer always tries to how the product produced can

achieve goals and goals desired company. Products produced by the company can be sold or bought by consumers at a price level that benefits the company in the long run. With the products sold in the market the company can maintain the stability of its business to continue to grow.

To achieve its goals the company must direct its business activities to produce products that can provide satisfaction to consumers. This success is determined by the precision of the resulting product in providing decisions of the specified consumer goals. Companies must be able to create the right marketing concepts so as to determine the market strategy and marketing strategy that leads to the intended target market.

The resulting product must be superior in Application of Marketing Mix Strategies in Islamic Perspective 50 [www.doarj.org](http://www.doarj.org) quality due to competition will always exist. If the marketed product is not superior then the company will slowly decline in its business. The company must immediately take the decision to improve the strategy to save the business run.

The strategic decisions taken by the company determine the steps in achieving the expected profits so as to achieve the welfare and prosperity of the company. Financial success often depends on the company's marketing capabilities. Financial capabilities, operations, accounting, and other business functions will not help much if there is not enough demand for goods and services produced by the company.

Companies must carefully monitor the behavior of their competitors and their customers and continually strive to improve the bargaining power of the market. II. MARKETING MEANING Still many of us interpret the inappropriate is mainly because there are still many of us who do not know the understanding of the marketing. This error raises a misconception about the activities in the marketing field, but also about the salesperson's job of talking about marketing, what sales are actually talking about.

From the description above, it can be seen that the marketing terms discussed in fact the interpretation is limited to only one part of the broad marketing activities. Understanding American Marketing Association 1960 states marketing is the result of work performance of business activities related to the flow of goods and services from producers to consumers. There is also a saying that marketing is a process of activity long before goods / ingredients entered in the production process.

According to Stanton (1996) Marketing is a total system of business activities designed to price, promote, and distribute goods or services that can satisfy both current and potential customers' desires. According to Boyd et al (2000) Marketing is a social

process involving important activities that allow individuals and companies to get what they need and want through exchange with parties and to develop exchange relationships.

(Kotler & Keller (2009) Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in a way that benefits organizations and stakeholders. It can be concluded from the above understandings of marketing that a community process in which individuals and groups derive what they need and want by creating, offering and freely exchanging products and services of value to others. Application of Marketing Mix Strategies in Islamic Perspective 51 www.doarj.org While marketing management is the art and science of choosing the target market and grabbing, maintaining, and growing customers by creating, delivering and communicating superior customer value.

According to Kotler & Keller (2009) there are 10 types of entities that are marketed are:

1) Goods Physical goods make up the bulk of production and marketing in most countries. 2) Services As the economy progresses, the greater the share of economic activity that focuses on the production of services. 3) Events Marketers promote events by time, such as trade shows, shows, birthdays.

4) Experience By combining multiple services and goods, a company can create, showcase, and market experience. 5) People Celebrity marketing is a big business. Artists, musicians, CEOs, doctors, lawyers and other top-level professional and professional experts are assisted by celebrity marketers. 6) Place Cities, countries, regions and all nations compete actively to attract tourists, factories, corporate headquarters, and new settlements.

7) Property It is the right of intangible ownership of the actual property (real estate) or financial property (shares and bonds). 8) Organization The organization actively works to build a strong, liked, and unique image in the public mind. 9) Information Information is what is generated, marketed, and distributed by university books, schools, and university products for a certain price to parents, students and the community. 10) Ideas Each market offer contains a basic idea / idea.

Marketers must be able to identify a request and then define an action plan to divert the request state into the desired request. This is shown in the Structure of Flow in Modern Economy below. Application of Marketing Mix Strategies in Islamic Perspective 52 www.doarj.org Figure 1. Structure of Flow in Modern Economy In the picture above shows the relationship between the five basic markets.

Companies / producers come to the resource market (raw material market, labor market, money market), buy resources and convert them into goods and services, then sell finished products to intermediaries, then sell them to consumers. Consumers sell their power and receive money used to buy goods and services. The government collects tax revenues to purchase goods from resource markets, producers, and intermediaries, and uses these goods and services for public services.

This is all happening almost all over the world economy and intertwined through the exchange process. In the world of marketing viewed from the perspective of Islam fulfillment and desire needs are allowed as long as done in the right way and away from the kebathilan. Surat An-Nisa [verse 29], "You who have believed, do not consume one another's wealth unjustly but only [in lawful] business by mutual consent.

And do not kill yourselves [or one another]. Indeed, Allah is to you ever Merciful." From the above verse translation gives the understanding that we can do all economic activities both in marketing and trade as long as with the right way. Application of Marketing Mix Strategies in Islamic Perspective 53 [www.doarj.org](http://www.doarj.org) III.

**MARKETING MIX STRATEGIES** One element in the marketing strategy is the Marketing Mix Strategy which is the company's strategy that relates to the determination of how the company presents the product offerings on certain market segments that are the target market. The marketing mix consists of a set of variables that can be controlled and used by companies to influence consumer responses in the target market.

Marketing mix is the best combination of marketing variables, to be able to achieve the intended target market while achieving the goals and objectives of the company. Understanding the marketing mix according to Badri Sutrisno, Et. Al (2003) is the principal approach to be used by the business unit in achieving the pre-defined in which the key decisions about the target market, product placement of the marketing mix market, and the level of marketing costs are required.

Marketing activities undertaken by each company are based on a marketing strategy defined by the situation and conditions of the intended target market. In the four marketing mix strategies are: 1) Product strategy The product strategy in this case is to establish the right way and supply of products for the intended market so as to satisfy its customers and at the same time to increase the company's long-term viability through increased sales and market share enhancement.

So the product according to Assauri (2007) is everything that is offered to the market to get attention, owned, used or consumed which includes physical goods, services,

personality, place, organization and idea. The main purpose of product strategy is to be able to reach the targeted market by increasing the ability to compete or overcome the competition.

If viewed from the perspective of Islam products are the best and kosher quality. The best acknowledgment must be based on mutual agreement between buyers and sellers. In a hadith it is mentioned: "Judge Bin Nazam said: The Prophet said, The seller and the buyer have equal suffrage before separation. If they are honest and want to explain (the state of things), they will get a blessing in their buying and selling.

And if they lie and cover (defective goods), will be removed blessing their sale and purchase. "(Narrated by Al-Bukhari) 2) Pricing Strategy The role of pricing will be very important especially in circumstances where competition is increasingly tight and demand growth is limited. In determining the price to note the factors that affect, either directly or indirectly.

Factors that directly affect are: raw materials, production costs, marketing costs, and the existence of Application of Marketing Mix Strategies in Islamic Perspective 54  
www.doarj.org government regulations. Indirect factors are competitor price, substitution product, complementary product, discount; producer must pay attention to determination of pricing policy.

With regard to it Allah SWT says that means: You who have believed, do not consume usury, doubled and multiplied, but fear Allah that you may be successful.. (QS. 3:130). The above verse explains in the event of a transaction is not allowed to fix the price of multiple to achieve profit only. In addition there is a hadith which states: "It is narrated from Ma'bil bin Yasar that Rasulullah SAW, said:" Whoever does something in (determines) the price of Muslims to boast more, then God has the right to subjugate him with bone from the fire of hell on The Day of Judgment.

"Then Ma'bal was asked:" Did you hear it from the Messenger of Allah? "Ma'bal replied:" Yes. Not even just once or twice. "... (HR. Ahmad bin Hanbal). The explanation of the hadith above that an entrepreneur is not only concerned with himself by praising prices and practices that are selfish and fraudulent without regard to mutual interests in accordance with Islamic principles.

Pricing and terms of payment must also be based on the interests of the people, especially the weak economy so as to create prosperity and prosperity together. 3) Distribution Channel Strategy Distribution channels are institutions that market products in the form of goods or services from producers to consumers. The preferred problem is

the smooth delivery and transfer of goods and property rights to the satisfaction of the product, ranging from wholesalers, medium, and retailers to consumers.

Each in producing products to meet the needs of consumers should be able to adjust to when and where the product is needed and by whom the product is needed. In the perspective of Islam marketing channels can be anywhere as long as the location is not in dispute. But it is implied that Islam places more emphasis on closeness between companies and markets.

This is to anticipate the interception of goods before reaching the market. In the hadith mentioned. Which means: "Ibn Umar said, truly the Messenger forbade someone to intercept merchandise before it reaches the market." (HR. Muslim). This hadith states that the faster the goods get to the market the better because it will reduce the less commendable behavior of speculators.

4) Promotion Strategy A product however useful and quality but if it is not known to the public, then the product is unknown benefits and may not be purchased by consumers. Therefore companies should be able to influence consumers to create demand for the product is then maintained and developed. In addition, this promotional activity is also expected to maintain the existence of brand (brand) for this and even improved.

According Assauri (2007) Application of Marketing Mix Strategies in Islamic Perspective 55 [www.doarj.org](http://www.doarj.org) Enterprises to influence the business by persuading (persuasive communication) prospective buyers, through the use of all elements of marketing reference called promotion. Promotion in the perspective of Islam is an effort to convey the correct information about goods or services to customers.

In the teachings of Islam emphasized in order to avoid the element of fraud or provide information is not true for the customer. "Ibn Umar said: A man complained to the Prophet," I have been tricked into buying and selling. "So he said," Tell the person you are buying and buy, "No cheating!" Since then, if he trades and sells, he says it "(Narrated by Bukhari).

This Hadist gives reference to companies in order to sell products or services in the promotion of providing correct and accurate information so as not to deceive or harming the public. IV. CONCLUSION It can be concluded that the marketing mix strategy consists of Product Strategy, pricing strategy, distribution channel strategy, promotion strategy.

Errors in the determination of a marketing strategy will lead to a failure in the business

of product marketing. Therefore, the determination of the right marketing strategy requires analysis of the condition of the product to determine the correct stages of the product in the business life cycle. Syariah Marketing is a solution to the market needs that implement the business in accordance with Islamic principles.

There are four things that are the key to success in business that is Shiddiq (true and honest), Amanah (trusted, credible), Fathanah (smart), Thabligh (communicative). These four keys to success are the very familiar characteristics of Prophet Muhammad SAW but are still rarely implemented especially in the business world. According to Hermawan Kartajaya (expert and Marketing Guru) that sharia marketing is very well applied in business map in Indonesia and he will survive, because the basic principle is honesty. This is what everyone needs. REFERENCES Assauri Sofjan. (2007). Manajemen Pemasaran, Edisi pertama. Raja grafindo Persada. Jakarta.

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