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ISLAMIC MARKETING MIX STRATEGY ANALYSIS FOR RENGGINANG PRODUCTS: A STUDY IN KLOMPANG BARAT VILLAGE, PAKONG, PAMEKASAN

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Abstract

This study was conducted to analyze the implementation of Islamic marketing mix strategies in the rengginang (traditional rice cracker) business in Klompang Barat Village, Pakong District, Pamekasan Regency. The research method employed was a qualitative approach with a field research design. Data were gathered through observation, interviews, and documentation involving both business owners and consumers of the rengginang products. Based on the research findings, it is revealed that the implementation of the Islamic marketing mix strategy in the rengginang business has been carried out quite well. The products marketed exhibit good quality, a distinctive taste, affordable pricing suitable for the community, and excellent customer service, which successfully attract consumer interest on a consistent basis. In addition, the application of Islamic principles such as honesty, trustworthiness, maintaining cleanliness, and using halal ingredients has become a pivotal factor in building consumer trust toward these rengginang products. However, several constraints remain within the marketing activities, including simple product packaging, less than optimal promotional strategies, and limited utilization of social media. Therefore, innovation in product packaging and the development of digital marketing are highly necessary so that rengginang products can expand their market reach, increase sales volume, and effectively compete with other products in today's modern era. A well-formulated marketing strategy is also expected to support the sustainable development of the growing business, strengthen the local community's economy, and enhance the competitiveness of local products amid increasingly rapid business competition.

Keywords: Islamic marketing strategy, marketing mix, rengginang, digital promotion, product sales

1. Introduction

In today's era of globalization, product innovation is key for businesses to capture market attention. A product's appeal plays a crucial role in stimulating consumer purchasing decisions. One culinary commodity that is currently gaining popularity is rengginang. Initially, rengginang production was intended solely as a traditional snack for major celebrations. However, over time, market acceptance of this product has skyrocketed, significantly expanding demand, from the immediate family to the wider community.

The primary focus of this business is to supply high-quality snack products that also offer added value to the community. From a marketing management perspective, a marketer's fundamental responsibility is to deliver products that meet market expectations and needs. Therefore, conducting market research is a crucial initial step. Through in-depth research, the rengginang products produced are guaranteed to meet market needs and provide optimal customer satisfaction.

Marketing is conceptually viewed as a social and managerial dynamic encompassing the creation, procurement, and exchange of valuable commodities to meet both personal and collective needs. Facing an increasingly competitive business climate, business owners are required to formulate effective, adaptive, and accurate marketing strategies to maintain their existence and continue to expand. One commonly implemented strategic instrument is the marketing mix concept, which integrates four main elements: product, price, distribution channels (place), and promotion.

Structurally, the concept of the sharia marketing mix shares fundamental similarities with the conventional marketing mix. The main difference lies in its implementation, which must adhere to Islamic principles, such as upholding justice and upholding honesty, which are derived directly from the Quran and authentic hadith. Sharia-based marketing activities do not solely pursue material profitability but also prioritize aspects of blessing (spiritual sustainability). Thus, all business transactions are free from prohibited practices, such as uncertainty (gharar) and manipulation (tadlis).

The effectiveness of marketing mix execution is a key indicator of sales volume and the sustainability of a business entity. If a designed marketing strategy is optimally implemented, sales will move upward, and consumers have the potential to become loyal customers. Conversely, a deficit or failure in implementing the marketing mix can trigger a decline in public purchasing interest, leading to financial losses for the corporation. Therefore, every business unit is obligated to optimize its marketing tactics to achieve profit and sustainable business growth.

Developments in the marketing realm are highly dynamic and constantly transforming according to current trends. In this contemporary phase, the marketing landscape has shifted toward the era of Marketing 5.0, an era that integrates artificial intelligence technology into business activities. This reality demands that companies be agile in adapting to avoid being eroded by competition. In this context, the role of the sharia marketing mix is crucial as a controlling instrument

that establishes moral boundaries in accordance with the guidance of the Quran and Hadith, ensuring fair transactions without harming any party.

Study field This designate West Klompang Village as object location study scientific , based on the level of interest and preference public local to product rengginang . Based on phenomenon said , the study This projected For identify as well as analyze in a way deep about implementation of mix strategy sharia marketing of commodities rengginang in the West Klompang Village area , District Pakong , Regency Pamekasan . Through analysis mentioned , it is hoped that can mapped portrait comprehensive about How application sharia marketing is capable jack up Power market competition at the same time present blessings for development business rengginang in the countryside . Based on background behind mentioned , the formulation problem in study This is How implementation and improvement of mix strategies sharia marketing in increase sales volume product rengginang .

This problem formulation arises because the increasingly tight business competition in the modern era demands business actors to be able to implement effective, innovative marketing strategies, and in accordance with sharia principles so that rengginang products can attract consumer interest, increase sales volume, and create business sustainability that is not only oriented towards profit alone, but also prioritizes the values of honesty, justice, and blessings in business activities.

2. Literature review

1) Marketing Strategy Concept

A marketing strategy is a well-thought-out and structured work plan designed by a business owner or marketing manager to achieve clear business targets, such as increasing daily sales from 100 packs to 300 packs per day, expanding sales areas from rural markets to large cities like Surabaya, or keeping customers coming back again and again because they are satisfied with the service. This plan involves many major daily decisions, such as determining how the product will be sold (whether directly to consumers or through stores), who the main targets will be (e.g., housewives or young people), and how to convey the product's advantages to attract buyers. For example, for rengginang, a strategy might be to emphasize the crunchy taste and natural ingredients of local glutinous rice to differentiate it from ordinary crackers.

2) Marketing Mix Concept

The marketing mix is like a recipe, blending various ingredients to create the perfect flavor and keep people coming back for more. It's a combination of four key factors that sellers can influence whether or not people will buy. These four factors are called the 4Ps:

a) Product: The product aspect focuses on ensuring comprehensive halal certification, utilizing hygienic raw materials, and maintaining quality standards. Furthermore, this product is positioned as a healthy snack that provides value to consumers.

b) Price: Pricing is done fairly for all parties, by calculating production costs plus a reasonable profit margin of between 20-30%. In

addition, there is flexibility in the payment system for consumers who are experiencing financial difficulties, such as through installment mechanisms or equal distribution.

c) Place/Distribution: "The distribution process of goods is carried out transparently and on time to avoid delays or the risk of losing goods. Product delivery optimizes local transportation and credible courier services. In addition, business actors uphold the value of honesty by providing accurate information on product stock availability to consumers.

d) Promotion: The promotional strategy prioritizes transparency, objectively conveying product advantages, such as its crispy taste and halal assurance, without resorting to visual manipulation or excessive information. Promotional activities are optimized through religious community channels and local digital communication groups.

3) Sharia Marketing Concept

Sharia marketing is a business strategy based on Islamic principles derived from the Quran and Hadith. Sharia marketing is carried out through the process of creating, offering, and distributing value to consumers to meet human needs fairly and in accordance with Islamic law. In its implementation, Sharia marketing is not solely oriented towards profit, but also prioritizes spiritual values, honesty, trustworthiness, and responsibility in all business activities. Sharia marketing is also based on a mutual agreement between the seller and buyer with the aim of creating prosperity for both parties, both in this life and the hereafter. In general, Islamic marketing encompasses all company activities carried out based on Islamic values, so that every business activity can be conducted fairly, transparently, and avoid practices that are detrimental to consumers.

Several researchers have previously conducted extensive research on rengginang product marketing strategies. One such study, written by Yoga Adianto, discusses rengginang product marketing strategies in Pandeglang. The results showed that product quality, affordable prices, attractive promotions, and effective distribution can increase consumer purchasing interest and expand rengginang product sales. The study also demonstrated that product innovation is a crucial factor in maintaining business competitiveness in the competitive market.

According to Philip Kotler, a marketing mix strategy consisting of product, price, place, and promotion is a crucial element in enhancing a product's marketing success. This strategy must be implemented appropriately to meet consumer needs and increase customer loyalty. This marketing mix concept serves as an essential foundation for developing modern marketing strategies, including Sharia-compliant marketing, which prioritizes honesty, fairness, and blessings in all marketing activities.

Furthermore, Buchari Alma explained that marketing is a key activity in the business world because it serves to introduce products to the wider public. The

success of a business is greatly influenced by the entrepreneur's ability to develop effective, creative, and market-focused marketing strategies. With a sound marketing strategy, a business can increase sales volume while maintaining business continuity amidst increasingly fierce competition.

Based on several previous studies, it can be seen that there are similarities and differences with the research conducted by the author. The similarity of this study with previous studies lies in the discussion of marketing strategies to increase product sales. However, this study has differences in the research object, research location, and focus of the study. This study focuses more on the implementation of sharia marketing mix strategies for rengginang products in Klompang Barat Village, Pakong District, Pamekasan Regency, using qualitative research methods. To date, there has been no research specifically discussing the sharia marketing mix strategy for rengginang products in Klompang Barat Village. Therefore, this study is considered feasible and is expected to contribute to the development of sharia-based rengginang businesses and serve as reference material for further research.

3. Research methods

This study uses a qualitative approach with field research aimed at understanding the implementation of sharia marketing mix strategies in rengginang businesses in West Klompang Village, Pakong District, Pamekasan Regency. The qualitative approach was chosen because this study focuses on real-world conditions through direct observation of marketing activities carried out by rengginang entrepreneurs. The research data were obtained in descriptive form through observations, interviews, and documentation related to these business activities.

The research location was chosen in West Klompang Village because the area is known as one of the traditional rengginang production areas that still thrives today. The research informants consisted of rengginang business owners and consumers who were directly familiar with the product marketing process. Informants were selected using a purposive sampling technique, selecting informants based on specific considerations that align with the research needs.

Data collection was conducted through observations of business activities, semi-structured interviews with business owners and consumers, and documentation in the form of photographs and notes related to the research. To ensure data validity, researchers used triangulation of sources and methods by comparing data from observations, interviews, and documentation to ensure greater validity and reliability.

The data analysis technique used the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing. Through this analysis process, researchers were able to obtain a comprehensive picture of the implementation of sharia marketing mix strategies in rengginang businesses in West Klompang Village, Pakong District, Pamekasan Regency.

4. Results and Discussion

Based on results research that has been conducted in Klompang Barat Village , District Pakong Regency Pamekasan , it is known that business rice crackers is one of the business home that has been develop quite a long time in the middle community

. This effort start executed since 2012 and in the beginning only aim For fulfil need consumption family at the time day Raya . However , along with development interest public to product rengginang , business the start develop become business capable sales interesting attention consumer from various circles . This is show that product traditional Still own opportunity big For develop if supported with the right and appropriate marketing strategy with market needs .

Product rengginang produced use material main in the form of rice sticky rice quality Good so that produce distinctive taste and crunchy texture . The perpetrator business also remains maintain production processes traditional to maintain the quality of taste maintained . In addition , the product rice crackers has two flavor variations , namely sweet and savory, which are adjusted with appetite consumers . Based on results interviews conducted to consumers , some big consumer state that product rice crackers has a delicious taste , is crunchy , and own good quality compared to product similar others . This matter show that quality product be one of factor important in interesting interest buy consumers .

In implementation of mix strategy sharia marketing , actors business is very concerned quality and cleanliness marketed products . Products produced made use material natural and processed in a way clean so that consumer feel safe and trustworthy For consume product said . Condition This in accordance with draft Sharia marketing that emphasizes importance honesty , trust , and giving good benefits to consumer . Trust consumer to quality and halal product is also one of the factors that are capable increase loyalty customer to business rengginang in West Klompang Village.

Although quality product assessed Enough good , results study show that Still there is a number of necessary deficiencies repaired by the perpetrator business , especially in the aspect of packaging product . Based on results interview , part consumer evaluate that packaging rice crackers Still seen simple and less interesting if compared to with other modern products . The packaging used Still in the form of plastic normal without design special so that not enough own Power visual appeal in the market . Therefore that , innovation in design packaging considered very important for the product own mark sell more tall and capable interesting attention more consumers wide , especially circles child young .

In terms of price , actor business set price based on cost material raw materials and costs production issued . Price of rengginang assessed Enough affordable to consumers and appropriate with quality the product provided . In One container containing 50 seeds rice crackers for sale with price Rp. 25,000. Consumers evaluate that price the Still in accordance with ability public around so that product still in demand by various circles . The pricing strategy implemented is also considered Enough Good Because perpetrator business capable guard balance between profit effort and satisfaction consumers .

In aspect distribution , marketing product rice crackers Still done in a way simple through sale direct from House production and storage goods in several shop grocery store around village . System distribution the Enough help in introduce product to public

around as well as guard connection Good with owner shop . However , the reach marketing product Still limited Because Not yet capable reach a wider market wide outside area . This is be one of challenge for perpetrator business in develop his efforts to be able to compete with other products in the modern era.

In this aspect promotion , actor business Still use method promotion from mouth to mouth or word of mouth. Promotion strategy This done through recommendation customer to customer others . Based on results interviews , many consumer know product rice crackers from family , neighbors , and recommendation public around . Promotion method the assessed Enough effective in maintain customer still Because consumer feel satisfied to quality the product provided . However Thus , promotions are carried out Still Not yet maximum Because Not yet utilizing social media and digital technology as means modern marketing .

Lack of knowledge about digital marketing is one of the constraint main issues faced by the perpetrators business rengginang in West Klompang Village . Owner business confess Not yet understand use of social media and online marketing for promote product in a way more extensive . In fact , the development current digital technology This give opportunity big for perpetrator business For expand market reach and increase sale product with relative costs more cheap and effective . Consumers also provide suggestions for perpetrators business start utilizing social media such as WhatsApp, Facebook, and Instagram as means promotion product rengginang to make it more known by the public outside area .

Based on results interview with consumers , some big consumer feel satisfied to quality products and services provided by the actors business . Consumers state that services provided Enough friendly , product easy obtained , as well as taste quality remains the same awake from time to time . Many consumers do purchase repeat Because feel satisfied to distinctive and consistent product taste . In addition , some consumers also recommend product rice crackers to others because considered own good quality and affordable prices . This show that loyalty consumer to product rice crackers Enough high and become one of the strength main in maintain sustainability business .

Research result This in line with Philip Kotler's theory states that mix marketing consisting of from product , price , place and promotion is factor important in increase success marketing something Quality products , reasonable prices , easy distribution reachable , and effective promotion can influence interest buy consumer in a way significant . In addition , the research this is also appropriate with draft Sharia marketing that emphasizes mark honesty , justice , trust , and blessing in activity business . With Thus , the mix strategy sharia marketing applied to business rengginang in West Klompang Village is considered Already Enough good , but Still need development especially in aspect digital promotion , innovation packaging , and expansion network marketing so that the product rice crackers capable compete more widespread in the modern era.

4. Conclusion and Suggestions

A. Conclusion

Through data analysis and in-depth discussions regarding rengginang product marketing activities in Klompang Barat Village, Pakong District, Pamekasan Regency, it was concluded that the business operations carried out by the producers have generally met the standards of Islamic economic ethics. Viewed from a marketing mix perspective, the characteristics of this superior product consistently maintain its authentic, crunchy taste in a variety of sweet and savory flavors, where the entire production process is guaranteed to be clean and halal. From a financial aspect, the nominal price of Rp25,000 for each package of 50 pieces is considered very proportional and friendly to the purchasing power of the local community. Meanwhile, the distribution area coverage still relies on independent sales at the production site and a consignment system in a number of grocery stores around the village, with advertising techniques that rely entirely on traditional patterns through customer word-of-mouth recommendations. The well-maintained customer loyalty and satisfaction in this business are inseparable from the business actors' commitment to implementing universal spiritual values such as integrity, trustworthiness, and an orientation towards the common good. Despite these achievements, this home industry still faces structural problems in the form of the use of plain plastic packaging with minimal visual identity, dependence on local markets, and the suboptimal adoption of information technology as a current promotional medium.

B. Suggestion

In an effort to maintain business continuity and spur rengginang sales growth amidst contemporary market dynamics, several strategic recommendations are proposed for relevant parties. For producers, it is highly recommended to refresh product packaging through more modern and attractive designs, thereby boosting the product's economic value and attracting a wider market segment, particularly millennial consumers. In addition, business actors need to gradually adopt digital marketing systems utilizing popular social networks such as WhatsApp, Facebook, and Instagram to break down geographic market barriers and reach a cross-regional customer base. At the same time, village governments and local sectoral agencies are expected to contribute by providing incentives in the form of training, counseling, and intensive mentoring focused on mastering digital literacy and e-commerce strategies for rural MSMEs so they have strong competitiveness on the global stage.

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