

Marketing Mix Strategy in Al-Qur'an Perspective

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Abstract

The rapid development of sharia-based business in the world and in Indonesia, among others, is shown by the many opportunities open to sharia business, which requires various companies to aggressively develop marketing mix strategies for their products that apply sharia principles. The main basis of sharia principles is based on values or substantive content contained in various surahs and verses of the Qur'an, as well as hadiths, all of which are related to the values of sharia business principles. Meanwhile, the marketing mix theory states that there are 4 variables in marketing, known as the "4P" variables, namely; Product, Price, Place, Promotion whose values have been widely taught in various universities, and have been widely implemented by various companies in the world to devise a form of marketing mix strategy in an effort to win the competitive market for their respective products. On the other hand, the Al-Qur'an as the main basis of sharia principles, it is suspected that among its various surahs and verses, it has substantive content that is similar to the values in the "4P" variable Marketing, so that it can be used to develop a marketing mix strategy from Al's perspective. -Quran. The Writing based on this literature study reveals that there is substantive content between surahs and verses of the Qur'an which has a real resemblance to the values in the "4P" variable of Marketing so that a form of marketing mix strategy from an Al-Qur'an perspective is structured.

Keywords: Business, Sharia Principles, Marketing Mix, Al-Qur'an



INTRODUCTION

Sharia-based business is currently developing rapidly in the world and also in Indonesia, including in Islamic banking which can influence sharia-based business, as described by Morgan Mc.Kinley in his research cited by the media on the internet; Republika.co.id, explained that from 1990 the global value of sharia banking assets in America was only around 150 billion US dollars, then it is estimated to grow rapidly in 2020 to reach 6.5 trillion US dollars. This happens because Islamic banking is increasingly popular and accepted by the global community (Republika Online, 2015).

In line with this, at the webinar event entitled A Universal Appeal Perspectives from Non-Muslims about Shared Values and Inclusivity in Islamic Finance, on Tuesday 16 June 2020 organized by the National Sharia Economic and Finance Committee (KNEKS) in collaboration with the Sharia Economic Society (MES), Prudential Indonesia and Responsible Finance and Investment (RFI) Foundation, attended by businessmen, Muslim and non-Muslim practitioners from various countries in the world, revealed among other things that based on the reality, many non-Muslim countries practice the Islamic financial system, and make Islamic economics and finance inclusive. While the aim of Islamic economic activity is the welfare of the people or society, a system that is very humans and moral is needed, so that it becomes the basis for non-Muslim countries to use the Islamic financial model, some have even become global halal industrial countries, namely Australia, Brazil, China and South Korea (KNKS.go.id, 2020).

The developments that have taken place in the world of Islamic banking and various Islamic economic activities have resulted in the scope of sharia business also growing, thereby opening up market opportunities for sharia business in Indonesia and in the world.

There are many sharia business opportunities open in the world and in Indonesia, among others, as expressed by Erwin Haryono who serves as Head of the Communications Department of Bank Indonesia, he said in Bank Indonesia Magazine "Bicara" quoting from the Global Islamic

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Economy Report 2020/2021, that; The global market for the Islamic economic and financial sector (EkSyar) continues to grow in line with the increasing number of world Muslims. In 2019, it was recorded that 1.9 billion Muslims around the world spent US\$2.02 trillion to meet their needs for products that comply with sharia principles (Majalah Bank Indonesia - BICARA, 2021, p. 3).

This description can show that sharia economics, finance and business are growing rapidly, while the main key to this is that everything that runs must use sharia principles.

The Rule of Republic of Indonesia, No. 21 of 2008 concerning Sharia Banking explains sharia principles in article 1 point 12, namely: "Sharia principles are Islamic legal principles in banking activities based on fatwas issued by institutions that have authority in establishing fatwas in the field of sharia" (jdih.kemenkeu.go.id, 2008).

In addition, the Financial Services Authority on its official website on the Internet describes sharia principles, namely: "In essence, these sharia principles refer to Islamic sharia which is primarily guided by the Al Quran and Hadith. Islam as a religion is a concept that regulates human life in a comprehensive and universal manner both in relation to the Creator (HabluminAllah) and in relations with fellow human beings (Hablumminannas)" (OJK.go.id).

From this description, it is very clear that all sharia economic, financial and business activities must be based on sharia principles, principles derived from Islamic law, and primarily guided by the Al-Qur'an and Hadith.

Meanwhile, companies in carrying out their business activities need a marketing strategy for the products they produce. In the opinion of the authors from various sources of literature, that of several marketing strategies that exist in this world, the marketing mix strategy is a strategy that is widely known to the general public as a marketing strategy most often used by various companies in an effort to market the various products they produce.

According to Philip Kotler, in compiling a marketing mix strategy, do it by utilizing the "4P" variable elements; Product; Price; Place; Promotion, then proceed with detailing and implementing it. Kotler explained further about the marketing mix strategy, he said that the marketing mix strategy is a collection of various possibilities in marketing that are tactical and controllable, planned and structured by the company to produce the response it wants in the target market for its products. The marketing mix consists of all the things a company can do to influence the demand for its product in the market. These various possibilities are called the marketing mix strategy and can be grouped into four variables called the "4P", namely; Product, Price, Place, Promotion (Philip Kotler, 1998).

Growing and the number of sharia-based business opportunities as previously described, companies need to anticipate the marketing model that is carried out, it will become more synchronized if the marketing model is also carried out with sharia principles, so that it becomes a necessity if the company seeks to develop a marketing mix strategy based on sharia principles.

Al-Qur'an as the main guideline of sharia principles, is not a book on economics, finance and business science, but is a book from Allah SWT which was revealed to the Prophet Muhammad SAW to be conveyed to humans. This is in accordance with the word of Allah SWT in it, in surahs and verses:

هَذَا بَيَانٌ لِلنَّاسِ وَهُدًى وَمَوْعِظَةٌ لِّلْمُتَّقِينَ

Here is a plain statement To men, a guidance And instruction to those Who fear Allah!
 (QS. Ali Imran[3]: 138) (English Translation by: (Ali, 1934)).

Ibn Katsir interprets of QS. Ali Imran[3]: 138 mentioned, in the verse "هَذَا بَيَانٌ" - (Here is a plain statement (bayân)) it is explained that in the Al-Qur'an there are explanations/explanations of various things which are very clear, as well as including how the condition of the earlier people and also their enemy (Al-Sheikh, 2003).

Regarding the interpretation of Ibn Katsir in QS. Ali Imran[3]; 138, Yudianto Achmad describes his analysis in the book "Introduction to the Exploration of Science and Technology Signs of the Qur'an Verse by Verse", it is explained that: "Referring to the interpretation of Ibn Katsir in the intended verse, the word "al-bayân" is translated as " explanation/explanation". During the current development of science and technology, the word "al-bayân" can be called a database that is very clear and complete for all humans, including science and technology, which is contained in the Qur'an. However, it must be realized that the Qur'an is not a book about science, but based on surah of Ali-Imran[3]; 138 meant that the Qur'an is also a book "al-hudan" - "guide" and "al-mau'izhah" - "lessons" for those who are pious" (Achmad, 2020).

This description makes it clear that the Qur'an is a book that contains information, instructions and lessons in life, including activities of mu'amalah/interacting among human beings in all matters, including in terms of doing business with sharia principles.

Based on all of these descriptions, and considering that the Qur'an is the main guideline for doing business based on sharia principles, it is suspected that some of the surahs and verses have substantive content that has similarities or hints at the values in the "4P" variable of marketing mix strategy.

Therefore, writing with various sources of scientific literature seeks to reveal allegations of substantive content related to the values of the "4P" variable as the main part of the marketing mix strategy, so that a form of "Marketing Mix Strategy from an Al-Qur'an Perspective" can be composed.

RESEARCH METHOD

Writing with a qualitative approach that does not use quantitative analysis with statistical methods. The data sources used are various qualitative data whose quality is maintained and comes from various sources of scientific works.

The primary data sources used are the verses of the Qur'an which have the appropriate similarities in the discussion of writing, then interpreted with reference to the books of interpretation of the Qur'an, for example; Book of Tafsir Ibn Kathir; Jalalain Tafsir Book; Book of Tafsir Al-Misbah; Thematic Interpretation from the Ministry of Religion of the Republic of Indonesia; Scientific Interpretation from the Ministry of Religion of the Republic of Indonesia. As for the hadiths, it is preferred to quote from Al-Tis'ah Books (i-Software, 2008), but it also uses hadith literature in the form of other hadith books.

Secondary data sources consist of theories related to the subject matter of writing, scientific books, and other scientific sources that discuss appropriate writing from various points of view/perspectives. The secondary data sources used in this paper serve as important reference materials and to broaden the scope of insight into discussing writing issues.

The collection of data in this paper was obtained through library research, and was strengthened by data from the field obtained from various reliable and reliable sources. The data collected consists of verses from the Qur'an and other written materials that have been published in various forms of media available from various sources.

The data processing carried out is as follows; a. The main data is in the form of interpretations from predetermined commentary books, then studied, analyzed by taking into account the correlation or relationship between the interpretations and the context of the scientific background of the different interpreters, as well as in the socio-cultural context at the time the commentary was written; b. Compare existing interpretations to distinguish various variations of interpretation. Then proceed with seeking evidence from the hadiths that complete the interpretation; c. Completing interpretive studies with the results of exploration or exploration of rational scientific studies on discussion of writing; d. Drawing conclusions according to the

existing theoretical framework, both related to the discussion of writing, as well as works related to scientific discourse on the subject matter of writing.

The analytical method used in this paper is the Al-Maudhu'i Interpretation Method. This interpretation method is seen semantically from the origin of the word, the word "Maudhu'i" comes from the Arabic word (موضوع) which is the isim maf'ul from fi'il madhi (وضع) which means to put, to make (Munawir, 1997). The meaning of the word Maudhu'i referred to in Tafsir al-Maudhu'i, according to Abdul Hayy al-Farmawi as quoted by Abdul Djalal describes it as an interpretation that explains several verses of the Qur'an regarding a certain title or topic or sectors based on a certain words/terms according to the discussion of writing, taking into account the order in which each verse was descended in accordance with the reason for the revelation of the verse which is explained with various kinds of information from various correct sciences and discusses the same topic or title, so as to simplify and clarify the problem, because Al -The Qur'an contains various kinds of discussion themes that are more perfect (Djalal, 1991).

The analytical method of writing Al-Maudhu'i's interpretation was chosen in this paper, because this method can be used as a tool to explore solutions to writing problems by comparing the interrelationships, similarities, and suitability between various surahs and verses of the Qur'an, and by looking at the causes -because of the revelation of surahs and verses of the Qur'an/asbabun nuzul (As-Suyuthi, 2015), as well as their careful interpretation, including various possible links with other scientific sources, so that conclusions can be drawn which are the final result of this writing.

To assist the work of the Al-Maudhu'i writing analysis method, a tool is used in the form of Artificial Intelligence-based Computer Software, which is called Software-Zekr (Soft112.com, 2019). This software functions to be able to search for the content of words/terms that are used as core words from the topic of problems in writing.



RESULTS AND DISCUSSIONS

The results of writing the marketing mix strategy from the perspective of the Qur'an are divided into 2 parts, namely; 1). List of surahs and verses of the Qur'an in the Al-Qur'an Perspective of Marketing Mix Strategy, namely surahs and verses of the Al-Qur'an that have similar substantive content to the "4P" variable values of the marketing mix; 2). The results of the overall composition of the Al-Qur'an Perspective of Marketing Mix Strategy.

Result of List of Al-Qur'an Surahs and Verses in the Al-Qur'an Perspective Marketing Mix Strategy

The list of surahs and verses of the Qur'an that have similar substantive content to the values of the "4P" variable from the marketing mix, is described in the following table:

Table 1. List of Al-Qur'an Surahs and Verses in The Al-Qur'an Perspective Marketing Mix Strategy			
Product	Price	Place	Promotion
Term-Word: "خلق" - "Kholaq" mean "Creator".	Term-Word: "خلق" - "Kholaq" mean "Creator".	Term-Word: "بسط" - "basatho" mean "Distribution".	Term-Word: "قولا" - "Qowlâ" mean "Communication".
Surahs and Verses of the Qur'an that contain core term-word "خلق" - "Kholaq" related to Product variable;	Surahs and Verses of the Qur'an that contain core term-word "خلق" - "Kholaq" related to Price variable;	Surahs and Verses of the Qur'an that contain core term-word; "بسط" - "basatho" related to Place variable;	Surahs and Verses of the Qur'an that contain core term-word; "قولا" - "Qowlâ" related to Promotion variabel;

	1st Pelita International Conference Volume 01 No 01 September 2023 E-ISSN: 3026-4235 https://jurnal.pelitabangsa.ac.id/index.php/pic	
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95/4, 75/38, 64/3,	95/4, 75/38, 64/3,	28/82, 17/30, 34/36,	4/5, 4/9, 4/63,
50/38, 36/42, 54/49,	50/38, 36/42, 54/49,	34/39, 39/52, 42/12,	17/23, 17/28
25/2, 7/181, 20/50,	25/2, 7/181, 20/50,	30/37, 29/62, 2/245,	
39/5, 2/164.	39/5, 2/164.	13/26, 30/48, 5/11	

Table 1 this shows that the list of surahs and verses of the Qur'an that have similar substantive content to the values of the "4P" variable from the marketing mix, consists of: Product. Searched with the Software-Zekr analysis tool based on the term-word "خلق" - "Kholaq" which can mean "Creator", then surahs and verses of the Qur'an that contain these term-word, as well as those that have similar substantive content with the variable value "Product" from the marketing mix are: Surat At-Tin[95]: 4; Surah Al-Qiyamah[75]: 38; Surah At-Taghâbun[64]: 3; Qâf [50]: 38; Surat Yâsin[36]:42; Surah Al-Qomar[54]: 49; Surah Al-Furqân[25]: 2; Surah Al-A'râf[7]: 181, Surah Thâhâ[20]: 50; Surat Az-Zumar[39]: 5; Surat Al-Baqarah [2]: 164. Price. Searched with the Software-Zekr analysis tool based on the term-word "خلق" - "Kholaq" which can mean "Creator", then surahs and verses of the Qur'an that contain these term-word, as well as those that have similar substantive content with the value of the variable "Price" from the marketing mix are: Surat At-Tin[95]: 4; Surah Al-Qiyamah[75]: 38; Surah At-Taghâbun[64]: 3; Qâf [50]: 38; Surat Yâsin[36]:42; Surah Al-Qomar[54]: 49; Surah Al-Furqân[25]: 2; Surah Al-A'râf[7]: 181, Surah Thâhâ[20]: 50; Surat Az-Zumar[39]: 5; Surah Al-Baqarah[2]: 164. Place. Searched with the Software-Zekr analysis tool based on the term-word "بسط" - "basatho" which can mean "Distribution", then the surahs and verses of the Qur'an that contain these term-word, as well as those that have similar substantive content with the value of the variable "Place" from the marketing mix are: Surat Al-Qashash[28]: 82; Surah Al-Isrâ[17]: 30; Saba'[34]: 36; Saba'[34]: 39; Surat Az-Zumar[39]:52; Surat Asy-Syura[42]: 12; Surat Ar-Rûm[30]: 37; Surah Al-'Ankabût[29]: 62, Surah Al-Baqarah[2]: 245; Surah Ar-Ra'd[13]: 26; Surah Ar-Rûm[30]: 48; Surah Al-Mâ'idah[5]: 11. Promotion (Promotion). Searched with the Software-Zekr analysis tool based on the term-word "قولا" - "Qowlâ" which can mean "Communication", then surahs and verses of the Qur'an that contain these term-word, as well as those that have similar substantive content with the value of the variable "Promotion" from the marketing mix are: Surah An-Nisâ[4]: 5; Surah An-Nisâ[4]: 9; Surah An-Nisâ[4]: 63; Surah Al-Isrâ[17]: 23; Surah Al-Isra[17]: 28.



Result of Composition of Marketing Mix Strategy in Al-Qur'an Perspective

The composition of the marketing mix strategy from the perspective of the Qur'an, which is the end result of this writing, can be seen in the following table:

Table 2. Composition of Marketing Mix Strategy in Al-Qur'an Perspective				
No	Product	Price	Place	Promotion
1.	Production of a product that is halal in accordance with sharia, of good quality, of good quality, as well as	Price of the product is according to sharia (there is infaq/shadaqah in it) according to the term "خلق" - "Kholaq" which can mean	Distributing a product as broadly as possible according to its capabilities for the needs of economic actors in accordance with	Promotions with "qaulan ma'ruufa" which means "good words" according to the term "قولا" - "Qowlâ" which can mean

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	<p>useful. according to the term "خلق" - "Kholaq" which can mean "Creator", including from surahs and verses of the Qur'an: 95/4, 75/38, 64/3.</p>	<p>"Creator", including from surahs and verses of the Al-Qur'an: 95/4, 75/38, 64/3.</p>	<p>"بسط" - "basatho" which can mean "Distribution", including from surahs and verses of the Al-Qur'an: 28/82, 17/30, 34/36, 34/39, 39/52, 42/12, 30/37, 29/62, 2/245, 13/26.</p>	<p>"Communication", including from surahs and verses of the Al-Qur'an: 4/5.</p>
2.	<p>The production of a product in a sustainable or continuous manner so that the good benefits can be felt continuously, according to the term "خلق" - "Kholaq" which can mean "Creator", including from surahs and verses of the Qur'an: 50/38, 36/42.</p>	<p>The price of sustainable products does not fluctuate, is not burdensome, according to the term "خلق" - "Kholaq" which can mean "Creator", including from surahs and verses of the Al-Qur'an: 50/38, 36/42.</p>	<p>Distributing a product by giving priority to those who need it the most according to the needs of economic actors, according to "بسط" - "basatho" which can mean "Distribution", including from surahs and verses of the Qur'an: 30/48, 5/11.</p>	<p>Promotion with "Qaulan Sadiida" which means "true words", according to the term "قولا" - "Qowlâ" which can mean "Communication" including from surahs and verses of the Qur'an: 4/9.</p>
3.	<p>The production of a product has the best level of accuracy, according to the term "خلق" - "Kholaq" which can mean "Creator", including from surahs and verses of the Qur'an: 54/49, 25/2.</p>	<p>The price of the product is affordable to give anyone the opportunity to use it, according to the term "خلق" - "Kholaq" which can mean "Creator", including from surahs and verses of the Qur'an: 54/49, 25/2.</p>		<p>Promotion with "Qaulam Baliigho" which means "words that leave an impression on the soul", according to the term "قولا" - "Qowlâ" which can mean "Communication" including from surahs and verses of the Qur'an: 4/63.</p>
4.	<p>The production of a product has clear and understandable product usage or maintenance manuals, according to the term "خلق" - "Kholaq" which</p>	<p>The price of the product is clearly stated on the product label, according to the term "خلق" - "Kholaq" which can mean "Creator", among others from surahs and verses of</p>		<p>Promotion with "Qaulan Kariima" which means "noble words", according to the term "قولا" - "Qowlâ" which can mean "Communication", including from</p>

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	can mean "Creator", including from surahs and verses of the Qur'an: 7/181, 20/50.	the Al-Qur'an: 7/181, 20/50.	surahs and verses of the Qur'an: 17/23.
5.	The production of a product can be accounted for for the production results, both in the form of a guarantee and if there is damage and the like, according to the term "خلق" - "Kholaq" which can mean "Creator", including from surah and verse of the Qur'an: 39/5, 2/164.	The price of the product is in accordance with the value of the benefits of the product, according to the term "خلق" - "Kholaq" which can mean "Creator", including from surahs and verses of the Qur'an: 39/5, 2/164.	Promotion with "Qaulan Maysuura" which means "appropriate speech", according to the term "قولا" - "Qowlâ" which can mean "Communication" in cluding from surahs and verses of the Qur'an: 17/28.



Table 2 this shows the form of the composition of the Al-Qur'an Perspective Marketing Mix Strategy, the detailed description of which is as follows:

Product Strategies

Products must be produced with all halal processes according to sharia, quality, quality, and the best possible benefits. This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah At-Tîn[95]: 4; Surah Al-Qiyâmah[75]: 38; Surah At-Taghâbun [64]: 3. The resulting product must be sustainable or sustainable so that the benefits of goodness can be felt continuously. This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Qâf [50]: 38; Surat Yâsîn[36]:42. The resulting product must have the best possible level of precision or accuracy. This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah Al-Qomar[54]: 49; Surah Al-Furqân[25]: 2. The resulting product must have a clear and understandable user manual or product maintenance instructions. This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah Al-A'râf[7]: 181, Surah Thâhâ[20]: 50. The resulting product must be accountable for its production, both in the form of a guarantee and if there is damage and the like. This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surat Az-Zumar[39]: 5; Surah Al-Baqarah[2]: 164.

Price Strategies

Product prices are in accordance with sharia (there is infaq/shadaqah). This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah At-Tîn[95]: 4; Surah Al-Qiyâmah[75]: 38; Surah At-Taghâbun [64]: 3. Continuous product prices are not fluctuating, not burdensome. This is in accordance with the content of substantive

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content taken in the Qur'an in surahs and verses; Qâf [50]: 38; Surat Yâsîn[36]:42. The price of the product is affordable to give anyone the opportunity to use it. This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah Al-Qomar[54]: 49; Surah Al-Furqân[25]: 2. Product prices are clearly stated on the product label. This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah Al-A'râf[7]: 181, Surah Thâhâ[20]: 50. The price of the product is in accordance with the value of the benefits of the product. This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surat Az-Zumar[39]: 5; Surah Al-Baqarah[2]: 164.

Place Strategies

Distributing a product as widely as possible according to its ability to meet the needs of economic actors. This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah Al-Qashash[28]: 82; Surah Al-Isrâ[17]: 30; Saba'[34]: 36; Saba'[34]: 39; Surat Az-Zumar[39]:52; Surat Asy-Syura[42]: 12; Surat Ar-Rûm[30]: 37; Surah Al-'Ankabût[29]: 62, Surah Al-Baqarah[2]: 245; Surah Ar-Ra'd [13]: 26. Distributing a product by giving priority to those who need it the most according to the needs of economic actors. This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah Ar-Rûm[30]: 48; Surah Al-Mâ'idah[5]: 11.

Promotion Strategies

Promotion with "Qaulan Ma'ruufa" which means "good words". This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah An-Nisâ[4]: 5. Promotion with "Qaulan Sadiida" in sharia which means "true words". This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah An-Nisâ[4]: 9. Promotion with "Qaulam Baliigho" which means "words that leave an impression on the soul". This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah An-Nisâ[4]: 63. Promotion with "Qaulan Kariima" which means "noble words". This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah Al-Isra[17]: 23. Promotion with "Qaulan Maysuura" which means "proper words". This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah Al-Isra[17]: 28.



Discussion

Definition of "Marketing Mix Strategy in Al-Qur'an Perspective"

According to the Big Indonesian Dictionary (KBBI) - Online, the word "Strategy" means: "A careful plan of activities to achieve specific goals" (KBBI-Online, Strategi). The same thing was described by Nanda Akbar Gumilang in an on-line site gramedia.com which describes the meaning of the word "Strategy", namely; "1). Individual or group efforts to create a scheme to achieve the intended target; 2). Science and or art for individuals or groups to utilize their capabilities and resources in order to achieve targets through procedures that are considered to be effective and efficient in achieving the expected goals; 3). Science and or art for individuals or groups to utilize their abilities and resources to achieve targets through procedures that are considered effective and efficient in achieving the expected goals" (Nanda Akbar gumilang, gramedia.com).

From this description it can be summarized the meaning of the word "strategy" which is a science and or art of individuals and groups to plan carefully by utilizing capabilities and resources, to achieve a targeted goal.

While the words "Marketing Mix" come from English, are a combination of two words namely "Marketing" and "Mix". Etymologically, the word "Marketing" which is translated into

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Indonesian becomes the word "Marketing" (Google.Translate, Marketing), whereas according to KBBI-Online the word "Marketing" comes from the word "Market", so the word "Marketing" has the meaning; "1. The process, method, act of marketing a merchandise; 2. Concerning disseminating to the midst of society; 3. Ways of offering and selling products or services through television or telephone broadcast technology" (KBBI-Online, Pasar). For the word "Mix" which is translated into Indonesian, it becomes the word "Messuring" (Google.Translate, Mix), while according to KBBI-Online the word "Mixing" comes from the word "Mixur" which means; "To unite or collect to become one or not separate (of two or more goods or things (KBBI-Online, Campur).

Marketing Mix itself is a term in the Science of Marketing. According to Feradhita on an internet site quoting from Neil Borden and James Cullington, it is explained that marketing mix is: "A collection of marketing variables that are combined and controlled by a company to produce the desired response from the target market. Marketing mix or also known as the marketing mix refers to a series of actions, or strategies used by a company in promoting the services or products they sell in the market. The concept of the marketing mix was first introduced by Neil Borden who was inspired by the ideas of James Cullington in the mid-20th century. This marketing concept initially had 4 main elements known as the 4P marketing concept, namely Product, Price, Place and Promotion (Feradhita, logicue.co.id, 2020).

Based on all of these descriptions, the summary of the definition of the marketing mix strategy is as follows: Careful arrangement of plans by individuals or groups by utilizing the values in the marketing variables; Product, Price, Place, Promotion, to market a product in order to achieve the set targets as much as possible.



For the word "Perspective", according to KBBI-Online, it means; "Point of View, View" (KBBI-Online, Perspektif). Etymologically the word "Perspective" comes from the word "Perspicere" which means "image, view, view". Based on the terminology, perspective is a point of view to understand or interpret certain problems (Muhammad Irfan Al-Amin, katadata.co.id, 2022).

The Qur'an itself is defined, among others, based on surah Al-Ankabût[29]: 47 in its translation: "Read what has been revealed to you (Muhammad), namely the Al-Kitab (Al-Quran) ...", which means that the Al-Qur'an is a book that was revealed to the Prophet Muhammad SAW from Allah SWT, besides that it is also defined based on surah of Ali Imran[3]: 138 in its translation: "This (Qur'an) is illumination for all mankind, and guidance and lessons for those who fear Allah", which means that the Qur'an is a Book of illumination, guidance and lessons in life.

Therefore the meaning of the words "Marketing-Mix Strategy in Al-Qur'an Perspective" can be summarized as: The careful arrangement of plans by individuals or groups by utilizing values in marketing variables; Product, Price, Place, Promotion, as steps to market a product in order to achieve the target set to the fullest extent possible, all of which are reviewed from the point of view of the Qur'an as a Book of information, guidance and life lessons.

Marketing Mix Theory

Marketing mix strategy according to Philip Kotler is explained as: The use of a series of controlled marketing variables used by the company to produce the response the company wants from the target market for the product it will sell. Kotler further said that the marketing mix strategy is a collection of various possibilities in marketing that are tactical and controlled, guided by the company to produce the response it wants in the target market for its products. The marketing mix consists of all the things a company can do to influence the demand for its product. These various possibilities are called the marketing mix strategy and can be grouped into four variables called the "4P", namely; Product, Price, Place, Promotion (Philip Kotler, 1998).

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Meanwhile, according to Sonny Sumarsono, he said that the marketing mix strategy is the interaction of the four main variables in the marketing system: products in the form of goods or services, pricing, place or location of distribution, and promotion. The significance of each of these variables differs depending on the industry, company mission, nature of the market, and company size, as well as a number of environmental factors (Sumarsono, 2010).

From these descriptions it can be seen that the marketing strategy, one of which is called the marketing mix strategy, utilizes 4 (four) determining variables to determine the conditions and desires of consumers for a product being marketed. The 4 variables referred to; 1. Product; 2. Price; 3. Place (Distribution/Trading Place); 4. Promotion namely (Philip Kotler, 1998); Product are goods or services that can be offered to the market in all forms - brand or product name, product label, product form, product packaging, product use, product benefits, features or facilities provided by the product, product halal, product expiration date, and others related to product specifications - and efforts to get the attention of potential buyers or consumers with the hope of being purchased, used or consumed, so as to fulfill the desires and needs of buyers, which means the company is successful in marketing its products. Price, which is an amount of money, is set by the company for the goods or services it produces, determined in various ways and considerations - production raw material costs, production costs including administrative costs and labor costs, tax costs, other costs related to production product, including determining the value of the product -, besides that, it also takes into account the condition of competitors' products, the condition of consumers' purchasing power, the emotionality of the buyer, the benefits of the product, so that consumers as potential product buyers feel that the price set for a product is appropriate for buying and consuming. Place to sell products and product distribution are determined by considering various possibilities - crowded, easy to reach, stock is always there, does not increase costs or costs to get products, technological support that makes it easy to get products -, so that prospective buyers or consumers feel easy to find get the product and then buy, consume it. Promotion of products that are designed in various ways and processes - conducting previous market research on consumer desires for products, the language used as a form of communication with consumers, attractive promotional display designs, use of famous movie or advertising stars - and other related efforts to make potential buyers or consumers interested in product promotions and willing to buy products.

Al-Qur'an Surahs and Verses related to Marketing Mix

Marketing based on the previous description, according to the author's opinion that marketing can be said as a form of planning, organizing, evaluating, improving that is integrated in a business, as an effort to produce, set prices, distribute and promote.

Meanwhile, the Al-Qur'an is the words of Allah SWT which were sent down as revelations from Allah SWT addressed to the Prophet Muhammad SAW to be conveyed to humans from 1400s of years ago, including functions: As a book that is beyond doubt and as a guide from Allah SWT for pious people, according to Surah Al-Baqarah[2]; 2 whose translation reads: "There is no doubt in this Book (Al-Qur'an); guidance for those who are pious." As a book of illumination for humans, guidance, lessons for pious humans, according to Ali Imran's surah[3]; 138 which translates as: "This (Quran) is a light for all mankind, and a guide and a lesson for those who are pious". As a book that explains everything that exists in this universe, according to surah An-Nahl [16]: 89 which translates as: "(And remember) the day (when) We raise up in each nation a witness over them from their own and We have brought you (Muhammad) to be a witness over all mankind. And We have sent down to you the Book (Al-Quran) to explain everything and guidance and mercy and good tidings for those who surrender." As a book whose contents explain something that exists in the universe in various forms of parables so that humans get a lesson, according to surah Az-Zumar [39]: 27 whose translation is: "Indeed, We have made

for humans in this Al-Qur'an every kind of parable so that they learn a lesson.". As a book whose contents instruct humans to understand the various parables in it by thinking, according to surah Al-Hasyr [59]: 21 which translates as: "If We sent down this Al-Quran to a mountain, you would surely see it bowing to pieces because of its fear of God. And We have made these parables for people so that they think. As a book whose contents instruct humans to understand the various parables in it with knowledge, according to surah Al-'Ankabût [29]: 43 whose translation is: "And these parables We created for humans; and no one understands it except those who are knowledgeable". As a book that instructs humans to become knowledgeable by learning that begins with reading, according to surah Al-'Alaq[96]: 1-5 which translates as: "Read in (mentioning) the name of your Lord Who created, He has created man from a clot of blood. Read, and your Lord is the Most Gracious, Who teaches (humans) by means of the word, He teaches humans what they do not know.

The description of the Qur'an further clarifies that the surahs and verses in it contain substantive content related to the science of marketing, also related to marketing mix. The Qur'an hints at sharia-based marketing, including in the following surahs and verses:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ ۚ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

O ye who believe! Eat not up your property Among yourselves in vanities: But let there be amongst you Traffic and trade By mutual good-will: Nor kill (or destroy) Yourself: for verily Allah hath been to you Most Merciful!. (QS. An-Nisâ'[4]; 29) (English Translation by: (Ali, 1934)).

Meanwhile, Tafsir Jalalain interprets Surah An-Nisâ'[4]; 29 by explaining that: "(O you who believe! Do not eat your neighbor's wealth in a vanity way) means a way that is forbidden according to religion such as usury and gasab / seizes (except by way) or happens (in a commercial) according to a qiraat with the line above, while the meaning is that the property should be trade property that applies (optionally between you) based on the willingness of each of you, then you may eat it. (And don't kill yourself) means by doing things that cause accidents no matter what the ways and symptoms are both in this world and in the hereafter. (Verily, Allah is Most Merciful to you) so He forbade you to do so" (Jalaluddin Asy-Suyuthi, 2009).

From the surah An-Nisâ'[4]; 29 and its interpretation, the writer analyzes that in the verse "يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ" - "do not eat each other's wealth in a vanity way, except by way of trade that applies with mutual consent between you" can be interpreted by the existence of a marketing process for producers of a product whose price is set, its distribution or place, and the promotion that is carried out does not make it difficult or displease other parties, or displease the producer. All marketing activities must be able to make each other like each other or like each other.

Therefore, to examine the form of the marketing mix strategy from the perspective of the Qur'an, in this writing it is revealed that there are 3 (three) core words/terms found to research and explore the content of substantive content taken in the Qur'an in surahs. and the verse as an effort to develop a marketing mix strategy from the perspective of the Qur'an, namely: 1). Term "خلق" - "Kholaqa" - "Creator" for Product and Price variables; 2). Term "بسط" - "basatho" - "Distribution" for the variable Place; 3). Term "قولا" - "Qowlâ" - "Communication" for Promotion variable.

The discussion on the process of searching for these terms in surahs and verses of the Qur'an, among other things, explains that: based on the terms "خلق" - "Kholaqa" - "Creator", then search in the Qur'an with Software-Zekr to looking for surahs and verses of the Qur'an

containing this term (Soft112.com, 2019), then found 204 verses of the Qur'an, while those related to this discussion, according to the authors' opinion, found as many as 11 verses arranged according to the Al-Maudhu'i writing method used in this writing (Djalal, 1991), as shown in the following table:

Table 3. Surahs and Verses of the Qur'an Term "خلق" - "Kholaq" - "Creator"

No.	Surahs and Verses	Place Down Revelation
1.	95/4, 75/38, 50/38, 36/42, 54/49, 7/181, 20/50, 25/2, 39/5	Mekkah
2.	2/164, 64/3	Madinah

All the surahs and verses in table 3 are then processed according to the order of the writing steps using the Al-Maudhu'i writing method used in this writing, as in the surah At-Tin [95]: 4:

لَقَدْ خَلَقْنَا الْإِنْسَانَ فِي أَحْسَنِ تَقْوِيمٍ

We have indeed created man In the best of moulds
(English Translation by: (Ali, 1934))

Surah At-Tin[95]; 4 that is interpreted by Jalaluddin Asy-Suyuthi in Jalalain's interpretation which describes that: (Indeed, We have created humans) meaning that all humans (in the best form) means that both form and appearance are very good (Jalaluddin Asy-Suyuthi, 2009).

From the surah Al-Tin[95]; 4 and this interpretation, related to the discussion of this writing, the author analyzes in this regard that the term "خلق" - "Kholaq" - "Creator" indicates that if you want to make a product to be spread in society, you must take lessons from the meaning of creation from Allah SWT towards humans who are formed in the best way as a whole. Therefore the value of the product variable in the marketing mix strategy from the perspective of the Qur'an is based on the content of the terms "خلق" - "Kholaq" - "Creator" in the surahs and verses of the Qur'an, then the process is carried out according to the writing methodology and the aid of tools. Software-Zekr analysis used, including: "Products must be produced with all processes that are lawful in accordance with sharia, quality, quality, use as well as possible." This is in accordance with the content of substantive content taken in the Qur'an in surahs and verses; Surah At-Tin[95]: 4; Surah Al-Qiyamah[75]: 38; Surah At-Taghabun[64]: 3.

In the end, with all the writing processes of the same type, the letters and verses of the Qur'an are carried out regarding the terms "خلق" - "Kholaq" - "Creator" for product and price variables, Term "بسط" - "basatho" - "Distribution" for the variable Place; The term "قولا" - "Qowlâ" - "Communication" for the Promotion variable, all of which are carried out by researching and exploring the contents of the substantive content taken in the Qur'an in its letters and verses, according to the writing methodology and the help of the Software-Zekr analysis tool used, as an effort to develop a Marketing Mix Strategy from the perspective of the Qur'an, the results found from this writing are as described in table 3.1. and table 3.2. in the discussion section of the results of this writing.



CONCLUSION

Al-Qur'an, among others, has letters and verses in it containing substantive content related to the marketing mix strategy with the supporting "4P" variables, namely; Product, Price,

Place, Promotion, so that based on the use of the Al-Maudhu'i writing method and the use of the Software-Zekr analysis tool in this writing, the core words/terms that form the basis of searching for related letters and verses of the Qur'an can be disclosed. preparation of the marketing mix strategy from the perspective of the Qur'an, namely: 1). Term "خلق" - "Kholaq" - "Creator" for Product and Price variables; 2). Term "بسط" - "basatho" - "Distribution" for the variable Place; 3). The term "قولا" - "Qowlâ" - "Communication" for the Promotion variable, so that an arrangement can be found in the form of the Al-Qur'an Perspective Marketing Mix Strategy.

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