

Shariah Market Based On Social Media; A Strategic Conflict For Improving Sale

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Abstrak : *The emergence of instantaneous products has a major impact on people's perspectives and behavior. Many people do not want to be difficult in owning a house, so many companies use this great opportunity to build a medium business engaged in developers. The business undertaken began with the use of own capital, which has now expanded to larger businesses aimed at supporting the government's "One Million Houses" program. The sharia marketing strategy that is applied prioritizing the sharia element brings a lot of blessing, this has a major impact on increasing consumer response and blessing profit profits. Initially using a promotional strategy through print media was considered less effective. And now increasingly expanding its wings by using a Facebook account as a means of accurate promotion right to make it easier to convey business product information to the wider community. In this case the researchers used the research method "Qualitative Descriptive Analysis" with the technique of collecting data "observation, and documentation".*

Keywords: *Marketing Strategy, Social Media, Medium Business*

A. PRELIMINARY

Economic growth in recent years experienced very rapid development. This has an impact on the state's financial condition, especially in several business sectors that have contributed to increasing the country's foreign exchange. Consumptive behavior and the tendency of the community to make choices in an instant manner, becomes a potential as well as an opportunity for businesses to increase their selling power. Not only that, this has become a challenge in itself, to be able to compete in a healthy manner. One of them is by setting a good marketing pattern, and is easily accepted by the public by not abandoning the principles of optimal service.

In general, the marketing pattern adopted by business actors is only profit oriented, leaving the primacy of empowerment and education for the community. If you have the latest technological developments, the conventional strategy paradigm has led to spiritual marketing or sharia marketing, assisted by social media. The company's principle in sharia marketing strategy implements two concepts, namely profit and blessing which is known as Ta'awun. The aspects of muamalah in Islamic Shari'a which contain global Shari'a law, should be maintained.

At the beginning of its emergence, the marketing concept applied by Cipta Sakinah (research site) through direct marketing, in the form of information dissemination by word of

mouth and print media. However, the marketing carried out is considered less effective. From an operational perspective, a relatively longer period of time is needed and other factors hamper marketing. With the traditional traditional marketing concept, the concept of marketing management using the help of information and communication technology through social media. Given the convenience that might be caused by using one of the social media facebook makes choosing the application to make it easier to attract consumer interest that has an impact on consumer increase. This raises a fundamental question from the researchers' initial observations, namely how is Facebook's big role as a marketing information medium for the community in relation to increasing selling value, which applies the concept of sharia marketing in the transaction process?

B. RESEARCH METHODS

The research method used by researchers is to use a qualitative descriptive approach. Theoretically there are differences in quantitative and qualitative research. From the design of qualitative research is more difficult than quantitative research because qualitative research is not patterned. Moleong stated that the results of the Descriptive Data were procedures of a qualitative methodology that would produce a descriptive data consisting of the observed behavior of a person and written words. This qualitative research is inseparable from people's perceptions, opinions and beliefs. The source of the data obtained by researchers is primary data, obtained from several studies of researchers in scientific papers, the theories used are related to sharia marketing strategies through social media. The data collection techniques applied are using observation, and documentation in the research object

C. RESULTS AND DISCUSSION

Marketing Concept Marketing concept is carried out as a rare beginning by applying the sharia marketing strategy to the marketing mix which consists of 4 elements namely place, price, product, place and promotion. Products offered use quality materials and have obtained legal permits from the government, such as certificates . This is a marketing strategy for Sakinah, to strengthen marketing, the company gives freedom to consumers in choosing the color and design of the house. Place / location of housing is very strategic. B erlokasi in three places. First, Sakinah Residence, located in Sumberayar village, consists of 30 units of type 36/84 and 45/96 that are still in the process of being made. Secondly, Mutiara Sakinah located in the village of Paiton consists of 50 units of the same type 36/84 and 45/96. Third, Griya Mega Sakinah is located in the village of South Paiton, a salt warehouse consisting of 50 units of the same type.

The next marketing strategy through price, the price offered is an affordable price for all people. Depending on the type of house, size 34/64 worth Rp. 122M in the form of Subsidies, size 36/84 worth Rp. 175M and the size of 45/96 is 220M. For home price payments , provide installments / credit for 20 years and do not apply the interest system. Promotions carried out provide accurate information between brochures and reality. The marketing strategy carried out at the beginning of the Promotion uses print media

but to facilitate promotion, using social media as a marketing tool. And still pay attention to sharia elements such as being honest, transparent and free from fraud and gharar.

Sharia Marketing Strategy

It is a medium-sized business owned by an individual engaged in a developer that has three locations. First, Mutiara Sakinah, Second Griya Mega Sakinah, Third Sakinah Residence. From each of these housing locations it consists of 50 units. In its marketing strategy applying the sharia marketing strategy which rests and holds fast to the marketing strategy carried out by the Prophet Muhammad, where he puts forward an attitude of honesty, transparency and no element of fraud.

In a hadith it says: "Ibn Umar said: A man complained to the Prophet," I have been deceived in buying and selling. "So he said," Say to the person whom you are buying and selling, "No cheating!" if he trades, he says. (HR. Bukhari) .17 Based on these hadiths, PT Karya Cipta Sakinah is motivated to continue to promote honesty as the main step to advance and develop the business that is run. In the beginning the founder chose to develop his business through promotions that used print media such as newspapers, brochures, banners and others. However, along with the times the marketing strategy has begun to be displaced by the sophistication of communication technologies including Facebook, WhatsApp, Instagram and Twitter.

To strengthen the promotions that have been carried out, add promotion strategies using technology, and choose the Facebook application compared to other applications. Because the Facebook application has ease for its users and has a wide reach, almost all walks of life ranging from children to adults, and from low economic communities to elite people or officials have a Facebook account. Promotions that are applied to the use of Facebook based on sharia pay attention to the honesty between the images in the app and the real situation. Then there is no element of fraud so there will be no loss to consumers. On clicking activity aploud do it every single week as a change of image for the home design used as an example with a specific type that provides timely and accurate information. To strengthen the promotion carried out by customers, they provide comments in the form of criticism and suggestions in response to the quality of products and information offered by the company. Honesty in using Facebook is considered relative because not all people trust the information presented on certain accounts. But being able to read these conditions by continuing to make improvements in the future by criticizing the folowers and providing accurate information in accordance with existing real.

The use of social media facebook at an incredible impact on, as evidenced in the early campaigns that are only using print media on housing purchases Sakinah range from approximately 100 housing units. And now with the encouragement of marketing through social media purchases are increasing so that in the process of adding housing locations. The marketing strategy through Facebook is very satisfying as seen from the promotion made several Facebook accounts including the Proolinggo City housing group namely Mutiara Annisa account, Griyaku Sakinah and Kang Ipoed Sakinah. Judging from the friendship that arises due to marketing is very satisfying, which sees friendship on the account. First, Mutiara Annisa has a friendship of around 1,269 and has been favored by several groups ranging from politicians to the jamed group (social media network) and received some group

encouragement from Al-Qur'an's friends Ar_rafi which has 1,058,252 members and journalists with 23,000 members and many other groups. Secondly, Kang Ipoed Sakinah has been favored by one of the online NU groups, Wahid Reform and others. The group that joined the group was Friends of Hasan Aminuddin with 10,236 members, a public group with 8.2 thousand members and many others. Third, Griyaku Sakinah has around 347 friends and has been favored by several groups of Juventus (sports teams) with 36 million members, Habib syech bin Abdul Qodir assegaf with 1.1 million members and others. The group that joined consisted of K3D 2.0 Challeence 2018 series consisting of 36 thousand members, Architecture News design house (21,504 members), 3D Challenge design house (33,026 members).

Marketing strategies in promoting products through Facebook display images during the manufacturing process, marketing browsers and homes that have become beautiful, luxurious, and minimalist home designs with various models and types. The image posted on the facebook account is a real situation in the field so that there is no element of fraud, other than that the transaction that is applied does not contain the element of riba so many consumers are interested in buying it.

S emakin spread its wings to continue to provide the best products. The other goal in establishing this Sakinah housing business is to help the government realize the one thousand housing program and provide affordable housing prices among the middle class community so as to relieve consumers but still pay attention to the quality of houses that are guaranteed and of high quality. Some of the conveniences ditawa Refresh among others; down payment (down payment), mild installments of 5% per month, a term of credit for 20 years, free insurance premiums and fire insurance, free VAT, room layout can still be adjusted according to consumer desires, Quality of the building as well as building your own home with certain specifications.

Through the convenience offered by the company, it makes its own strategy for companies to attract consumers' interest in buying a home. Another strategy that is implemented is offering subsidized prices below the platinum price without reducing product quality. It is clear the difference from the Dp of house prices, if the Dp platinum is at least 20% of the selling price and the installment of subsidized houses is lower than the platinum house. To minimize operational funds and ease of information on a Facebook account, it becomes a separate strategy for the continuity of the promotion.

Table 1
Difference Results of Information Dissemination using
Print Media and Social Media

| Media | Difference |
|--------------|--|
| Print media | <ul style="list-style-type: none"> - A relatively long period of time to reach the consumer - Need more operational funds - Community response is minimal |
| Social media | <ul style="list-style-type: none"> - Fast promotion process - Requires less funds - Community response is greater |

| | |
|--|--|
| | - Consumers more easily make transactions and complain about the company |
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The development of marketing through facebook accounts has seen a 70% increase in consumers over the past few months with the use of print media

D. CONCLUSION

Based on the results of research conducted by researchers at PT Karya Cipta Sakinah engaged in the field of UM (Medium-sized Enterprises) which is a business owned by individuals. And now has three housing including: Sakinah Residence, Griya Mega Sakinah and Mutiara Sakinah. The sharia marketing strategy implemented by PT Karya Cipta Sakinah emphasizes the sharia element which consists of promotion, price, place, and product without the element of gharar, maysir and fraud. PT Karya Cipta Sakinah applies Islamic marketing using social media in the form of a Facebook application by creating accounts, opening and receiving complaints, opinions, criticisms and suggestions from the public (consumers). Not only in terms of marketing through social media to facilitate access to buying and selling, the company provides installments / credit installments through social media .

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