

# CHAPTER 1

## PREFACE

### 1.1. Background Of Study

Marketing activities have a very important role in the business world, it is because marketing is a factor that greatly affects the presence of a company. The goal is to control all segments that exist in a market, in order to fulfill individual or groups based on mutually beneficial principles, through the utilization of products, price, promotion and distribution.<sup>1</sup>

In meeting the needs of everyday life, many women should work for their families. Since the 1980-year women have been increasingly entering jobs in sales that were predominantly male-dominated 20% of the U.S. industry Salesforce is now by women. This is not the case in the United States. From BPS data, there is an increase in the number of female workers. The percentage of female workers reached 50 percent more than the number of male workers. In certain sectors such as community services, the number of female workers is almost equal to the number of male workers.<sup>2</sup>

In Islam Allah says to his people to have property and there is no prohibition to seek the gift of Allah SWT, the origin of channeling and utilization is clear. As the Word of God:

لَيْسَ عَلَيْكُمْ جُنَاحٌ أَنْ تَبْتَغُوا فَضْلًا مِنْ رَبِّكُمْ فَإِذَا أَفَضْتُمْ مِنْ عَرَفَاتٍ فَأَذْكُرُوا اللَّهَ  
عِنْدَ الْمَشْعَرِ الْحَرَامِ وَاذْكُرُوهُ كَمَا هَدَاكُمْ وَإِنْ كُنْتُمْ مِنْ قَبْلِهِ لَمَنِ الضَّالِّينَ (البقرة:  
(٨٩١)

From the letter it is clear that Allah SWT allow his people to seek

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<sup>1</sup> Kotler Philip & Keller Kevin Lane, *Manajemen Pemasaran, thirteenth edition*, (Jakarta: Erlangga, 2008), p 4-6

<sup>2</sup> [https://independen.id/read/data/429/Jumlah\\_Tenaga\\_Kerja\\_Perempuan\\_Di\\_Indonesia/](https://independen.id/read/data/429/Jumlah_Tenaga_Kerja_Perempuan_Di_Indonesia/) accessed on 16 of January 2019

the property of the business he does. The business is unlikely to just do it on its own, there must be reciprocal or relationship with other fellow man. Mankind consists of men and women. In the letter there is no prohibition for women to have property and seek his bounty.

The phenomenon of adding recruitment of female workers is supported by wealthy entrepreneurs who need women workers to boost the business, even for women themselves have many manners who open the field of work for the same gender of people. Among them women can work in the film industry, advertising, services and so forth that can improve the qualities of the company. Finally, the role of women who originally worked in the domestic sectors or home began to penetrate into the public sectors so as to cause social structure change that gave a new form to the role of women in the family and society. The social structure changes that are then causing women to work in any way and condition. From this, many companies recruit women as workers to help promote their products, such as by using personal selling services.

Personal selling is one of the ways to promote the marketing mix. This is considered effective because personal selling is a promotion that is done directly by the company not through print, advertising or electronic media.<sup>3</sup> Personal selling can be done by both men and women. But, in fact, sales promotion recruitment among women is more than the sales promotion done by men. This is because women have a more attractive appearance compared to the sales promotion boy. Moreover, if the sales promotion girl has good communication skills, so it can be used as a media to introduce a product. The selection of sales promotion girl for the company's products can be implemented with consideration of the product to be declared.

The promotion from Sales promotion Girl more accentuate to the beauty of the body to attract consumers, such as in the marketing of cars or motorcycles. In certain events, many automotive companies promote their newest products using sales promotion girl. The company not only packages

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<sup>3</sup> Kasmir, *Pemasaran Bank*, ( Jakarta: Prenada Media, 2004), p. 176-177.

the latest products with interest but also the sales promotion girl that promotes the product. The way promotion not only happens to automotive companies, but also cigarette companies and cosmetic industries. Menperin mentioned, the cosmetic industry in the country increased by 153 companies in 2017, so that in 2018 it reached more than 760 companies. Of these, a total of 95 percent of the national cosmetic industry is a small and medium-sized industrial sector (UKM) and the rest of the large-scale industry.<sup>4</sup>

The rise of the cosmetic industries, allowing the rising sales promotion girl to promote the products, because cosmetics are a more dominant beauty product for women. From the development of entrepreneurs, make social structure change for women. Women are required to work outdoors to meet the needs of the family because of the large amount of employment opportunities for women especially in the field of sales promotion. This then changes the concept of promotion to start undirected and tends to come out of ethics and Islamic law. In addition, the phenomenon that occurs in the sales promotion girl in promoting the product is to offer the latest products intimate product, providing samples of products for free, provide lottery tickets, reduction of prices, or by Demonstration, showing the goods at times, places and certain situations.<sup>5</sup>

With such provisions, researchers want to analyze more about the ethical promotion of products with sales promotion girl and its application in the perspective of Islamic law

With this kind of background, researchers want to raise a problem with the title “ISLAMIC LAW REVIEW OF PRODUCT PROMOTION ETHICS WITH SALES PROMOTION GIRL(CASE STUDY IN WARDAH SEMARANG BRANCH OFFICE)”

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<sup>4</sup> [www.kemenperin.go.id/artikel/18957/Industri Kosmetik Nasional tumbuh 20%/](http://www.kemenperin.go.id/artikel/18957/Industri%20Kosmetik%20Nasional%20tumbuh%2020%25/) sourced: investor daily/ accessed on 26/10/2018

<sup>5</sup> Ma'mun Syukron, *Sensual Marketing (Memasarkan Produk Dengan Menggunakan Jasa Sales Promotion Girls) Menurut Perspektif Ekonomi Islam Studi Kasus Pada PT. Smartfren Telecom Cabang Semarang*, Faculty of Economics and Business Islam, the Islamic University in Semarang Walisongo Negri, 2015, p 6

## **1.2. Problem Formulations**

Based on identification and limitation of problems, the issues presented in this study are:

1. How is the product promotion ethics with sales promotion girl in Wardah Semarang?
2. How to analyze product promotion ethics with sales promotion girl Wardah in Semarang in the perspective of Islamic law?

## **1.3. Purposes Of Study**

Based on identification and limitation of problems, the issue presented in this study aims:

1. To know the implementation of promotion products ethics with sales promotion Girl in Wardah Semarang branch office
2. To analyze the products promotion ethics with sales promotion girl in the perspective of Islamic law in Wardah Semarang.

## **1.4. Benefits Of Study**

### **1.4.1. Academic Benefits:**

1. The results of this research are expected to be a reference material for further research
2. Increase knowledge and insight in the field of Sharia economics law in particular about SPG (The products promotion ethics with SPG (Sales Promotion Girl) in the perspective of Islamic law)

### **1.4.2 Practice Benefits**

1. Company
  - a. To provide discourse for Wardah about the promotion of products with SPG in the perspective of Islamic law
  - b. Can be a material of consideration either directly or indirectly to evaluate in implementing the concept of promotion of products with SPG in accordance with Islamic law

2. The Benefits For Researcher
  - a. To train the skills of researcher in conducting field research.
  - b. To apply the science theoretically and associate it with data obtained from field research.
  - c. To add science researcher and also readers about SPG on products Wardah in the perspective of Islamic law
3. The Benefits For Other Parties

The results of this research are expected to contribute a meaningful contribution to all parties, especially the students in conducting research related to the problem of sales promotion in the future.

## 1.5 Previous Research

The results of similar research, the researcher found some previous studies discussing the promotion and Islamic law:

Thesis entitled *Tinjauan Hukum Islam Terhadap Promosi Tarif Operator Seluler di Indonesia* by Sulastri, The mobile carrier's tariff promotion is reviewed with Islamic law. The results of this research is that the mobile operator in Indonesia in conducting its promotion program accentuates the side and does not explain transparently all terms and conditions of fares that apply so that the results of the promotion is less accordance with the purpose of the promotion itself, then it can be said less in accordance with the provisions of Islamic law.<sup>6</sup>

Thesis entitled *Tinjauan Hukum Islam Terhadap Sistem Diskon (Studi Kasus di Pertokoan Pasar Baru Palangkaraya)* by Erry Fitriya Primadhany, focuses on one of the ways of promotion, namely the discount system at Pasar Baru Palangkaraya shopping center, which is reviewed by Islamic law. The results of this study indicate that the discount system applies to the new Palangkaraya new market shops, among others: the purchase of

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<sup>6</sup> Sulastri, *Thesis Tinjauan Hukum Islam Terhadap Promosi Tarif Operator Seluler di Indonesia*, Faculty of Sharia, Muamalah, Universitas Islam Negeri Sunan Kalijaga Yogyakarta, 2009

goods with large quantities carried out at certain times, for example when the holiday will arrive, given to goods that are in trend. Islamic law review of the discount system of Palangkaraya's new market shops is divided into two: it is permissible because it is harmonious and the conditions on the sale and purchase contract have been fulfilled and become prohibited because there are conditions on the contract object that are not fulfilled and the elements prohibited in buying and selling are *tadlis* and *najasy*.<sup>7</sup>

Thesis entitled Peranan Sales Promotion Dalam Upaya Meningkatkan Penjualan Pada CV. Cempaka Mandiri Teluk Kuantan Menurut Perspektif Ekonomi Islam by Ida Rianti, focuses on the role of sales promotion girl in an effort to increase sales according to the Islamic economic perspective at Cv. Cempaka Mandiri Teluk Kuantan. The results of this study are that sales promotion girls have ways to increase sales such as promoting products, persuading buyers, providing information, intermediaries between dealers and buyers and stimulating or encouraging buyers and also having efforts to increase sales. While the Islamic economic review of sales promotion does not conflict with Islamic teachings because the fees obtained by sales can be called *jialah*. However, if viewed in terms of dress sales promotion is not in accordance with the teachings of Islam because there are still sales promotion girls (SPG) who do not wear a veil.<sup>8</sup>

Thesis entitled Tinjauan Hukum Islam Terhadap Etika Promosi Penjualan Melalui Media (Studi Kasus Toko Aldis Store Desa Sampang Kecamatan Sampang Kabupaten Cilacap) by Anita Rahmawati, focusing on the practice of media promotion to increase sales at the Cilacap Store Aldis Store reviewed in Islamic law. The results of this study that in promoting the media must be in the actual conditions so as not to cause disappointment to

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<sup>7</sup> Erry Fitriya Primadhany, *Thesis Tinjauan Hukum Islam Terhadap Sistem Diskon (Studi Kasus di Pertokoan Pasar Baru Palangkaraya)*, Faculty of Sharia, Islamic economic and law, Universitas Islam Negeri Maulana Malik Ibrahim Malang, 2012, p. ii

<sup>8</sup> Rianti Ida, *Peranan Sales Promotion Dalam Upaya Meningkatkan Penjualan Pada Cv. Cempaka Mandiri Teluk Kuantan Menurut Perspektif Ekonomi Islam*, Faculty of Sharia and Law, Universitas Islam Negeri Sultan Syarif Kasim Riau, 2013 p. 5

consumers. Promotional ethical practices aim to inform the public through media such as fuel, Instagram, Facebook and so on. In terms of advertising carried out by the Store Aldis Store in accordance with the correct provisions, in terms of transactions that are in accordance with the Shari'ah program most are done in cash and clearly.<sup>9</sup>

## 1.6 Research Methodology

### 1.6.1 Types Of Research

This type of research uses a qualitative descriptive method. Qualitative methods try to uncover various uniqueness found in individuals, groups, communities or organizations in daily life as a whole, detailed, and can be scientifically accountable.<sup>10</sup> Qualitative research methods are often referred to as naturalistic research methods because their research is carried out in natural settings.<sup>11</sup>

Whereas, descriptive method is a method in examining the status of a group of people, an object, condition, system of thought, or a class of events in the present that aims to make descriptions, drawings or paintings systematically, factually and accurately regarding facts, traits the nature and relationship between the phenomena investigated.<sup>12</sup> In this qualitative research, the main instrument is the researcher herself and the object of her research on promotion product ethics with sales promotion Girl.

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<sup>9</sup> Anita Rahmawati, *Thesis Tinjauan Hukum Islam Terhadap Etika Promosi Penjualan Melalui Media (Studi Kasus Toko Aldis Store Desa Sampang Kecamatan Sampang Kabupaten Cilacap)*, Faculty of Sharia, Islamic economic and law, Institut Agama Islam Negeri Purwokerto, 2017, p ii

<sup>10</sup> *Ibid*, p 22

<sup>11</sup> Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, (Bandung: Penerbit Alfabeta, 2014), p. 8

<sup>12</sup> Moh. Nazir, *Metode Penelitian*, p.43

Data sources that will be obtained by researchers are:

1. Primary Data

Data was obtained from questions given to Wardah parties, including the chairman of business development, business development, and sales promotion girl.

2. Secondary Data

Secondary data, namely supporting data obtained from library data, books, documents and others related to product promotion with SPG on Wardah products in the perspective of Islamic law.

### **1.6.2. Research Location**

The place for conducting this research is located at Wardah Distributor Center Sambiroto street, Simpang Lima, Semarang, Indonesia.

### **1.6.3. Research Subject**

The subjects in this study were Managers, Business Development, several Wardah Sales Promotion Girls in the Semarang branch.

### **1.6.4. Research Object**

In this study, the object was Wardah promotion using Sales Promotion Girl in the perspective of Islamic law.

### **1.6.5. Data Collection Technique**

Methods Of Collecting Data

1. Observation Method

In this study, researchers used passive observation because researchers did not take part in the activity. This passive observation is done so that the researcher knows everything about the Promotion Conducted by Sales Promotion Girl on Wardah Products in Semarang. Observations were made to get an overview of the SPG on



Wardah Beauty products in the perspective of Islamic law

## 2. Interview Method

An activity is carried out to obtain information directly by revealing questions to the agency. The agency examined by the researcher was the Wardah Distributor Center, Semarang branch. In this interview the researcher immediately conducted a question and answer session with Wardah Parties such as the Wardah Distributor Center manager of Semarang branch, Business development, four Wardah Sales Promotion Girl (Beauty advisers)

## 3. Documentation

Documentation is a record of past events. Documents can be in the form of writing, pictures or monumental works from someone. According to the Big Indonesian Dictionary, documents are written or printed letters that can be used as information. While from this method, researchers got documents related to product promotion with Sales Promotion Girl and their review in the perspective of Islamic law.<sup>13</sup>

### **1.6.6. Data Analysis Technique**

The data analysis technique carried out by researchers is with steps, namely data collection and data reduction, presenting data (data display), and drawing conclusions or verification.

#### 1. Data Reduction

The researcher used this method, namely to find and select and discuss important matters related to product promotion with sales promotion girl at Wardah Distributor Center, Semarang branch in the perspective of Islamic law.

#### 2. Data Display

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<sup>13</sup> Anggito Albi, *Metode Penelitian Kualitatif*, (Suka Bumi: CV Jejak, 2018), p 110

With this method, the researcher discusses by presenting all data related to product promotion with sales promotion Girl at Wardah Distributor Center, Semarang branch in the perspective of Islamic law.

### 3. Conclusion Drawing/ Verification

With this technique, the researcher takes an interesting and draws conclusions to answer questions on the problem, namely about product promotion with SPG (Sales Promotion Girl) in the perspective of Islamic law at the Wardah Distributor Center in the Semarang branch.<sup>14</sup>

## 1.7 Systematics of Writing

To facilitate the discussion of research and to provide an overview of this research, the researcher will present a systematic discussion:

CHAPTER I: Introduction, consists of background, problem formulation, research objectives, benefits of research, literature review, research methods and systematics of writing.

CHAPTER II: Researchers describe the theories and concepts that cover the theory of Shari'ah marketing, promotion in Islam.

CHAPTER III: Contains of:

- a. Product Promotion with SPG (Sales Promotion Girl) in Wardah Semarang branch office
- b. Analysis of product promotions ethics with (Sales Promotion Girl) in the perspective of Islamic business ethics in Wardah Semarang branch office

CHAPTER IV: Contains the closing of this study, which consists of conclusions and suggestions.

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<sup>14</sup> Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R &D)*, p. 337