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**ANALYSIS OF MARKETING STRATEGIES IN
IMPROVING SALES COMPETITIVENESS: A
PERSPECTIVE OF ISLAMIC BUSINESS ETHICS
(CASE STUDY OF MUNCUL JAYA RESTAURANT
SEMARANG YEAR 2024)**

UNDERGRADUATE THESIS

Submitted in fulfillment of the requirement for the degree of
Bachelor of Economics (Islamic Economics)

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ABSTRAK

Analisis Strategi Pemasaran Dalam Meningkatkan Daya Saing Penjualan Perspektif Etika Bisnis Islam (Studi Kasus RM Muncul Jaya Semarang Tahun 2024)

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Persaingan dalam dunia bisnis kian meningkat dengan banyaknya usaha yang berdiri dengan ciri khasnya tersendiri. Dalam era persaingan bisnis yang semakin ketat, pelaku usaha di sektor kuliner khususnya dituntut untuk menerapkan strategi pemasaran yang tidak hanya efektif tetapi juga sesuai dengan nilai-nilai Islam. Rumah makan Muncul Jaya yang merupakan salah satu UMKM yang berada di Semarang, tentunya memiliki strategi pemasaran tersendiri dalam mempromosikan bisnisnya. Strategi yang dilakukan harus menerapkan prinsip atau pedoman persaingan secara baik dan sehat. Penerapan etika bisnis Islam dalam strategi pemasaran merupakan elemen krusial yang harus diperhatikan oleh para pelaku usaha untuk mencapai keberlanjutan dan membangun kepercayaan konsumen.

Penelitian ini bertujuan untuk mengetahui strategi pemasaran yang diterapkan oleh rumah makan Muncul Jaya dalam meningkatkan daya saing penjualan dan untuk mengetahui sejauh mana kesesuaian strategi pemasaran yang diterapkan dengan prinsip-prinsip etika bisnis Islam. Metode penelitian yang digunakan adalah metode kualitatif deskriptif eksploratif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Teknik analisa data menggunakan ATLAS.ti.

Hasil dari penelitian ini menunjukkan bahwa strategi pemasaran yang diterapkan rumah makan Muncul Jaya merupakan strategi mix marketing dengan mengutamakan 4P, yaitu *product* (produk), *price* (harga), *place* (tempat), dan *promotion* (promosi). Prinsip etika bisnis Islam menjadi landasan utama dalam operasional rumah makan. Kesimpulan dari penelitian ini adalah bahwa penerapan strategi pemasaran yang berlandaskan etika bisnis Islam tidak hanya meningkatkan daya saing usaha tetapi juga menciptakan hubungan yang lebih baik antara penjual dan pelanggan.

Kata Kunci: Strategi Pemasaran, Daya Saing, Etika Bisnis Islam

ABSTRACT

Analysis of Marketing Strategies in Improving Sales Competitiveness: A Perspective of Islamic Business Ethics (Case Study of Muncul Jaya Restaurant Semarang Year 2024)

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Competition in the business world is increasing with many businesses established with their own characteristics. In the era of increasingly fierce business competition, business actors in the culinary sector are especially required to implement marketing strategies that are not only effective but also in accordance with Islamic values. Muncul Jaya restaurant, which is one of the MSMEs in Semarang, certainly has its own marketing strategy in promoting its business. The strategy carried out must apply the principles or guidelines of good and healthy competition. The application of Islamic business ethics in marketing strategies is a crucial element that must be considered by business actors to achieve sustainability and build consumer confidence.

This study aims to determine the marketing strategy applied by Muncul Jaya restaurant in increasing sales competitiveness and to determine the extent of the suitability of marketing strategies applied with the principles of Islamic business ethics. The research method used is an exploratory descriptive qualitative method with data collection techniques through observation, interviews, and documentation. Data analysis is conducted using ATLAS.ti.

The results of this study indicate that the marketing strategy applied by Muncul Jaya restaurant is a marketing mix strategy by prioritizing 4P, namely Product, Price, Place, and Promotion. The principle of Islamic business ethics is the main foundation in restaurant operations. The conclusion of this study is that the application of marketing strategies based on Islamic business ethics not only increases business competitiveness but also creates a better relationship between the restaurant and its customers.

Keywords: Marketing Strategy, Competitiveness, Islamic Business Ethics

DECLARATION

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I hereby declare that this undergraduate thesis is the result of my own investigations , except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University Darussalam Gontor or other institutions,

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APPROVAL OF SUPERVISOR

To Honorable,
Dean of Faculty of Economics and Management
University of Darussalam Gontor

Bismillahirrahmanirrahim

Assalamu'alaikum Wr. Wb.

I certify that I have supervised and read this thesis, written by:

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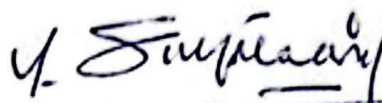
Title : Analysis Of Marketing Strategies In Improving Sales
Competitiveness Perspective Of Islamic Business Ethics (Case
Study Muncul Jaya Restaurant Semarang)

In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of Islamic Economics Department.

Wassalamu'alaikum Wr. Wb.

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(Case Study of Muncul Jaya Restaurant Semarang)

It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Islamic Economics, Faculty of Economics and Management, University of Darussalam Gontor.

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APPROVAL OF DEAN

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It is accepted as a fulfillment of the requirement for the degree of Bachelor of Islamic Economics, academic year 1445-1446 H/2024-2025 M.

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MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

بِأَنَّهُمْ قَالُوا إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا فَمَنْ جَاءَهُ مَوْعِظَةٌ مِنْ رَبِّهِ
فَأَنْتَهَى فَلَهُ مَا سَلَفَ وَأَمْرُهُ إِلَى اللَّهِ وَمَنْ عَادَ فَأُولَئِكَ أَصْحَابُ النَّارِ هُمْ فِيهَا خَالِدُونَ

(البقرة : ٢٧٥)

Those who consume interest cannot stand [on the Day of Resurrection] except as one stands who Satan is beating into insanity. That is because they say, 'Trade is [just] like interest.' But Allah has permitted trade and has forbidden interest. So whoever has received an admonition from his Lord and desists may have what is past, and his affair rests with Allah. But whoever returns [to dealing in interest or usury] – those are the companions of the Fire; they will abide eternally therein. (Al-Baqarah: 275)

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DEDICATION SHEET

I dedicate this worthy thesis to them for their continued support in finishing this thesis. First of all to Allah SWT, The Almighty, The Most Merciful, The Most Compassionate, The King, The Powerful, The Most Gentle, and The Gracious. My Prophet Muhammad SAW, The Light of Humanity, The Most Believable, The Most Trusteeship, Most Intelligence, and The Noblest to become *rahmatan lil-‘alamin*.

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