

## CHAPTER I

### INTRODUCTION

#### A. Research Background

The development of the times will certainly affect various aspects of social and individual life. One of them is in the economic field. There are various kinds of innovations made in improving the business being carried out. Competition among businesspeople is increasing in introducing production goods. Various kinds of businesses are currently very popular with the public, not only among adults, not even a few of the teenagers who started working in the business world.

There are various kinds of business sectors such as culinary, online buying and selling, business accessories or crafts and so on. The reason people choose to become entrepreneurs is certainly due to economic factors and can also be due to interest in the field of business being run.<sup>1</sup> Business in the culinary field is currently growing, the role in the culinary field is now not only providing basic food. But it can also act as a refreshing place and maybe as a gathering place with family and friends just to spend time on weekends to get rid of boredom from activities and routines that are carried out every day.

Competition in the business world, especially in the culinary field, is getting tighter with the existence of various kinds of culinary that have their own characteristics. Therefore, in this case, it requires agility and expertise from the management of a company to be able to keep up with the current business conditions that are currently growing by providing innovations by looking at market conditions in order to reach larger consumers.

In carrying out business activities, it can be done in various ways, including through business or business cooperation with both local and foreign parties. The purpose of this cooperation is to seek profit or profit from each other, there are also other objectives such as, to accelerate the process of

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<sup>1</sup> Dedy Febry Rachman and Syaiful Amri, "Pemberian Tips Terhadap Tour Guide Tinjauan Etika Bisnis Islam (Studi Kasus Pemilik Art Shop di Desa Sukara Kecamatan Jonggat Kabupaten Lombok Tengah)", *Jurnal Valid*, Vol. 15, No. 1 (2018), p. 73.

marketing products to the wider community. There are also those who aim to help other parties because they are not allowed to market their products directly to a country.<sup>2</sup>

Every businessman certainly has a strategy for running his business. Starting from the way of marketing, service, presentation, to the characteristics of the company in advancing its business. Competition in the business world is certainly unavoidable, in fact it is a natural thing. This high competition requires every producer to be able to implement and develop marketing strategies that are more effective and efficient. The strategy carried out must apply the principles or guidelines of good and healthy competition, be able to show the quality, presentation and quality of service applied in the company.

As the corporate world has become more competitive in recent years, entrepreneurs are constantly looking for new methods and approaches to outperform rivals in their industries. Ideally, business people should be able to mix internal elements, especially resources, and external industry structure when selecting the business models and concepts to be applied. By developing a number of advantages, the business may have optimized every element of its internal resources after examining the industry structure in light of external variables. Factors that can be acquired or developed are considered competitive advantages.<sup>3</sup>

To improve the competitiveness of MSMEs, the government has implemented various policies, but challenges such as access to technology, branding, and marketing are still obstacles that need to be overcome. Marketing is one of the most important elements in business management to increase competitiveness, especially in the Micro, Small and Medium Enterprises (MSMEs) sector. Marketing needs to get serious attention by MSMEs, especially in implementing well-developed marketing strategies, so

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<sup>2</sup> Kathleen C. Pontoh, "Bentuk-bentuk Kerjasama dalam Kegiatan Bisnis Ditinjau Dari Perspektif Hukum Bisnis", *Jurnal Lex Privatum*, Vol. 5 No. 10 Desember 2017, p. 149.

<sup>3</sup> Ida Farida and Doddy Setiawan, "Business Strategies and Competitive Advantage: The Role of Performance and Innovation", *Journal of Open Innovation: Technology, Market, and Complexity*, Vol. 8, No. 163 (2022), p. 2.

that the strategies that have been determined are able to penetrate the market. Especially in the current conditions of increasingly fierce business competition, the ability to capture market share will affect the continuity of the MSMEs themselves.<sup>4</sup> Micro, Small and Medium Enterprises (MSMEs) play a vital role in the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs, the number of MSMEs reached 64.2 million business units, contributing 61.07% to Indonesia's Gross Domestic Product (GDP), or equivalent to IDR 8,573.89 trillion.<sup>5</sup>

In recent years, the concept of marketing based on Islamic business ethics has received increasing attention because it is considered to provide added value both in terms of consumer confidence and business sustainability. In Islam, of course, it also regulates how to conduct business properly and ethically. In Islamic business, marketing procedures are also considered in accordance with the rules. Hafidhuddin and Tanjung explained that sharia marketing management is a science of choosing target markets and getting, keeping, and growing customers by creating, delivering, and communicating superior values to customers by being oriented to the principles of sharia.<sup>6</sup>

The application of Islamic business ethics in marketing strategy is a crucial element that must be considered by businesses to achieve sustainability and build consumer trust. Islamic business ethics focuses on the principles of fairness, transparency, and social responsibility, which are in line with sharia values.<sup>7</sup> Business ethics in Islamic economics is contained in all aspects, including production, consumption or distribution. If business ethics are applied to all business activities, it will directly create balance and mutual

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<sup>4</sup> Dimas Hendika Wibowo, et. al., "Analisis Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM (Studi Kasus pada Batik Diajeng Solo)", *Jurnal Administrasi Bisnis (JAB)*, Vol. 29, No. 1 (2015), p. 60.

<sup>5</sup> M. Junaidi, UMKM Hebat, Perekonomian Nasional Meningkat at [22.46], <https://djpb.kemenkeu.go.id> viewed on 14 Januari 2025.

<sup>6</sup> Didin Hafidhuddin and Hendri Tanjung, *Manajemen Syariah dalam Praktek*, (Jakarta: Gema Insani, 2033), p. 10.

<sup>7</sup> Sri Winarsih dan Muhammad Iqbal Fasa, "Penerapan Etika Bisnis Islam Dalam Strategi Pemasaran Syariah", *JICN: Jurnal Intelek dan Cendekiawan Nusantara*, Vol. 1, No. 5, Oktober – November 2024, p. 7730.

welfare (*maslahah*) which leads to the achievement of ultimate welfare both in this world and in the hereafter.<sup>8</sup>

Some previous studies have discussed the application of Islamic business ethics in the marketing strategy applied. For example, research by Fatkhur Rohman Albanjari explains that the importance of marketing strategies in an effort to increase customer satisfaction.<sup>9</sup> Similar research by Aisyah also revealed that consumers tend to trust more in businesses that practice sharia principles.<sup>10</sup> However, these studies generally focus on the service sector or general trade, so there are still limited studies on its application in the culinary sector, especially traditional restaurants.

On the other hand, the culinary sector has unique characteristics that require a specific marketing approach. Local restaurants often face challenges in building consumer loyalty amidst intense competition, especially from franchise-based restaurants. In this context, Muncul Jaya restaurant is an example of an MSME that has the potential to apply Islamic business ethics in its marketing strategy. This restaurant has been known as one of the local community's favorite food places, but it still faces challenges in expanding its market share.

In a study conducted by Sulton Baihaqi Ahmad and Abdur Rohman explained that by implementing a marketing strategy in accordance with Islamic principles by prioritizing benefit and honesty, there was a significant increase in sales compared to before using the current strategy. And from this study also mentioned that this strategy has a very positive impact on the development of company turnover.<sup>11</sup> The research conducted by Muhammad

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<sup>8</sup> Wartoyo, "Etika Bisnis Islam: Konstruksi Nilai Keseimbangan dan Kemanusiaan", *Jurnal Al-Amwal*, Vol. 10, No. 2, 2018, p. 229.

<sup>9</sup> Fatkhur Rohman Albanjari, "Strategi Pemasaran Syariah Dalam Upaya Meningkatkan Penjualan (Studi pada Ud. Sari Murni / Jenang Tradisional Lasimun Kecamatan Boyolangu Kabupaten Tulungagung)", *Iqtisadie: Journal of Islamic Banking and Shariah Economy*, Vol. 2, No. 2, 2022, p. 184.

<sup>10</sup> Aisyah, "Penerapan Prinsip Syariah dalam Pemasaran UMKM: Studi Kasus di Kota Bandung.", *Jurnal Manajemen Islam*, Vol. 8, No. 2, 2020, p. 45.

<sup>11</sup> Sulton Baihaqi Ahmad and Abdur Rohman, "Analisis Strategi Pemasaran dalam Meningkatkan Omset Penjualan Produk Tanaman Hias Ditinjau dari Perspektif Ekonomi Islam", *Jurnal EKUITAS: Ekonomi, Keuangan, Investasi dan Syariah*, Vol. 4, No. 3 (2023).



Toriq, et al., explains that the success of the marketing strategy applied depends on a general approach based on technological innovation and market research. Where traders can achieve sales volume, earn profits and support business growth.<sup>12</sup> From these two studies, it can be seen that there are differences in the identification of research focus, where the first journal focuses on increasing competitiveness through Islamic values-based marketing strategies. While the second journal focuses on the success of marketing strategies implemented in increasing sales volume without being based on Islamic values.

Muncul Jaya restaurant is one of the restaurants located in Semarang Regency. Consumers of this restaurant come from tourism bus groups, but there are also ordinary or regular non-tourism customers. Like other business actors, this restaurant has its own marketing strategy, one of which is by giving tips or wages to work partners as a form of cooperation. Given this, there is a need to conduct in-depth research on how Islamic business ethics can be integrated in marketing strategies to improve the competitiveness of local restaurants. There are several updates in this research by using the Islamic business ethics approach as a foundation in analyzing marketing strategies, which have not been widely applied in the context of MSMEs, especially in the culinary sector. In addition, this research also not only analyzes marketing strategies in general, but also evaluates how the impact of the application of Islamic business ethics in increasing competitiveness.

In Ahmad Fauzi's research (2021) which explains how modern marketing strategies, such as digital marketing and aggressive promotions, can increase sales competitiveness without considering aspects of Islamic business ethics, such as the prohibition of usury, gharar (uncertainty), or manipulative practices in marketing. Where modern marketing strategies may use methods that are not in accordance with Islamic principles, such as consumer manipulation or misleading advertising and also focus on profit alone without

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<sup>12</sup> Muhammad Toriq Hersono, et. al., "Strategi Pemasaran Konvensional Pada Usaha Mikro dan Menengah Nata De Coco di Era Globalisasi", *Jurnal Ilmiah Ekonomi dan Manajemen*, Vol. 1, No. 3 (2023).

considering halal-haram in business practices. This is contrary to the principles of Islamic business ethics which emphasize honesty, fairness, and social responsibility.<sup>13</sup>

Another study by Siti Khodijah emphasizes the importance of integrating Islamic values in marketing strategies, such as transparency, honesty, and social responsibility. The author highlights how sharia-compliant marketing strategies can increase customer loyalty and business competitiveness in the long run. The study also rejects conventional marketing practices that do not comply with Islamic ethics, such as exploitation or manipulation. It also emphasizes that financial gain should not come at the expense of halal and haram principles.<sup>14</sup>

From this information, Muncul Jaya restaurant as one of the MSMEs in the culinary sector has great potential to develop its competitiveness through the implementation of marketing strategies based on Islamic business ethics. This is the basis for the author to raise the theme in writing a thesis with the title **“ANALYSIS OF MARKETING STRATEGIES IN IMPROVING SALES COMPETITIVENESS: A PERSPECTIVE OF ISLAMIC BUSINESS ETHICS (CASE STUDY OF MUNCUL JAYA RESTAURANT SEMARANG YEAR 2024)”**

## **B. Research Question**

Based on the background above, the problem formulations in this study are as follows:

1. How is the marketing strategy implemented by Muncul Jaya Restaurant in improving sales competitiveness?
2. Do the marketing strategies at Muncul Jaya Restaurant align with Islamic business ethics?

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<sup>13</sup> Ahmad Fauzi, “Pengaruh Strategi Pemasaran Modern Terhadap Peningkatan Daya Saing Usaha Kecil dan Menengah (UKM)”, *Jurnal Manajemen Pemasaran*, Vol. 12, No. 3 (2020), p. 45-60.

<sup>14</sup> Siti Khodijah, “Strategi Pemasaran Syariah: Pendekatan Etis dalam Meningkatkan Daya Saing Bisnis”, *Jurnal Ekonomi dan Bisnis Islam*, Vol 8, No. 2 (2021), p. 112-130.

### **C. Research Objectives**

The objectives of this research are as follows:

1. To analyze the marketing strategies implemented by Muncul Jaya Restaurant in increasing sales competitiveness.
2. To find out which the marketing strategy applied is in accordance with the principles of Islamic business ethics.

### **D. Research Limitations**

The limitations of this research were only conducted at Muncul Jaya Restaurant in Semarang Regency, so the results do not represent all restaurants in other areas. This research also does not discuss in depth the financial or operational aspects outside of marketing activities that are directly related to sales competitiveness.

### **E. Research Benefits**

#### **1. Academic Benefits**

- a. This research is expected to contribute to the development of scientific knowledge, especially in the field of marketing based on Islamic business ethics.
- b. This research is expected to be a reference for further research related to marketing strategies in context of Islamic business ethics.
- c. This research is expected to enrich the literature of Islamic principles in business practices, especially in the restaurant business sector.

#### **2. Practical Benefits**

- a. This research is expected to add knowledge and insight into marketing strategies that are in accordance with Islamic business ethics and their influence in increasing sales competitiveness.
- b. This research is expected to be used as an applicable recommendation for other business actors who want to integrate Islamic business ethics in their marketing strategies.

- c. This research is expected to help consumers understand the importance of choosing products/services from businesses that apply ethical values in their business.

