ANALYSIS OF ISLAMIC MARKETING STRATEGIES IN INCREASING MUSLIM CUSTOMER CONFIDENCE IN HALAL PRODUCTS

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Abstract

The halal product market is growing rapidly along with the increasing number of Muslim consumers in the world. This opens up opportunities for businesses to market their products using Islamic marketing strategies. Therefore, this analysis aims to discuss effective Islamic marketing strategies in increasing Muslim consumer confidence in halal products, as well as discussing the challenges and opportunities associated with a sustainable halal market. The research method used in this research is library research, which is a series of studies related to library data collection methods, or research whose research objects are explored through a variety of library information by collecting data from various sources such as scientific journals, articles, and books. The results showed that several Islamic marketing strategies are effective in increasing Muslim consumer confidence in halal products, namely: Principles, Practices, and Characteristics of Marketing, Objectives and Functions of Islamic Marketing, Muslim Consumer Behavior Trust, Factors Affecting Muslim Consumer Trust, Halal Products. With that, the application of effective Islamic marketing strategies can increase Muslim consumer confidence in halal products, so as to increase sales and market share of halal products.

Keywords: *Islamic Marketing, Halal Products, Consumer Trust, Muslim Consumers*

1. INTRODUCTION

In this era of globalization, the halal product industry is experiencing rapid growth, driven by the growing Muslim population and their awareness of the importance of consuming products that comply with Islamic law. The concept of halal is not only related to religious aspects, but also an important factor in consumers' daily choices. Halal marketing, which focuses on products and services that comply with Islamic law, has attracted the attention of both Muslim and non-Muslim consumers. However, to increase Muslim consumers' trust in halal products, companies must have effective marketing strategies that are in line with Islamic values. This opens up great opportunities for businesses to develop business in the halal market.

Islamic marketing strategy, also known as Islamic Marketing, has become a very relevant topic in increasing Muslim consumers' trust in halal products. Increasing Muslim consumer confidence in halal products through Islamic marketing strategies involves various aspects, ranging from halal certification, promotion in accordance with Islamic values, to the application of ethics in the production and distribution process. Islamic marketing strategy is important in ensuring the authenticity, halalness, and quality of products offered to Muslim consumers. Islamic Marketing focuses on marketing products and services that are in accordance with Islamic law and religious values, and pay attention to the interests and needs of Muslim consumers. In analyzing Islamic marketing strategies, companies must understand the religious values and beliefs of Muslim consumers, and build marketing strategies that are in line with these values. In recent years, companies have increased attention to the halal market, but there are still some challenges to be

faced, such as lack of information about halal products, limited accessibility of halal products, and concerns about product halalness.

In this regard, the analysis of Islamic marketing strategies in increasing Muslim consumers' trust in halal products is essential to increase Muslim consumers' awareness and trust in halal products. Therefore, this analysis aims to discuss effective Islamic marketing strategies in increasing Muslim consumer confidence in halal products, as well as discuss the challenges and opportunities associated with a sustainable halal market.

2. METHODOLOGY

This research is a library research, which is a series of studies related to library data collection methods, or research whose research objects are explored through various library information. This research obtained references from books, collecting journals and publications indexed on Google. The books, journals and publications used are following the topic of this research. In addition to collecting and reading books, journals and publications, researchers also accessed several internet websites related to the research topic to obtain data, conceptual frameworks, and other information. Thinking and better understand the context of the depth research. The use of literature can provide an overview of both the known and unknown of a particular phenomenon.

3. RESULT AND DISCUSSION

a) Definition of Marketing Strategy

Marketing strategy is a concept used by companies to achieve their marketing objectives by integrating various marketing activities in an integrated and comprehensive manner (Armstrong, 1997). It is a plan that provides direction on the steps that will be taken to achieve the company's marketing targets (Assauri S., 2007). According to Muhammad Syakir, marketing strategy is a statement of how a brand or product achieves its objectives, either directly or indirectly (Syakir, 2006).Tull and Kehle in Josep P Cannon reveal that marketing strategy is a fundamental tool planned to achieve organizational or institutional goals by gaining sustainable advantage through the intended market and marketing programs implemented to serve that market. Thus, a marketing strategy is a set of goals, policies, and rules that guide marketing activities over time, taking into account environmental changes and unstable competitor conditions. In the marketing strategy of a company or institution, it is important to determine the target market and related marketing elements. According to Fredy Rangkuti, these elements can be explained as follows:

1) Elements of marketing strategy
    a. Market segmentation: The process of identifying and dividing groups of buyers or consumers based on characteristics of product needs and corresponding marketing strategies.
    b. Targeting: The step of selecting one or more market segments to target. Factors to evaluate include the size, growth, and attractiveness of the segment, as well as the availability of company resources.
    c. Positioning: The positioning of a product in the market with the aim of establishing and communicating the product's competitive advantage to consumers. Positioning strategies can be based on product attributes, user classes, or product classes.
2) Elements of competitive tactics
    a. Differentiation: The process of building a marketing strategy that differentiates a company

from others in various aspects.
   b. The marketing mix, which consists of product, price, promotion, and place (4 P)
      i. Product: Goods or services that provide value and satisfaction to the target market. This includes determining the logo/motto, creating the brand, packaging, and labeling.
      ii. Price: A factor that provides revenue to the company and is a measure of product quality. Pricing objectives include survival, profit maximization, enlarging market share, and consideration of product quality and competition.
      iii. Promotion: Activities to provide information to consumers about the products or services offered.
      iv. Place: The distribution strategy of goods or services to consumers, influenced by market considerations and production factors
3) Elements of marketing value
      Brand is a term that includes a name, logo, symbol, design, or a combination of all of them, which aims to recognize and distinguish products or services from sellers from other competitors. For consumers, brands have an important meaning because they function as identifiers that distinguish one product from another, as well as a guarantee of the quality and performance of the product to be purchased (Rangkuti, 1997).

b) Definition of Islamic Marketing
      Islamic values are integrated into the process of creating, selling, and exchanging value between initiators and stakeholders in Islamic marketing (Priansa, 2009). It encompasses a business strategy that covers the entire operation of the company, with the main objective of achieving sincerity in transactions to gain the pleasure of Allah SWT. In practice, Islamic marketing emphasizes that business transactions carried out with sincere intentions can become worship to Allah SWT. The importance of the market in Islam cannot be separated from its role as a place for buying and selling activities. An open market provides an opportunity for the community to participate in determining prices, which are ultimately determined by the real ability of the community to utilize the factors of production available in it. (Supriadi, 2013).
      According to the Islamic view, markets can only function in the economy if the principle of free competition is effectively applied (Mustafa Edwin Nasution, 2014). Shariah market In the context of Shariah marketing, business done with the sincere intention of seeking Allah's pleasure is considered as worship in Shariah marketing. Some of the qualities that made Prophet Muhammad successful in business were honesty, security, intelligence, and effective communication skills, which enabled him to promote products in a superior way without neglecting truth and integrity.

c) Definition of Islamic Marketing Strategy
      The concepts of marketing and markets in Shariah and conventional economies are generally no different. According to Suma (2006), the difference lies in the principles and objectives of economic transactions, as well as the system and merchandise regulated in the contract. In the context of muamalat, which is a relationship between individuals, Islamic marketing strategies fall into this category. The main principle of Islamic muamalat is jaiz, or permissible, unless there is a prohibition that makes it haram. This allows Shariah businesses to use marketing methods commonly used by conventional businesses provided they follow Islamic rules. Islam forbids exploitation and fraudulent acts to gain profits, but allows the use of honest strategies

to achieve goals. Therefore, Islam does not hinder one's efforts to acquire wealth, as long as it is done in the right way.

The Sharia market has a potential emotional part of the market, and the application of a universal approach to this segment is essential. According to Kertajaya (2008), focusing efforts only on the spiritual market or the loyal sharia segment would be an ineffective restriction. The loyalty referred to here applies not only to Muslims but also to everyone who values spiritual values. For example, many clients of Islamic Financial Institutions today are not Muslims.

According to Syafi'i Antonio, sharia has its own advantages because it is comprehensive and universal. Comprehensive in the sense that sharia covers all aspects of life, both ritual (worship) and social (muamalah), while universal in the sense that sharia can be applied at any time and place by anyone. This universality is especially evident in social relations that do not distinguish between Muslims and non-Muslims. Although marketing is universal, its practice can differ from country to country, economic system to economic system, and even company to company. Creating, introducing, and delivering goods and services to customers and companies is known as marketing. According to Bannet (2002), a marketing strategy is a statement of how a brand or product achieves its goals. Tull and Kahle explain that marketing strategy is the primary method used by a company to achieve its goals. Companies achieve their goals by creating a sustainable competitive advantage through the target markets and marketing programs used to reach those markets (Kertajaya A. G., 2004)

d) Principles, Practices, and Characteristics of Marketing

Companies must compete fairly without violating ethical principles. Marketing ethics encompasses the moral values that govern the actions of individuals or groups in business. While the law can be a reference, it does not necessarily reflect ethical standards, as laws are legally enforceable. Ethics has more to do with moral values and principles than just following social norms. According to Abdullah Gymnastiar and Hermawan Kertajaya, the principles of Islamic marketing include:

1. The principle of fair competition recognizes the importance of competitors to expand the market. Quality competitors should be used as examples to be emulated.
2. The presence of change in the industry requires rapid business adaptation to stay relevant to the changing market. Globalization and technological advancements make consumers more discerning and selective, so indifference to change can result in losing customers.
3. Islamic marketing emphasizes the importance of offering quality products at appropriate prices, prohibiting the sale of low-quality goods at inappropriate prices.
4. Good customer relations are emphasized in this principle, by ensuring customer satisfaction with the services provided. Retaining and improving customers is the focus, by providing added value in the services provided.
5. Deception in any form, including regarding quantity, quality, delivery time, and price, is not accepted in Islamic marketing.
6. A focus on quality is key in keeping customers. Marketers are responsible for continuously improving the quality, cost efficiency, and timeliness of the services provided.

According to Abdullah Amrin, the principles of Islamic marketing include (Amrin, 2006):

1. Effort: Maximum efforts with all the abilities possessed to achieve goals, with the hope of getting the pleasure of Allah SWT.
2. Benefit Goods or services that are useful to users and have useful value.

3. Amanah or Responsible: Being responsible for what is promoted and fulfilling the promises made during the promotion, with a prohibition on overdoing it in advertising the product.
4. Advice: The product or service should provide warnings or advice to consumers, so that they can understand its benefits.
5. Fairness: Doing business fairly is an obligation in all aspects of the economy.
6. Transparency: Openness and transparency are important in every business, because the principles of Islamic business are justice and honesty.
7. Honesty: Information about the product or service must match the actual specifications, without misleading consumers.
8. Ikhlas or sincere: Carry out promotional activities with good and sincere intentions, without any bad intentions.

Here are four characteristics of marketing strategies in Islam (sharia marketing):

1. Based on Godliness (Theistic): A sharia marketer believes that the divine laws of sharia are the most just, perfect, and in harmony with goodness and able to prevent damage.
2. Islamic business ethics places God's view as the top priority.
3. Ethical (Akhlaqiyyah): Marketing in Islam emphasizes morals and ethics in all aspects of activity, as these values are universal and taught by all religions.
4. Realistic (Al-Waqiyyah): The Islamic marketing concept is flexible and based on religious values, piety, morality, and honesty. Professional marketers present themselves cleanly and neatly, upholding religious values in all marketing activities.
5. Humanistic (Insaniyyah): Marketing in Islam puts forward a universal humanist nature, emphasizing the protection and welfare of humans regardless of race, skin color, nationality, or social status. Sharia was created to raise the degree of man and maintain his human nature.

Kertajaya, in a quote delivered by Bukhari Alma and Donni Juni Priansa, states that the characteristics of Islamic marketing include aspects of divinity, ethical, realistic, and humanistic. Muhammad, in his book "Islamic Business Ethics", explains that in the context of products, marketing ethics involves:

a. Providing halal and quality products.
b. Offer products that are useful and needed by consumers.
c. Produce products that have economic potential or benefits.
d. Delivering products with high added value.
e. Provide products in quantities that can meet economic and social needs.
f. Ensuring products can satisfy people's needs (Muhammad, 2001).

In his book "Sharia Business Management: Embedding Sharia Values and Practices in Contemporary Business", Bukhari Alma and Donni Juni Priansa describe the marketing practices of the Prophet Muhammad SAW as follows:

a. Segmentation and Targeting

Prophet Muhammad used segmentation and targeting when trading to countries like Sham, Yemen, and Bahrain. He understood the needs of the local market and prepared merchandise that suited those market segments and targets. This practice made Khadijah, Prophet Muhammad's boss, very satisfied because his merchandise always sold out quickly.

b. Positioning

Prophet Muhammad succeeded in creating an impressive and unforgettable positioning for customers. He sold genuine goods that matched the needs and desires of customers, so there

were never any complaints or dissatisfaction from customers with the products and services offered.

c. Marketing Mix

It is a strategy to fulfill customer needs through four main elements: product, price, distribution, and promotion.

1) Products: Offer products with guaranteed quality that meet the needs and desires of customers. Prophet Muhammad SAW always emphasized the quality of the products he sold and ensured that the quality ordered matched the one received by the customer. In the event of a mismatch, the customer has the right to cancel the transaction.

2) Pricing: Pricing should consider the purchasing power of the community, without taking excessive profits. In sharia principles, price wars or setting the highest possible price is not allowed. Instead, compete fairly by offering excellence in quality and service.

3) Location or Distribution: Choosing a distribution channel or place for business should be done with the principle of fairness in mind. The Prophet Muhammad (SAW) forbade the practice of intercepting traders by middlemen, as well as forbidding *ijon* political tactics and the purchase of fruit on trees whose yield is not yet clear.

4) Promotion: Promotion should be done honestly and not slander competitors. Prophet Muhammad SAW prohibited the practice of counterfeiting competitors' products as well as the use of perjury and the practice of *najasi* (flirting) in sales.

e) Objectives and Functions of Islamic Marketing

Marketing objectives and functions are very important in Islamic marketing. Since marketing within the framework of Shariah builds consumer trust, Islamic marketing emphasizes the importance of professionalism of Shariah-based companies in the business world. In marketing, Shariah emphasizes ethical values and morality, encouraging businesses to not only concentrate on personal gain, but also to create value and maintain business balance for sustainability. Although creating goals for Islamic marketing is challenging, it is vital to ensure that every step follows the principles of Islamic law, with an emphasis on social good and justice.(Asnawi, 2017).

According to Hermawan Kertajaya and Muhammad Syakir Sula, there are two main aspects of sharia marketing: purpose and function. The first is the effort to promote sharia principles in the management of Islamic companies, which emphasize professionalism in business. The second is the need for a marketing program that thoroughly communicates the values of sharia products. The aim is to increase public understanding of the values offered by Islamic- based companies. Secondly, there is a marketing approach by shariahizing marketing itself, which refers to the effort to not only conduct business for personal gain, but also to create, deliver, or transform values to stakeholders, including Allah SWT, customers, employees, and shareholders. This method is used to maintain balance within the company and create a sustainable business model that follows Islamic or Sharia principles.

Marketing in general is to understand well the needs and preferences of customers so that the products or services offered match their expectations, which in turn will create consumer satisfaction. Marketing is expected to generate potential customers who are willing to buy. Thus, the marketing function can be seen as an art and science that applies core marketing concepts to select target markets and deliver superior values to customers.

f) Trust Muslim Consumer Behavior

Consumer behavior includes individual actions that are directly involved in obtaining goods and services, such as the decision-making process before and after making transactions. It also includes individual, group, or organizational actions in making decisions about the acquisition and use of economic goods or services, which can be influenced by surrounding environment (Abdullah, 2011). Muslim consumer behavior aims to meet both spiritual and physical needs. Therefore, a Muslim always considers aspects of Islamic sharia when they consume something. These aspects include whether the goods and services consumed are halal or haram, the purpose of the consumption, the ethical and moral principles upheld when they consume something, and how their behavior relates to their environment (Ilyas, 2016). Muslim consumers have their beliefs and expectations that companies and their products are in line with Islamic principles. This trust is based on consumers' perceptions of the company's integrity, reliability and fairness. Muslim consumer trust has several characteristics, namely:

1. Trust in sharia compliance Muslim consumers trust companies whose products and business practices comply with Islamic sharia. This includes aspects such as halal products, avoiding usury, and fair business ethics.
2. Trust in business ethics Muslim consumers value companies that uphold business ethics, such as transparency, accountability and fairness. They prefer companies that avoid unethical business practices, such as fraud, false advertising and worker exploitation.
3. Trust in product quality Muslim consumers value the quality of the products they buy. They prefer products that are durable, safe, and fit their needs.
4. Trust in the Company's reputation A good corporate reputation can increase Muslim consumer trust. Muslim consumers prefer companies that have a positive reputation in terms of integrity, social responsibility and commitment to Islam.
5. Trust based on personal experience Muslim consumers' personal experiences with companies and their products can also affect their trust. Positive experiences can increase trust, while negative experiences can decrease it.

Muslim consumer trust is an important factor that needs to be considered by companies that want to market their products to this market segment. By understanding these trust characteristics, companies can build effective marketing strategies and build lasting relationships with Muslim consumers.

g) Factors Affecting Muslim Consumer Trust

Muslim consumer trust is influenced by various factors, both internal and external. Here are some of the most important ones:

1) Internal Factors
   a. Shariah compliance
      Muslim consumers are more likely to trust companies whose products and business practices comply with Islamic sharia. This includes aspects such as product halalness, avoiding usury, and fair business ethics.
   b. Religious values
      Islamic religious values, such as honesty, fairness and responsibility, also influence Muslim consumer trust. Companies that demonstrate a commitment to these values are more likely to be trusted by Muslim consumers.

    c. Needs and expectations

Muslim consumers have different needs and expectations from non-Muslim consumers. Companies that understand and fulfill these needs are more likely to be trusted by Muslim consumers.

    d. Personal experience

Muslim consumers' personal experiences with companies and their products can also influence their trust. Positive experiences can increase trust, while negative experiences can decrease it.

2) External Factors

    a. Company Reputation

A good corporate reputation can increase Muslim consumer trust. Muslim consumers prefer companies that have a positive reputation in terms of integrity, social responsibility and commitment to Islam.

    b. Information from trusted sources

Muslim consumers often seek information about companies and their products from trusted sources, such as scholars, Islamic organizations and Islamic mass media. Positive information from these sources can increase Muslim consumer trust.

    c. Other company practices

Muslim consumers also compare company practices with other companies in the same industry. Companies that have better practices than their competitors are more likely to be trusted by Muslim consumers.

    d. Socio-economic conditions

The socio-economic conditions of the country can also affect Muslim consumer trust. In Muslim-majority countries, Muslim consumers are generally more trusting of local companies than foreign companies.

e. Halal Products

Halal products can be defined as all goods and services that are made, used, or utilized by the public. products that meet the halal requirements set by Islamic law. These products do not inadvertently contain pork or alcohol. In the Qur'an, "halal" means that which is permitted. This word can usually refer to anything good and therefore permissible in Islam. Halal products are food products, medicines, cosmetics, and other products that do not contain elements or haram goods in the manufacturing process and are prohibited for consumption by Muslims both regarding raw materials, additives, other auxiliary materials including production materials processed through genetic engineering and irradiation processes whose management is carried out by Islamic law and provides more benefits than its mudharat.

1. Manufacturing Process

The manufacturing process or production process of a company that has used the halal label should still maintain the following things:

    a. The animal to be cleaned is dead after slaughter.

    b. Mixed materials used in the production process are not made from haram goods or materials.

    c. The water used to clean the materials should be absolute water or clean, running water.

    d. The production process is not mixed or adjacent to unclean or haram goods or

materials.
2. Main Raw Materials

Raw materials are the main materials used in the production process activities, both in the form of raw materials, semi-finished materials and finished goods. Meanwhile, additional product materials are materials that are not used as the main ingredients added in the production technology process.

3. Auxiliary Materials

Auxiliary or supporting materials are materials that are not included in the category of raw materials or additives that function to help speed up or slow down the production process including engineering. Genetic engineering is a process that involves transferring trait-carrying genes from one biological species to another, or from one biological species to another. same. While irradiation is a method of irradiating the product. Either by using radioactive substances or preventing spoilage and damage.

4. Effect

Halal products cannot be separated from Islamic law, namely: taking maslahat and rejecting madharat. If according to health a type of product can endanger life, then the product is prohibited for consumption. To determine the law of products that are not found in the nash then use the Qawaid argument, namely, meaning: "It is not permissible to harm yourself and others". (HR. Ahmad Bin Hanbal) As in another sense, halal products are products that meet the requirements of halalness by Islamic law. Requirements for halal products according to shari'aIslam includes the following:

a) Halal substance means halal from the original law.
b) Halal means that the method of obtaining it is by Islamic law, for example by not stealing.
c) Halal in the process.
d) Halal in storage does not contain haraam items such as pork.
e) Halal in its transportation.
f) Halal in its presentation means that it does not contain items that are forbidden according to Islamic law.

To avoid the existence of unlawful or haram, it is necessary to establish a halal guarantee system that must be guided in production to produce halal or thoyyib products. The following are indicators in determining a halal product:

1. MUI halal certification.
2. There is a BPOM license.
3. The identity of the shop or restaurant owner.
4. Islamic symbols (Mulyaningrum, 2018)

4. CONCLUSION

Tull and Kehle in Josep P Cannon reveal that marketing strategy is a fundamental tool planned to achieve organizational or institutional goals by gaining sustainable advantage through the intended market and marketing programs implemented to serve that market. Islamic marketing is a business approach that integrates Islamic values in the process of creation, offering, and exchange of value between initiators and stakeholders. Marketing strategy in Islam is within the scope of Muamalat, which is the interaction between humans and other humans. The basic principle of

Muamalat in Islam is jaiz (permissible), unless there is a prohibition that makes it haram. According to Abdullah Amrin, the principles of Islamic marketing include: Ikhtiar, Benefits, Amanah or Responsible, Advice, Transparency Justice, Honesty, Ikhlas or Sincerity. The goal of Islamic marketing itself is a challenge, but it is important to ensure that every step is aligned with the principles of Islamic law, with a focus on social good and justice. Consumer behavior includes individual activities that are directly involved in obtaining goods and services, including in the decision-making process before and after making transactions. It also involves the actions of individuals, groups, or organizations in making decisions regarding the acquisition and use of economic goods or services, which can be influenced by the surrounding environment Definition of Halal Products In a broad sense, products are all goods and services that are produced, used, used, or utilized by society. Products that have halal requirements according to Islamic law.

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