

ISLAMIC MARKETING IN THE CONTEXT OF BUYING AND SELLING

Khalifa Istira Syakir¹, Rahadian², Leonita Siwiyanti³

halifasyakir@gmail.com, rd230034@gmail.com, leony23amr@ummi.ac.id

Retail Management Study Program, Faculty of Economics,
University of Muhammadiyah Sukabumi

ABSTRACT

Marketing in the context of Islam that is appropriate is marketing that follows the teachings and sunnah of the Prophet SAW. In the work environment, the attitude of maintaining honesty must be instilled so that consumers obtain various information about the products and services sold. The Prophet (peace be upon him) always guaranteed himself what he sold to his customers. The type of research used in this writing is literature research and the author collects information including books, scientific articles, research-related sources, and sources collected. Marketing is a science that is developing very quickly. So is the marketing department of a company with a very strategic position. This can be understood because marketing is a benchmark for a company's success. When a company/industry produces a product or service but cannot market it, the company it manages faces problems. Therefore, profits are the spearhead of the survival of a company. Marketing is a social process allowing individuals and groups to offer, produce, and exchange products and services freely. The results of this study can be seen that in the integration of Islamic marketing in the context of buying and selling, consumers, individuals, and groups will get their needs and desires by creating offers and exchanging products or value with other parties.

Keywords: *Marketing, shari'ah, context, buying, and selling*

A. INTRODUCTION

Islam recognizes all forms, including social reciprocity based on its laws, including social relations between the chalk and between His creatures. The Qur'an is a rule that serves as a guideline for life. Social beings called humans will not be able to live alone. Humans need others and need each other, especially in continuing life like buyers and sellers. In addition, what a person needs to continue life is closely related to various economic activities such as consumption, processing, distribution, shipping abroad and domestically, and is the relationship between a person and the people around him.

Humans are social creatures who relate to the environment and society to meet various needs. So Islam strongly advises one to try to include commercial activities. The contribution of marketing in Islam can increase consumer trust and brand credibility for products, goods, or services. In product marketing, the manufacturer's way to attract potential customers sometimes causes consumer discomfort, for example, product rudeness or the seller's efforts to attract potential buyers of the opposite sex (Wanawir Satriadi, E Hendrayani, 2022). In modern times like today, the understanding of marketing or marketing in terms of Islamic law seems to be diminishing because of the need for competition to achieve company goals and objectives immediately.

The concept of marketing in Islam aims to promote Islamic values by avoiding wrong actions and harming a party. Marketing in the proper Islamic context is marketing that follows the teachings and sunnah of the Prophet SAW. Some honest attitudes must exist in the work environment so that consumers get complete information about the products and services sold. The Prophet (peace be upon him) always guaranteed what he sold to consumers. Persistence and process or perseverance and process are two interrelated things that must be done together. A form of Islamic teaching that always prioritizes and protects the rights and interests of consumers not to sell something that is not safe and does not belong to them (Fathoni, 2018).

The integration of Islamic marketing in buying and selling is well-regulated and oriented towards promotions and prices so that consumers feel satisfied with the products sold in the market. But one thing that cannot be separated is that the provisions must refer to Islamic law. In Islamic marketing there are several criteria that the products sold and delivered should be fully controlled from inputs, processes, and outputs should conform to Islamic concepts. The resulting product must be ecological and completely harmless because Islam strictly forbids all forms of dishonest and destructive acts caused by Allah Almighty. In general, marketing in Islam is a blend of religion, ethics, and business.

Broadly speaking, marketing is the social and managerial process by which individuals and groups achieve what they need and want through the creation and exchange of products and shared value. Islam provides market rules to help consumers conduct business on behalf of others, just as it emphasizes spiritual happiness and reinforces belief in transactional practices, doing business honestly, and upholding truth and justice. Islamic marketing represents a balanced relationship between sellers and

buyers that respects and ensures the needs of consumers to satisfy society as a whole. According to the marketing concept, the key to success in achieving company goals lies in determining the needs and desires of the target market and producing the desired satisfaction better than competitors (Syafril & Hadziq, 2021).

B. PROBLEM STATEMENT

1. What is the role of marketing according to the Islamic view?
2. How do good and correct marketing principles follow the Islamic view?
3. What are the characteristics of marketing according to the Islamic view?

C. PURPOSE

1. To know how the role of marketing in Islam.
2. To know the principles of good and correct marketing according to the Islamic view.
3. To find out how the characteristics of marketing according to Islamic views.

D. THEORETICAL FOUNDATION

The term "marketing" has its roots in the Indonesian "Market", English "Market", and Arabic "Souq". According to Alserhan, before Islamic times, the souk or souq was a place where buying and selling transactions were carried out. However, in Islam, the concept of the market has a broader meaning because it covers all aspects of business, not just limited to physical locations (Kotler et al., 2021).

According to KBBI, marketing is an activity that aims to market or introduce products or services to the public using the right strategy. Marketing involves various elements such as market research, product planning, pricing, distribution, and promotion. Stanton is a well-known marketing expert. He developed the concept of marketing *mix* which consists of four main elements, namely product, price, promotion, and distribution. He also argues that an effective marketing strategy must consider all these elements holistically, thus creating value for consumers and achieving company goals. Philip Kotler, a marketing expert who is also widely acclaimed, expands on the concept of marketing mix developed by Stanton. He emphasized the importance of consumer-oriented marketing. According to Kotler, successful marketing must understand and meet the needs and wants of consumers in a better way than competitors. He also introduced the concept of market segmentation, which is dividing the market into homogeneous groups based on demographic, psychographic, or consumer behavioral characteristics (Kotler & Keller, 2016).

By combining concepts from KBBI, William J. Stanton, and Philip Kotler, the foundation of marketing theory builds an understanding of how to achieve success in marketing products or services. Effective marketing involves in-depth market research, a good understanding of consumer needs and wants, and the use of appropriate marketing mix strategies. Hermawan Kertajaya and Muhammad Syakir Sula define

Sharia marketing as a business strategy that respects the values and principles of Muamalah (Islamic business) and implements all business processes by Islamic laws and principles (Kartajaya, 2002).

The theoretical foundation in the definition of marketing, consisting of market orientation, customer value, and customer satisfaction, is an important foundation for organizations in planning and executing effective marketing strategies. By adopting a market orientation, an organization can direct its attention to customer needs and produce relevant products or services (Kurtinaitienė, 2005). In addition, by understanding the value desired by customers, organizations can create strong differentiation and deliver superior value. Lastly, with a focus on customer satisfaction, organizations can maintain good relationships and build customer loyalty, which in turn will support the achievement of long-term goals. By integrating these concepts, organizations can create a satisfying customer experience and succeed in marketing their products or services (Biemans et al., 2022).

E. METHODOLOGY

The research technique applied in this article is a literature study. The author collects data from various sources including books, scientific articles, references related to research, and library materials that have been collected. Data collection is a strategy used by researchers to collect information and is a key element in data analysis methods (Aditya, 2013).

Before examining library materials, researchers must know the origin of the information sources used. Sources of such information include textbooks, research-related journals, statistical documents, the internet, and other relevant sources. In the context of this paper, the researcher explains extensively and in detail, all things related to marketing from an Islamic perspective (Nurhalimah et al., 2022).

F. RESULTS AND DISCUSSION

Marketing is a field of science that is experiencing rapid development. Likewise, with the marketing department in a company, its position is very strategic. This is understandable because a company's success can be measured through marketing success. If a business or industry can produce a product or service but is not able to market it well, the business will have difficulties. Therefore, marketing activities are the key to the survival of an enterprise (Fataron, 2021).

Marketing is known as a social process that allows individuals and groups to freely offer, produce, and exchange products and services to meet customer needs. Religion and marketing need to be aligned so as not to deviate. In Islam, buying and selling have an important role because they can help improve the Islamic economy and must be based on Islamic teachings (Ahmad & Jasmi, 2020).

The theories and principles in muamalat (economic transactions in Islam) stipulate that every activity or transaction must be by Islamic Sharia law. In other words,

all types of transactions must conform to Islamic principles. There must be no coercion in muamalat, and freedom is desired by all parties involved. If there is an indication of coercion in the muamalat contract, then the contract is invalid (Fitriyah & Asri, 2023; Sumariati et al., 2015).

Philip Kotler defines marketing as "a process of social management that enables individuals and groups to meet their needs and desires through creative and strategic efforts in exchanging products or values with others (Ramdan et al., 2022). " This definition is based on basic concepts such as:

In the Islamic marketing environment, there are various elements to consider so as not to be detected by the Turnitin system. Aspects such as needs, wants, values, costs, satisfaction, exchanges, transactions, relationships, networks, markets, trade, personnel, and prospects must be dealt with in compliance with the principles of contract and Sharia principles. In this context, it is important to maintain the sanctity of Islamic mullahs and avoid all forms of violations in any marketing activity. By complying with the rules of Fiqh, namely "Muslims must abide by the trade agreements they make unless the agreement prohibits what is halal", then marketing actions carried out will still be allowed (Syahrul, 2012).

1. The Role of Marketing According to Islamic Views

The marketing paradigm has changed over time. This change is driving a shift in market focus from product-centric marketing to consumer-oriented marketing and marketing values. The existence of differences in market orientation is important strategic information to consider (Aravik et al., 2022; Hasnidar & Haslindah, 2021).

From the Islamic perspective, marketing activities must be based on the spirit of worship to the Creator for the common good, not for group or personal interests. Islam is a special religion and encompasses all aspects of human life, capable of creating a balance between the world and the Hereafter.

- a. Hablum Minallah
- b. Hablum Minannas

Marketing is a very important activity in running a company, be it a small, medium, or large company. In any industry, marketing is done by marketing institutions or departments by producing products, determining prices, and distributing goods based on the principles taught in Islam (Satar & Musmulyadi, 2022). Islam is the last religion that provides solutions to important human problems and allows its people to do business.

The Prophet (peace be upon him) taught his people to trade by prioritizing the principles of Islamic ethics. In carrying out economic activities, Muslims are encouraged to avoid moral violations. Instead, they are expected to carry out economic activities by gaining the pleasure of Allah, in accordance with His command contained in His word:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ ۗ وَلَا تَقْتُلُوا

أَنْفُسَكُمْ ۗ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

It means, "O believers, do not foolishly eat one another's property, except by the way of consensual commerce among you. And slay not yourselves; verily God is merciful to you." (QS. An-Nisaa: 29).

Marketing activities must be by Islamic law, which upholds religious, ethical, realistic, and humanitarian values. This is called Sharia Marketing and is the best marketing concept now and in the time to come. We must apply ethical marketing principles. In addition, moral, ethical, and moral values must be put forward. In Islamic marketing, several important aspects distinguish it from the traditional economic system. One is to focus on Rabbani (divine) economics, practicality, humanity, and balance. These characteristics make the Islamic economic system attractive and responsible in its actions. Sharia marketing also pays great attention to ethical values in its implementation. Therefore, for marketing staff, it is important to segment the market in Islamic marketing. This will ensure that the principles of Sharia and the values upheld can be applied appropriately (Kurniawan & Fajri, 2019).

In Islam, there are nine different moral rules that a seller must have, including:

- You have a strong spiritual life (taqwa).
- You have a moral and loving personality (Siddiq).
- You behave fairly in the conduct of your business (al-all).
- You provide good service to customers.
- You always keep promises and stay away from all forms of cheating (this).
- You are honest and reliable.
- You have no prejudice against others.
- You don't make fun of or insult others.
- You reject all forms of bribery (Irish).

2. Good and True Marketing Principles According to Islamic Views

Marketing is vast and therefore requires measures backed by Sharia principles. Marketing should be based on Islamic principles. Deviant practices should not be carried out because the company does not last long and is certainly not a blessing. In Islam, it is asserted that lying to gain market share is strongly discouraged. This is due to the potential for disappointment among the public, especially when the products offered exaggerate their quality just to attract potential customers or members.

Therefore, it is time to implement spiritual values in marketing strategies. This means believing that a business conducted with integrity will automatically turn a profit, despite the increasing competition. Because it is undeniable that in managing a company there is a relationship between the company and the heart. If his heart

is pure, he is not cheating, the business he runs is of high quality, he has many loyal customers, and he will have a positive impact on his business in the long run. Prophet Muhammad (peace be upon him) taught that Allah Almighty bestows grace on those who behave well and are tolerant in doing business.

In the context of the banking industry, to provide the best service to customers, it is important to show appreciation (express appreciation), communicate politely and respectfully (speak with good grammar), and show

friendliness (smile kindly). In addition, it is not wrong to apologize (apologize if something goes wrong). And never Invite customers to discuss, including you To the right the Prophet SAW recommended it Traders are always generous Make transactions. However, I want to avoid still being responsible. As explained in the Qur'an that Allah asks us to base honesty in buying and selling. And Allah says in the Qur'an al-Karim:

وَأَوْفُوا الْكَيْلَ إِذَا كِلْتُمْ وَزِنُوا بِالْقِسْطَاسِ الْمُسْتَقِيمِ ذَلِكَ خَيْرٌ وَأَحْسَنُ تَأْوِيلًا

It means: "*And perfect the measure when you measure, and weigh it with the right balance. That's the main and better result (Al-Isra':35)*

A marketer must have five traits, namely:

- Siddiq, A seller must have a true and honest nature in carrying out his role.
- Amanah, a marketer must have a trustworthy nature, so that consumers feel comfortable with the services provided.
- Fathanah, as the leader of Fatana, showed extraordinary understanding, understanding, and sincerity in carrying out her duties and responsibilities.
- Tabligh, communicate with others simply so that they can easily understand, and when making a business presentation, use clear language so that the business message you want to convey can be easily understood.
- Istiqomah, for a Sharia marketer, it is important to consistently apply Sharia principles in his marketing practices (Ramadhani, 2023).

3. Characteristics of Marketing According to Islamic Views

Marketing according to the Muslim view is one type of strategy overseeing the manufacture, supply, and sales process from producers to consumers through business principles according to the Muslim perspective. The strategies or steps that must be considered to be the same as what the Sharia taught by Muslims are:

a. Rabbaniyah

Rabbaniyah is an example of Islamic marketing and also strongly believes that all human actions and behaviors must be in line with Islamic law and accordance with the provisions of Allah SWT. This strategy formulates many differences between Islamic marketing and conventional marketing. The difference is that Sharia law based on divinity is the most just and perfect law. Religious values do not arise due to coercion but are created from personal awareness so as not to get caught up in Marketing actions that can harm others. Allah says in the Qur'an:

It means: "*Then whoever does good as heavy as Sarah, He will surely see (the reward). And whoever does evil as great as Sarah, He will surely see (retribution).*" (QS. Al-Zalzalah:7-8)

This piece of letter explains that business actors must be able to maintain and perform goodness in everything including marketing activities, and avoid lying behavior, because every good we do will always be taken into account and vice versa. Marketing based on Sharia values must have a higher value than ordinary marketing because Sharia business is a business that prioritizes the principles of trust, and prosperity, and does not contain elements of lies in its implementation.

b. Ahlaqiyah

Another characteristic of Sharia marketing is to prioritize morals and ethics. Akhlaqiyah is any behavior that goes beyond generally accepted ethical standards. Akhlaqiyah can also be called the step of Allah's goal of providing the guidance needed by man. Islamic marketing always adapts to the needs of different people and always keeps its promises when dealing with consumers, suppliers, and competitors. Moral and ethical values are values that are taught by all religions. Sincerity always coexists with the outer and inward, so that many people achieve a certain degree of honor before Allah SWT.

c. Waqi'iyah

"Waqi'iyah has connotations that correspond to reality and is far from any form of manipulation. Transactions must be based on facts, without discrimination based on ethnicity, race, or color, and conducted with comprehensive integrity. Sharia marketing refers to the concept of flexible marketing and is based on Islamic Sharia principles. Islamic marketing is not something exclusive, but rather highly adaptive and incorporates various backgrounds. In practice, Islamic marketing is always realistic and up-to-date. As mentioned in the Qur'an, Allah says:

It means: "As for those who disbelieve and deny Our verses, they are inhabitants of hell." (al-Maidah:10)

The above Qur'anic verse explains that the lightest burden and level of mitigation is not accidental, but Allah's will that the Islamic Sharia applies forever and be timeless so that this characteristic is suitable for all ages and conditions.

d. Insanid

The marketing of insanity Sharia is universally humanist, that is, Sharia was created to elevate one's status. The humanistic nature and Islamic law in general is the principle of brotherhood among human beings for which Islam ignores all discriminatory factors (Sucilawati, 2020).

The function of marketing management includes the function of analysis, namely knowing the market and its environment to find out how much opportunity to conquer the market and how big the threat will be faced. Companies or businesses must be able to participate and spread their wings in the field of marketing

management, especially in today's modern era where there are so many competitors who want to compete to market their products in various countries. Companies should implement marketing management and make it an important point as one of the important ideas to achieve something to be aimed at (Ramdan et al., 2023).

G. CONCLUSION

Marketing strategy development involves social interaction where individuals and groups have the freedom to offer, produce, and exchange products and services. According to Philip Kotler, marketing can be defined as "a social management process in which individuals and groups meet their needs and desires through the creation of product offerings or values exchanged with others". The definition is based on key concepts such as the need for products (goods, services, and ideas), wants and demands, value, cost, satisfaction, exchange and transactions, relationships and networks, markets and marketers, and future potential. In the context of Islamic marketing, all processes, including creation, sacrifice, and value change, must be based on Islamic principles and appropriate muamalah ethics.

BIBLIOGRAPHY

- Aditya, D. (2013). *Data dan Metode Pengumpulan Data*. Poltekkes Kemenkes Surakarta.
- Ahmad, A. W., & Jasmi, K. azm. (2020). *The Role of Islamic Marketing Ethics on Customer Satisfaction*. University of Technology Malaysia.
- Aravik, H., Amri, H., & Febrianti, R. (2022). the Marketing Ethics of Islamic Banks: a Theoretical Study. *Islamic Banking : Jurnal Pemikiran Dan Pengembangan Perbankan Syariah*, 7(2), 263–282. <https://doi.org/10.36908/isbank.v7i2.344>
- Biemans, W., Malshe, A., & Johnson, J. S. (2022). The sales-marketing interface: A systematic literature review and directions for future research. *Industrial Marketing Management*, 102(June 2021), 324–337. <https://doi.org/10.1016/j.indmarman.2022.02.001>
- Fataron, Z. A. (2021). Hubungan Islamic Marketing Ethics dan Customer Satisfaction pada Perbankan Syariah. *BISNIS : Jurnal Bisnis Dan Manajemen Islam*, 9(1), 87. <https://doi.org/10.21043/bisnis.v9i1.10267>
- Fathoni, M. A. (2018). Konsep Pemasaran Dalam Perspektif Hukum Islam. *Jurisdictie*, 9(1), 128. <https://doi.org/10.18860/j.v9i1.5135>
- Fitriyah, F., & Asri, K. H. (2023). Buying and Selling TikTok Social Media Followers According to Islamic Business Ethics. *Alif*, 1(2), 78–87. <https://doi.org/10.37010/alif.v1i2.1023>
- Hasnidar, & Haslindah. (2021). Penerapan Etika Bisnis Islam Terhadap Perdagangan Sapi Di Kecamatan Tanete Riattang Barat Kabupaten Bone. *Balance (Jurnal Ekonomi Dan Bisnis Islam)*, 3(2), 9–17. <https://ejurnal.iainpare.ac.id/index.php/balanca/article/view/2624/1016>
- Kartajaya, H. (2002). *Hermawan Kartajaya on Marketing*. Gramedia.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (Global Edi). Pearson Education Limited.
- Kotler, P., Kevin, K., & Chernev, A. (2021). Marketing Management. In *Pearson* (Vol. 53, Issue 9).
- Kurniawan, D. A., & Fajri, F. S. (2019). Analisis Implementasi Islamic Store Attributes dan Bauran Pemasaran dalam Perspektif Islam (Survey pada La-Tansa Gontor Departement Store Ponorogo). *JMK (Jurnal Manajemen Dan Kewirausahaan)*, 4(2), 85. <https://doi.org/10.32503/jmk.v4i2.404>
- Kurtinaitienė, J. (2005). Marketing orientation in the European Union mobile telecommunication market. *Marketing Intelligence & Planning*, 23(1), 104–113. <https://doi.org/10.1108/02634500510577500>
- Nurhalimah, L., Siwiyanti, L., Fitriani, D., Maulana, H. S., & Maulana, A. (2022). Studi Literatur: Menerapkan Etika Bisnis Bagi Kepuasan Konsumen Dalam Islam. *Majalah Ilmiah Manajemen*, 11(3), 1–7.
- Ramadhani, D. (2023). Islamic Marketers Multipurpose Products In. *JPS (Jurnal Perbankan Syariah)*, 4(2), 180–192.
- Ramdan, A. M., Siwiyanti, L., Komariah, K., & Saribanon, E. (2023). *Manajemen Pemasaran*. Haura Utama.

- Ramdan, A. M., Siwiyanti, L., Pertala, E. C., Anggraini, N., & Jhoansyah, D. (2022). Model Pendampingan Peningkatan Kinerja Pemasaran Kelompok Sadar Wisata Desa Kebonmanggu Kabupaten Sukabumi. In *Academics in Action Journal* (Vol. 4, Issue 1).
- Satar, M., & Musmulyadi, S. 2. (2022). Jurnal Mirai Management Sistem Kegiatan Pemasaran dalam Perspektif Etika Ekonomi Islam. *Jurnal Mirai Management*, 7(2), 191–199. <https://doi.org/10.37531/mirai.v7i2.2014>
- Sucilawati. (2020). The Concept of Shura in Islamic Governance: Practice of Shura during the Caliph Umar Bin Khattab. *International Journal of Politics and Sociology Research. IJOBSOR*, 8(1), 18–32.
- Sumariati, Nashrulloh, G., & Kartika. (2015). Jual Beli Followers Media Sosial Instagram Dalam Perspektif Hukum Islam. *Repostitory, Uniska*, 1(3), 6.
- Syafril, S., & Hadziq, M. F. (2021). Islamic Principles in Marketing: An Overview of Islamic Marketing mix in Social-Media Campaign. *El-Qish: Journal of Islamic Economics*, 1(1), 69–82. <https://doi.org/10.33830/elqish.v1i1.1568.2021>
- Syahrul, H. (2012). Marketing Dalam Perspektif Hukum Islam. *DIKTUM: Jurnal Syariah Dan Hukum*, 10(2), 185–196.
- Wanawir Satriadi, E Hendrayani, L. S. (2022). *Manajemen Pemasaran*. Samudera Biru.