
Islamic Marketing Strategy in Developing Crab Meat Business: A Case Study of CV. Perjuangan 7703 in Waruduwur Village, Cirebon Regency, Indonesia

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Abstract

This study aims to analyze the implementation of Islamic marketing strategies in developing a crab meat business at CV. Perjuangan 7703 located in Waruduwur Village, Cirebon Regency, Indonesia. This research employs a qualitative approach with a case study method. Data were collected through observation, in-depth interviews, and documentation, and analyzed using descriptive analysis techniques. The findings reveal that the company has implemented marketing strategies in accordance with the 7P marketing mix framework, including product, price, place, promotion, people, process, and physical evidence, which effectively support business development. Furthermore, the application of Islamic marketing principles—*rabbaniyah* (theocentric), *akhlaqiyah* (ethical), *al-waqi'iyah* (realistic), and *insaniyah* (humanistic)—has enhanced transparency, trust, and direction in marketing practices compared to conventional approaches. Despite several challenges in sustaining the business, the company has adopted appropriate problem-solving strategies that enable it to maintain and develop its operations. This study highlights that integrating Islamic marketing values into business practices can contribute positively to sustainable business development, particularly in small and medium enterprises in the fisheries sector.

Keywords: *Islamic Marketing Strategy, Business Development, Crab Meat Industry*

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INTRODUCTION

As an archipelagic country, Indonesia has enormous potential in terms of fish stocks and high biodiversity. It is worth remembering, as the largest archipelago in the world stretching from Sabang to Merauke, Indonesia has 17,499 islands with a total area of around 7.81 million km². Indonesia has huge marine and fisheries potential. The magnitude of marine and fisheries potential can actually also describe the acquisition of foreign exchange from the sector, which has continued to trend upward in recent years (Firman Hidranto, 2023). Geographically and demographically, Cirebon Regency is very suitable in developing the potential of fishery businesses. Cirebon Regency is one of the districts located in the province of West Java, Cirebon Regency has considerable fishery potential because its area is directly adjacent to the Java Sea. Marine fisheries in Cirebon district involve fishing activities traditionally with fishing boats. In addition, there are also several fisheries industries operating in the coastal area of Cirebon regency. Waruduwur Village is one of the villages in Cirebon Regency that provides ready-to-export materials and as a village that has promising prospects in the field of the rajungan industry. There is a home industry that employs Waruduwur residents, especially women (mothers). So one of the potential is to grow an adequate community economy for family needs and reduce unemployment in Cirebon Regency. Marketing strategy or marketing strategy, is a company's plan to be able to introduce the brand as widely as possible to achieve customer and sales targets. Many things must be considered in the selection of a marketing strategy (Nathania, 2023).

Marketing strategy according to Kurniawan (2020), namely marketing logic and based on that business units are expected to achieve 2 marketing goals. Marketing strategy consists of making decisions about marketing costs from the company, marketing mix, and marketing allocation. The crab business in Waruduwur Village, Cirebon Regency has promising potential. Crab crab is a type of crab that has high economic value and is in considerable demand in the market. CV. Perjuangan 7703 is a middleman of crab meat in the area. CV Perjuangan 7703 was established to carry out basic business activities such as retail trade in marine products (marine fish). In general, the concept of sharia marketing is epistemologically sharia-driven (driven by sharia as a source of law) which is oriented to meet the needs and desires of consumers and create value for them as long as they do not conflict with the main sources in Islam, namely the Qur'an and Hadith. The concept of axiology in sharia marketing is also clear, where the standards of morality (right or wrong and good or bad) are all sourced from the Qur'an and Hadith, both qouli (speech), fi'li (deeds), and taqriri (approval of the deeds of the Prophet's companions). In this case, sharia marketing has a very strategic position, This is because, sharia marketing is one of the marketing strategies based on the Qur'an and the Sunnah of the Prophet PBUH. Sharia marketing is a strategic business discipline that directs the process of creation, offering, and changing values from one initiator to its stakeholders, which in the entire process is in accordance with the contract and the principles of Islam and muamalah in Islam (Zubaedah & Harsela, 2022). Sharia marketing based on Kertajaya is a tactical action that can overshadow all activities in the company, starting from the process, building, offering in accordance with Islamic teachings. Meanwhile, from HermawanKartajaya, sharia marketing is where a company in its marketing must act honestly in accordance with the reality and for buyers, in the purchase it must be because of necessity. The crab business at CV perjuangan 7703 which is located in Waruduwur village, Mundu district has the potential to be developed, because it is a business that has been established for approximately twenty years. In the village, 3 are also quite large

crab producers. In marketing crab meat, an entrepreneur must pay attention to the strategy in his marketing.

Sharia marketing strategy is a strategy in which the process, both the creation process, the bidding process, and the value change process, are not allowed to have anything that is contrary to the Islamic muamalah contract and principles. Most business ideas that will be undertaken will also usually make people also confused about what business they will do later, not knowing what goods/services are in high demand, not knowing what goods/services are needed by many consumers and not knowing what goods will be in demand in the future. The fear of failure makes them not dare to start the next thing. The number of competitors who dare to give a lower price makes entrepreneurs want to lower the selling price. By lowering the price, the profit margin automatically becomes small. Financial issues are one of the important things that must be managed wisely for the continuity of a business or company. If finances are not managed properly, income and expenses will not be controlled, so it can lead to bankruptcy (N. W. Utami, 2019). CV. Perjuangan 7703 in Waruduwur village is one of the crab processing companies in Cirebon Regency. CV. 7703's struggle against several obstacles faced including competition in obtaining raw materials, namely crab meat, high market demand resulting in a decreasing crab population. This is due to the capture exceeding the available capacity. The more competition, the higher the competition to obtain crab meat, so that the amount of CV production. The struggle of 7703 is not decisive every day. In addition to teaching cleanliness, Islam also teaches about the halalness of the food we will eat, from the raw materials used, whether there are intoxicating elements, ingredients that are prohibited from being consumed by Muslims, to other elements.

The formulation of the problem in this study is as follows: 1. How is the marketing strategy carried out in the development of the crab meat business in CV. The Battle of 7703? 2. How are the efforts of the sharia marketing strategy for the development of the crab meat business at CV. The Battle of 7703? 3. What are the obstacles and how are the solutions in an effort to maintain the crab meat business in CV. The Battle of 7703?

RESEARCH METHODOLOGY

The research approach used is a qualitative approach as the basis for conducting research. According to Sugiyono (2020, p. 9) stated that the qualitative research method is a research method based on the philosophy of positivism or enterprising, used to research the condition of natural objects, where the researcher is the key instrument, the data collection technique is carried out by triangulation (a combination of observations, interviews, documentation), the data obtained tends to be qualitative data, data analysis, inductive/qualitative, and qualitative research results are to understand meaning, understand uniqueness, construct phenomena, and find hypotheses. The type of research used by the author is descriptive analysis, Descriptive research is a method or technique used to collect, process, analyze, and present data descriptively. Research design 1. The place of research CV. Perjuangan 7703 which is located at Jl. Pangeran Seda Lautan Rt/Rw 004/002 Waruduwur Village, Kec. The research time is March 20 to June 15, 2023.

According to Sugiyono (2010:62), judging from the data source, data collection can use primary sources and secondary sources. So that the types and data sources used in this study are: 1. Primary data is data and data sources that are directly obtained from the first data source (core informant) or information obtained directly at the research location or research

object/subject. The primary data in question is the results of a direct interview with the President Director of CV. Perjuangan 7703, QC CV. The struggle of 7703, and also the beaters and fishermen. 31 2. Secondary data is data that is directly collected by researchers as support from the first source. It can also be said that data is compiled in the form of documents. The secondary data in this study is sources contained in the Qur'an, books, articles, online journals, and so on, as well as from the opinions of several experts whose material is related to sharia marketing strategies for business development.

The data collection techniques used for this study consist of three types, namely observation, interviews and documentation. 1. Observation According to Arifin, observation is a series of data collection processes that are preceded by observation and then recording that are systematic, logical, objective, and rational to various phenomena in artificial situations. Observations are made to obtain a more real and detailed picture of an event. 2. Interview One of the qualitative data collection techniques that is often used is interviews or interviews. An interview is an interaction process in the form of questions and answers between the interviewer or researcher and the source or research subject. In essence, an interview is an activity to dig up information in depth about a topic or problem being researched. 3. Documentation Research data can be obtained through facts stored in the form of letters, photo archives, daily records, meeting minutes, and activity journals. In order to obtain quality data, researchers need to have theoretical sensitivity to interpret all these documents.

Data validity examination techniques in qualitative research include credibility tests, transferability tests, dependency tests, and confirmability tests. 1. Credibility Test. In qualitative research, data can be declared credible if there is a similarity between what the researcher reports and what actually happens to the object being studied. When it is found in the field that there is a shortage of health workers in the hospital environment, the problem of shortage of health workers will be explored in more detail by researchers, not those related to the availability of health facilities and infrastructure. The test of data credibility or the reliability of qualitative research data consists of extending observations, increasing diligence, triangulation, negative case analysis, using reference materials and member checks.

1. Extension of observation In the early stages of the researcher entering the field, the researcher is still considered a foreigner, still suspected, so the information provided is incomplete, in-depth, and still allows many things to be kept secret. With the extension of this observation, it means that the relationship between the researcher and the source will be more rapported, more familiar (no more distance), more open, and trust each other so that no more information is hidden.
2. Increase diligence Researchers can increase diligence in the form of double-checking whether the data that has been found is correct or not, by conducting continuous observations, reading various book references and related research or documentation results, so that the researcher's insights will be wider and sharper.
3. Triangulation A methodological concept in qualitative research that qualitative researchers need to know is the triangulation technique. The purpose of triangulation is to increase the theoretical, methodological, and interpretive power of qualitative research.

Qualitative data analysis is the process of organizing, analyzing, and interpreting non-numerical data into information or trends to later be used as a reference in developing a product or customer needs. The following is a discussion of the four stages of analysis in qualitative research: 1. Data collection Qualitative data can be collected by means of observation, in-depth

interviews, document studies, or focus group discussions. 2. Data reduction and categorization According to Miles, data reduction is a selection process, focusing on simplifying, abstracting, and transforming rough data that emerges from field data. 3. Data appearance 35 Display or data appearance is a stage that needs to be done after reducing and categorizing data. According to Miles, data display is the analysis of designing rows and columns of a metric for qualitative data. 4. Drawing conclusions Broadly speaking, conclusions must include important information in the research. The conclusion must also be written in language that is easy for the reader to understand and not convoluted (Rahmatika, 2022).

RESULTS AND DISCUSSION

1. Marketing strategies carried out in the development of crab business at CV. Battle 7703

Based on information from Yadi, the owner of CV. Struggle 7703 on Monday, June 05, 2023 at CV. The struggle 7703 that the marketing strategy used is the application of the 7p marketing mix as the company can explain in detail when ensuring that the fisherman / basket gets a pleasant and satisfying experience in every transaction process until the goods are received. Based on information from infomran 1 from CV. Struggle 7703 on Tuesday, 06 June 2023 on CV. The struggle of 7703 is that the marketing strategy used is the application of the 7p marketing mix which ensures that the CV has done a good process, so that the fishermen/baskets can sell their goods to the CV. Informant from informant 2 on Wednesday, June 7, 2023 at CV. Perjuangan 7703 that the marketing strategy used is the application of the 7p marketing mix theory such as the agreed price must be in accordance with the target customer that has been set so that transparency in transactions is created. Information from informan 3 on Thursday, 08 June 2023 on CV. The struggle 7703 that the marketing strategy carried out is the application of the 7p marketing mix theory where the agreed price is in accordance with the target customer that has been set and is determined to know the customer's needs, so that they can provide products or services according to customer demand and needs. Information from Saeni Fisherman on Friday, June 09, 2023 at CV. The struggle of 7703 that the marketing strategy used is the agreed price must be in accordance with the target customer that has been set because it will make customers more confident in ordering or buying in that place, and knowing the right place in the marketing mix means placing the product in a place or medium that is visited by many target customers.

Based on the field and correlated with the 7p marketing mix theory such as Product, Price, Place, Promotion, People, Process, Physical Evidence, then CV. 7703's struggle in implementing marketing strategies in business development is in accordance with the marketing concept promoted.

2. Efforts of sharia marketing strategy for the development of crab business in CV. Battle 7703

Based on information from informant 3 from CV. Struggle 7703 on Monday, June 05, 2023 at CV. Perjuangan 7703 that the marketing strategy used is word of mouth marketing (a marketing process carried out by word of mouth) where the company offers a higher price so as to attract fishermen/baskets to sell their catch to the CV. applying from the Godhead or rabbaniyyah is a unanimous belief, that all human movements are always under the supervision of Allah SWT, namely initially only as fishermen with their parents to go to sea to look for

crabs, then gradually began to try small businesses as baskets and send them to factories until now.

If it is from CV to the exporting / large factory in addition to communication and proximity, the reference is also from the price, quality of meat and clear payment. This is a form of effort to make changes that a person makes to the maximum with all their abilities in the hope of producing the pleasure of Allah SWT. CV. Perjuangan 7703 also prioritizes the welfare of fishermen and batterers because in terms of price it is more expensive than other places. Based on information from informant 3 from CV. Struggle 7703 on Tuesday, 06 June 2023 on CV. The struggle 7703 that the marketing strategy used is to carry out a good process, so that fishermen/baskets can sell their goods to CV for the application of ethical values or Akhlaqiyah in CV. The struggle of 7703 in the process of weighing every crab meat consisting of (jumbo, lump, special, clawmeat) there is no cheating or counterfeiting other than crab meat so that it does not damage consumer trust, because for us consumer satisfaction is the main thing in CV's motto. The Battle of 7703.

This is a form of effort to make changes made by CV to the maximum by not committing fraud that violates ethics and damages relationships with consumers. Informant from informant 3 on Wednesday, 07 June 2023 at CV. Perjuangan 7703 that the marketing strategy used is the price that has been agreed in accordance with the customer target that has been set in order to create transparency in transactions, the application in the characteristics of Islamic marketing applies Realistic or alwaqiiyyah and humanities or insaniyah, in CV. 7703's struggle in marketing crab meat always prioritizes good quality to provide satisfaction to consumers and also in the transaction process no one feels disadvantaged or lied to. This is a form of effort to make changes made by CV by prioritizing consumer satisfaction and also in the transaction process no one feels disadvantaged or lied to. Information from infoman 3 on Thursday, June 08, 2023 at CV. The struggle of 7703 that the marketing strategy carried out is with clear payments and weighing in accordance with the price that CV can ascertain. Perjuangan 7703 has made efforts in the implementation of sharia marketing strategies because there is no harm from both parties, the application in the characteristics of Islamic marketing applies Ethical or Akhlaqiyah values in CV. The struggle of 7703 in the process of weighing every crab meat does not commit fraud such as reducing scales, and the application of Realistic or al-waqiiyyah and humanities or insaniyah CV. 7703's struggle in marketing crab meat always prioritizes good quality to provide satisfaction to consumers and also in the transaction process no one feels disadvantaged or lied to.

This is a form of effort to make changes made by CV by not committing 44 frauds such as reducing the scales and also the transaction process no one feels disadvantaged or lied to. Information from informant 4 on Friday, June 09, 2023 on CV. The struggle 7703 that the marketing strategy used is with clear payments and weighing in accordance with the price that CV can be ascertained. Perjuangan 7703 has made efforts in the implementation of sharia marketing strategies because there is no harm from both parties, the application in the characteristics of Islamic marketing applies Ethical or Akhlaqiyah values in CV. The struggle of 7703 in the process of weighing each crab meat does not commit cheating such as reducing the scales. This is a form of effort to make changes made by CV by not committing fraud such as reducing scales. Based on field findings and supported by 4 marketing characteristics in Islam including Divinity or Rabbaniyah, Ethical or Akhlaqiyah, Realistic or Al-Waqiiyyah, and Humanities or Insaniyah, then CV. The struggle of 7703 in an effort to implement a sharia

marketing strategy is appropriate, it can be compared to a strategy that does not apply the sharia system that the sharia marketing strategy makes marketing clearer and more directed and transparent in its business development.

3. Obstacles and solutions in an effort to maintain the crab business in CV. Battle 7703

Based on information from Yudi, the owner of CV. Struggle 7703 on Monday, June 5, 2023 at CV. The struggle of 7703 the limitations of the struggle at sea makes crab catches decrease every year, so that the price in the market also has an effect plus many young people now do not continue as fishermen and choose other jobs with minimal risk.

For now, many large factories do not accept crab meat in large volumes because it is overloaded and there have been no export shipments so that many goods are returned by the factory. Keep communicating and approaching fishermen, baskets and factories. More selective in buying meat, especially aroma. Based on information from Liha karyawati from CV. Struggle 7703 on Tuesday, 06 June 2023 on CV. The Struggle 7703 The obstacle is to check the aroma of the crab, because the aroma of the crab changes due to the peeling process so that there is a decrease in the quality of the aroma of the meat and must reject the goods because they do not meet the aroma standards here and sometimes because they are weighed and the aroma is checked directly at the CV. communication to fishermen/baskets who sometimes have differences of understanding. because as a Quality Control must be more concentrated in checking the aroma, to ensure that the meat does not change the aroma significantly and is acceptable to large factories. Informars from Gofar Bakul on Monday, June 19, 2023 at CV. The struggle of 7703 Same as other baskets, namely the price goes up and down, then rejection/not accepted because it does not pass the scent check. \

Information from infoman on Monday, June 19, 2023 at CV. Struggle 7703 Unstable prices, delays in facilities such as jars, sometimes there are rejections/not accepted because they do not pass the scent check. e. Information from Saeni Fisherman on Monday, June 19, 2023 on CV. The struggle 7703 46 The obstacle itself is in the crab, yes, because the crab is seasonal not all the time, it can be said that it is seasonal so if there is none, if there is none, you can't get the crab meat, what do you want to sell to the CV, that's the obstacle. From some of the findings of the problem solving field, it can be understood that all problems can be overcome in accordance with the designation of things like this to support marketing in the development and maintenance of the crab business in CV. The Battle of 7703.

CONCLUSION

Based on the results of the research, it can be concluded that the marketing strategy implemented by CV. 7703's struggle in developing the crab meat business is in accordance with the 7P marketing mix concept which includes product, price, place, promotion, people, process, and physical evidence. In addition, the implementation of sharia marketing strategies is also considered appropriate because it has reflected four main characteristics, namely rabbaniyah (divinity), akhlaqiyah (ethical), al-waqi'iyah (realistic), and insaniyah (humanist), thus making the marketing process more directed, transparent, and ethically valuable compared to conventional strategies. The various obstacles faced in maintaining the business can be overcome through the right solution steps, thereby supporting the sustainability and optimal development of the crab business at CV. The Battle of 7703.

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