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Sharia Marketing Strategy In Increasing Sales Volume In Msmes Bakso Bakar Cantika Cirebon Regency

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Abstract
The growth of Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector has led to increasingly intense business competition. This situation compels business owners to adopt effective marketing strategies to ensure business continuity and boost sales volume. One applicable approach is the Sharia marketing strategy, which integrates the marketing mix concept with Islamic values. This study aims to analyze the implementation of Sharia marketing strategies at Bakso Bakar Cantika, identify the challenges faced in applying these strategies, and evaluate their alignment with Islamic business ethics. A qualitative method using a case study approach was employed. Data collection involved observation, in-depth interviews, and documentation. Research informants included the business owner, employees, and consumers, selected via purposive sampling. Data analysis utilized the Miles and Huberman model, involving data reduction, data display, and conclusion drawing. The results indicate that Bakso Bakar Cantika has implemented a Sharia marketing mix strategy by offering quality products, setting fair prices, selecting a strategic location, and conducting honest promotions. Challenges encountered include limited digital promotion, culinary business competition, and resource constraints. Service and promotional practices align with Islamic business ethics principles: shiddiq (truthfulness), amanah (trustworthiness), tabligh (transparency/communication), and fathanah (wisdom/intelligence). The implementation of Sharia marketing strategies has proven effective in enhancing consumer trust and positively impacting sales volume.

Keywords: *Strategy, Marketing, Sales.*
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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the sectors that have a great contribution to national economic growth. MSMEs not only function as job providers, but also play a role in increasing people's income and reducing the unemployment rate. In Indonesia, the culinary sector is one of the business fields that has experienced quite rapid development because it is supported by the high public demand for food and beverage products (Roudhotun et al., 2024).

The rapid development of culinary MSMEs causes the level of business competition to be higher. Business actors are required to be able to create the right marketing strategy in order to retain customers while attracting new consumers. The success of a business is not only determined by the quality of the products offered, but also influenced by the ability of business actors to manage marketing strategies effectively (Ilmu et al., 2024).

The perspective of Islamic economics is that marketing activities are not only aimed at obtaining profits, but must also pay attention to ethical and moral aspects. Sharia marketing is a marketing concept that is based on Islamic values such as honesty, justice, transparency, and responsibility. This concept emphasizes that all marketing activities must be carried out in accordance with sharia principles so that they can provide benefits to all parties involved (Saleh et al., 2025).

Sharia marketing is the process of creating, offering, and exchanging values based on Islamic principles. In practice, sharia marketing prioritizes the values of Rabbaniyah (divinity), Akhlaqiyyah (ethics), Al-Waqi'iyyah (realistic), and Insaniyyah (humanistic). Through this principle, business activities are not only oriented to profit but also to the blessings of the business (Hidayat et al., 2024)

Bakso Bakar Cantika is one of the culinary MSMEs engaged in the sale of baked meatballs in the Gunung Jati District, Cirebon Regency. In running its business, Bakso Bakar Cantika faces various challenges, especially the high competition of culinary businesses that offer similar products. This condition requires business actors to implement the right marketing strategy in order to be able to maintain business existence and increase sales volume.

The application of sharia marketing strategies is essentially not just a business instrument, but a form of implementation of Islamic values in economic activities. These principles are expected to be able to provide blessings, build consumer trust, and increase sales volume in a sustainable manner.

Table 1.1
Sales Results of Bakso Bakar Cantika in the last three months.

Yes	Moon	Lots of Meatballs	Price Per Meatball	Sales Revenue/Day	Sales Revenue/Month
1	July	1	Rp. 3,000;	Rp. 48,000;	Rp. 1,440,000;
2	August	18	Rp. 3,000;	Rp. 54,000;	Rp. 1,620,000;
3	September	22	Rp. 3,000;	Rp. 66,000;	Rp. 1,980,000;

Source: Sales Report Data

The results of the data above are taken from research that has been carried out directly on Bakso Bakar Cantika for three months in a row. With a strategic place and the use of promotional methods used by Bakso Bakar Cantika, sales results increase every month. Consumers who have bought will come back again because the taste and quality of Bakso Bakar

Cantika are indeed undoubted. In addition, consumers who have not tried it will be given a taster first so that they can enjoy the taste and quality of Bakso Bakar Cantika. That way more new consumers will come to buy Bakso Bakar Cantika so that it can increase sales for Bakso Bakar Cantika. That way it can be concluded that using sharia marketing strategies can increase sales of Bakso Bakar Cantika, one of which is a promotion strategy. In increasing sales, promotion is the main strategy carried out by Bakso Bakar Cantika because by doing promotions, the sales of Bakso Bakar Cantika continue to experience significant development.

This research is important because it can provide an overview of the implementation of sharia marketing strategies in culinary MSMEs and their contribution to increasing sales volume. In addition, the results of the research are expected to be a reference for other MSME actors in implementing marketing strategies in accordance with sharia principles.

RESEARCH METHODOLOGY

This study uses a qualitative approach with a descriptive case study type to explore and describe in depth the application of sharia marketing strategies in increasing sales volume in the Bakso Bakar Cantika business in the Gunung Jati area, Cirebon Regency. This approach was chosen so that social phenomena and business practices that occur in the field can be understood scientifically, naturally, and intact without manipulation of variables. This research combines field *research* and library *research* to obtain a holistic picture of the reality of marketing mix strategies based on sharia values, business competition, and its impact on consumer loyalty.

The position of the researcher in this qualitative research is as the main instrument *(human instrument)* that goes directly to the research site to observe, interview, and interpret data empirically. The presence of researchers directly in the field is vital to use the five senses, experience, and contextual analysis in observing the interaction of transactions and business operations. This research was carried out at the Bakso Bakar Cantika business location located in Gunung Jati, Cirebon Regency, with a duration of implementation time that lasted from March 5 to December 2025. The time range covers all stages of activities, starting from the preparation of proposals, the creation of research instruments, the implementation of data collection in the field, to the processing and preparation of the final report.

The research target or subject that is the source of the data is determined using *the purposive sampling technique*, which is the deliberate selection of samples based on special criteria and considerations in order to be able to provide rich, accurate, and in-depth information. The research subjects and informants consist of key informants, namely the owner of the Bakso Bakar Cantika business (1 person), as well as supporting informants which include employees (1 person) and consumers or customers (3 people). The selection of business owners aims to explore the marketing policies and concepts applied, employees to find out the implementation of daily services, while consumers are selected to assess their perceptions, needs, and level of purchasing decisions.

Data collection in this study was carried out through several main techniques, namely in-depth observation, unstructured but guided interviews, documentation, and literature studies. Observation was carried out by directly observing the product manufacturing process, service patterns to buyers, and transaction mechanisms to ensure that there were no elements that contradicted sharia economic principles such as *gharar* or ambiguity. In-depth interviews were conducted with informants to explore information related to the 4P (*Product, Price, Place,*

Promotion) marketing mix and the application of honesty and fairness values. Documentation was carried out by collecting sales report archives before and after the implementation of sharia strategies, promotional materials, and photos of evidence of transaction activities. Meanwhile, the development of research instruments is prepared in the form of interview guidelines, observation sheets, and documentation checklists focused on marketing mix indicators and *sharia maqasid principles*.

The data analysis technique used adopts a descriptive qualitative approach that includes several systematic stages. The stages begin with organizing and grouping data based on key aspects (products, prices, promotions, distribution, and sharia values), categorizing data according to the focus of the problem, and compiling data into a coherent narrative or matrix. Furthermore, data reduction is carried out to summarize important things, data *presentation (data display*), to drawing descriptive-analytical conclusions that relate empirical findings to sharia marketing theory.

To ensure the quality and degree of trust of the research results, the validity of the data is checked through the application of credibility criteria. The researcher applies source triangulation by comparing information from various sources (owners, employees, and consumers) and triangulation techniques by comparing data from observations, interviews, and documentation. In addition, checking the validity of the data is complemented by conducting *member checks*, namely reconfirming the results of data interpretation and interpretation to informants to avoid misperceptions and ensure the correctness of findings before the final conclusion is determined.

RESULTS AND DISCUSSION

Based on the results of interviews with business owners, Bakso Bakar Cantika implements a sharia marketing strategy through the management of products, prices, places, and promotions in accordance with Islamic principles. This strategy is carried out by maintaining the quality of raw materials, providing good service, and avoiding promotional practices that contain elements of fraud. This finding is in line with the concept of sharia marketing put forward by Kartajaya and Sula that all marketing activities must be based on divinity, ethics, realistic, and humanistic values (Kartajaya & Sula, 2006).

A. Implementation of Sharia Marketing Strategy on Cantika Bakso Bakar

The implementation of the principles of shiddiq, amanah, tabligh, and fathanah carried out by Bakso Bakar Cantika shows that marketing strategies are not only oriented to profit, but also to business blessings. This finding is in line with the research of Putri et al. (2024) who stated that the application of sharia marketing mix in MSMEs is able to increase market share while strengthening long-term relationships with consumers.

B. Product

Product quality is the main factor that influences consumer purchase decisions. The results of the study show that Bakso Bakar Cantika strives to maintain the quality of raw materials and production processes to remain in accordance with halal and thayyib principles (Pebrianto & Andrini, 2025). These efforts are in line with Pebrianto's findings which stated that the quality of halal products and labels has a significant influence on the purchasing decisions of sharia MSME consumers. In addition, good product quality is able to increase consumer confidence and strengthen customer loyalty.

On the product aspect (*Product*), the entire manufacturing process is carried out directly at the place of business with strictly maintained hygiene standards. The main raw material in the form of selected beef is ensured to be halal without involving a mixture of harmful preservatives. The manufacturing process starts from mixing the dough, boiling, piercing, applying seasoning, to the baking stage is carried out openly and hygienically and packaged using environmentally friendly materials. This reflects the fulfillment of the criteria *halalan thayyiban*, where the product is not only legally religiously valid but also clean, healthy, and safe to consume (Sharia, 2025).

Products are the main element that determines the success of marketing. The results of the study show that Bakso Bakar Cantika uses quality raw materials and pays attention to hygiene aspects during the production process. The business owner states that the quality of the product must be maintained so that consumers still believe and make repeat purchases. From a sharia perspective, the products marketed must meet the principles of halal and thayyib. Halal products mean that they do not contain elements that are prohibited by sharia, while thayyib means safe and provide benefits for consumers.

The existence of quality products is an important factor in building customer loyalty and increasing business competitiveness. These findings are supported by research on the halal industry which states that product quality and compliance with halal principles affect the purchasing decisions of Muslim consumers.

C. Price

Setting the price, Bakso Bakar Cantika imposes a consistent and affordable price, which is IDR 3,000 per skewer. The principle of fairness and transparency is very prominent in this aspect, where the size and measure of meatballs are kept stable without any attempt to manipulate or reduce portions, even when there is a surge in the price of raw materials in the market. This practice frees transactions from elements of *gharar* (ambiguity) and *maysir*, while at the same time carrying out religious commands not to reduce scales or sizes. Meanwhile, in the aspect of place, the strategic business location in Kalisapu Village is designed with an open and neatly organized concept. The cleanliness of the sales area provides a sense of security and extra comfort for consumers who want to witness the food processing process firsthand.

Prices are set based on product quality and people's purchasing power. This finding is in line with Hambali Abbas' research (Business et al., 2025) which explains that fairness in pricing is an important part of sharia business ethics because it can increase consumer confidence and the competitiveness of MSMEs.

The pricing of Cantika Bakso Bakar is carried out by considering the ability of consumers and production costs. Based on interviews, business owners do not increase prices excessively despite the increase in raw material prices. This policy is carried out so that consumers still feel that they get a balanced value between price and product quality. In sharia marketing theory, prices must reflect justice and not contain elements of exploitation. Prices that are too high can harm consumers, while prices that are too low can harm producers. Therefore, price balance is a form of implementation of the principle of justice in Islamic business. The results of this study show that consumers consider product prices to be affordable, which affects purchase decisions and increases sales volume.

D. Place

A strategic business location is one of the factors supporting marketing success. Bakso Bakar Cantika is located in a location that is easy for the public to reach, making it easier for consumers to make purchases. In addition, business owners maintain the cleanliness of the business area so as to create comfort for customers.

The cleanliness and comfort of the business premises are closely related to customer satisfaction. In an Islamic perspective, cleanliness is part of the values that must be applied in business activities. Therefore, location selection and management of the business environment are an important part of the sharia marketing strategy.

E. Promotion

Promotion is carried out through social media and direct communication with consumers. The information provided is in accordance with the actual condition of the product without any element of manipulation. The practice reflects the principles of shiddiq and tabligh in sharia marketing. Ahsan and Rasyid Research (Islam et al., 2024) shows that the use of digital marketing has great potential in increasing the competitiveness of halal MSMEs if done transparently and in accordance with sharia values.

Promotions carried out by Bakso Bakar Cantika are carried out through WhatsApp social media and direct promotions to the public. Based on the results of interviews, the information provided to consumers is always in accordance with the actual condition of the product. Business owners avoid using excessive or misleading information to attract consumers' attention. This practice reflects the principles of shiddiq and tabligh in sharia marketing. Honest promotion is able to increase consumer confidence in the products offered. Research on digital marketing and the halal industry shows that information transparency and good marketing communication affect consumer buying interest. The application of this comprehensive sharia marketing mix is directly proportional to the development of daily and monthly sales data which records a continuous upward trend.

Based on recorded sales data, in July this business recorded an average sales of 16 units per day with a monthly turnover of IDR 1,440,000. This figure increased in August to 18 units per day with a turnover of IDR 1,620,000, and continued to improve in September to reach 22 units per day with a total monthly turnover of IDR 1,980,000. Although the increase in sales volume is relatively gradual, the data proves that consistency in maintaining product quality, price honesty, and good service is slowly able to boost sales and build a loyal customer base.

F. Obstacles to Implementing Sharia Marketing Strategy

The results of the study show that there are several obstacles faced by Bakso Bakar Cantika in implementing sharia marketing strategies. One of the main obstacles is the limited use of digital promotional media. The use of social media is still limited to WhatsApp so that the promotional reach is not optimal.

In addition, the increasingly fierce competition in the culinary business is also a challenge in itself. Many business actors offer similar products with various price variations and promotions. This condition requires business owners to continue to innovate in order to be able to retain customers.

Limited business capital is also an inhibiting factor in the development of marketing strategies. These limitations cause businesses to not be able to promote more widely through various digital platforms.

G. Overview of Islamic Business Ethics

Based on the results of the research, the business practices carried out by Bakso Bakar Cantika are in accordance with the principles of Islamic business ethics. The principle of shiddiq is reflected in the honest delivery of product information to consumers. Business owners do not manipulate information to increase sales.

The principle of trust can be seen from the commitment of business owners in maintaining product quality and providing good service to consumers. The principle of tabligh is realized through good and polite communication to customers. All information about products is conveyed clearly so that it does not cause misunderstandings.

Principle Fathanah reflected in the ability of business owners to manage their business effectively and adjust marketing strategies to market needs. The application of these four principles is able to create a harmonious relationship between producers and consumers thereby increasing customer loyalty and business sustainability (Putri et al., 2023).

CONCLUSION.

Based on the results of research and discussion on the Bakso Bakar Cantika business in Kalisapu Village, Cirebon Regency, it can be concluded that the implementation of a holistic sharia marketing mix strategy (*4P marketing mix*) has proven to be effective in building *customer trust* and encouraging a gradual and sustainable increase in daily and monthly sales volume and turnover. The implementation of Islamic values is clearly reflected in the product element that guarantees the *principle of halalan thayyiban* with the use of selected fresh beef, hygienic production process, and clean packaging; in the price element that prioritizes the principles of fairness and transparency without any portion manipulation or dose reduction when there is a spike in the price of raw materials; in the element of place that provides a clean, open, and conducive location for consumer comfort; As well as the promotion element that applies the principles *of shiddiq* and *tabligh* through the delivery of honest, realistic, and non-overclaiming information. The evaluation of the Islamic business ethics review confirms that business operations have fulfilled the pillars *of shiddiq*, *amanah*, *tabligh*, and *fathanah*, where owners and employees not only focus on operational efficiency but also continue to prioritize worship obligations in the midst of trading activities.

However, this business is still faced with several operational obstacles such as the limited reach of digital promotions that still rely on the WhatsApp application, the level of competition in the culinary business in the Gunung Jati area, the limited business development capital, and the level of employee understanding that still needs to be improved related to the concept of formal sharia marketing. Overall, this research provides academic and practical contributions and implications that the application of ethics and sharia principles in the world of micro business has never been an obstacle to financial progress, but rather a unique *competitive advantage*, as well as proving that the search for material profit orientation and blessing values (*barakah*) can run in harmony to maintain the sustainability of MSMEs in the culinary sector.

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