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Sharia Marketing Strategy in Increasing Product Sales (Case Study of Mawar Brand Pecel Seasoning MSME, Jorongan Village, Leces District, Probolinggo Regency)

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Abstract

This research examines the application of sharia marketing strategies to boost sales for the Bumbu Pecel Cap Mawar MSME in Jorongan Village, Leces District, Probolinggo Regency. Adopting a qualitative case study method, it delves deeply into marketing practices rooted in Islamic principles within a micro-business setting. Data collection involved in-depth interviews, participatory observation, and document reviews, engaging business owners, staff, customers, and distributors. Findings reveal consistent integration of sharia values honesty (ṣidq), trustworthiness (amanah), justice ('adl), and transparency across key marketing elements like product, pricing, distribution, and promotion. These principles foster consumer trust and loyalty, driving sales stability and expansion amid intense competition and post-pandemic effects. Key enablers include superior product quality, halal certification, and solid customer ties, while barriers include counterfeit products and volatile raw material costs. Ultimately, the study affirms sharia marketing's dual role as both an ethical framework and a potent competitive tool for enhancing MSME sales outcomes.

Keywords: Sharia Marketing, MSMEs, Marketing Strategy, Sales, Islamic Business Ethics

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy (Yolanda & Hasanah, 2024). This sector not only supports national economic growth but also creates jobs and improves public welfare. When facing crises, MSMEs are often more resilient and adaptive than large companies. Therefore,

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strengthening MSMEs is a top priority in people-based economic development (Nurhidayanti, 2025).

Despite their strategic importance, MSMEs often face significant challenges, particularly in increasingly fierce market competition. The flood of similar products forces MSMEs to build long-term competitive advantages, not only through product quality but also through effective marketing strategies to attract and retain customers. This is where consumer trust plays a key role in business continuity (Hariyono et al., 2024).

Marketing, as a core business function, is crucial to sales success. Conventional views emphasize profit-oriented practices through meeting consumer needs (Nuralam, 2017). However, within an Islamic framework, marketing must balance profit with ethics and morals, giving rise to the concept of sharia marketing, which prioritizes blessings (Rahman & Sabiya, 2025).

Sharia marketing is based on Islamic principles such as honesty (ṣidq), trustworthiness (amanah), justice ('adl), and transparency. These principles guide the entire business chain, from production to promotion. Their implementation is expected to foster harmonious relationships with consumers and long-lasting trust.

For MSMEs, Sharia marketing is particularly relevant due to its high reliance on customer loyalty. Unlike large corporations that rely on capital and networks, MSMEs rely on emotional bonds and trust. Values such as honesty and openness are also vital social assets for business continuity.

A real-life example is the Bumbu Pecel Cap Mawar (Rose Brand Pecel Seasoning) MSME in Jorongan Village, Leces District, Probolinggo Regency. This family-owned business, founded in 1998, maintains quality with natural, preservative-free ingredients and holds halal certification, strengthening consumer confidence.

In practice, this MSME integrates Sharia marketing values, such as conveying honest product information, setting fair prices, and fostering good customer relations. This differentiates it from its competitors in the market (Shariabiz Jurnal et al., 2025).

However, challenges remain, such as competition from similar products, counterfeit goods, and declining demand post-pandemic. This situation demands intelligent strategies, with Sharia marketing expected to contribute to maintaining sales stability.

Interestingly, this MSME managed to maintain customer loyalty despite the challenges, indicating a link between the implementation of sharia marketing and sales performance (Yunas, 2026). Unfortunately, in-depth research on this phenomenon, particularly in traditional family MSMEs, is still scarce.

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Therefore, this study aims to analyze the implementation of sharia marketing strategies in the Bumbu Pecel Cap Mawar MSME and its impact on increasing sales. The study also identifies supporting and inhibiting factors. Through a qualitative case study approach, it is hoped that theoretical and practical contributions will be made to the development of sharia marketing in MSMEs.

RESEARCH METHODS

This research employs a qualitative method with a case study design to gain a comprehensive understanding of the implementation of sharia marketing strategies in the operational reality of MSMEs. The study focuses on the Bumbu Pecel Cap Mawar MSME, located in Jorongan Village, Leces District, Probolinggo Regency. This location was chosen based on the business's long-standing characteristics and the business owners' consistency in integrating Islamic values into their marketing routines.

The research subjects were determined using a purposive sampling technique, which included parties directly involved in business activities, namely owners, employees, consumers, and distributors. To achieve broader and more in-depth data coverage, the researchers also employed a snowball sampling method, which allows for the acquisition of additional informants based on referrals from previous informants. This was done to ensure that the collected data was truly relevant to the study's focus.

The data collection process relied on three main techniques: in-depth interviews, participant observation, and documentation studies. In-depth interviews were conducted using a semi-structured approach to explore in detail the implementation of sharia marketing values, business strategies, and their impact on sales volume (Fitriyana & Izzatunnisa, 2025). Participatory observation was conducted by directly observing the production process, service quality, and the dynamics of interactions between sellers and buyers (Himmah & Faslah, 2025). Complementary documentation was collected through sales records, activity recordings, and other credible supporting documents.

The data analysis stages refer to an interactive analysis model, which includes data reduction, data presentation, and conclusion drawing. This process is carried out continuously from the initial data collection stage to the end of the study. Data from various sources are categorized into specific themes, such as the implementation of sharia values, the marketing mix, and sales impact, before finally being organized into a descriptive narrative to facilitate interpretation (Rachmawati, 2011).

To ensure the validity and reliability of the research results, source and method triangulation techniques were used. Source triangulation was conducted by confirming

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information between informants, while method triangulation was conducted by comparing data obtained from interviews, observations, and documentation. Furthermore, the researcher implemented a member checking procedure by reconfirming the findings with the relevant informants. These steps ensure that all data presented is scientific, objective, and consistent with empirical facts in the field.

RESULTS AND DISCUSSION

The findings of this study indicate that the application of sharia marketing strategies in the Bumbu Pecel Cap Mawar MSME is not merely a theoretical concept but has been concretely implemented in daily business activities (Juni Iswanto, Bhaswarendra Guntur Hendratri, and Alfin Yuli Dianto, 2026). A qualitative approach through a case study design provides an opportunity for researchers to examine in depth how sharia principles are internalized in marketing routines. Fundamental values such as honesty (ṣidq), integrity (amanah), justice ('adl), and transparency have proven to be the main foundations in business management (Dewi Shara Dalimunthe et al., 2023). The implementation of these values is reflected in the behavior of business actors who always prioritize information transparency, maintain product quality, and treat consumers fairly (Muhammad Hamka, 2024). Thus, in this context, sharia marketing not only plays a role as an ethical norm but also as an inherent strategy in every operational activity.

The principle of honesty (ṣidq), a key pillar, is evident in how business owners communicate product information to customers (Manabis Jurnal et al., 2026). There are no attempts to hyperbolize quality or conceal product deficiencies (Mogie Demsi Oemar, nd). These practices contribute positively to building consumer trust, a key determinant of marketing success. The principle of trustworthiness is also realized through business owners' commitment to consistently maintaining product quality and protecting consumer rights from potential losses, for example by providing information about genuine products and warning against the circulation of counterfeit products. Furthermore, the principle of justice ('adl) is reflected in pricing policies that consistently consider consumer purchasing power, even amid fluctuating production costs. Transparency in interactions between sellers and buyers further strengthens harmonious relationships, leading to customer satisfaction and loyalty.

Within the marketing mix framework, the implementation of sharia marketing strategies can be analyzed through four crucial aspects: product, price, distribution, and promotion. Regarding the product aspect, the SME Bumbu Pecel Cap Mawar positions quality as its primary advantage through the use of natural ingredients without

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preservatives and a commitment to maintaining consistent taste (Amanda Mutia, 2025). Furthermore, halal certification is a fundamental factor in strengthening consumer trust, especially in a predominantly Muslim society. This demonstrates that halal and thayyib aspects are not only religious obligations but also have strategic value in increasing product competitiveness.

In terms of pricing, businesses implement the principle of fairness by setting a proportional selling price according to product quality (Dhea Anggraeni and Hapzi Ali, 2025). This pricing policy is perceived by consumers as fair and non-burdensome, thus encouraging increased customer satisfaction (Rahman and Sabiya, n.d.). Despite the instability of raw material prices, businesses continue to strive to maintain price stability to avoid harming consumers. This reflects the balance between profit-making orientation and social responsibility in daily business practices.

In terms of distribution (place), product reach has now expanded to various regions beyond its original location, such as Pasuruan, Jember, and Lumajang. The established distribution network reflects a cooperative relationship based on trust and mutual benefit between businesses and distributors. This effective distribution system ensures product availability in the market and reaches a broader consumer base. Furthermore, the distribution practices implemented avoid all forms of monopoly and hoarding, thus remaining consistent with Sharia principles.

Meanwhile, for the promotional aspect, the implemented strategy relies more on word-of-mouth communication patterns (Antoni Prasetyo, 2016). Although not using a massive digital marketing strategy, this method has proven highly effective because it is supported by positive consumer experiences with product quality. Promotion is carried out honestly without including excessive claims, so as not to create unrealistic expectations for consumers (Putri Dewi Renggani et al., 2025). This proves that customer trust can be a powerful promotional instrument in value-based marketing.

The implementation of this Sharia-compliant marketing strategy has been proven to have a significant impact on sales performance. One of the most obvious impacts is the formation of strong consumer trust. This trust is a vital element in fostering customer loyalty, where consumers tend to make consistent repeat purchases (Fattin Fatimah Ah'Zahra, 2024). Furthermore, consumers also participate as promotional agents by providing recommendations to others. Thus, the Sharia-compliant marketing strategy not only drives immediate sales growth but also creates long-term impacts through fostered customer loyalty.

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The results of this study also show that despite the decline in production due to the post-pandemic impact, the Bumbu Pecel Cap Mawar MSME was still able to maintain stable sales (Wan Laura Hardilawati, 2020). This fact proves that a value-based marketing approach has a much stronger level of resilience than conventional strategies that only focus on pursuing short-term profits. In an increasingly competitive market situation, consumer trust and loyalty are differentiating advantages that are difficult for competitors to imitate (Zainuddin Tahuman, 2016).

However, this research also identified several challenges in implementing this sharia marketing strategy. One major obstacle is the emergence of counterfeit products, which have the potential to damage the business's image and erode consumer trust. Furthermore, fluctuating raw material prices pose a challenge in maintaining a balance between production costs and selling prices at the market level (Kerupuk Ampas Tahu Di et al., n.d.). The increasingly competitive dynamics also require businesses to continuously innovate without abandoning the sharia principles that have become the foundation of their businesses.

On the other hand, there are supporting factors that strengthen the success of this strategy, including consistent product quality, halal certification, and harmonious relationships with customers and distributors (Putri Anggraini Novie, 2018). These factors are key assets in maintaining a business's competitive advantage. This success demonstrates that integrating sharia values and marketing strategies can deliver optimal results in boosting sales performance.

Overall, this research confirms that sharia marketing serves a dual function as both a guideline for business ethics and an effective marketing strategy (Fitriyana and Izzatunnisa, n.d.). Values such as honesty, trustworthiness, fairness, and transparency not only shape ethical business behavior but also create trust, which serves as the foundation for building consumer loyalty. This trust is a crucial asset that provides a sustainable competitive advantage for MSMEs.

Thus, this research provides empirical evidence that consistently implementing sharia-compliant marketing strategies can improve sales stability and growth, especially when facing dynamic market challenges. This approach can serve as a relevant model for other MSMEs developing businesses that are not solely profit-oriented but also uphold ethical values and blessings.

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CONCLUSION

This study concludes that the implementation of sharia-compliant marketing strategies at the Bumbu Pecel Cap Mawar (Cap Mawar Pecel Seasoning) MSME has been consistent and integrated into all business operations. Key findings confirm that internalizing values such as honesty, trustworthiness, fairness, and transparency is not merely an ethical norm but a highly effective strategic instrument in building customer trust and loyalty. This established trust has proven to be a resilient competitive advantage, capable of maintaining stability and driving sales growth despite the challenges of intense market competition and the post-pandemic economic impact.

This research has limitations due to its focus on a single case study in a single traditional business location. Therefore, generalizing the findings to a broader industry scale or other business sectors requires caution. As a suggestion for future research, the integration of moderating variables such as digital technology adoption or the influence of government ecosystem support could provide more comprehensive insights. Practically, this research provides implications for MSMEs to immediately adopt Sharia marketing principles as a basic framework for business management, as they have been empirically proven to increase competitiveness by strengthening credibility and emotional closeness with consumers. Concrete steps such as fulfilling halal certification and consistent product quality must be prioritized as a foundation for achieving sustainable and blessed business growth.

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