

## MARKETING STRATEGY ANALYSIS IN INCREASING SALES AT FAYZA BUSANA CILEUNGSI (SHARIAH ECONOMIC PERSPECTIVE)

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### Abstract :

This study aims to analyze marketing strategies for increasing sales at Fayza Busana Cileungsi from the perspective of Islamic economics. The method used is a qualitative method with a case study approach. Data collection techniques by conducting interviews, observation, and documentation. The data analysis technique used SWOT analysis. The results showed that the marketing strategy used was Segmentation, Targeting, and Positioning, as well as the 7P marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) with sharia marketing characteristics Rabbaniyah, Waq'iyah, Akhlaqiyyah, and Al-Insaniyyah. The Internal Factor Analysis Summary table shows positive results with a score value of 0.12 and the External Factor Analysis Summary table shows negative results with a score value of -0.19. The results of data processing using a Cartesian diagram show the position of Fayza Busana in quadrant II with alternative strategies that can be carried out using the ST (Strengths-Weaknesses) strategy, which is to utilize internal strengths to avoid or reduce external threats.

**Keywords :** *marketing strategy, sharia economics, marketing mix, swot analysis*

### Abstrak :

Penelitian ini bertujuan untuk menganalisis strategi pemasaran dalam meningkatkan penjualan di Fayza Busana Cileungsi dalam perspektif ekonomi syariah. Metode yang digunakan adalah metode kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dengan cara melakukan wawancara, observasi, dan dokumentasi. Teknik analisis data menggunakan analisis SWOT. Hasil penelitian menunjukkan strategi pemasaran yang digunakan adalah Segmentation, Targeting, dan Positioning, serta bauran pemasaran 7P (Product, Price, Place, Promosi, People, Process, Physical Evidence) dengan karakteristik pemasaran syariah Rabbaniyah, Waq'iyah, Akhlaqiyyah, dan Al-Insaniyyah. Tabel Internal Factor Analysis Summary menunjukkan hasil positif dengan nilai skor 0,12 dan tabel External Factor Analysis Summary menunjukkan hasil negatif dengan nilai skor -0,19. Hasil olah data menggunakan diagram kartesius menunjukkan posisi Fayza Busana yang berada di kuadran II dengan alternatif strategi yang dapat dilakukan menggunakan strategi S-T (Strengths-Weaknesses), yaitu memanfaatkan kekuatan internal untuk menghindari atau mengurangi ancaman dari luar (eksternal).

**Kata Kunci:** *strategi pemasaran, ekonomi syariah, bauran pemasaran, analisis swot*

## INTRODUCTION

Nowadays, business competition is getting tighter, marked by the increasing number of people who become business actors in Indonesia. Based on data from the Indonesian Chamber of Commerce and Industry in 2023, there are around 66 million business actors in the MSME category (Muflikhata & Fadly, 2023). MSMEs have a large contribution in creating the rate of economic growth as a source of income for the community and a provider of jobs for many workers. Therefore, it is necessary to strengthen or empower MSMEs so that they can develop further and be able to support the stability of the national economy (Kurniawanti & Hendrawan, 2019). Empowering MSMEs is a strategic step to increase productivity, advance and develop the MSME sector itself. One way is by expanding product marketing. Because in general, MSMEs in Indonesia have difficulty developing. One of the causes is the limited marketing scale (Ramadhan et al, 2022).

Marketing is a process that involves creating and exchanging value between individuals or organizations with other parties to satisfy their needs and wants (Khatimah et al, 2023). In a business context, marketing focuses on building meaningful and profitable relationships with customers through sustainable value creation. Thus, marketing can be understood as the process of creating value for customers and building strong relationships to achieve business goals (Tanjung et al, 2023).

Business failure is also often caused by the company's inability to determine the right target market and understand its potential (Bondarenko & Vyshnivska, 2023). With a large number of consumers and diverse purchasing desires, companies cannot serve all market segments effectively. Therefore, companies must be able to identify the most potential market segments and focus on serving their needs (Purnomo, 2023).

Marketing is a muamalah that is not prohibited in Islam. Sharia marketing is based on Islamic principles and values contained in the Al-Qur'an and Hadith (Saifuddin & Haikal, 2023). In sharia marketing, the focus is not only on the profits (benefits) obtained, but also how to achieve prosperity in this world and the hereafter (Soekandar & Pratiwi, 2023). Marketing strategies that must be implemented in accordance with Islamic principles and values must avoid unethical marketing practices, such as coercion, fraud, information manipulation, and others (Hariyanto & Sukaris, 2023). Consumer rights must also be considered, such as the right to feel safe when making transactions and if there is a problem with the product or service, the right to get correct information, the right to get quality products, and others (Zulfa & Hariyani, 2022).

In Islam, it is regulated how to obtain wealth in a good and proper way. Between the seller and the buyer must be mutually pleased or like what has been agreed upon regarding the products or services offered (Rahardjo, 2023). The seller must also apply the principles of sharia economics in running his

business, such as not cheating, raising the price of products many times over, practicing usury, being unfriendly and so on. Because, Islam teaches that in running a business, it is not only focused on increasing sales and profits. A search for previous research shows that according to research by (Syuhada et al, 2023), businesses that implement sharia-based marketing strategies with a 4P marketing mix will gain more trust from consumers, because every business activity refers to Islamic values and believes that Allah SWT is always watching so that detrimental actions such as deceiving consumers can be avoided which ultimately has an impact on increasing sales. Likewise, research from (Agustian et al, 2023) highlights the importance of implementing sharia principles in marketing, where the 5P marketing mix applied in the marketing strategy is very good for the survival of a business.

An effective marketing strategy needs to be implemented to overcome and face the challenges in running a business. Identification of the implementation of the marketing strategy can be reviewed in one of the businesses in the clothing sector, because clothing is one of the primary needs that must be met besides food and shelter (Syamril et al, 2023). In addition to its nature as a basic need or basic human need, clothing also has rapid development in its fashion. One of them is the Fayza Busana clothing store in Cileungsi (Alimudin & Dharmawati, 2022).

Fayza Busana is a shop that sells children's, women's and men's clothing at retail, located in Cileungsi since 2018. With Muslim business owners and employees, the marketing strategy from a sharia perspective in the economic activities carried out at Fayza Busana is relevant in its implementation. Sales carried out by Fayza Busana Cileungsi still only rely on *offline*, not making *online sales* in the marketplace where there are already many other business actors who rely on technological advances. The marketing strategy that Fayza Busana has implemented has followed the progress of the times by utilizing social media. However, this strategy is still less than optimal due to infrequent updates. This is likely one of the factors that caused the turnover obtained by Fayza Busana to decline. Because Fayza Busana has not been able to reach wider customers, for example customers from other regions and islands in Indonesia.

**Table 1 : Sales Turnover (Million)**

Year/Month	2022	2023	2024
January	Rp. 44,385	Rp. 36,875	Rp. 24,265
February	Rp. 41,730	Rp. 29,270	Rp. 25,010
March	Rp. 56,060	Rp. 37,470	Rp. 58,590
April	Rp. 227,500	Rp. 213,260	Rp. 132,835
May	Rp. 89,308	Rp. 32,522	Rp. 21,050
June	Rp. 40,885	Rp. 34,250	Rp. 31,605
July	Rp. 50,456	Rp. 31,165	Rp. 28,035
August	Rp. 41,643	Rp. 46,990	Rp. 53,684.5

September	Rp. 36,615	Rp. 30,175	Rp. 26,477
October	Rp. 32,446	Rp. 33,920	Rp. 29,211
November	Rp. 35,010	Rp. 27,830	Rp. 23,203
December	Rp. 54,945	Rp. 31,210	Rp. 36,377
Total Turnover / Year	Rp. 750,983	Rp. 584,937	Rp. 490,342.5

Source: Fayza Busana (2022-2024)

From the table above, it can be seen that the gross income per year from Fayza Busana sales has decreased. The decline from 2022-2023 if expressed as a percentage is 22.11 %. While from 2023-2024 there was a decline of 16.17 %. We can see that in 2022 is a time when society is still hit by the COVID-19 pandemic, so there is a decline in offline economic activities in society. Then, in 2023, when the pandemic status has decreased and even finally been declared over, the turnover obtained has decreased. This could be caused by several factors, such as people's economic activities that are still in the adjustment stage due to previous limitations, then changes in marketing and sales that are starting to be carried out online due to limited direct interaction caused by the previous pandemic. Then, in 2024 the decline experienced could be caused by the absence of online sales as many sellers have done, then the most noticeable is when there are massive layoffs of employees carried out by surrounding companies. Because, employees of surrounding companies are also Fayza Busana's target consumers.

**Table 2 : Marketing Mix**

<b>Year/Marketing Mix</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
Product	Entry: 12,249 <i>pcs</i> Sold: 12,219 <i>pcs</i>	Entry: 10,208 <i>pcs</i> Sold: 10,299 <i>pcs</i>	Entry: 10,947 <i>pcs</i> Sold: 9,203 <i>pcs</i>
Price	Starting from IDR 10,000-IDR 215,000	Starting from IDR 10,000-IDR 275,000	Starting from IDR 10,000-IDR 275,000
Place	Easy to find location	Easy to find location	Location is slightly covered
Promotion	Discount price cuts, Google Business	Discounts, social media, <i>e-commerce</i>	Discount price cuts, social media
HR	2 employees	2 employees	2 employees
Process	Payment by cash and transfer	Payment by cash and transfer	Payment by cash and transfer
Physical Evidence	Store layout by product type	Store layout by product type	Store layout by product type

Source: Data processed 2025

From the table above, we can see the 7P marketing mix that Fayza Busana has implemented from 2022-2024. The number of products entered and sold decreases every year. In 2024, the number of products received was greater than the previous year due to the overflow of products from the Fayza Busana Jakarta branch which was permanently closed. The prices offered vary, because the products sold also vary in type, such as underwear, t-shirts, headscarves, tops, shirts, jackets, children's and adult suits, pants, house dresses, socks and Muslim clothing, such as koko and gamis. The location of the business on the side of the road makes it easy to find, until finally in 2024 it was somewhat less relevant, because the location was slightly blocked by a neighbor's property. The promotion carried out was by giving discounts, creating Google Business, creating content on Tiktok social media, and had tried to sell online on Shopee, but it was not continued because it did not produce results. There are 2 permanent female employees. However, during the month of Ramadan, employees are added by 1-2 people. Payments provided can be in cash and transfers via *M-Banking* or Digital Wallet. The design or layout of the store is made by grouping products according to their type so that they are easy to find, and are facilitated with changing rooms to try on products.

The ever-changing market conditions and increasingly tight competition, so it is necessary to implement innovative and adaptive marketing strategies to overcome the problems faced by the Fayza Busana store. Different from previous studies, this study has a novel value where the purpose of the study is to analyze the STP ( *Segmentation, Targeting, Positioning* ) marketing strategy and the 7P Marketing Mix in the perspective of Islamic economics, as well as identify the internal and external environment of Fayza Busana and then analyze it using SWOT analysis, so that alternative strategies can be identified that can help overcome the problems faced by Fayza Busana. This study is expected to have a positive impact on sales growth at Fayza Busana and provide insights that can be applied to other businesses that have similar problems.

## RESEARCH METHOD

This research was conducted at a clothing store named Fayza Busana located at Ruko Permata Cibubur Blok G5 No.19, Cileungsi Kidul, Kec. Cileungsi, Bogor Regency, West Java 16820. This research uses a qualitative method with a case study approach that aims to analyze data and provide a comprehensive explanation related to the focus of the research. According to Bogdan and Taylor in Lubis (2018), qualitative research is research whose data is descriptive through interviews or observations of individual or organizational behavior as a whole without separating them into variables or hypotheses. The data used are primary and secondary data obtained through interviews, observations, and documentation such as financial reports and literature relevant to the research. The informants in this interview were the owner, employees, and customers of Fayza Busana. This study uses SWOT

analysis as its data analysis procedure. SWOT analysis serves to identify the internal and external environment of Fayza Busana which is grouped into strengths, weaknesses, opportunities, and threats using the SWOT matrix. The results of this identification are alternative strategies that can be applied by Fayza Busana in increasing sales and developing its business.

## **FINDINGS AND DISCUSSION**

### **Marketing Strategy Analysis from a Sharia Economic Perspective**

Marketing strategies from a sharia economic perspective need to be designed to achieve sales goals that involve market division, determining potential targets, product positioning, and accompanied by the use of a 7P marketing mix based on sharia elements.

#### ***Segmentation, Targeting, Positioning***

*Segmentation* , market division based on geography is consumers who are in the Cileungsi area and its surroundings, both those who live around Cileungsi and also consumers who claim not to live in the area, but only intentionally or unintentionally pass through the road. Market division based on demographics is male and female consumers, ranging from children from infants to adults to the elderly, and from the lower middle social class. Then, based on psychographics are consumers who care about the latest fashion clothes at affordable prices. Based on their behavior, they are consumers who are looking for clothes for everyday and semi-formal activities.

*Targeting* , the potential segment targeted by Fayza Busana is male and female consumers around Cileungsi with lower middle social class who are looking for children's to adult clothing for daily and semi-formal activities at affordable prices (ranging between Rp. 10,000-Rp. 200,000).

*Positioning* , according to the owner of Fayza Busana, the image the store wants to have in the minds of consumers is a clothing store with the latest fashions for men and women at affordable prices, but with good quality and service.

#### **Marketing Mix**

*Product* (Product), the marketing strategy carried out by Fayza Busana is to sell various types of products (product diversification) to meet consumer needs. The products sold range from children's and adult clothing, both men and women. The types range from t-shirts, house dresses, tops, shirts, pants, skirts, suits, jackets, underwear, Muslim clothing such as gamis, koko, sarongs, mukena, headscarves, socks and even hats, sling bags, perfumes, and raincoats are also available. Fayza Busana always tries to provide products by following the latest fashion, such as when there is a trend of shimmer clothing, Labubu characters, and others. The existence of traditions or commemorations of certain days, such as Eid al-Fitr and Independence Day, then the products sold are adjusted to what consumers usually look for. The characteristics that are aware of market changes by following the development of these trends show that Fayza Busana has implemented a sharia marketing strategy related to its products, namely Waqil'iyah.

*Price* , Fayza Busana provides products with competitive prices that are affordable for the lower middle class and in accordance with the quality of the products sold. Prices offered start from IDR 10,000 for products such as underwear, raincoats, and headscarf linings. Then, the highest price is IDR 275,000 for adult robes. The price of the product is determined by considering the percentage of profit that you want to get, not just by giving a cheap price with the intention of killing the market price, or even inflating the price several times over, not in accordance with the quality of the product. The owner of Fayza Busana believes that it is okay to take a small profit, the most important thing is the blessing. This attitude shows that Fayza Busana has implemented a sharia marketing strategy related to its prices, namely Akhlaqiyyah.

*Place* , the location of Fayza Busana is very strategic because it is located in a shophouse complex that is close to residential areas and factories. The position of the shop is on the side of the road so it is easy to reach. The owner did a little renovation at the front of the shop so that consumers can easily find the Fayza Busana shop. Because, starting in 2024, not a few consumers have complained about the shop being less visible so that they are often passed by because it is slightly blocked by neighboring properties. Choosing a strategic store location, as well as making changes to the store as a form of professional attitude in responding to consumer complaints and a realistic attitude to overcome these problems shows that Fayza Busana has implemented a sharia marketing strategy related to its location, namely Waqil'iyah.

*Promotion* , with the aim of attracting more consumers, the promotion carried out includes creating and regularly updating store information on Google Business. Then, utilize social media such as Tiktok to create content. However, this has not been done optimally as evidenced by looking at Fayza Busana's Tiktok account, since it was created in 2023 to 2024 there were only 10 contents that had been created. In 2024, Fayza Busana had tried to make sales *online* too. However, until now it has not been continued because it has not produced results. Other promotions carried out include providing discounts of 5-20% on several types of products and with a certain minimum purchase. The discount is clearly communicated to consumers and the amount of the discount obtained is based on the results of the bargaining that has been mutually agreed upon. This shows that Fayza Busana has implemented a sharia marketing strategy for its promotion, namely Rabbaniyah.

*People* (HR), the employees owned are 2 women with a minimum education equivalent to high school. The employees are required to serve in a friendly manner without discriminating consumers, able to offer and persuade consumers to make purchases without forcing. Employees also provide information related to products, such as conditions and prices clearly. For example, when a product has a minor defect or is slightly dirty, employees will inform the consumer and give a bigger discount if the consumer still wants the product. Each employee is responsible for serving and being a cashier as well. The owner also works if one of the employees is absent or when the shop is very busy with customers. When entering the month of Ramadan, usually 1-2

employees are added. However, employee performance evaluation is rarely conducted by Fayza Busana. The employees' abilities are only average, one of which can be seen from the use of social media for promotions which is still less than optimal. It can be concluded that the marketing strategy carried out in terms of human resources has been implemented in accordance with sharia, namely Al-Insaniyyah.

*Process* (Process), the payment system provided is not only in cash, but also non-cash to facilitate consumers. Fayza Busana provides several bank options that consumers can use with M-Banking and also Digital Wallet. The product addition system is carried out when there is a new fashion trend and also when the product stock is empty. Fayza Busana also serves consumers who have requests to order products in large quantities by providing a down payment in advance, usually for uniforms. The return system for goods if there is a product defect, not due to consumer error, or if the product size does not fit can be done, namely by exchanging the same product or another product with the same price or more (trade-in). Then, for the defective product, Fayza Busana will exchange it with the distributor. Fayza Busana strives to spread the benefits by providing an easy shopping experience in every process, where this shows the marketing strategy carried out in terms of the process is already in accordance with sharia, namely Rabbaniyah.

*Evidence*, the layout of Fayza Busana products is arranged and grouped according to the type of product so that it is easy to find and attractive to look at. Like children's products are displayed on the front right side of the store, then adult products for men and women are also grouped with similar ones on the other side. Likewise with the layout of product stock which is grouped according to type and marked so that it is easy to find, so that consumers do not wait long when employees have to take products that are in stock. Fayza Busana is also equipped with a changing room as a place for consumers to try on products. To increase the satisfaction of consumers who are looking for products to be given as gifts, Fayza Busana also offers product packaging services to make it easier for consumers who want to be practical in giving gifts. In terms of physical evidence, the marketing strategy is also in accordance with sharia law, which provides a comfortable and easy shopping experience, namely Rabbaniyah.

### **SWOT Analysis**

Identification of internal and external factors needs to be carried out in order to find out where the company is positioned before finally determining alternative strategies that can be provided to overcome existing problems, so that the company can develop. The following are the results of the identification of internal and external factors of Fayza Busana that the author obtained.

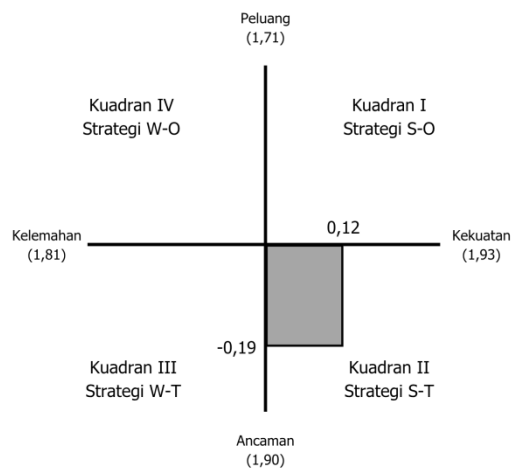
**Table 3 : IFAS and EFAS**

No	Internal Factors	Weight	Rating	Score
	Strength			
1	Product diversification	0.10	4	0.40

2	Competitive price	0.06	3	0.18
3	Discount price cut	0.05	3	0.15
4	Quality is commensurate with price	0.08	4	0.32
5	Easy to reach location	0.07	4	0.28
6	Already have regular customers	0.06	4	0.24
7	Cash and non-cash payment methods	0.09	4	0.36
<b>Total</b>		<b>0.51</b>		<b>1.93</b>
<b>Weakness</b>				
1	Slow fashion changes in some product types	0.08	3	0.24
2	Not using QRIS	0.07	4	0.28
3	The front of the shop is slightly obstructed by a neighboring property.	0.09	4	0.36
4	Bookkeeping is still manual	0.08	4	0.32
5	Less than optimal promotion	0.07	3	0.21
6	Not selling <i>online</i>	0.10	4	0.40
<b>Total</b>		<b>0.49</b>		<b>1.81</b>
SW		1.00		0.12
<b>External Factors</b>				
<b>No</b>	<b>Opportunity</b>	<b>Weight</b>	<b>Rating</b>	<b>Score</b>
1	There are traditions or commemorations of certain days, such as Independence Day, Eid al-Fitr, and others.	0.13	4	0.52
2	The presence of the latest fashion trends	0.12	4	0.48
3	Dissatisfied competitor consumers	0.09	3	0.27
4	New consumers and satisfied consumers who voluntarily promote	0.11	4	0.44
<b>Total</b>		<b>0.45</b>		<b>1.71</b>
<b>Threat</b>				
1	Price and quality competition from competitors selling similar products	0.08	3	0.24
2	Customer desires are always changing	0.09	3	0.27
3	Customers who switch to competitors' products	0.07	3	0.21
4	There were layoffs of employees in surrounding companies	0.12	4	0.48
5	Government policies that weaken the people's economy	0.13	4	0.52
6	Sales turnover decreases	0.06	3	0.18
<b>Total</b>		<b>0.55</b>		<b>1.90</b>
OT		1.00		-0.19

Based on the results of the internal factor calculations in the table above, Fayza Busana has a strength score of 1.93 and a weakness score of 1.81 with a positive difference of 0.12. Then, for the results of the external factor

calculations, Fayza Busana has an opportunity score of 1.71 and a threat score of 1.90 with a negative difference of -0.19. From the results of these calculations, Fayza Busana's position can be displayed using a Cartesian diagram.



**Figure 1 : Cartesian diagram**

Source: Data processed 2025

Based on the Cartesian diagram above, it can be seen that Fayza Busana's position is in quadrant II. The right strategy for this quadrant position is to implement the ST strategy, namely by utilizing Fayza Busana's internal strengths to avoid or reduce external threats. Strategies that can be done include; 1. Maintaining loyal customers by providing satisfactory service and product quality, more discounts, and diversifying the latest products so that what customers want is available at Fayza Busana; 2. Add decorations such as shop signs or nameplates as a form of effort so that shops that are already in easily accessible locations are also easy for customers to find, especially new customers so that sales turnover increases; 3. Maintain in setting affordable (competitive) product prices by increasing the efficiency of the store's operational strength amidst the threat of a weakening economy.

## CONCLUSION

Based on the results and discussion regarding the Analysis of Marketing Strategies in Increasing Sales at Fayza Busana Cileungsi (Sharia Economic Perspective), the following conclusions can be drawn:

The marketing strategy carried out by Fayza Busana has been in accordance with the characteristics of sharia marketing, including, namely Rabbaniyah where Fayza Busana strives to spread the benefits by providing a comfortable shopping experience because of its facilities and services, ease in every process from when consumers choose products, payments, and if there are defective products / wrong sizes that must be returned, and prioritizing honesty regarding prices, discounts, and product conditions. Akhlaqiyyah where Fayza Busana does not justify any means to gain profit by not providing affordable prices that aim to kill market prices, and not inflating prices many times over and not in accordance with the quality of its products. Fayza Busana

believes in not taking advantage of unreasonable amounts, the most important thing is its blessings. Waq'iyah where Fayza Busana is realistic, professional, aware of market changes and taking advantage of existing opportunities, such as when there is a latest fashion that is trending, there are traditions or celebrations of certain days, and responding to consumer complaints who say the store is not visible by making changes to the store that is blocked by the neighbor's property. Al-Insaniyyah where Fayza Busana does not discriminate consumers based on race, skin color, nationality, and status. These characteristics show that Fayza Busana maintains its humanitarian nature by serving all consumers in a friendly manner, not being greedy to gain profit in an excessive and unrealistic way in promoting its products.

Based on the results of the calculation of internal and external factors using the IFAS and EFAS tables, the results obtained show a positive value for the IFAS table and a negative value for the EFAS table. The results of data processing using the Cartesian diagram show the position of Fayza Busana in quadrant II, which means that the alternative strategy that can be done is to use the ST strategy by utilizing Fayza Busana's internal strengths to avoid or reduce external threats, including 1. Maintaining loyal customers by providing satisfactory service and product quality, more discounts, and diversifying the latest products so that what customers want is available at Fayza Busana; 2. Add decorations such as shop signs or signs as a form of effort so that shops that are already in easily accessible locations are also easy for customers to find, especially new customers so that sales turnover increases; 3. Maintain in setting affordable (competitive) product prices by increasing the efficiency of the store's operational strength amidst the threat of a weakening economy. The conclusion contains the short summary of the findings and discussion, presented briefly, narrative, and conceptual. Avoid using bullets and numbering.

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