

## Sharia Promotion Strategy in Fashion Business Competition (Study on Mayang Collection Malang)

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### ABSTRACT

**Background.** Muslim fashion products have quite a big opportunity because the fashion industry is one sector that is able to show development in increasing the country's economic growth. On the other hand, in reality business in the fashion sector does not always increase, because this business sector opens up opportunities for the entry of new competitors.

**Purpose.** The aim of the research is to examine sharia promotional strategies which aim to provide references regarding promotional strategies in the Mayang Collection business competition.

**Method.** This research method uses qualitative research methods with a case study approach and data collection techniques using interview techniques, observation and documentation, data analysis techniques using data reduction, data presentation and drawing verification conclusions.

**Results.** The results of the research show that sharia promotional strategies can be applied to 5 marketing mixes, including advertising that is seen applying the practice of shiddiq (principle of honesty), personal sales that is seen applying tabligh (communication intelligence), sales promotion by giving istikomah discounts, direct marketing by applying Fathonah's nature is to provide correct information about its products.

**Conclusion.** The conclusion of this research is that Mayang carries out sharia promotional activities in accordance with what Islam teaches, including first, advertising. In advertising, Mayang does it honestly and says that the products it sells are in accordance with reality. Second, personal marketing, Mayang Collection carries out promotions in the form of personal marketing. Third, public relations, in this case, may not promote sharia in the field of public relations. The four sales promotions carried out by Mayang Collection provide promotions at certain times and also provide bonuses or prizes for customers who have purchased Mayang Collection products. The five direct marketing activities carried out by Mayang Collection Gondanglegi are direct marketing activities.

### KEYWORDS

Sharia Promotion, Sharia Promotion Mix, Business Competition

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### INTRODUCTION

Trends in Muslim women's fashion models always change with the times, Muslim women's fashion models themselves have finally been able to develop by having many variations of models, including clothing and hijab (Shadrina et al., 2021). These model variations include robes, skirt or trouser suits, blouses, hijabs and others. These model variations make it increasingly easy for consumers to combine their clothing styles for any



occasion (Asmita & Erianjoni, 2019). The increasing public interest in Muslim fashion has led to high demand for modern Muslim fashion.

This situation opens up opportunities for Muslim fashion designers to compete but still offer sharia quality products such as sharia hijabs. *Syar'i* is interpreted in accordance with the principles of Islamic teachings and takes into account the values and qualities contained in the Qur'an. (Yuliana & Diandra, 2018)

A Muslim woman will wear special clothing that shows their identity as a Muslim. Muslim clothing also provides benefits, including: helping in implementing religious law, reflecting personality, showing status in society, aesthetic needs in clothing, showing the taste of the wearer. Fashion style, color, shape and type of clothing is also a value of self-satisfaction and is an expression of human nature which has a sense of modesty. Therefore, the clothing that must be worn by a Muslim woman is clothing that covers the intimate parts, is loose and does not highlight what is underneath. (Ahmad Fauzi, 2016) Supported by the increase in community professions so that diversity is created to meet demand, Muslim fashion such as the hijab began is growing because some Muslim communities are now starting to become aware of choosing products that comply with Islamic law (Faried, 2019).

As in the words of Allah SWT in the Koran, Surah Al-A'raf verse 26: it is explained that the actual function of clothing is to cover the private parts and to decorate oneself so that the clothes worn by a person will enhance the image of the wearer. And clothing should not change its function into something or cause to cause disobedience to the wearer or the people around them. The function of clothing as a cover for the private parts and to decorate oneself is found in the Muslim fashion style. Muslim fashion is part of Indonesian fashion which is currently developing rapidly. Along with the large number of Muslims in Indonesia, the number of people wearing Islamic clothing is increasing, this has resulted in high demand for modern Islamic clothing. This situation opens up opportunities for Muslim fashion designers to create quality products that are competitive but still include sharia products such as the hijab.

Muslim fashion products have quite a big opportunity because the fashion industry is one of the sectors that is able to show progress in increasing the country's economic growth and is one of the sectors that has proven effective in preventing crises as a result of the pandemic and is able to show a level of contribution to the economy, namely 61.5% . (Prameswari et al., 2023) According to the statement of the Minister of Industry, Agus Gumiwang Kartasasmita, the textile and clothing industry is one of the manufacturing sectors that has priority development in readiness to enter the industrial era 4.0. (Kumparan.com, 2022) On the other hand, in reality business in the fashion sector does not always experience an increase, because this business sector opens up opportunities for the entry of new competitors, this is due to, among other things: low production costs if produced in large numbers, relatively low consumer loyalty, the fashion industry does not require large capital and switching costs are low.

Increasingly open market competition requires all actors to be able to adapt to changes in business behavior if they do not want to be caught up or drown in market competition. (Amri Yayah, 2013) Rapid growth and changes in the economy and business make companies more competitive and encourage them to prepare for global competition, especially by companies operating in a business environment where the level of growth and development changes quickly and dynamically. Healthy competition is competition that makes the company better. The Prophet Muhammad SAW gave an example of someone who is good at business communication including *Shiddiq* (honest), *Amanah* (trustworthy), *Fathonah* (intelligent) and *Tabligh* (communicative) *Istiqomah* (consistent). As in the word of Allah SWT Q.S Al-Ahzab verse 21 which explains that

the right place to carry out business and marketing activities must be able to create consumer trust by being honest about the products being marketed, being wise in viewing and preparing the market, marketing communication strategies and communication skills in mediation news (advertisement). (Tri Sutrisno, 2017)

Marketing plays a very important role in business development. Every company has a marketing system that follows a certain strategy to market its products in accordance with company policy. The most important task is to carry out big promotions, so it is not impossible to present every day an advertisement for various types of products displayed in various mass media such as television, radio, newspapers and brochures. (Didik Hariyanto, 2009) Islam teaches about marketing activities, one of the activities These are usually known as promotional activities with the aim of offering, informing and selling any product or service on the market. The principles used by the Prophet Muhammad SAW were personal selling, advertising, sales promotion and public relations. The term business is also very broad, in the Koran, the parameters used do not only apply to this world but also to the hereafter. The Qur'an views human life as a continuous process. People must work to succeed in this world, but also in the afterlife.

In carrying out marketing communications to fight business competition, it must also be carried out in accordance with sharia principles which consist of several elements, namely divinity, ethics, realism and humanism. (Tanty Hidayanti, 2017) As with research conducted by Jonwari which states that sharia marketing is carried out by Shopie Sukorejo fashion is monotheism or divinity and noble morals (realistic and humanistic. (Jonwari, 2020) One of the fashion businesses that has experienced significant increase and development is the Mayang Collection Muslim fashion business. Mayang Collection also sells products online and offline as well as always maintaining the quality of its products to provide satisfaction to its consumers. This is proven by the fact that Mayang's market segmentation is not only for the upper or lower middle class but reaches all groups, taking advantage of opportunities, especially in the development of women's fashion trends, along with the growing enthusiasm for products fashion.

These product variations are not only limited to Muslim clothing, but also offer a variety of clothing choices, such as a variety of casual clothing, namely blouses, trousers, skirts and dresses, then complemented by various formal and semi-formal work clothes, clothing for pregnant or breastfeeding women, jumbo size clothes, all kinds of accessories, and various headscarves or hijabs. Mayang Collection is 'One Stop Shopping' which provides shopping for various women's fashion needs from teenagers to adults. No need to go to the store to buy different things for women. Therefore it is suitable for family shopping purposes. Mayang Collection is also able to spread its wings beyond Malang as a way to get closer to consumers. These branches cover the Malang area: Buring, Dampit, Dinoyo, Gondanglegi, Kauman, Kepanjen, Lavalette, Lawang, Sawojajar, Singosari, Jl. Soekarno Hatta and Tumpang. Meanwhile, areas outside Malang are Batu, Blitar, Jember, Lumajang, Pasuruan, Probolinggo and Tulungagung. ([www.mayang-collection.com](http://www.mayang-collection.com), 2023). Therefore, this research focuses on the sharia promotional strategies carried out by Mayang Collection in the fashion business competition it faces.

## RESEARCH METHODOLOGY

The type of research used in this research is qualitative research with a case study approach, because this research is carried out by focusing and paying close attention to a case intensively and in detail, by extracting information and analyzing in depth. (Arikunto, 2006)

The data sources used in this research are primary data sources and secondary data sources. Primary data sources are information that comes directly from the source. (Lexi J. Moleong, 2013)

In this research, data obtained directly from researchers is the main data source for Mayang Collection Employees. Secondary data is information obtained or collected by research researchers from existing sources such as newspapers, books, magazines and documentation. Data collection techniques were carried out using observation, interviews and documentation techniques. Data analysis was carried out by means of data reduction, data presentation and drawing verification conclusions. (Sugiyono, 2006)

## RESULT AND DISCUSSION

Companies that want to survive in the long term must continue to create new ways to promote their products. One way to do this is by introducing, socializing and providing information about their products to consumers in the hope that they will make a purchase. Product raw materials, benefits, prices, and advantages are some examples of such product information. This product information must not contain false information that could harm customers. (Bahri, 2013)

One of the Islamic advertising models created by Khalid bin Abdullah is al-hawafiz al-muraghghhibah fi al-shira, which means inviting other people to buy something. Promotion generally refers to any form of action taken by a business or institution to increase sales; However, specifically, promotion refers to the relationship between producers or companies as providers of information about products and consumers as recipients of information about products and as potential buyers. (Farma & Umuri, 2020)

Good products must be supported by good and ethical promotions, and good products must be supported by good promotional models. To achieve sales targets, both promotional styles and products must be interrelated and closely related. (Alma Buchari, 2016)

Al Quran offers a good and correct promotional concept, both in the production industry and the service industry. Promotion is very important if it is related to providing information to customers, encouraging them to buy halal and useful goods that have religious value. Promotion must still be carried out ethically; it should not over-praise one's product but denigrate another's. As explained in the hadith of the Prophet Muhammad, namely: (Agustin, 2018)

*'Honest and trustworthy traders will be with the Prophets, truly sincere people and martyrs'.. (HR. Tirmidhi and Ibn Majah)*

*'Allah gives His grace to everyone who is able to sell, buy and make a statement.' (HR Bukhari)*

*'Perjury ruins business and destroys the blessings of work.' (Bukhari..and Muslim)*

*'Woe to the trader who wants to say 'Yes, by Allah' or 'No, by Allah', woe to the worker who says that his work will be postponed until tomorrow or the day after tomorrow..' (HR Anas RA)*

No product is perfect, so every good seller or company must know all about their product, including the advantages and disadvantages, so they can use this knowledge to promote their product to customers. (M. Nur Rianto, 2012) Because of his experience as a trader, Rasulullah has given a very clear example of promotion. As a trader, Rasulullah really understood how to market products to attract customers. Of course, there are some things a salesperson should avoid, such as pretending. Because if a seller lies, this will cause a market distortion known as najashi. According to Hamzah Ya'qub Najashi, praising goods in front of his friends by pretending to be a customer is a way to let new customers know that the shop has many customers. (Farma & Umuri, 2020)

The ethical principles contained in the sharia value components as stated in the Koran and al-Hadith are referred to as sharia promotional practices. One type of promotional media must display justice, truth and honesty. Information about the product must be completely accurate without

adding inauthentic information that should not be included in the product classification. There will be no fraud in the marketing process if promotions are carried out with kaffah in accordance with Islamic teachings. (Agustin, 2018)

Promotion is an important part of a company's marketing strategy and functions as the spearhead of sales media. This makes people who initially didn't know about the product know and even become buyers. The Prophet Muhammad SAW used promotional principles such as advertising, personal sales, sales promotions, and building public relations. The methods he used were also based on moral principles. However, this promotional activity is very different from current promotional activities, especially in terms of the use of technological media and the internet to support promotional activities. (Habirahman, 2017)

Business competition that occurs between companies is characterized by changes that occur in company management or product quality because the aim is to compete for consumer satisfaction so that companies will not experience defeat in market competition. Business competition consists of: healthy competition and neck-slitting competition (Mardalena, 2016). Islam provides an example of a sharia promotion strategy, such as what was done by Rosulullah SAW. Healthy competition is competition that makes the company better.

Prophet Muhammad SAW is a role model in carrying out business activities including how to implement strategies in promotional activities, including those who are famous for the nature or character of Rosulullah, namely Shiddiq (True or Honest), Amanah (Trustworthy), Fathanah (Intelligent), Tabligh (Communicative), and Istiqamah (Consistent). In accordance with the example of the Prophet Muhammad as above, the sharia promotion strategy through the marketing mix carried out by Mayang Collection Malang is as follows:

#### **a. Advertising**

Advertising is a type of media that displays concepts or goods to the public. The aim is to increase awareness and understanding of the results of the production of products or services. Advertising is a form of indirect promotion. (Supriyanto, 2010) Advertising is any form of payment in which identified advertising presents and markets ideas, goods or services in an impersonal way. The goal is to create awareness and understanding of the product or service. Advertising is indirect promotion. Promotional support is designed to provide attention and understanding to potential buyers to understand the products being sold and what they should buy. (M. Nur Rianto, 2012) For advertising activities, Mayang Collection carries out promotions using media in the form of banners and brochures, WhatsApp stories, Shopee and Instagram by providing honest information and conveying product conditions according to reality. (wawancara.Malang,2023)

Honesty in carrying out advertising is in accordance with what the Prophet Muhammad SAW did when trading, namely honesty, namely honesty (siddiq) is the main and key characteristic in trading. A business that is run based on the principle of honesty, based on a value system originating from the Islamic religion and spiritual aspects that are always linked to its implementation practices, creates a business that benefits all parties. The principles of Islamic economics are truth and honesty; Therefore, Islam strictly prohibits fraud in all forms of advertising. Therefore, companies that place advertisements must carry out promotions honestly and directly as advertised. Don't cheat, lie, swear, or make false advertisements. (Djakfar, 2019)

However, dishonest transactions with elements of fraud (gharar) will result in losses for one of the parties. (Nizar, 2018) A business will not last long and be successful if it is not based on the principle of honesty. Because honesty is the main key to business success, for example when

making contracts with third parties or employees, honesty with consumers, honesty in cooperation, etc. (Raihanah, 2019)

## **b. Personal Sales**

Personal selling is direct (face-to-face) communication between sellers and potential customers to introduce a product and form customer understanding so that they want to buy or try it. (M. Nur Rianto, 2012) Personal selling is a type of face-to-face communication between sellers and potential buyers. The aim of personal selling is to sell goods and increase buyers' awareness that these goods are really needed. (Supriyanto, 2010) From the results of previous interviews, Mayang Collection prioritizes friendliness, accompanied by a smile and greeting and also explaining details of the products chosen during the buying and selling process. with customers.

According to Roesanto (Tasunar, 2006) Service quality is the customer's assessment of the essence of the service offered or all aspects related to service delivery time. Customers not only demand the quality of the products offered, but also maximum service. Customer satisfaction is one of the conditions that must be met to achieve company profit maximization, so that achieving customer satisfaction will become a tool in business competition. By achieving customer satisfaction, these consumers will become regular customers for a long period of time because consumers feel that the company has been able to fulfill their needs in life. (Setiyono & Sutrimah, 2016)

From the results of previous interviews, Mayang Collection has also implemented Tabligh (communicative) characteristics in conveying it, Tabligh which is delivered with wisdom, patience, reasoning and persuasion encourages stronger interpersonal relationships. (M. Nur Rianto, 2012). In personal selling, the principle of Islamic economics is sincerity because sincerity is very important in every stage of human life. As a result, merchants are not permitted to act fraudulently or intentionally harm consumers. In promotional activities, Rasulullah SAW highly upholds manners, ethics and etiquette.

According to Madjid Fakhri, individual sales ethics are: First, reducing talking about things that are not in accordance with what is actually happening with the product, and making promises about product superiority that cannot be fulfilled by the quality of the product itself. Talking too much lies is the same as spreading false information to customers, while false promotions can damage Islamic values. Second, be honest, Islam strictly prohibits forgery and fraud because it can cause damage and injustice, as well as hostility and disputes. Third, to avoid things that justify any means to attract customers so that the purchasing process is hampered, including: providing false information to customers. (Djakfar, 2019)

## **c. Public Relations**

Public relations is a company's comprehensive communication efforts to influence the perceptions, opinions, beliefs and attitudes of various groups towards the company. (M. Nur Rianto, 2012) In an effort to influence the public's perceptions, opinions, beliefs and attitudes towards the company, public relations is a comprehensive communication activity intended to invite and influence the public. Characteristics of public relations include high credibility demonstrated by readers' preference for media articles or news over advertising; second, the ability to reach people who avoid advertising; and third, the ability to dramatize the company's products. (Supriyanto, 2010) Because Islam is a broad religion, it also teaches how to apply the concept of public relations in society. One example is Rasulullah, who was a trader. Rasulullah emphasized the importance of

building relationships between sellers and consumers, which became known as customer relationship management and was later transformed into customer experience. (Djakfar, 2019)

From the results of the interviews that have been conducted, it can be concluded that the Mayang Collection does not carry out promotions through public relations due to a lack of understanding about public relations.

#### **d. Sales Promotion**

Sales promotions are actions taken by companies to increase product sales and encourage customers to buy other products in the short term. Of course, sales promotions have various kinds and methods to encourage customers to buy products more often. (Simamora, 2021)

Sales promotions contain various incentives, most of which are short term, aimed at final consumers and business buyers, and are designed to stimulate immediate or larger purchases. (M. Nur Rianto, 2012) Incentives in this case are defined as gifts from traders to consumers As explained in the Qur'an, if you give alms sincerely to those who are entitled to receive alms, then giving alms brings many benefits to the giver. (Al-baqoroh ayat 261)

Based on interviews conducted with Mayang Collection, the company also provides promotions at certain times and also gives bonuses or gifts to customers who have purchased Mayang Collection products. For example, Mayang Collection always gives discounts for products that fall into the old stock category with discounts of 10% to 50%. As the Prophet did when trading using *istiqomah*. Be consistent in carrying out business activities. (Agus, 2013) In sales promotions, the principle of Islamic economics used is the principle of trust. This means that sellers must encourage buyers to purchase goods in a good manner and in accordance with Islamic teachings, and buyers must trust the information provided by the seller. (Djakfar, 2019)

This means that a sharia marketer in his marketing practices is always steadfast in implementing sharia rules and must be able to keep his promises, a sharia marketer is not allowed to change his promises. It's the same with good deeds. There are many verses in the Qur'an that show that the giver of goodness multiplies the goodness and receives it with extraordinary generosity. In Islam, giving is indicated by different terms. There is *zakat*, *infaq*, alms. Also, gifts considered in this category range from treasures and drinks for a dog or giving a smile to a sibling. (Komaruddin, 2010)

#### **e. Direct Marketing**

Direct marketing is a combination of various promotional methods aimed directly at the target market to obtain a direct response from potential buyers (M. Nur Rianto, 2012). Direct marketing includes various marketing methods aimed directly at the target market to obtain a direct response from customers. These methods include marketing via telephone, internet, TV, mail purchases, etc. from consumers. (Simamora, 2021) direct marketing is one of the strategies in overcoming business competition. According to (Suhastri, 2010), business competition is grouped into two types, namely first, healthy competition (perfect competition), which has characteristics including: : Guarantee competition in natural markets to achieve economic efficiency in all areas of business and trade, protect consumer welfare and protect consumer interests, open up many market opportunities, and prevent economic power from being concentrated in certain groups. And secondly, unhealthy competition (imperfect competition), including: monopoly, cartels,

From the explanation of the previous interview, it can be seen that Mayang Collection Gondanglegi carries out direct marketing activities, namely by using social media so that it can communicate directly with potential consumers and not through resellers. Because in this modern

and sophisticated era, consumers use the internet more than reading magazines or brochures. And it falls into the category of the Prophet's characteristics, namely the fathonah nature. A combination of knowledge and memorization, in the sense of having to be creative and having to be able to inform consumers about a product according to the times. (M. Nur Rianto, 2012) From a Sharia perspective, it is based on Islamic values found in the ethical guidelines of the Koran, Hadith and other Islamic teachings. Fake and bogus campaigns are an example. Because such advertising is prohibited by the Islamic religion. Because from a sharia perspective, advertising is an effort to convey accurate information about goods and services to customers. (Agustin, 2018)

Direct marketing activities must be carried out well as proof of follow-up in business competition. The business world is a world with very high mobility and requires its players to continue to follow very fast changes and developments. These changes and developments in business are usually called business competition. Business people must be careful in observing business activities that occur, including from the production process to the process of marketing products to consumers. Competition is the activity of competing in achieving certain goals which either consciously or unconsciously have been participated in by the actors, the competition in achieving these goals includes achieving maximum profit. (Mardhiyah & Safrin, 2021).

## CONCLUSION

Direct marketing activities must be carried out well as proof of follow-up in business competition. The business world is a world with very high mobility and requires its players to continue to follow very fast changes and developments. These changes and developments in business are usually called business competition. Business people must be careful in observing business activities that occur, including from the production process to the process of marketing products to consumers. Competition is the activity of competing in achieving certain goals which either consciously or unconsciously have been participated in by the actors, the competition in achieving these goals includes achieving maximum profit.

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## AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

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