

Management of Marketing Strategy of Dessert and Cake Products in Sloven Wilda in the Perspective of Islamic Economics

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Abstract: Marketing management is one of the main means carried out in an effort to maintain business sustainability. On the other hand, new competitors have emerged in the business world so that a business is forced to increase effectiveness, quality and value from the customer's point of view. This research aims to find out the management of marketing strategies applied by the Sloven dessert business to carry out its business. This study uses a descriptive qualitative research method by prioritizing images that occur now or in the past. The results of the study show that the management carried out by Sloven Wilda includes management principles in accordance with the recommendations and limits of Islam which are then applied in its marketing strategy and includes 2 marketing systems, namely, sales marketing and direct marketing such as offering products to famous people, contacting customers directly to build a good relationship between the two parties.

Keywords: strategy management; marketing strategy; islamic marketing strategy management

INTRODUCTION

Marketing management is one of the main means carried out in an effort to maintain business continuity (Survive), continue to grow and make profits. When a business wants its business to run continue and dianggap both by consumers, therefore the company must provide satisfaction to consumers both in terms of products or services (Riady et al., 2023). In addition, another reason that shows the importance of the squeeze strategy is the increasingly tight market competition, this is evidenced by the emergence of new competitors in the business world. So there is no other choice for companies but to advance in the face of market competition or get out of the arena of market competition. By improving effectiveness, quality and Value from the customer's point of view (Fatihul Khoir, 2022).

Marketing strategy is an effort to market a product, either a good or a service with a certain strategy or plan design so that it can increase sales figures. Marketing strategy is also defined as the company's efforts to manage product sales due to the limited number of customers who know the product, so that it can add value to demand. Marketing strategies have important value for the company because they function to determine and increase the economic value of the company. There are three things that determine the company's economic factors, namely production, marketing and consumption. In this case, marketing is a means of connecting production and consumption activities.

Therefore, companies that understand that marketing is one of the main factors in achieving success will upgrade their marketing management. And a good company will also run marketing management based on the fundamentals of Islamic economics. In this case, Islamic marketing has a strategic place because the marketing

system is based on the Qur'an and the sunnah of the Prophet PBUH. Islamic marketing contains elements of wisdom to meet the needs of consumers with good behavior and provide products and services that are halalan toyyiban, pure, there is no element of riba in it and without coercion, in accordance with the mutual agreement of business actors and consumers. The goal is to achieve the fame of the ummah and achieve material and spiritual welfare (Febriyanti & Abdi, 2020). according to the verses of the Qur'an :

وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا

It means: "Allah has legalized buying and selling and forbidding usury." (Al-Baqarah:275).

To expand the position of the research title, the researcher tries to mention the results of previous research with the aim of finding out the research position, as for the research position Previous Among others, the research with the title "Marketing Strategy in the Perspective of Islamic Economics Towards Increasing Sales at Indonesian Chocolicious Shops" the results of this study are to examine and analyze the Islamic marketing strategies applied by Chocolicious Indonesian Cake, Bread and Cookies Shops in accordance with the perspective of Islamic economics, namely a marketing strategy based on divinity, morals, realistic and humanistic (Muhammad Irham Ilahi, 2019). The update that the researcher has found is that the marketing strategy applied by Sloven is more in line with the times, namely by utilizing social media, one of them, so that the scope of consumers becomes easier and wider.

METHOD

The research method carried out by the researcher is a qualitative descriptive method, namely collecting data in stages of determining the problem, formulating a research framework, planning a data collection method, determining questions, data collection or field activities, data analysis and the last stage is making reports. The data sources came from primary data, namely Sloven owners, Slovenian employees and several Slovenian customers using observation, interview and documentation techniques.

In addition, it can find out the marketing-related spread of an existing symptom that is interrelated with other symptoms. This research is emphasized on direct field research in industrial houses to direct company founders to dig up broader information. In addition, as a scientific work, it is inseparable from using literature research through relevant journals and books related to the issues raised.

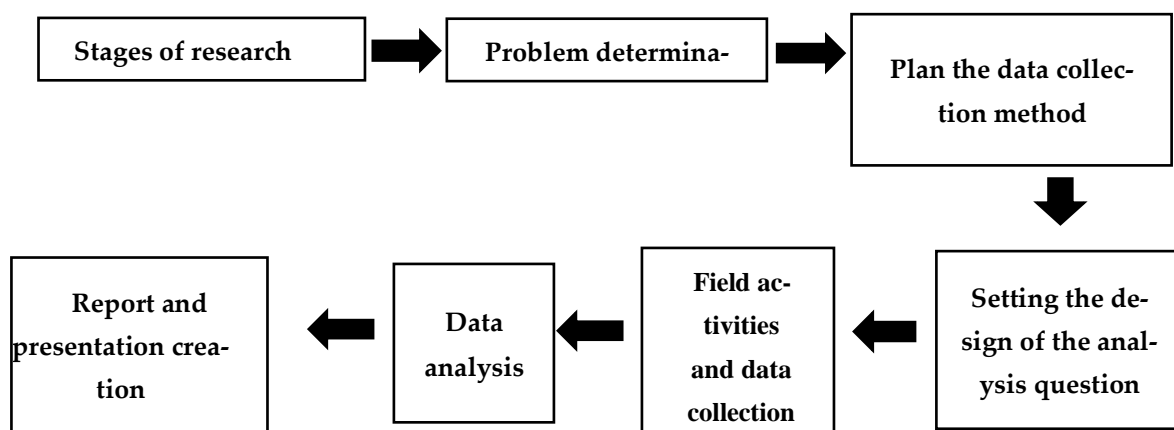


Figure 1. Research Stages

The location of the researcher's research is the dessert and cake sloven wilda industrial house in the jatirejo area. The researcher conducted a research focusing on the marketing part carried out by the dessert and cake sloven wilda business. Sloven wilda is a business engaged in culinary, especially dessert and cake. This business was established in 2018 at the end of December, running for about 7 years. Sloven wilda is a business that operates in an industrial house in Jatirejo Hamlet RT 04 RW 08 Jenggawah Jember. and has a stand in Argopuro precisely at the Sunday market.

In this study, the researcher contains data that discusses the marketing strategy carried out by a company according to the perspective of Islamic economics.

1. Data Source

In this study, the researcher used 2 data sources, namely primary data and secondary data.

1) Data primer

Primary research data is the main data obtained from the research subjects directly. According to sugiono (2017 : 225) in [1], Primary data is a data source that directly provides data to the collector. In other words, the primary data source is obtained directly from the company or research object.

2) Data seconds

According to Sugiono, secondary research data is data obtained from reading and learning from media sources sourced from literature, books or company documents.[1]

Table 1. Report on the Results of the Interview with Mrs. Wilda as the Founder of Sloven

No.	Question	answer
1.	What factors influence you in determining consumers?	First, maybe I look at the background of consumers, the demographics of consumers and the consumer environment. Some come from rich families, some are good. Is this environment compatible with my product? That's why I have a stand in Argopuro, because they are middle to upper class. And my products are suitable for sale there. It's different when I opened a stand in the square, my merchandise didn't sell and was still bidding.
2.	How do you plan your marketing system? And how do you manage marketing campaigns?	Our plan, in that income every month we set aside maybe 5% for marketing costs. But it is still suspended, issued one year later. To pay the influencer. But that's still a plan because the cost is still low. Now that it has reached the industrial revolution 4.0 where everything is done with the help of technology, Sloven also takes advantage of the available platform to reach a wider audience. So this website is very needed, especially for business people who focus on furniture, property, fashion and some of them. As for Sloven's business, it does not focus on e-commerce, so Sloven only focuses on Instagram and whatsapp, because the delivery of our products is still limited and our products are not durable. In managing Sloven we also do bookkeeping Because for us recording is important. We can find out our income every month, we can find out whether our business is profitable or losing.
3.	What is the marketing strategy at this point?	I offer it to influential people such as Ning-ning Islamic boarding school, and thank God it is usually reviewed, promoted to others as well, if ning usually has a lot of

		<p>followers, sometimes there are also those who message me saying because they see Ning's story or this person. I still want Sloven to be endorsed by young influencers, because now it's gen z and even alpha gene, but it's still a process.</p> <p>I often contact my customers via chat, sometimes I call, if I am around their house, I visit when I have free time, while telling them about products, what cakes might be developed or even I promote my latest product.</p>
4.	How to manage new product launches?	<p>When we want to launch a new product, we don't immediately make it and sell it immediately. But we validate the product first, we send testers to 10 customers, if 8 people say it's good, then I launch. Not directly selling to get money, but later the customer will not repeat the order. In fact, what makes the Company continue to grow is the long-term demand.</p>
5.	How do you ensure that marketing campaigns remain relevant?	<p>So we always update stories either on Whatsapp or on Instagram. Because sometimes the customer is busy, and forgets to buy. So Sloven always updates stories about ready products or if there is a new product, so that customers order and know if Sloven still exists and still exists.</p>
6.	What strategy is used if there is a decline in the number of people in marketing?	<p>We will innovate the Product, and look for the root of the problem. Why is it declining? Is there a better competitor? Or is there something missing from our products? That's what we map the problem first. After that, it was repaired. For example, we have received complaints about our pandan jelly being wry. From there we immediately compensated, even though the person said it was not necessary. But because this is already a Sloven processor, we will compensate or the money will be returned. After that, I checked the ingredients in the kitchen, it turned out that the wrenching thing was the coconut water. And we will fix it, so that consumer trust is maintained.</p>

RESULTS AND DISCUSSION

1. Marketing Strategy Management

Behavior (action) in an organization is one of the main things for those involved in the management of the Company, so that the Company can develop quickly and effectively. One of the things that a company should not forget is marketing management or marketing strategy, and for every company must have its own marketing management (Nofiani & Mursid, 2021).

The management process, including sharia-based management, is the planning, activities and efforts carried out by the Company in order to carry out activities that have a positive impact on the Company. with the hope of gaining consumer trust so that it can increase the demand number and achieve the Company's goals (Nofiani & Mursid, 2021).

Among the management processes is marketing strategy management, where a business manages its marketing strategy to be able to achieve the desired target. The management of marketing strategies includes planning, management, implementation and control.

2. Management, planning, and management of slovenian business marketing strategies in the perspective of Islamic economics

Planning is one of the main activities in running a business, so we can know the steps we will take afterwards. Islam encourages its adherents to do planning, Allah says in Surah Al-Hashr verse 59 which has the essence of meaning, the encouragement for everyone to pay attention to what he has done for tomorrow. The Sloven business also has a plan in managing its business. Just as Sloven also has some planning in its marketing strategy, the first planning done by Sloven is to research the surrounding environment or look at the market situation, whether it is beneficial or detrimental. Looking for a strategic place to market their products. And Sloven finally settled on the Argopuro Sunday market stand. After conducting a survey around Jember.

This has also been stated in the Qur'an Surah Al-Insan verse 15 which means the encouragement for all humans to explore the corners of the world to seek sustenance in a way that is pleasing to Allah.



Figure 2. Sloven sales stand at Sunday market Argopuro Jember

While Management or actuating can be interpreted as moving others, aiming to achieve the goals that have been set efficiently and effectively. And basically management is very closely related to the human resources in the organization [2].

Among the management of Sloven's business management is by innovating products. Given the increasing competition in the global market, product innovation is an activity that is urgently needed by the Company so that the Company remains superior in competing with other competitors. Innovation is an important part of competition because it can bring advantages to a company. Through creating new ideas, new systems, new processes, new products or by developing the current business situation (the result of the development of an interview with Mrs. Wiwin as a Sloven customer on January 20, 2025)

The next management carried out by Sloven is to do bookkeeping on every transaction, because this is also recommended in Islam, the word of Allah in surah Al-Baqarah verse 282 which encourages Muslims to record debts and receivables and all forms of transactions in muamalah. In running a business, bookkeeping is one important thing to do. As has also been organized by the Qur'an. This is as a written asset intended as proof of transactions, and with bookkeeping we can know our income every month, we can also know our business profit or loss, and also as our reference for the future.



Figure 3. Sloven monthly bookkeeping with Sepran app

3. Management of the implementation and control of slovenian business marketing strategies in the perspective of Islamic economics

In carrying out its marketing, Sloven uses 2 ways; namely direct sales and *pre orders*. In Islam, direct buying and selling is valid if there are 2 people who make a contract (seller and buyer), price, goods, and shigot. This has been implemented by Sloven in the running of its business:

- Two people who are contracted (Slovenian employee and Slovenian customer)
- Prices and goods (Sloven products and prices that have been agreed upon by both parties)
- Shigot (ijab qobul and handover)

PO or Pre Order system is a sales system where a seller receives orders for products that have been offered on social media or market places. After the minimum production limit is met, the seller asks the orderer to transfer the payment for the product. With a predetermined time for production. Then the seller will send the goods to the buyer according to the data provided when ordering.[3].

In practice, the PO system run by Sloven has fulfilled the principles in the salam (order) contract, namely:

- Pembeli (costumers Sloven)
- Seller (Sloven)
- Ordered items (Sloven products)
- Money/capital (Sloven product price)
- Shighat (handover)

In its marketing management, Sloven has fulfilled the pillars of the ordering contract as above, but what is the dispute between the ulama is shigat, where ijab qobul can be done orally or in writing. There is a bargaining process (khiyar contract through communication, both verbal and non-verbal communication), between the two parties then conduct an e-commerce transaction that has been exceeded with the provisions of managing the process of running the transaction with the process of virtual or verbal communication, verbally or in writing, face-to-face or with the application vitur, this is the link for the formation of a clear agreement [4].



Figure 4. Sloven sales in person and via online

Meanwhile, the control carried out by Sloven in solving the problems faced in running its business is by following technological developments so as not to be left behind by other competitors, such as up stories on social media so that they continue to exist and are better known. The second is problem mapping, which aims to identify problems that are happening in the business. Finally, fix *the problem* or solve the problem, no matter how severe the problem is faced by a business actor, the problem must be solved. A good business actor will definitely find a way out and remain trusting in Allah. Allah says in the Qur'an surah Yusuf verse 87 which means "and do not despair from the Grace of Allah..." This is the motivation for Sloven to continue to try to run its business well.



Figure 5. Example of Slovenian Instagram Story

4. Marketing strategies implemented by Sloven

In marketing its products, Sloven uses 2 systems, namely *sales promotion* and *direct marketing*. *Sales promotion* or product promotion is not prohibited in religion as long as it does not harm one of the parties. This has been stated by KRT. Drs. H. A. M. Kamaludiningrat (secretary of MUI DI Yogyakarta) in stating that Islam strongly supports the development of technology because with these developments, life becomes easier. On the other hand, religion makes life more directed. Promotions carried out both offline and online make the marketing system easier as long as the contract is in accordance with Islamic law. The promotion is carried out with the aim of attracting customer interest, which in the business is free to be done as long as it does not deviate. The prohibited businesses such as cheating, manipulation and so on. In order for the sale and purchase to be valid, the contract must meet the pillars of buying and selling. As explained above. And the promotions implemented by Sloven have met the criteria of the Slovenian Mutual Exchange, namely:

1. Pembeli (customers Sloven)
2. Seller (Sloven)
3. Shighat (handover)

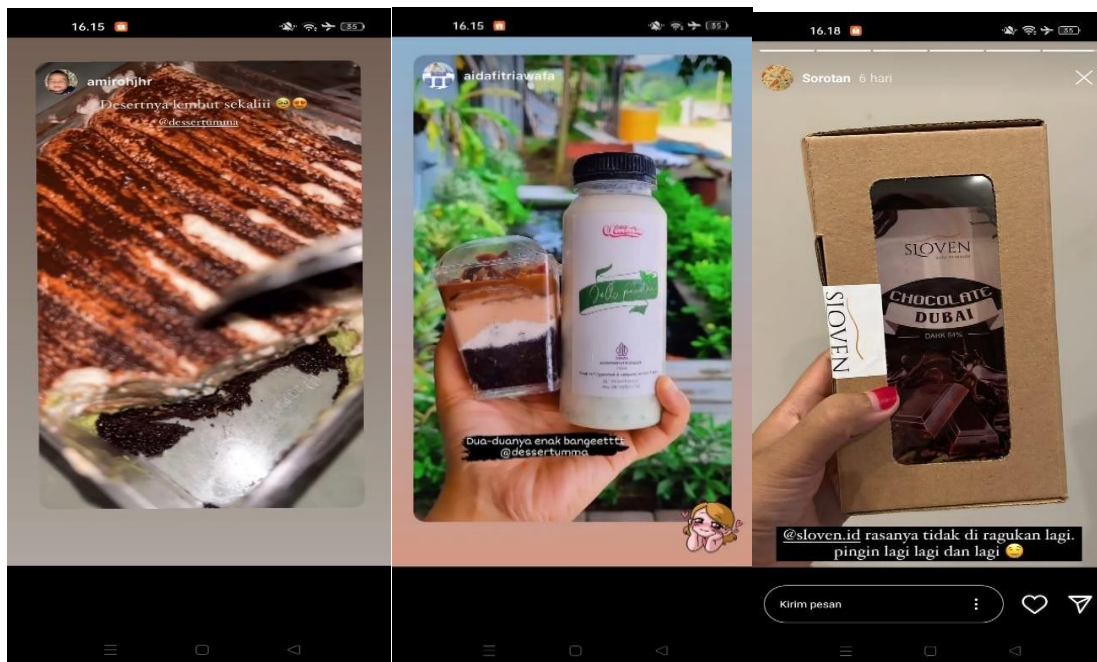


Figure 6. Example of reviews from Sloven customers

Sloven also implements a *direct marketing* By beecommunicating directly with potential or existing customers, without involving third parties such as advertising. Marketing strategies through direct marketing in Islam are allowed as long as marketing in cyberspace does not contain elements of maisir (gambling), activities do not involve production and sale of haram products, marketing does not contain elements of gharar (ketidaak pastian) and does not contain riba (interest). [5]

This has also been applied by Sloven in marketing its products. By listing prices and product images, the Sloven account also includes the ratings of *customers* whose average rating is to get satisfactory service and taste. So it can be ensured that there is no element of fraud or ambiguity in Sloven products in marketing their products.

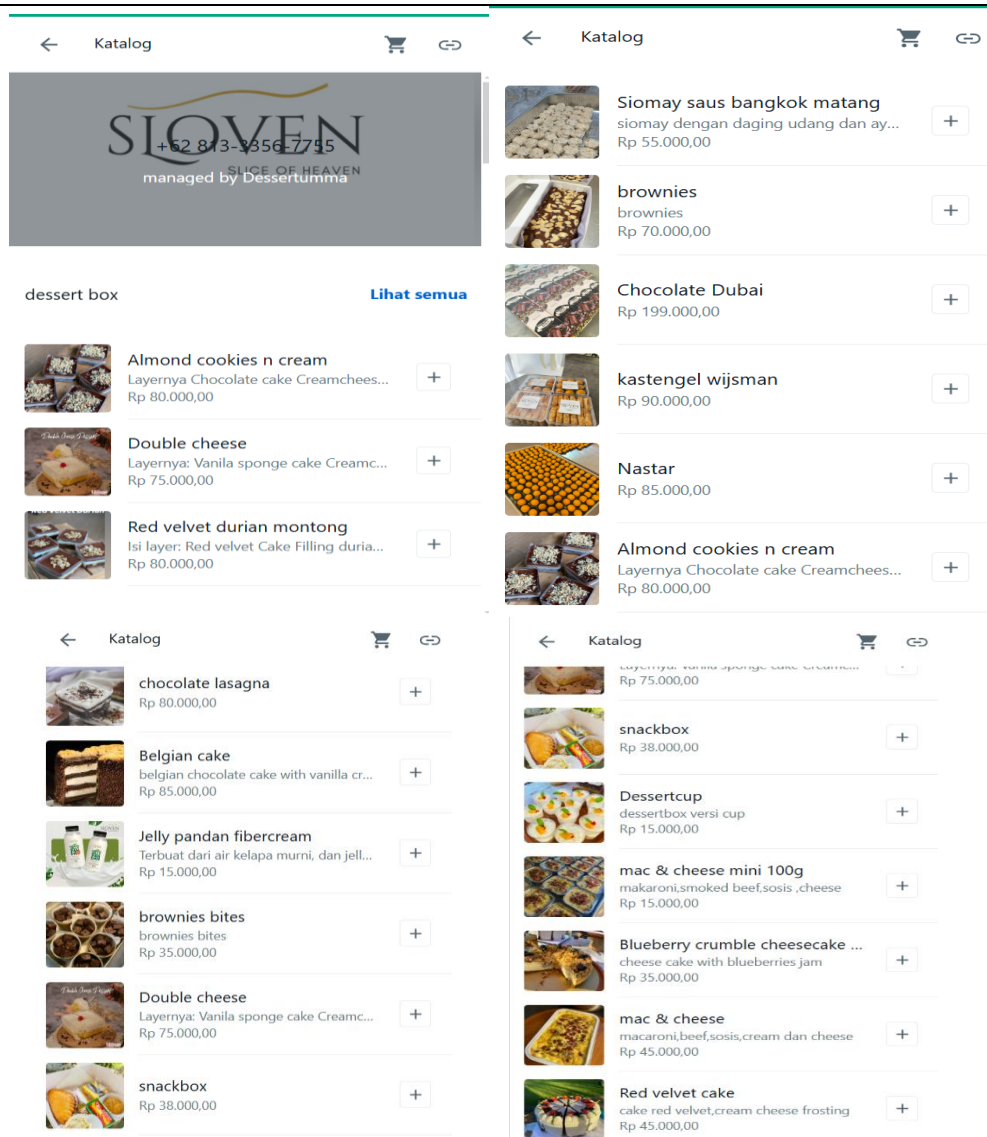


Figure 7. Sloven product price list

CONCLUSION

Based on the results of the research in the previous chapter, the researcher concluded that Sloven's marketing management includes planning management by finding the right market share. Management management, namely by innovating products and bookkeeping. Implementation management, by selling directly and PO in accordance with Islamic rules such as the existence of sellers, buyers, goods, prices and ijab qobul (handover). Finally, control by following technological developments, identifying problems and solving problems. From the results of the above research, it can be drawn that the management carried out by Sloven is in accordance with the recommendations and Islamic Limits applied in its marketing strategy and includes two marketing systems, namely sales marketing and direct marketing such as, offering products to famous people and contacting customers directly to build a good relationship between the two parties.

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