

ONLINE MARKETING STRATEGY IN A SHARIA ECONOMIC PERSPECTIVE

Sri Rahayu Wulandari¹, Hasriadi^{2*}

^{1,2} Institut Agama Islam As'adiyah Sengkang, Indonesia

Article Info

Article history:

Received September 05, 2022

Revised November 16, 2022

Accepted December 20, 2022

Keywords:

Diniya Sunnah Style Boutique's;
Online Marketing;
Strategy;
Sharia Economics

ABSTRACT

The goal of this study is to investigate Diniya Sunnah Style Boutique's online marketing approach from a Sharia economic perspective to boost sales of Muslim clothing. The nature of this research is descriptive data obtained through descriptive research methods. Data obtained through interview, observation, documentation, and analysis of data obtained qualitatively is concluded using inductive thinking. The research results show that the marketing strategy implemented by Diniya Sunnah Style Boutique uses a marketing mix strategy that includes product strategy, price strategy, place strategy, and promotion strategy. Promotional strategies and product strategies are very influential in increasing sales at Diniya Sunnah Style Boutique. The online marketing strategy for Diniya Sunnah Style Boutique is following the greeting agreement of posting pictures including clear product specifications, and this of course increases consumer confidence in Diniya Sunnah Style Boutique.

Copyright © 2022 ETDCI.
All rights reserved.

Corresponding Author:

Hasriadi
Institut Agama Islam As'adiyah Sengkang, Indonesia
Email: hasriadiarsyad@gmail.com

1. INTRODUCTION

Buying and selling is a human activity that has existed since ancient times (Anderson, 2013). Before the introduction of money, Indonesian people carried out buying and selling activities using the barter system (exchanging goods). Buying and selling are usually seen in terms of the method of payment, contract, delivery of goods, and goods being traded (Shifa, 2021). Islam pays great attention to these elements in buying and selling transactions. Islam has several rules for buying and selling.

Transaction comes from the English language, and in Arabic, it is often referred to as al-mu'amalah. The science of fiqh that studies al-mu'amalah is called fiqh al-mu'amalah (Mujib, 2017). Fiqhi al-mu'amalah, in one sense, covers a very broad field, namely the law regarding contracts, sanctions, crime, guarantees, and other laws that aim to regulate relations between humans, both individuals and groups (Mardani, 2015; Pudjiraharjo & Muhith, 2019). Religion has provided regulations regarding this mu'amalah problem for the public's benefit. With regular mu'amalah, human life is guaranteed to be as good as possible and orderly, without any deviations that are detrimental to it.

One form of muamalah activity that is permitted by Allah SWT. is buying and selling. Currently, the development of the business world is increasingly rapid. This can be seen in the emergence of new entrepreneurs or businesspeople. Tight business competition like today makes business people always try to maintain their business and compete to achieve the expected goals (Miller & Le Breton-Miller, 2005). Business people always expect growth to increase over time. Business people use various methods to ensure that the business they run continues to survive amidst the existing competition.

A business is established and managed to produce a product, either in the form of goods or services (Osterwalder et al., 2020). The product is marketed and sold to other parties, both individuals and groups, who need the product to fulfill some of their needs. Thus, good marketing is needed because marketing is a functional area whose role is very important in the life of a business (Veleva & Tsvetanova, 2020; Varadarajan, 2020). Marketing is not just a function or department in a company; it is how the market can run creatively and innovatively. The definition of marketing has a broader scope.

Marketing from a Sharia perspective is all business activities in the form of value creation, offering, and change activities that enable the perpetrators to grow and utilize their benefits based on honesty, fairness, openness, and sincerity, through a process that is based on the Islamic principle of muamalah (Hasan, 2020; Pujianto, 2022). Allah reminds us to always avoid wrongdoing in business, including in the process of creating, offering, and changing value in marketing.

Every organization, both business and non-business, cannot be separated from marketing activities. Marketing is an activity that everyone usually carries out in their lives (Nezamova & Olentsova, 2020). Producing goods or services to satisfy customer needs and desires and delivering products to consumers or clients are examples of marketing activities that are always carried out by organizations or institutions. The role of marketing is very important for the growth and development of the economy at this time (Croes et al., 2021). The development of the economy in Indonesia has led to the emergence of various business sectors that offer products to meet consumer needs and prices to support product quality. In developing marketing, every step taken in formulating a marketing strategy must be oriented towards efforts to achieve customer satisfaction. Customer satisfaction is the main key to marketing concepts and strategies (Abbas et al., 2020; Otto et al., 2020).

In the current global era, information can circulate quickly through a computer network called the Internet. The Internet is an abbreviation of interconnected networking, which means a computer network that is connected between one computer and another computer, which forms a computer network throughout the world so that they can interact with each other, communicate, exchange information, or exchange data. With the existence of the internet, there is a huge opportunity for companies today to use online business because online business is more practical, does not require large costs, and has a wider market reach because of online marketing (Setyowati et al., 2021). This has brought changes to the business world; with advances in technology, companies that previously carried out direct sales are now switching to online stores.

In Indonesia, for example, this is demonstrated by the rapid development of online sites, which has become a trend for online shopping that has existed more or less since 2000 until now (Tayibnapiis et al., 2018). Especially in this day and age where there are various kinds and types of very sophisticated social media, such as, for example, Twitter, Instagram, and Facebook, which are useful for promoting an item to be sold or purchased, an online store or online shop is an activity of buying and selling goods or services carried out between consumers and sellers without having to provide services face-to-face but via the internet.

Apart from that, the challenges faced in online business will depend on consumer trust because they are not dealing directly. To do business online, trust is needed if the consumer wants to buy the product (Pappas, 2016). The payment transaction flow must be clear so that there are no irregularities in the sales transaction process. Thus, there is the main thing that needs to be considered, namely implementing an appropriate and effective marketing strategy.

Clothing is one of the primary needs that cannot be abandoned. In connection with these primary needs, a diversity of clothing models has emerged, which is called fashion. Fashion is a style of clothing or dressing that is popular in a culture or that a person uses either in their daily life or at certain events (Twigg, 2013; Lewis, 2015). This fashion can support a person's appearance, so fashion is needed by society.

Furthermore, entrepreneurs who are interested in the fashion business emerge. Starting from ordinary clothing stores, boutiques, and distros that sell offline and online by offering several fashion models to suit your needs. This large number of entrepreneurs gives rise to a business phenomenon, namely business competition, which makes business people always try to maintain their business and compete to achieve the expected goals through implementing marketing strategies (Henrekson & Sanandaji, 2011; Demil et al., 2015). There are various things that business people can do so that the business they run can survive amidst the existing competition. A business is established and managed to produce a product—both services and goods. The resulting products are marketed and sold to other parties, both individuals and groups, to fulfill their needs. Thus, good marketing is needed.

Diniya Sunnah Style (DSS) Boutique is a boutique that operates in the field of selling Muslim fashion products such as robes, bergos, and hand socks. Apart from clothing, the Diniya Sunnah Style boutique also sells mukenas with face cuts and a combination of pastel colors, which are the characteristics of DSS mukenas. Diniya Sunnah Style Boutique uses online sales to meet consumer needs. In online sales, DSS uses Facebook, Instagram, and other social media to market its products. Meanwhile, offline DSS is located at JL. Jawa No. 6, Sengkang. In sales, the DSS Brand uses online sales to be able to compete with other businesses or shops. On the other hand, the diverse need for fashion that always follows trends demands efforts to further develop the products and quality offered in these goods. So it requires the right marketing strategy.

Table 1. Diniya Sunnah Style Boutique Sales

Month	Online (pcs)
January	235
February	210
March	245
April	296
May	366

Based on the table above, shows that sales of Diniya Sunnah Style Boutique have increased when seen in the online table. There is a clear increase in sales through online methods. Based on the facts that researchers found, researchers conducted interviews with boutique owners. Several consumers who made purchases online had received goods that did not match the desired color, but the DSS itself had offered to return the goods, but the consumers themselves still understood and received the item. Based on the description above, the researcher wants to study further through research with the title "Online Marketing Strategy Viewed from a Sharia Economic Perspective."

Based on the background described above, the author writes down several problems, namely:

1. What is the marketing strategy using the online system at Diniya Sunnah Style Boutique?
2. What is the online marketing strategy from a Sharia economic perspective at the Diniya Sunnah Style Boutique?

2. METHOD

Judging from the type of data, the research approach used in this research is qualitative. What is meant by qualitative research is research that aims to understand the phenomena experienced by research subjects holistically, using descriptions in the form of words and language, in a special natural context, and by utilizing various scientific methods (Creswell & Poth, 2016). The type of approach to this research is descriptive. Descriptive research is research that attempts to describe solutions to current problems based on data. The research location is Diniya Sunnah Style Boutique on Street Jawa No.6 Sengkang, Laponkoda Village, Tempe District, Wajo Regency. The subjects or informants in this research are the boutique owners and consumers of the Diniya Sunnah Style boutique.

To obtain correct data in research, research is carried out using methods or techniques that are deemed relevant to the data obtained. In general, the data sought is data obtained directly from the field, which is primary data, while secondary data is obtained from a literature study. Based on this, the data collection techniques in this research are as follows:

a. Observation.

This is data collection, where the author made direct observations of the realities that occurred at the Diniya Sunnah Style Boutique.

b. Interview

An interview is the process of obtaining information for research purposes using face-to-face questions and answers between the interviewer and the respondent or person being interviewed. This interview was conducted with boutique owners, employees, and consumers of DSS Boutique. This interview was conducted using a list of questions, and then the respondents' answers were recorded using a voice recorder (cell phone).

c. Documentation

This method is used to obtain supporting data in research, which includes a boutique profile or seller profile, sales conditions at online and offline boutiques, types of goods provided, and so on.

In analyzing the data, the method used in this research is:

a. Inductive

Presenting facts that occur in the field is obtained from research using facts that occur in the field, and then general conclusions are drawn. In the inductive analysis technique, it is obtained based on the results of research or observations during research, and then general conclusions are drawn, or temporary analysis.

a. Analytical-Descriptive

The discussion begins by describing data regarding sellers and buyers of online goods as well as the buying and selling transactions obtained, which are then analyzed from a Sharia economic perspective. In this analytical descriptive analysis technique, data is obtained based on the results of the research that has been carried out, and then the entire analysis is analyzed into conclusions or answers to the research carried out.

3. RESULTS AND DISCUSSION

3.1 Marketing Strategy with an Online System at the Diniya Sunnah Style Boutique from a Sharia Economic Perspective

Each marketing element has its role in preparing marketing strategies. In the process of improving the marketing of Diniya Sunnah Style Boutique, Diniya Humairah is working on various strategies that can support her business, one of which is implementing marketing by utilizing social media. As we know in marketing via social media, the internet revolution has entered various aspects of life as well as marketing. Armed with computers and cellphones, virtual market activities are open twenty-four hours, seven days a week, to provide for almost all needs and everyone.

To achieve effective marketing goals, Diniya Humairah, the founder of Diniya Sunnah Style, implements a marketing mix strategy that combines four elements (product, price, place, and promotion) into her marketing program to support exchanges with consumers.

1. Product Strategy

A product is something that can be offered to a market to get attention to own, use, consume, and satisfy a need. A product can be an object, service, or other desire to

describe something that can fulfill a desire. Diniya Sunnah Style Boutique sells more Muslim clothing (fashion) products because fashion developments follow the times and are always updated. Diniya Sunnah Style Boutique sells several products, such as bergos, robes, handsocks, koko shirts, and mukenas, at affordable prices and unquestionably good quality. The sizes of Gamis products available are S, M, L, XL, and XXL, with limited stock.

According to Diniya Humairah, founder of Diniya Sunnah Style Boutique:

"In selecting materials for Diniya Sunnah Style products, we only use Arabic fabrics, for example, jet black, torino, wolfish, wooly crepe, and vertalesa. These materials are rarely sold domestically because the factory only directs exports to Arabia and the Middle East. The wolfis material that DSS uses is original and widely sold on the market, but it is different from the one that DSS uses. The advantages of each product offered depend on the needs or fashion style of each consumer, such as some who need a longer hijab and some who need a medium hijab. The product most popular with Diniya Sunnah Style consumers is Bergo Ad-diin. Because of its large size, over 2,000 pieces of this product have been sold in more than 150 different colors. Bergo ad-diin is produced using two types of materials, namely torino and wolfis. The two materials have different characteristics, but the Torino material is slightly thicker than the other materials."

From the statement above, it can be concluded that the products from Diniya Sunnah Style Boutique maintain the quality of the products offered, starting from the stage of selecting materials and making patterns up to the quality control stage. At this stage of quality control, Diniya, as the founder of Diniya Sunnah Style, personally ensures or checks the suitability of the product before it is marketed.

Among the various products offered, the one that consumers are most interested in is Bergo Ad-Diin. Bergo Ad-diin is available in a variety of pastel colors that give a soft impression and cool material with an antem pet that uses the letter D embroidered on the right side of the Bergo pet, which indicates that the product is a product of the Diniya Sunnah Style Boutique. This aims to make it easier for the public to recognize the brand and for consumers to differentiate Diniya Sunnah Style Boutique products from other boutiques.

In terms of convincing theories and facts about Diniya Sunnah Style boutique products, researchers conducted interviews with DSS consumers. Here is the explanation:

Sri Wahyuni stated:

"Diniya Sunnah Style products are very good, elegant, and beautiful. The main thing is that it's not marketable. The colors produced are very soft and contemporary, and the hijab is very durable and doesn't fade easily, even if it is washed many times. After many years, the pet is still good."

Nike Safitriani Basri revealed:

"When it comes to quality, Masha Allah, it never disappoints. In my opinion, DSS products never go out of style because the models are simple and elegant. I like DSS products the most because they have lots of color choices and they are all soft. The

product is also different from the others." The product I like the most from DSS Boutique is the Torino Set because the material is really good, the stitching is unmistakable, and the lace mix is very luxurious."

With the characteristic soft colors of DSS products, it is not uncommon for Diniya to have difficulty taking pictures during catalog photos. Not only Diniya, but some DSS consumers that researchers found also experienced this.

Following is Diniya's explanation:

"...it's just that there is a slight problem with color differences, sometimes each cellphone has a different color saturation so the photos and actual colors are slightly different, but not all consumers experience this problem. Therefore, one of the consumers had received a color that did not match the desired color and DSS had requested that the product that did not match be returned (returned to the boutique), however, because the consumer had seen for himself the quality of the DSS product, the consumer refused to accept it. -return the item. " Consumers still accept and return orders according to the color they originally wanted."

Based on the results of the interview presented above, it can be concluded that in terms of products, Diniya Sunnah Style has very satisfactory quality, as seen from the very neat stitching, the use of materials that are very comfortable to use, the simple and elegant cutting, and the use of pastel colors. that seems soft. Apart from that, Diniya Sunnah Style Boutique is very wise and responsible in responding to complaints from its consumers.

2. Pricing Strategy

Price is one of the important aspects of marketing mix activities. Pricing is very important to pay attention to, considering that price is one of the factors determining whether the products and services offered sell or not. Mistakes in determining the price have fatal consequences for the product being offered and result in the product not selling on the market.

Determining prices is an important thing for a company to survive, maximize prices, increase market share, and produce high-quality products. Price is an indicator of goods; when setting prices, you need to be careful to pay attention to market potential. The price given is for the upper middle class to be able to afford it. Prices given start from Rp. 35,000 to Rp. 1,000,000. In this case, the researcher conducted interviews with Diniya Sunnah Style consumers regarding the prices given:

Nike Safitriani Basri revealed:

"The prices of the products offered by Diniya Sunnah Style Boutique are very commensurate with the quality provided."

Yurisma stated:

"The prices offered by DSS Boutique are very appropriate to the quality of the products provided." With neat stitching, using very cool materials, and the addition of lace or sequins, which makes DSS products look even more simple, elegant, and, of course, luxurious."

Masriyah Hidayani said:

"In my opinion, the quality of DSS products is offered according to the market price, and there is also product quality that does not match the price. Because most prices for robes made from standard wolffis are Rp. 250,000, but at DSS boutiques they can sell up to Rp. 400,000."

Based on the results of the interview above, it can be concluded that based on the product prices at Diniya Sunnah Style Boutique, are standard prices for boutiques in general, with high-quality and rare products that are not often found on the market. Boutique prices for the lower class are quite expensive, and not commensurate with the income earned; therefore, prices for boutique sizes can only be reached by the upper middle class because their needs are in line with their income.

3. Place Strategy

The ease of shopping is also an important consideration for consumers. Where consumers look for shopping places that are affordable both in terms of price and places with quality products, distribution means that the location, supporting facilities, and infrastructure are very important so that consumers can easily reach every existing location, and distributing goods or services can provide a feeling of comfort and security to all consumers.

Products that have been produced by a company will be more useful for consumers if they are available where and wherever they are needed. Diniya Sunnah Style Boutique has a very strategic location, namely in the middle of the city center on Street Jawa No.6 Sengkang.

The majority of customers at the Diniya Sunnah Style Boutique are As'adiyah Islamic boarding school students; therefore, the location of the Diniya Sunnah Style Boutique is very appropriate. The location of the DSS Boutique is close to the Sengkang As'adiyah Islamic Boarding School, where Sengkang City is also the central city of As'adiyah, so it is known as Santri City. Apart from that, the location of Diniya Sunnah Style Boutique is also right next to the Sengkang Central Shopping Center. This place is a place that is visited by many people. This is an effort to attract consumers to buy because of its strategic location.

Researchers also conducted interviews with DSS Boutique consumers regarding online (indirect) or offline (direct transaction) purchases.

Nurfaradibah said:

"To make purchases, I prefer to shop directly at the boutique."

Pertiwi Sumardin said:

"When making purchases, I often come directly to the DSS Boutique."

Based on the results of the interview, it can be concluded that the location of the DSS boutique is very strategic in the middle of Sengkang City, right next to the Sengkang Central Shopping Center. This is an effort to attract consumers to buy because of the strategic location, and consumers who shop directly at the Diniya Sunnah Style Boutique can see and confirm the specifications of DSS products in terms of size, color, and model.

4. Promotion Strategy

Promotion is a company or individual's effort to provide information, influence, and attract consumers directly to the products offered. Promotion is an effective way to win consumers in the market as well as introduce new goods that are produced.

Diniya Sunnah Style Boutique has a Facebook fan page with the name Diniya Sunnah Style, which has been liked by more than 27 thousand Facebook users. Apart from Facebook, DSS Boutique also has Instagram with the name @diniyasunnahstyle, which has more than five thousand followers. Diniya admits that selling by utilizing social media is a fast and precise way to get buyers with a wide range of services, including making deliveries outside the city and even outside the island.

According to interviews conducted by researchers regarding the use of social media in increasing online sales:

"The efforts I make to increase online sales are by increasing or maximizing the stock of products sold, improving the quality of photos, and uploading images with interesting and complete captions or information. The first social media platform that I use for marketing is Facebook. Why did I start with social media? Because almost everyone has their own Facebook. The advantage of Facebook as an online DSS marketing medium is that posts always appear on other people's homepages, even if they are old photos. And then Instagram. Instagram is one of my means of uploading product photos, but I am not very active in marketing products on Instagram because I think it is a little more difficult and limited to posting photos at one time. Apart from Facebook and Instagram, I also use WhatsApp, but I only use this application to answer questions or carry out online transactions with consumers."

In the interview, Diniya explained the efforts made to increase sales at her boutique. Apart from that, Diniya also explained social media and the advantages of social media in marketing DSS Boutique. Apart from that, Diniya also often posts photos on her social media wearing typical Diniya Sunnah-style outfits as a way to promote DSS products.

The following is an explanation of the interview:

"One of the ways I use to market DSS products online is by showing or uploading photos of my daily life wearing the typical Diniya Sunnah Style outfit, such as when I go to a party, on holiday, or just going for a walk." And specifically targeting DSS consumers, namely Muslim women."

In this case, Diniya explained that the importance of maintaining customer satisfaction and loyalty is also important in marketing. Diniya Sunnah Style Boutique also promotes its products by participating in one of the 2014 Muharram Week activities at Sengkang Merdeka Square using Diniya Sunnah Style products.

This activity aims to introduce and show Diniya Sunnah Style products to the public regarding the advantages and characteristics of Diniya Sunnah Style Boutique so that the promotion can provide a lot of information to the public, and with this information, the public can understand the advantages of Diniya Sunnah Style Boutique products so

that consumers can be interested in buying and using Diniya Sunnah Style Boutique products.

Apart from that, maintaining customer satisfaction and loyalty is also important for improving marketing. So it is not uncommon for Diniya Sunnah Style Boutique to pamper its customers by offering discounts of up to 80% or buy 1 get 1 (buy 1 DSS product and get the right to get 1 more product for free from the DSS boutique). Apart from discounts, Diniya Sunnah Style Boutique also often holds giveaways every month for new and old DSS customers. This giveaway is usually held to increase the popularity of a product or introduce new products to consumers.

For example, holding a giveaway that applies specifically to DSS consumers. In releasing new products, Diniya Sunnah Style Boutique held a giveaway or competition asking consumers to post photos using DSS products accompanied by interesting captions about what makes consumers like DSS products. And don't forget that giveaway participants also tag Diniya Sunnah Style Boutique's social media in their posts. After that, Diniya Humairah, the founder of DSS, will look at and read the caption in the photo. After that, Diniya will choose the caption that is most interesting in her opinion and will be entitled to be the winner and get a prize, which is a new DSS product that, of course, consumers don't yet have. This is one of Diniya Humairah's efforts to attract consumers or promote her products through social media.

3.2 The Role of Marketing Strategy in Increasing Online Sales of Diniya Sunnah Style Boutique

The marketing strategy applied at Diniya Sunnah Style Boutique includes a marketing mix that includes the 4Ps, namely product, price, place, and promotion. This strategy has its advantages, the aim of which is to increase sales of Diniya Sunnah Style Boutique products, but of all the strategies that Diniya Sunnah Style Boutique has implemented in marketing, of course, some have an important role in efforts to increase product sales more than all the strategies implemented.

Product strategy is the first strategy before promotional strategies, which play an important role in attracting consumers to make purchasing decisions (Li et al., 2011; Kacen et al., 2012; Chong et al., 2017). The role of product strategy is to determine and provide the right product for the target market so that it can satisfy consumers and, at the same time, increase company profits in the long term through increased sales and market share (Chong et al., 2017).

The product is the first marketing mix method that is considered to play a very important role in the sales of Muslim fashion (Wilson & Grant, 2013). Many consumers make purchases because they see that the Diniya Sunnah Style Boutique in the Muslim clothing product business is very innovative in making products. Very updated in analyzing market segmentation by following current developments or trends in society and becoming a polite and fashionable appearance style by Islamic law for those who wear it and continuously providing product updates with clothing designs that are designed by ourselves, using various types of lace, sequins, and embroidery.

Diniya Sunnah Style Boutique also has other characteristics by using soft colors that give a soft impression, simple and elegant motifs, and appropriate facial cuts. This characteristic is what makes Diniya Sunnah Style Boutique products different from other boutiques, and Diniya Sunnah Style Boutique clothing products cannot be found on the market if you don't buy the products directly from Diniya Sunnah Style Boutique or buy them online. The distinctive characteristics of Diniya Sunnah Style Boutique can increase sales of Muslim clothing products. Apart from that, one of the obstacles to purchasing online is the difficulty in choosing colors for consumers. The color selection is sometimes different from the images posted on social media with the original colors. However, Diniya Sunnah Style Boutique is very wise and responsible in responding to consumers who experience these problems.

Promotional strategy is a marketing mix method; this is the second strategy after product strategy, which has the most influence in attracting consumers to make purchasing decisions (Haas et al., 2011; Belch & Belch, 2018). With various strategies implemented by Diniya Sunnah Style Boutique, consumers buy more products because they are attracted by the discounts offered in addition to discounts for some consumers. I was also interested in seeing Diniya Humairah, the founder of Diniya Sunnah Style, who looks elegant every day wearing outfits from Diniya Sunnah Style Boutique. Apart from that, Diniya Sunnah Style products began to become known to the public after participating in various activities using the Diniya Sunnah Style brand, one of which was participating in Muharram Week activities in 2016.

Online marketing uses social media such as Facebook (a fan page named Diniya Sunnah Style), Instagram with the name @diniyasunnahstyle, and WhatsApp. And supported by sufficient supplies of goods, various product and color variants, and good service.

Based on the results of initial observations, it can be seen that the online sales results of Diniya Sunnah Style Boutique in 2020 experienced a decline from February to March. Due to the spread of COVID-19, it is difficult to get supplies of materials from outside the city. Apart from that, several areas that are in the red zone are experiencing lockdown, so access in and out of the city is increasingly difficult and tightened. However, Diniya Sunnah Style Boutique has made an innovation by producing hijab masks, whose sales reach approximately five thousand masks a month.

Based on the explanation above, the online marketing strategy for Diniya Sunnah Style Boutique has been successful in implementing a marketing mix strategy that includes the 4Ps (product, price, place, and promotion), which is the concept of buying and selling in Islam, namely the greeting contract. A greeting contract is a sale and purchase agreement that includes clear product specifications, price, quality, and location before making a purchase. Apart from that, Diniya Sunnah Style Boutique is very wise and responsible in dealing with complaints from consumers.

4. CONCLUSION

Based on the results of the research, it can be concluded that the marketing strategy process for Diniya Sunnah Style Boutique and sales of Muslim fashion products are as follows:

1. The marketing strategy carried out by Diniya Sunnah Style Sengkang Boutique to increase product sales is to use a strategy in the marketing mix that includes: Product strategy, namely by designing clothes of your design and using various types of embroidery, sequins, and lace. The pricing strategy for Diniya Sunnah Style Boutique is standard pricing, like boutiques in general, but with high quality and its brand. Strategic location, in the middle of Sengkang City Center. The promotional strategy for Diniya Sunnah Style Boutique is to take part in many activities using products from Diniya Sunnah Style Boutique.
2. The Diniya Sunnah Style Boutique Marketing Strategy from an Islamic Economic Perspective is to post images accompanied by product specifications, prices, and a clear place to make a purchase. Before being marketed, DSS products go through a quality control stage. At this stage, the DSS products are confirmed and checked one by one to determine whether they are ready to be marketed or not. So consumers feel satisfied when they receive DSS products of high quality. Apart from that, product strategy and promotional strategy are considered to have a major role in efforts to increase online sales of Diniya Sunnah Style Boutique products.

REFERENCES

- Abbas, A., Nisar, Q. A., Mahmood, M. A. H., Chenini, A., & Zubair, A. (2020). The role of Islamic marketing ethics towards customer satisfaction. *Journal of Islamic Marketing*, 11(4), 1001-1018.
- Anderson, J. M. (2013). *Daily Life Through Trade: Buying and Selling in World History*. Bloomsbury Publishing USA.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective*. mcgraw-hill.
- Chong, A. Y. L., Ch'ng, E., Liu, M. J., & Li, B. (2017). Predicting consumer product demands via Big Data: the roles of online promotional marketing and online reviews. *International Journal of Production Research*, 55(17), 5142-5156.
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.
- Croes, R., Ridderstaat, J., Bąk, M., & Zientara, P. (2021). Tourism specialization, economic growth, human development and transition economies: The case of Poland. *Tourism Management*, 82, 104181.
- Demil, B., Lecocq, X., Ricart, J. E., & Zott, C. (2015). Introduction to the SEJ special issue on business models: business models within the domain of strategic entrepreneurship. *Strategic entrepreneurship journal*, 9(1), 1-11.

- Haas, R., Panzer, C., Resch, G., Ragwitz, M., Reece, G., & Held, A. (2011). A historical review of promotion strategies for electricity from renewable energy sources in EU countries. *Renewable and sustainable energy reviews*, 15(2), 1003-1034.
- Hasan, M. (2020). Social marketing: an Islamic perspective. *Journal of Islamic Marketing*, 11(4), 863-881.
- Henrekson, M., & Sanandaji, T. (2011). The interaction of entrepreneurship and institutions. *Journal of institutional Economics*, 7(1), 47-75.
- Kacen, J. J., Hess, J. D., & Walker, D. (2012). Spontaneous selection: The influence of product and retailing factors on consumer impulse purchases. *Journal of Retailing and Consumer Services*, 19(6), 578-588.
- Lewis, R. (2015). *Muslim fashion: Contemporary style cultures*. Duke University Press.
- Li, X., Hitt, L. M., & Zhang, Z. J. (2011). Product reviews and competition in markets for repeat purchase products. *Journal of Management Information Systems*, 27(4), 9-42.
- Mardani, D. (2015). *Fiqh ekonomi syariah: Fiqh muamalah*. Prenada Media.
- Miller, D., & Le Breton-Miller, I. (2005). *Managing for the long run: Lessons in competitive advantage from great family businesses*. Harvard Business Press.
- Mujib, A. (2017). Ekonomi Islam Global dalam Ranah Fiqh. *Jurnal Masharif al-Syariah: Jurnal Ekonomi dan Perbankan Syariah*, 2(2).
- Nezamova, O., & Olentsova, J. (2020). The role of marketing in increasing competitiveness of the region. In *Proceedings of the 2nd International Scientific Conference on Innovations in Digital Economy* (pp. 1-6).
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of retailing and consumer services*, 29, 92-103.
- Pudjiraharjo, M., & Muhith, N. F. (2019). *Fikih Muamalah Ekonomi Syariah*. Universitas Brawijaya Press.
- Pujianto, W. E. (2022). Digital Marketing in Sharia Perspective: A Literature Review. *al-Uqud: Journal of Islamic Economics*, 6(2).
- Osterwalder, A., Pigneur, Y., Smith, A., & Etienneble, F. (2020). *The invincible company: how to constantly reinvent your organization with inspiration from the world's best business models* (Vol. 4). John Wiley & Sons.
- Otto, A. S., Szymanski, D. M., & Varadarajan, R. (2020). Customer satisfaction and firm performance: insights from over a quarter century of empirical research. *Journal of the Academy of Marketing science*, 48, 543-564.
- Setyowati, W., Widayanti, R., & Supriyanti, D. (2021). Implementation of e-business information system in indonesia: Prospects and challenges. *International Journal of Cyber and IT Service Management*, 1(2), 180-188.
- Shifa, M. (2021). Analysis of Buying and Selling Practices Online in Islamic Law Perspective. *Journal Research of Social, Science, Economics, and Management*, 1(5), 467-476.
- Tayibnapi, A. Z., Wuryaningsih, L. E., & Gora, R. (2018). The development of digital economy in Indonesia. *IJMBS International Journal of Management and Business Studies*, 8(3), 14-18.
- Twigg, J. (2013). *Fashion and age: Dress, the body and later life*. A&C Black.

-
- Varadarajan, R. (2020). Customer information resources advantage, marketing strategy and business performance: A market resources based view. *Industrial Marketing Management*, 89, 89-97.
- Veleva, S. S., & Tsvetanova, A. I. (2020). Characteristics of the digital marketing advantages and disadvantages. In *IOP Conference Series: Materials Science and Engineering* (Vol. 940, No. 1, p. 012065). IOP Publishing.
- Wilson, J. A., & Grant, J. (2013). Islamic marketing—a challenger to the classical marketing canon?. *Journal of Islamic Marketing*, 4(1), 7-21.