

Marketing Strategies in Maintaining a Business According to an Islamic Economic Perspective (Case Study of Teh Desa Outlet in Pekalongan)

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ABSTRACT

This research aims to find out more about the marketing strategies used in maintaining business at the Teh Desa Outlet, whether it has met the maximum standards or not. This research uses field research with a descriptive qualitative approach. Then for the location of this research was conducted in Pekalongan, Central Java. The results of this study found that the 4P marketing strategy at Es Teh Desa has a positive impact on sales. In addition, the sharia marketing strategy applied to Teh Desa in Pekalongan is in accordance with the principles of Islamic law, namely with pricing and promotion strategies that are in accordance with Islamic law by always being guided by the rules, limits in doing business, avoiding fraud and inaccurate doses. This is evidenced that the Teh Desa business has implemented sharia marketing practices which consist of: divinity (rubbaniyah), ethical (akhlaqiyah), realistic (waq'iyah) and humanities (al-insaniyah) and all of which are the foundation of the marketing strategy carried out by the owner of the Teh Desa outlet in Pekalongan.

Keywords: marketing, strategy, UMKM, business sustainability, Islamic perspective



INTRODUCTION

The tea processing industry is experiencing rapid growth as a result of technological advances and people's lifestyles (Mochamad, 2016). Indonesia's tea production increased by 5.69% from 2016 to 2018. However, due to the COVID-19 pandemic, tea production decreased by 11.7% in 2019, but increased again by 0.37% in 2020 (BPS, 2020). From Food Review Indonesia in 2010, beverage companies expanded by 30.2% per year on average. This opens up promising opportunities to develop the beverage industry in an effort to improve the Indonesian economy. The demand for ready-to-drink beverages is increasing rapidly. This is evident from many beverage stores selling various brands and types of modern drinks that are popular in Indonesian society.¹

Drinks with unique flavors and characteristics become innovative and popular drinks or commonly known as contemporary drinks. These include thai tea, boba, milk coffee with black sugar, and regal drinks. However, due to changing preferences among millennials, competition in the tea industry is increasing.²

As is known, during the last months some parts of Indonesia have been facing the phenomenon of extreme hot weather that causes the dry season to feel hotter than usual. According to BMKG, this condition is caused by the peak of the El Nino phenomenon, which produces fewer clouds. Of course, this condition also has a negative impact, one of which is drought. However, some people actually take advantage of this situation to start a business. With this condition, the iced tea business is a potential business.

The existence of extreme hot weather conditions makes people easily feel thirsty or dehydrated. When the weather is hot, people tend to want to find freshness, one of which is from drinks. However, the popularity of this drink continues to increase, which results in the number of iced tea businesses or MSME players continuing to increase. Some people take advantage of these conditions to start this very profitable business. Because the capital is not too large, the ingredients are easy to obtain and the manufacturing procedure is simple, some people start this business. However, they are believed to make maximum profits.³

¹ Ketut Anik Mas Juliani, Bambang Admadi Harsojuwono, dan I ketut Satriawan. (2017). Strategi Pengembangan Usaha Minuman Barjaz Tea Di Barjaz Company, *Rekayasa Dan Manajemen Agroindustri*, 5.4.

² Danang Manumono dan Listiyani. (2023). Kajian Perkembangan Teh Di Indonesia, *AGRIFITLA: Journal of Agribusiness Plantation*, 2.2.

³Rahma Putri. (2023). Fenomena Panas Ekstrem Jadi Peluang Bisnis Es Teh. *Kompasiana*.

The iced tea outlet remains a priority for many local people, including the people of Pekalongan, even despite the recent onset of the rainy season. Most of its customers are also from gen z. It is true that the iced tea business is quite potential, because in any seasonal conditions it does not reduce its enthusiasts. This is evidenced by the proliferation of iced tea outlets in Pekalongan with various different brands in a short period of time. As a result, merchants began to think of ways to make customers more interested in buying their iced tea by changing the flavor, packaging, and marketing strategy of the iced tea to make customers more interested in buying. In addition, the price of the product offered is also a consideration for customers in buying.

Strategy is very important for business, even very important for the sustainability of the company.⁴ Due to the importance of marketing, business owners must do everything they can to succeed. This is evident by carrying out the various stages of the marketing plan.⁵ Marketing strategy has a wide impact on the business by embedding a marketing-oriented approach throughout the organization, and thus becomes a business philosophy.⁶ Minimizing business failure requires someone who is competent and understands market conditions, which must be involved in making strategies. Because a business needs people who have the right and unique capabilities, core competencies, and resources to envision, predict, and respond to changing customer tastes and demands better than its competitors. However, due to envy, spite, and greed, negative plans are widely used to destroy others' efforts to achieve their goals.

Therefore, a strategy not only includes planning to achieve business goals, but to keep the business running.⁷ In marketing strategy, the selection and analysis of target markets and the development and implementation of appropriate marketing programs to meet the needs of target markets, especially by building successful long-term relationships. Since marketing strategy determines the goals of a business and how to achieve them, efforts such as deciding which market segmentation and targets to aim for, understanding customer needs and the

⁴M. Arie Pradina. (2021). Strategi Pemasaran Dalam Mempertahankan Usaha Pada Rotte Bakery Pekanbaru Menurut Perpektif Ekonomi Islam, *Skripsi Thesis, UNIVERSITAS ISLAM NEGERI SULTAN SYARIF KASIM RIAU*.

⁵ Saprijal Makmur. (2015). Strategi Pemasaran Dalam Meningkatkan Volume Penjualan (Studi Pada S-Mart Swalayan Pasir Pengaraian), *Jurnal Ilmiah Cano Ekonomos*, 3.1.

⁶ Emre Ulusoy. (2015). Revisiting The Marketing Strategy: Towards Detecting the Main Factors in Developing a Marketing Strategy, *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same*.

⁷ M. Arie Pradina. (2021). Strategi Pemasaran Dalam Mempertahankan Usaha Pada Rotte Bakery Pekanbaru Menurut Perpektif Ekonomi Islam, *Skripsi Thesis, UNIVERSITAS ISLAM NEGERI SULTAN SYARIF KASIM RIAU*.

industry environment, and analyzing competitors become very important for a business. Not only that, the brand in a business world is also a factor supporting the attractiveness of a product.⁸

One brand that stands out is Teh Desa. Teh Desa is a pioneer of the cheapest premium drinks in Indonesia. Teh Desa has attracted the attention of consumers with innovative and innovative marketing strategies. Therefore, it is important for a business to have an innovative and innovative marketing strategy so that a business is always in demand by consumers.⁹ According to the marketing concept, to achieve sustainable success, business people must more effectively identify and meet customer needs than their competitors.¹⁰ Here too, Teh Desa always maintains its distinctive taste so that this is what makes customers always buy back. Teh Desa offers a wide variety of tea variants, with this diversity consumers will buy again. The running of UMKM Es Teh Desa, they also face competition in fighting for customers. One of the competitors of UMKM Es Teh Desa is UMKM Es Teh Kota, which is in the beverage business. Therefore, UMKM Es Teh Desa needs to maintain and develop its business because its competitors are not only UMKM Es Teh Kota but also many other unique tea brands. UMKM Es Teh Desa needs strategic steps to be able to grow their business.¹¹

Taking into account the background mentioned above, the researchers are interested in examining "Marketing Strategies in Maintaining Businesses According to an Islamic Economic Perspective (Case Study of Teh Desa in Pekalongan)".

RESULT AND DISCUSSION

Teh Desa Profile

Most of Teh Desa's beverages are made from tea and milk. Teh Desa is a pioneer of high-quality premium beverages at the lowest price in Indonesia. All

⁸ Emre Ulusoy. (2015). Revisiting The Marketing Strategy: Towards Detecting the Main Factors in Developing a Marketing Strategy, *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same*.

⁹ Afry Zihan Fauzi dan Asep Maulana. (2024). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Es Teh Indonesia (Survei Pada Followers Twitter Es Teh Indonesia), *Jurnal Ilmiah Wahana Pendidikan*, 10.2.

¹⁰ Larry P Pleshko dan Richard A Heiens, (2008). The Contemporary Product-Market Strategy Grid and the Link to Market Orientation and Profitability, *Journal of Targeting, Measurement and Analysis for Marketing*, 16.2.

¹¹ Ketut Anik Mas Juliani, Bambang Admadi Harsojuwono, dan I ketut Satriawan. (2017). Strategi Pengembangan Usaha Minuman Barjaz Tea Di Barjaz Company, *Rekayasa Dan Manajemen Agroindustri*, 5.4.

variants of Teh Desa offer a satisfying tea drinking sensation with sweet flavors and unique packaging. The flavors offered are tea series, soda series, thai tea series, milky series, and teh tarik. Anyone can enjoy these drinks with jumbo and fresh packaging at a pocket-friendly price. With an initial capital of 30 million dollars, Es Teh Desa has 200 stores in the Central and East Java regions, with branches spread out since the end of 2022.¹²

Marketing Strategy of Es Teh Desa

Based on the findings from the observations and interviews of researchers with informants, it shows that in maintaining their business by using four marketing mix strategies, namely consisting of product, price, place, and promotion strategies. This shows that the owner of Es Teh Desa applies the 4P marketing mix.

1. Product

The product strategy implemented by the Es Teh Desa business owner can influence customer purchases with the many types of products offered, good quality products, attractive packaging and recognized brands. Quality, features, design, variety, brand name, size, packaging, service and warranty are nine product indicators in a marketing strategy.

Here are the various flavors available:

a. Tea Series

In this variant there are flavors: original tea, lemon tea, blueberry tea, jasmine tea, lychee tea, strawberry tea, mango tea, and grape tea.

b. Soda Popping Boba

In this variant there are flavors: sunset orange, sunrise mango, and sakura berry.

c. Thai Tea Series

In this variant there are flavors: original thai tea, thai tea + machato, thai tea choco, and thai tea oreo.

d. Milky Series

In this variant there are flavors: royal choco creamy, taro creamy, oreo creamy, matcha creamy, strawberry creamy, avocado creamy, caramel machiato, red velvet creamy, and teh tarik.

With the sale of a variety of products that are expected to fulfill customer desires, the creation of quality products and good differentiation and creating benefits that meet consumer expectations can influence purchasing decisions

¹² Profil Teh Desa. (2023), dari <https://tehdesa.id/>

and make beverage products sold by Es Teh Desa compete in the market. With the application of good packaging, it will be a special attraction that has the ability to increase sales. People will believe in the products offered if the brand is known.

In line with Papalapu et al. (2021) found that product strategies which include product brands, product quality can influence customers to make purchases so that sales occur.

2. Price

Given that price is one of the factors that influence how well a product is sold to customers, pricing is an important factor. Based on the results of interviews with consumers, they said that the price of the products offered by Es Teh Desa is very affordable and pocket-friendly, the provision of quantity is in accordance with the price, and the price is competitive compared to other products, which fulfills consumer desires. Consumers only need to pay Rp. 2,500 for Teh Desa jasmine tea, while Teh Kota only costs Rp. 3,000, a difference of only Rp. 500, but Teh Desa is considered better because the price is low but does not reduce the enjoyment of the taste.

As described above, price is an important factor in influencing buyers. The price reflects what the seller is selling. Appropriate pricing will be related to quality and economic or market conditions. Setting prices that are competitive with other products and affordable for all people will create optimal consumer demand. Consumers can buy goods and services based on the price that has been set. So it can be said that the price strategy has a positive effect on sales. This is in accordance with the theory expressed (Kotler et al., 2001) that the higher the price of an item, the sales will decrease, as well as the lower the price, the sales volume will increase. with research conducted by (Adiputra YR & Khasanah I, 2016) states that consumers must understand product prices, know whether the price is in accordance with the quantity, and compare it with other products before deciding to buy. So it can be said that the price strategy has a positive and significant effect on sales.

3. Promotion

In marketing strategies based on the results of interviews, consumers think that promotion is very important in marketing. By continuing to provide information, persuade and influence customers, and remind customers of the product, the seller will influence customers to make purchases. The promotion provided by Es Teh Desa is good enough by displaying banners and banners that consumers can read. Then, their promotions are also carried out through social media, such as Instagram and TikTok. Many consumers feel quite satisfied with

the promotions offered. One way to ensure that consumers are satisfied and feel cared for by a business is to meet consumer expectations of promotions. So it can be said that the promotion provided by Es Teh Desa is one of the elements that encourage consumers to buy the goods offered.

4. Place

Based on the results of consumer interviews, consumers argue that consumers think that business location is very important for success because it is closely related to the potential market. The location is easy to reach, on the side of the highway and the large parking lot will affect sales. With a good sales strategy, people will be interested in the goods being sold. This is in accordance with the idea (Alma, 2013) that choosing the right and strategic business location will affect the success or failure of the business in the future. The purpose of determining the location strategy is to maximize the company and increase sales.

Marketing Strategy Teh Desa in the Perspective of Islam Economics

Based on the results of interviews with informants, there are four elements of sharia marketing applied to this Teh Desa business, as follows:

1. Divinity (*Rabbanniyah*)

Sharia marketing has religious characteristics. A sharia entrepreneur has the belief that the laws of sharia come from God, and that divinity is the fairest law, so it must be obeyed in every marketing activity. When he wants to take a step, he must always act according to Islamic law.

Divinity is one of the attributes applied by the owner of Es Teh Desa. The owner is very concerned about the rules of Islamic law that we all know. Every activity must be good and not harm others.

2. Ethical (*Akhaqiyah*)

In every aspect of his business, a sharia entrepreneur prioritizes moral issues. In marketing efforts, the Teh Desa outlet owner and employees of the Pekalongan Teh Desa branch always act friendly and polite to customers. This shows that ethics is a moral issue. This is based on observations and interviews in the field.

3. Realistic (*Al-Waqi'yyah*)

Islamic marketing is a flexible concept. Therefore, sharia marketers are not required to look like Arabs, nor are they required to dress in other formal attire. However, sharia marketers must be neat and clean, and the style of clothing must cover the aurat. The value of realistic is also one that is emphasized by the owner of the Teh Desa outlet and the employees of the Pekalongan branch of Teh Desa in marketing, namely by dressing neatly and cleanly in order to attract consumers.

4. Humanistic (*Insaniyyah*)

Everyone has a sense of humanism and respect for fellow human beings in appreciating one another. Not greedy or doing everything possible to get big profits over the difficulties of others.

Based on the results of interviews with employees of the Teh Desa ice outlet who said that the owner of Teh Desa provides open opportunities for those who want to join as their partners. Where their franchise is easily accessible in various cities. This shows that there are opportunities for cooperation. In addition, they serve customers well and do not differentiate. Services are provided with full brotherhood and do not consider the age of the customer.

The explanation above shows that the Teh Desa business has implemented sharia marketing practices including: divinity (*rubbaniyah*), ethical (*akblaqiyah*), realistic (*maqi'iyah*) and humanities (*insaniyyah*) this is the foundation of the marketing strategy carried out by the owner of the Teh Desa outlet in Pekalongan.

CONCLUSION

The results of this study found that the 4P marketing buaran strategy on Es Teh Desa has a positive impact on sales. First, the product strategy implemented by the Es Teh Desa business owner can influence customer purchases with the many types of products offered, good quality products, attractive packaging and recognized brands. Second, the price of the products offered by Es Teh Desa is very affordable and pocket-friendly, providing a quantity that is in accordance with the price, and a competitive price compared to other products, which fulfills consumer desires. Consumers only need to pay Rp. 2,500 for Teh Desa jasmine tea, while Teh Kota only costs Rp. 3,000, a difference of only Rp. 500, but Teh Desa is considered better because the price is low but does not reduce the enjoyment of the taste. Third, the promotion provided by Es Teh Desa is good enough by displaying banners and banners that can be read by consumers. Then, their promotion is also carried out through social media, such as Instagram and TikTok. Many consumers feel quite satisfied with the promotions offered. One way to ensure that consumers are satisfied and feel cared for by a business is to meet consumer expectations of promotion. Fourth, the location is easy to reach, on the side of the highway and a large parking lot where this affects their sales. By implementing an effective marketing strategy and according to the wants and needs of consumers in increasing sales and consumer purchasing interest. This research is still in line with previous research which states that marketing strategies have a positive impact on sales.

In addition, the sharia marketing strategy applied to Teh Desa in Pekalongan is in accordance with the principles of Islamic law, namely with pricing and promotion strategies that are in accordance with Islamic law by always being guided by the rules, limits in doing business, avoiding fraud and inaccurate doses. This is evidenced that the Village Tea business has implemented sharia marketing practices including: divinity (rubbaniyah), ethical (akhlaqiyah), realistic (waqi'iyah) and humanities (al-insaniyah) this is the foundation of the marketing strategy carried out by the owner of Teh Desa outlet in Pekalongan.

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