

SHARIA MARKETING STRATEGY IN FACING BUSINESS COMPETITION (Case Study at Yen Collection Store Bukittinggi)

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ABSTRACT

Yen Collection shop located at Jalan Sutan Syahrir No.56 A6/A5 Tarok dipo Bukittinggi sells school uniforms. Basically, this shop is still not good in terms of customer service, the price of its products is very high compared to competitors and they are still lacking in promotion. The purpose of this study is to find out how the sharia marketing strategy used by Yen Collection Bukittinggi shop owners to compete with their competitors. This research uses a qualitative descriptive method. The methods used for data collection are interviews, observation, and documentation. Data obtained from Yen Collection consumers, Yen Collection owners and employees. The data obtained is then analyzed using a SWOT analysis strategy using the IFAS, EFAS and SWOT matrix. Based on the analysis conducted by the author, the results showed that the Yen Collection Bukittinggi store uses a sharia marketing strategy in facing business competition, the first marketing mix strategy is divided into seven elements such as price, process, product, promotion, location or place, people or human resources and physical facilities or physical evidence. The ultimate goal of this strategy is to get a lot of consumers, retain existing consumers and win the competition with competitors. The second strategy, by implementing Islamic marketing, namely sharia marketing principles such as theoretical, ethical, realistic and humanistic. In addition, the application of sharia marketing characteristics includes Theistic (Rabbaniyyah), Ethical (Akhlaqiyyah), Realistic (Al-Waqi'iyah) and Humanistic (Al-Insaniyyah). In the research results with SWOT analysis, EFAS and IFAS matrices and cartesian diagrams, the Yen Collection Bukittinggi store is located in quadrant I that has a status (+,+), namely positive strength positive opportunity. This place shows the position of the store has great strengths and excellent opportunities. For this reason, the recommended strategy is aggressive to enable continuous expansion, greater growth, and maximum progress.

Keywords: Sharia Marketing Strategy, Business Competition, SWOT Analysis

INTRODUCTION

In various countries in the world, including Indonesia, micro, small and medium enterprises (MSMEs) are one of the best elements and sectors for a country's economic growth. According to data released by the Central Statistics Agency after the 1998 economic crisis, the number of MSMEs did not decrease but continued to increase from 85 to 107 million workers in 2012. The growth of MSMEs can be observed in several regions in Indonesia. The city of Bukittinggi is a city in the province of West Sumatra which has very good business opportunities. Therefore, the SMEs that are growing rapidly in the city of Bukittinggi are garment manufacturing service companies known as the convection industry or convection business. Currently the business competition is so tight and every entrepreneur must think critically and creatively to survive in the business they run. This is what happened to the Yen Collection store Bukittinggi, the actors not only want their business to survive, they also want their business to grow so they can win the business competition. In designing a marketing strategy by a company in facing business competition, namely the marketing mix is divided into seven elements such as price, process, product, promotion, location or place, people or human resources and physical facilities or physical evidence. In sharia economic principles, marketing activities must be based on motivation to worship because of Allah Almighty and have a goal for the benefit of the people, not for the benefit of the group, let alone for personal gain. The Messenger of Allah has reminded his people to carry out activities according to Islamic teachings. In economic activity, Muslims are prohibited from doing something that is unfair or wrong. However, business competition is carried out on the basis of mutual acceptance between parties, as Allah says in surah An-nisa' verse 29:

يَتَأْتِيهَا الَّذِينَ ءَامَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ
تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ
رَحِيمًا ﴿٢٩﴾

Meaning: "O you who believe, do not misuse other people's property, except to buy and sell what has been agreed between you and not kill each other. Verily, Allah is very merciful to you." (QS. An-Nisa verse 29)

The marketing strategy can be influenced by two factors, namely internal and external factors with the SWOT Analysis (Strengths, Weakness, Opportunity, Treats) approach. Based on observations made by the author on September 15, 2022, it was found that the Yen Collection faced several problems. First, product sales at Yen Collection stores fluctuated due to the emergence of many companies producing similar products and the weak marketing strategy at Yen Collection stores. Second, the price of Yen Collection products is higher than its competitors. Therefore, consumers are inclined interested in products at affordable prices where the selling

price of Yen Collection shop products is generally higher than competitors which causes the level of competition for consumer acquisition to be increasingly stringent. Third, the provision of products with old stock to customers of the Bukittinggi Yen Collection store. Fourth, the service of Yen Collection store employees who are not friendly and are considered not to serve the store's customers well. Business problems at the Yen Collection store are because the Yen Collection store has not yet implemented a marketing strategy and does not know how to face competition. Based on the description above, the writer will carry out a research entitled: "Sharia Marketing Strategy in Facing Business Competition (Case Study at Yen Collection Store Bukittinggi)". The purpose of this research is to identify how sharia marketing strategies can be implemented by Yen Collection Bukittinggi stores to compete in the convection business in the city of Bukittinggi.

THEORITICAL

Sharia Business Competition

Business competition according to Islamic economic principles is permissible competition, as long as the business competition is carried out on the basis of fairness and fair competition. However, if commercial competition aims to monopolize profits, then Islam prohibits it. Active and healthy competition in Islam is known as *fastabiqhul kiarat*, which means that business becomes passionate and encourages business people to compete with each other to do good without division.

Sharia Marketing Strategy

Sharia marketing strategy is a tactical action directing the process of creating, delivering and changing the value of a product or service from the seller to its customers, where the whole process follows the principles of contract and *muamalah* based on the principles of the Qur'an and Hadith. Economic activities, a Muslim is prohibited from lying and is required to carry out economic activities that make various parties happy and happy, according to the Al- Qur'an surah An-Nissa 'verse 29 which means: "O you who believe, don't you eat each other's property badly , except by buying and selling based on like and like between two parties. And don't kill yourself, because God will love you. "

Sharia Marketing Principles

1. Shiddiq (Honest or True)

It means being honest and always making the basis of words, beliefs and actions based on Islamic teachings, not a single word contradicts the actions of other people. According to God's word, shiddiq is mentioned 154 times, namely in: QS An-Nisa (4): (69).

2. Amanah (Trustworthy)

It means being responsible for carrying out all duties and obligations. As according to the word of Allah SWT in QS An-Nisa (4): (58).

﴿إِنَّ اللَّهَ يَأْمُرُكُمْ أَنْ تُؤَدُّوا الْأَمَانَاتِ إِلَىٰ أَهْلِهَا وَإِذَا حَكَمْتُمْ بَيْنَ النَّاسِ أَنْ تَحْكُمُوا بِالْعَدْلِ إِنَّ اللَّهَ نِعِمَّا يَعِظُكُمْ بِهِ إِنَّ اللَّهَ كَانَ سَمِيعًا بَصِيرًا﴾
﴿٥٨﴾

Meaning: "Indeed, Allah commands you to shift obligations to those who are entitled and (to order) to establish laws among people who you are entitled to determine. Indeed Allah gives you the best lesson. Verily Allah hears all things and sees all things."

3. Fathanah (intelligence)

This means knowing, understanding and experiencing in depth everything that happens in their duties and responsibilities. Fathanana refers to rational intelligence, senses and divine intelligence. The Messenger of Allah is a leader

﴿الَّذِينَ اللَّهُ مَا فِي السَّمَوَاتِ وَالْأَرْضِ الْأَيُّونَ وَعَدَّ اللَّهُ حَقًّا وَلَكِنَّ أَكْثَرَهُمْ لَا يَعْلَمُونَ﴾
﴿٥٥﴾

who understands and knows his rights and obligations well. As Allah says in surah Yusuf verse 55 reads:

Meaning: Prophet Yusuf said: "Make me treasurer of the state (Egypt); Actually, I am good at defending myself, more than educated."

4. Tabligh (communication)

It means inviting and giving examples to other parties to implement the provisions of Islamic teachings in various economic activities carried out daily.

5. Istiqamah

﴿كُلُّ نَفْسٍ بِمَا كَسَبَتْ رَهِينَةٌ﴾
﴿٢٨﴾

That means consistent means, that is, sharia marketers always apply sharia principles in their marketing. According to the Al-Qur'an surah Al-Muddattssir (74): (38) reads:

It means; "Responsible for the fulfillment of all duties and responsibilities."

Characteristics of Sharia Marketing

According to Hermawan Kertajaya and Syakir Sula, there are 4 types of characteristics or characteristics of sharia marketing, including:

1. Theism (Rabbaniyyah)

God (Rabbaniyyah) is a universal belief in general, that every human actions are always under the supervision of Allah SWT.

2. Ethics (Akhlaiyyah)

Ethics or akhlaqiyyah is all behavior that is based on generally accepted ethical standards. Therefore, in sharia marketing it is not permissible to legitimize any means to get maximum profit.

3. Reality (Al-Waqi'yyah)

Realistic or al-waqi'yyah means adjusting to reality, right leads to lies, moral reasoning and honesty in everything.

4. Humanism (Al-Insaniyyah)

Humanism or al-Insaniyyah means humanity, respect for others or neighbor.

Marketing Mix

1. Product

Products are the results of the production and expertise of a business or person that has value in the market that is useful in fulfilling needs. The Prophet Muhammad always explained the quality of the goods he sold based on the actual conditions of the product. The quality of customer orders is always consistent with the goods delivered. He taught that if there is a difference of opinion, the customer has the right to cancel the purchase and cancel the sale due to rights, by canceling the sale and purchase if there is a difference.

2. Price

According to Armstrong and Keller, price is the amount paid for a product or service by consumers to obtain goods or services for consumption. Price is an important aspect and is always considered by consumers for purchases. The pricing strategy used by Rasulullah is based on azaz consent and agreement of both parties.

3. Promotion

According to Kotler and Keller, advertising or promotion of goods and services is a medium used to inform, invite to consume directly or indirectly about the products and services it sells. In promotional activities ordered not to utter perjury. According to him, known as perjury, it was an attempt made to resell his item by retrying shamelessly.

4. Place

According to Hawkins and Mothersbough, place or location makes the product available or accessible to target consumers so they can buy it. Location in Islam is a location that makes it easy for customers and does not harm customers when buying and selling.

5. Process

Process is the set of processes, mechanisms, and practices by which services are created and provided to customers, including policy decisions related to a number of issues related to customer engagement and employee

decision making forces. Rasulullah SAW gave an example of thoroughness in serving consumers. Goods and services provided to consumers are tasks and things that need attention. So, whatever the form, a good process will encourage the creation of customer satisfaction.

6. People

Humans are individual elements that are very important in commercial terms as leaders, decision makers and staff who serve consumers. A Muslim must have Islamic ethics in the production, marketing and promotion of his products and services.

Muslim entrepreneurs must be careful and protect their suppliers, employees, business partners, consumers and society. Rasulullah SAW advised to avoid suspicious items and avoid fraud and speculative activities or gharar to avoid goods and services that are prohibited by Islam.

7. Physical Edvice

Physical evidence is something tangible that influences customer purchasing decisions and the use of services offered, such as shop buildings, banners, additional facilities, namely toilets, air conditioning for the convenience of buying and selling activities.

SWOT Analysis

SWOT analysis is a strategic planning method that is used to assess the strengths, weaknesses, opportunities and threats that arise in a business company or to evaluate the business product line itself and strategies to win business competition.

METHODOLOGY

Types and Research Methods

The research used by the author is field research, especially direct research on the social life of the community. In this study, a direct survey was conducted at the Yen Collection store in the city of Bukittinggi. This research uses descriptive qualitative method.

Research Sites

The researcher conducted this research directly at the Yen Collection Bukittinggi store on Jalan Sutan Syahrir No.56 A6/A5 Tarok Dipo Bukittinggi. The reason the researcher chose the Yen Collection Bukittinggi store as the research location is one of the reasons for the emergence of new competitors who are persistent and problematic in the competitive strategy of the Yen Collection Bukittinggi store.

Data Types and Sources

Primary data sources are data obtained directly from primary data sources. Sources of data were collected directly from surveyed informants, namely the owners and employees of the Bukittinggi Yen Collection store based on information from

interviews and in-depth observations at the Yen Collection Bukittinggi store. Secondary sources are sources that do not provide data directly to data collectors, such as through other people or through documents. Secondary data was collected directly by the researcher, obtained by the researcher from documents owned by the company from the Yen Collection store, Bukittinggi.

Research Informants

Informants are human objects that explain the situation and all information from something that is researched. In this study, the main informant was the owner of the Bukittinggi Yen Collection, namely Mr. Fahmi. In addition, there are 4 employees of the Yen Collection Bukittinggi store because they are interested in developing a marketing strategy. Additional informants, namely consumers at the 5 Yen Collection Bukittinggi store, were selected from the average shop visitor.

Data collection technique

First of all, make direct observations at the Yen Collection Bukittinggi store when identifying problems by observing and collecting data directly in the field to study and observe the battle of the marketing strategy used by the Yen Bukittinggi Collection store.

Second, researchers conducted face-to-face interviews with business owners of Yen Collection Bukittinggi, managers, employees, and consumers to obtain an overview of the strategies used in marketing market products. Interviews were conducted using structured interviews with oral interviews and prepared questions.

Third, documentary researchers collect documents related to the Yen Collection store in Bukittinggi and continue to observe and understand these documents. It is hoped that the results of these articles can be analyzed to add secondary information to the research being studied.

Data analysis technique

Data analysis is a method used in solving the problem under study in order to get a solution to the research problem. This research will be analyzed using IFAS analysis (internal factor analysis) and EFAS (external factor analysis) as well as SWOT analysis to design and modify the company's marketing strategy.

RESULTS AND DISCUSSION

SWOT Analysis in Determining the Marketing Strategy for the Yen Collection Bukittinggi Store I.

I. Internal Factors (IFA/Internal Factor Analysis)

- a. The strength of the Yen Collection Bukittinggi is its strategic location, the existence of khiyar rights (the right to return goods), the existence of a wide selection of products, the completeness of Yen Collection store products, the products offered are of high quality and extraordinary quality and the ordering process is easy and reliable or trust.

- b. Weaknesses Yen Collection, among others, advertising HR is not optimal, unfriendly service, expensive product prices
2. External Factors (EFA / External Factor Analysis)
- a. Opportunity Yen Collection, namely in particular management with strategic cooperation with many parties, large market share, product quality is recognized by consumers, customers are loyal to the company, product brands are brought to well-known markets
 - b. Yen Collection Threats, i.e. more competitors in the same field, competitors offering lower prices, better service quality, lowering public purchasing power, unstable raw material prices.

Tabel I
SWOT analysis on the Bukittinggi Yen Collection

<p style="text-align: center;">Strenght</p> <ol style="list-style-type: none"> 1. Store locations are strategic and easy to access 2. The provision of customer Khyiar rights 3. (right to return goods) 4. A wide selection of products and completeness of goods 5. The products sold are superior and of high quality and superior 6. The process of ordering goods is easy andon time 	<p style="text-align: center;">Weakness</p> <ol style="list-style-type: none"> 1. Human Resources is not optimized for promotion 2. Unfriendly service 3. Product prices are expensive
<p style="text-align: center;">Opportunity</p> <ol style="list-style-type: none"> 1. Do teamwork with various parties and competitors 2. The target market is very large 3. Consumers know the quality of the product 4. Customer loyalty to the company 5. Brand marketed is well known 	<p style="text-align: center;">Treaths</p> <ol style="list-style-type: none"> 1. Many competitors operate in the same industry 2. Competitors offer low prices 3. The service level of competitors is better 4. People's purchasing power is weakening 5. Unstable commodity prices

Source: Processed primary data, 2023

IFAS Matrix (Internal Factor Analysis Sumarry) Yen Collection Shop Bukittinggi

The internal SWOT analysis strategic factors are classified into two, namely the strengths and weaknesses of the company with the following steps:

1. In Column I, identify any factors in the column that represent the strengths and weaknesses of the company.
2. Each factor is rated on a scale of 1.0 (very important) to 0.0 (very unimportant) depending on the factor's influence on the company.

3. Rate each factor on a scale of 1 to 4 to indicate whether it is a major weakness (score=1), a minor weakness (score=2), a minor strength (score=3), or an extraordinary barrier (score = 4). So, actually the rating is related to the state of the company and the weight is related to what environment the company
4. The score is obtained by multiplying the weight and rating
5. Add up the total scores for each variable. For the IFAS matrix, the variable weighted average is from a minimum of 1.0 to a maximum of 4.0 where the average is 2.5. The overall average below 2.5 indicates a weak internal company position, while the overall score is more than 2.5, meaning the company's internal is good and strong.

Table 2
IFAS Matrix

No	Internal Factors	Weight	Rating	Score
Strength				
1.	Yen Collection store location is very strategic	0.17	3	0.51
2.	The granting of <i>khiyar</i> (the right to return goods)	0.09	3	0.27
3.	A wide selection of products and completeness of good	0.13	4	0.52
4.	The products offered are of high quality and excellence	0.17	4	0.68
5.	The process of ordering goods is easy and timely	0.04	2	0.08
Strength Total				3.63
Weakness				
1.	HR does not hve promotion skill	0.09	3	0.27
2.	Less friendly service	0.13	3	0.39
3.	Product prices are expensive	0.17	3	0.51
Weakness Total				1.17
Strength & Weakness Total		1.00		4.80

Source: Processed primary data, 2023

EFAS Matrix (Summary of External Factors) Bukittinggi Yen Collection

Creating an external strategic factor matrix consists of five steps:

1. In Column I, identify the factors in that column that represent the strengths and weaknesses of the company.
2. Each factor is rated on a scale of 1.0 (very important) to 0.0 (very unimportant) depending on the factor's influence on the company.

3. Rate each factor on a scale of 1 to 4 to indicate whether it is a major weakness (score=1), a minor weakness (score=2), a minor strength (score=3), or an extraordinary barrier (score =4). So, actually the rating relates to the effectiveness and efficiency of the company's strategy, so the rating is based on the health of the company.
4. Calculate the score by multiplying each weight by its value.
5. Add up all the ratings to get an overall rating for your business. This total score describes how the particular organization responded strategic external factors. Of course, in the EFAS matrix, the highest score is 4.0 to the lowest is 1.0. A rating of 4.0 proves that the company can take advantage of opportunities and overcome various threats from its competitors. A total score of 1.0 means that the company's strategy is not aimed at exploiting opportunities and avoiding threats

Table 3
EFAS Matrix

No	External Factors	Weight	Rating	Score
Opportunity				
1.	Does Yen Collection have a strategy of cooperation with various parties?	0.11	3	0.33
2.	What is the market share of Yen Collection?	0.15	3	0.45
3.	Do consumers recognize the quality of Yen Collection products	0.11	4	0.44
4.	Is there customer loyalty to the company?	0.07	3	0.21
5.	Are the Yen Collection product brands marketed well known?	0.07	4	0.28
Opportunity Total				1.71
Threats				
1.	Many competitors active in the same industry?	0.15	3	0.45
2.	Are competitors offering low prices?	0.11	2	0.22
3.	Is the service quality of other companies better?	0.07	1	0.07
4.	Has people's purchasing power decreased?	0.04	2	0.08
5.	5. Are commodity prices unstable?	0.11	2	0.22
Threats Total				1.04
Strengths and Threats Total		1.00		2.75

Source: Processed primary data, 2023

The result of the EFAS panel analysis is an overall score for opportunity and risk of 2.75. This means that the company responds well to opportunities and avoids threats from competitors and economic conditions. So that it can be seen that the strength factor score is 3.63 and the weak factor score is 1.17, the difference in value is 2.46, so divided by 2 the result is 1.23 while the odd factor score is 1.71 points for the threat factor. If the threat is 1.04, the difference in this value is 0.67 and divided by 2 is 0.34. The difference in these values can form the X and Y coordinate points, namely (1.24:1.82) in the SWOT analysis.

IE Matrix (Internal and External)

In order to obtain the right strategy for the company, an IE matrix is made which is based on two main dimensions, namely IFAS, namely strength factors and weakness factors on the X axis and EFAS, namely opportunity factors and threat factors on the Y axis. From the data table above it can be seen that the strong factor is 3.63 and the weak factor is 1.17. So the difference between the values is 2.46, while the possible D factor is 1.71. Threat factor value is 1.04 so the difference in this value is 1.04, 0.34.

The result of this value makes the coordinates of the numbers (1.23: 0.34). Thus, the company is in Quadrant I position, which is a very profitable position because it has the ability and resources to take advantage of existing opportunities. Therefore, the right strategy for the Bukittinggi Yen Collection Store in this situation is to support a positive growth policy (growth oriented strategy).

SWOT Analysis Using SWOT Matrix at Yen Collection Store Bukittinggi

SWOT analysis is used as an analytical tool by a business or organization to identify which elements have positive and negative advantages for the company. The main task of the SWOT analysis is to carry out a comprehensive plan again regarding all elements that can influence a plan, decision making and company goals. The SWOT matrix of the Bukittinggi Yen Collection is the result of its relationship with the marketing mix:

Table 4
Yen Collection SWOT Analysis Results

<p style="text-align: center;">INTERNAL</p> <p style="text-align: center;">EKSTERNAL</p>	<p>STRENGTHS –S</p> <ol style="list-style-type: none"> 1. A wide selection of products and completeness of goods 2. The process of buying and ordering goods is timely and easy 3. Guaranteed quality 4. The location of the company strategic 5. There is a right of khiyar (right to return goods) 	<p>WEAKNESSES –W</p> <ol style="list-style-type: none"> 1. Human resources are not optimal in promotion 2. Service is less friendly 3. Expensive Product Prices
<p>OPPORTUNITIES –O</p> <ol style="list-style-type: none"> 1. Creating cooperative relationships with various parties and competitors 2. The target market is very large 3. Quality has been recognized high by customers 4. Customer loyalty to the company 5. Brand products marketed are well known 	<p>SO</p> <ol style="list-style-type: none"> 1. Prioritizing customer satisfaction with quality and maximizing shipping, ordering and return services 2. Maintain product quality 3. Not overly inflating prices in the near future and adjust the quality with the price of competitors 4. Take advantage of digital marketing as a promotional tool 5. Keep in the reputation eyes of the customer 	<p>WO</p> <ol style="list-style-type: none"> 1. Improve quality service employees wear principles of sharia marketing Increase market share even more 2. Changing promotional activities with the media social 3. Adding variety products 4. Provision of purchase testimonials to become evidence for new consumers
<p>THREATS – T</p> <ol style="list-style-type: none"> 1. Competitors are numerous 2. Low prices offered by competitors 	<p>ST</p> <ol style="list-style-type: none"> 1. Maximizing offline and online promotions 2. Improve aspects all 	<p>WT</p> <ol style="list-style-type: none"> I. Improving employee service as best as possible so that customers

<p>3. Service competitors better on consumers</p> <p>4. People's purchasing power decrease</p> <p>5. Unstable Raw Material Prices competitor company</p>	<p>of competitors</p> <p>3. Adjusting the price of raw materials with product quality</p> <p>4. Creating innovation while maintaining quality</p> <p>5. Provide a product distribution process that is timely and easy to oversight and without penalizing negligent employees</p>	<p>do not switch to competitors</p> <p>2. Fix error all in sevice, price, promotion with the latest innovations compared to competitors</p>
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Source: Processed primary data, 2023

From the analysis of internal factors and external factors described above, it appears that the four elements summarized in the SWOT matrix are used as documents to review company performance. These strategies are Opportunity of Strength (SO), Strength of Strength (ST), Opportunity of Weakness (WO) and Threat of Weakness (WT). Based on the information in the SWOT matrix, it is known that the right strategy implemented by Yen Bukittinggi is:

1. Strength Opportunity Strategy (SO)
 - a. Prioritizing consumer satisfaction with the quality of different ingredients another place.
 - b. Maintain product quality. The Yen Collection always prioritizes uniform quality, the materials used are quality fabrics such as drill, toyobo is durable when using
 - c. Offer a price commensurate with the quality of the product being sold.
 - d. Utilizing various digital marketing, namely Facebook ads, Instagram ads, WhatsApp, and special websites for the Yen Collection shop so that promotions are maximized and absorb a lot of markets.
 - e. Creating a high level of customer satisfaction compared to competitors with the application of sharia marketing principles and sharia characters, especially for employees Yen Collection
 - f. Focus on strengthening marketing and increasing sales relations for Yen Collection with all consumers in the City of Bukittinggi. This strategy is intended to attract more consumers to buy or use products from the Yen Convection collection.
2. Threat Strength Strategy (ST)
 - a. Providing different innovations but always prioritizing quality.
 - b. Presenting a more diverse choice of basic materials, more batik patterns with a variety of sizes and models according to government regulations.

- c. Always ahead of competitors in the presentation of product quality, results and service.
 - d. The production process is always on time if not immediately tell the consumer why he is not on time and penalize negligent employees. And if there is an error sending the old product, it will be immediately explained or exchanged for a better product.
 - e. Reduce manufacturing defects to avoid customers returning products. Oversee work, re- checking at the finishing stage and checking at the packing stage.
3. Weaknesses of Opportunity Strategy (WO)
- a. Already have a sizeable market share, then it is more focused on marketing activities not only through radio but by creating social media. So that the public knows about the existence of the Yen Collection in Bukittinggi on social networks.
 - b. Launched online sales to attract the attention of consumers in the city of Bukittinggi and its surroundings. Selling online is a new way of doing business competition in the era of globalization, so that business people are starting to explore the online market
 - c. Improve employee work efficiency. With the proper functioning of human resources in all departments, be it marketing, finance and other departments, Yen Collection will be able to take advantage of all existing opportunities that can benefit business owners.
 - d. Consumers already know the quality of swallow's nest, so they should give the feeling of consumers who have enjoyed the swallow's nest product, so that consumers believe in its quality.
4. Threat of Weakness (WT)
- a. Promotional activities are carried out in two methods, namely offline and online by maximizing social media advertising, pamphlets and product discount activities.
 - b. Changing employee service that is considered bad for customers so that it conforms to sharia marketing principles, ethically, for example by serving in a friendly and courteous manner polite and make customers feel comfortable interacting with them when buying and selling.

CONCLUSION

From the research results of the sharia marketing strategy used by Yen Collection as follows: first, the marketing mix or marketing mix where the product, place, physical evidence, and process of the Yen Collection store have implemented a strategy that is fully aligned with the company's goals. For prices, promotions and people or human resources, Yen Collection stores are still not good in their marketing strategy. Second, the application of Shiddiq sharia marketing principles (honesty or truth) and Istiqamah (consistency) has been going well. However, the

principles of Amanah (Trust), Fathanah (Intelligence) and Tabligh (Communication) at Yen Collection stores have not been implemented properly. Third, the application of sharia marketing characteristics, namely theology (Rabbaniyah), realism (Al Waqi'iyah) and humanities (Al-Insaniyyah) is good, while ethics (Akhlaqiyyah) is still not good.

Based on the research results, the authors conducted a SWOT analysis which included the strengths, weaknesses, opportunities and threats of the Bukittinggi Yen Collection store to win business competition. For the SWOT analysis, the matrix, EFAS and IFAS, along with the Cartesian diagram, show that the Yen Collection store is in quadrant I, which means (+, +). This place shows that the company is strong and has opportunities. One of the suggested strategies is progressive or aggressive. This allows for continued expansion, greater growth and maximum progress.

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Interview

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