

MARKETING STRATEGIES IN THE VILLAGE OPAK GAMBIR ADITYA SUKOANYAR DISTRICT DISTRICT KEDIRI VIEWED FROM MOJO BUSINESS ETHICS ISLAM

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ABSTRACT

Opaque company of Gambir Aditya is a company owned by a Muslim. Businesspersons Muslim should have a framework of strong business ethics, so that it can deliver business activities that are comfortable and blessing. Sales is the main purpose of a business in order to achieve and succeed as expected. It bermaksud to know the ways of the company Opaque Gambir subdistrict Sukoanyar Aditya Village Mojo Kediri in marketing their products when viewed from the Islamic Business Ethics. This study uses qualitative research methods are the primary data source research obtained from interviews, the rest is additional data such as documents. Methods of data collection using interviews, observation, and documentation. Data analysis was done in three ways, namely: simplification of data, test data, and drawing conclusions. The study concluded that the company's position in marketing their products in the market, able to set goals and objectives expected to be achieved with a certain profit level. Aditya companies use marketing mix, such as: the product produced by the company (product) strategy of product sales price (price), product marketing strategy (promotion). In this stage the company Opaque Gambir Aditya Village Sukoanyar District of Mojo Kediri regarding marketing strategies authors use Business Ethics Islam, among others, the product must be lawful and thayyib and can satisfy the public, the price should be measured by the purchasing power of the people as well as a tool kompetitis healthy, companies in terms of distribution should be quick and timely, used as a promotional appeal to consumer goods. Opaque company of Gambir Aditya must still put forward the principles of sharia in marketing their products in order to keep the business carried on Allah SWT blessed.

Keywords: Marketing strategy, Islamic Business Ethics

INTRODUCTION

Business is one of the activities of human life and even has entered all aspects of life in modern society. With this phenomenon is impossible person regardless of the influence of business and as a consequence, the consumer society is the target of all manufacturers. So it makes sense to say that business is an integral part of society that will affect their lives, both positively and negatively.

Muhammad (2007) Business activities are required to provide something useful for humans, in the sense of offering an adverse just for the sake of profit sepihak. Para business people may assume bahwasannya business is a neutral activity, as they are called to make ends meet manusia. Mereka assume that activity only to meet public demand without considering whether the goods or services produced and marketed detrimental or potentially detrimental

to konsumen. Sikap neutral is one of the principles which must be held down by the perpetrators justified bisnis. Mereka offering needed goods as long as the man does not dictate, let alone forcing consumers to purchase and consume products produced.

Sofjan (2010) The marketing strategy can be expressed as a basis for action in achieving a company's goals, in conditions of competition and ever-changing environment. Thus, in determining the marketing strategy will be executed, the company must first look at the situation and market conditions and to assess its position in the market. By knowing the circumstances and the market situation, as well as the company's position in marketing their products in the market, then it can be determined what the goals and objectives expected to be achieved in the field of marketing, and how the activities should be done to achieve the goals and objectives. All of these activities are summarized by the so-called marketing planning.

Business ethics is thinking or reflection about morality in economics and business. Morality means the aspect of good or bad, commendable or reprehensible, and thus it is allowed or not, of human behavior. Morality always berkaitan with human behavior, of human behavior, and economic activity is an important field of human behavior.

Opaque businesses in the village Gambir subdistrict Mojo Sukoanyar are included micro enterprises whose business is flourishing and revenue always go up on every year. This can be shown by the following table:

Table 1. Financial Statements "Opaque Gambir Aditya" Years 2010-2013

| | 2010 | 2011 | 2012 |
|------------|------------------|------------------|------------------|
| Income | Rp 57.379.300,00 | Rp 85.939.200,00 | Rp123.200.000,00 |
| Costs | Rp 35.500.000,00 | Rp 38.500.000,00 | Rp 53.980.000,00 |
| Net Profit | Rp 21.879.300,00 | Rp 47.439.200,00 | Rp70.260.800,00 |

Source: Documentation of financial statements in 2013

Here the authors conducted research on business in the village Aditya Opaque Gambir subdistrict Sukoanyar Mojo Kediri district at this time the business progresses. In marketing its products, the company Opak Gambir should be aware in the present market situation mapun in the future. In this case the marketer must be responsive to the wishes and needs of consumers. So manufacturers must be able to meet the desires of consumers quickly and tepat. Maka can be seen that the marketing strategy for businesses Opaque Gambir to create favorable conditions dalam memasarkan product. In addition to these reasons, being interest the authors to conduct due diligence on Peel Gambir Village Sukoanyar also perform prayers in congregation routine and the production process should stop when adzan, because all the people involved in these companies realize the importance of worship in this life , Besides regular worship activities, the company also hosts regular yatiman annually as one of the forms that the company was not only thinking of life in the world, but also in the hereafter as well as to get closer to the communities around the company. Besides marketing in the company of Gambir Aditya Peel is also progressing very well since the marketing is done in Java and Bali, but this company is led by a person who has a high school education.

Between business and ethics of Islam is the overall activity in defense of life, looking for a sense of security, meet the needs of the community and self-esteem and self-actualization seek fulfillment, all of which are values of ethics as a business it can not be separated by ethics.

THEORETICAL STUDY

American Marketing Association (1960) states that marketing can be defined as the implementation of the business world that directs the flow of goods and services from producer to consumer or the user. As Kotler provides a definition of marketing as "*Societal process by the which individuals and groups Obtain what they need and want through creating, offering, and freely exchanging products and services of value with others*". A process in society whereby an individual or a group get what they need and want by creating, delivering, or exchanging products and services with others).

Mursyid (2003) The marketing strategy is an overall plan terpaduan fused in marketing, which provides guidance on activities to be carried out in order to achieve a company's marketing. The marketing strategy is basically a comprehensive plan of activities and which will be executed to achieve the marketing objectives of a company. In other words, the marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts over time.

Muhammad (2007) The central point of Islamic ethics is to determine the human freedom to act and be responsible, because his belief in human freedom Allah. Hanya course it is not absolute, in the sense of freedom is limited. If humans have absolute freedom, then he berartii rival the omnipotence of God as the creator of all beings, without exception, the man himself.

Economic system comparable to building homes. A house that stands upright and sturdy which has three components, namely: foundations, pillars and roof. Then the Islamic economy also has a foundation, pillar, and roof. So with the three components are good, then akannyaman inhabited buildings. The building will not waver in the wind, and will be strong in the face bencana. Islamic business ethics upholds the spirit of mutual trust, honesty, and passion kekeluargaan. Ini because of the rules in the Islamic business ethics is in business there monotheism, justice, nubuwah, caliphs and Ma'ad.

METHOD

The approach used in this study is a qualitative approach, which is a research procedure that produces descriptive data in the form of words or word of mouth from people and actors who can be observed.

Kind of research is a case study, which is a detailed examination against a background of a subject or a person, a situation, document storage or events. This qualitative study intends to clarify the application of business marketing strategy Opaque Gambir subdistrict Sukoanyar Aditya Village Mojo Kediri and business marketing strategy Opaque Gambir subdistrict Sukoanyar Aditya Village Mojo Kediri in terms of Islamic Business Ethics. The main data sources of qualitative research is words and actions, the rest is additional data such as documents and other. Sources of primary data in the form of words and actions related to the research focus obtained directly from the parties involved in the process of management efforts that business owners and employees and secondary data is data that is obtained in the form of ready-made, have been collected and processed the other hand, usually in the form of publications.

Data analysis is the process of searching and compiling data systematically data obtained from the results of observations, interviews, and other materials. So as to improve the understanding of research on the cases studied. The technique of data analysis in this research is data reduction or simplification of data, display data or test data, conclusion,

RESEARCH FINDINGS

Here is one of the results of interviews with company owners Opaque Gambir Aditya Kediri, he said:

"In managing the company's own business in addition to developing creativity also have the satisfaction of tersendiri. Untuk build on the success of this company was originally desperate need of capital and industrious, requires a lot of time, effort, cost, pikiran. Dalam achievements of the company of Gambir Aditya Opaque is not easy and a lot of obstacles, especially in creating a product that is desired by consumers. All it takes quite a long process in creating a product. To that end, the company Opak Gambir Aditya tries to do his best so that the achievement of customer satisfaction and the company is always working to improve the performance of the local community, so that Integration is able to create a product that takes all the masyarakat. Keuletan in the work and provide the best service for the consumer is a commitment for company owners Peel the Aditya Gambir".

Based on observations and interviews that researchers do while in the field, found the marketing strategy undertaken by the company of Gambir Opaque Aditya among others:

a. Product

Based on the interview's product strategy is crucial, because it can affect other marketing strategies. Selection of the type of product will generate and define the required promotional activities. Promotional strategy that includes product mix, including: trademark (brand), this is a technique of the policy underlying product marketing strategy, making it easier for consumers to remember and distinguish the product with other products. Packaging products (product packaging), packaging serves to prevent physical damage, and prevent counterfeiting.

b. Price

Based on interviews Price can be interpreted as the expression of a value, where the value concerning the usefulness and quality of the product, the image formed through the promotion, availability of products through a distribution network and accompanying services. In setting the price may not be higher than the price offered by a competitor or lower than the cost dikeluarkan. Dan high prices with high profits per unit are not necessarily translate into profits diharapkan. Sebaliknya low prices followed by a high sales volume can produce besar. Untuk profits that determine the price is an issue that rumit. Pada generally the price set by the company adapted to the company's overall strategy in facing the situation and the ever-changing conditions and directed to achieve the goals and objectives that have been set in the year or the time

c. Promotion

From the interviews that the Promotion is a determining factor for the success of marketing. Companies in charge of how to deliver their products with either the media or the public to assess the feasibility of the product.

d. Distribution or Location

Distribution channels is the path of the product from the manufacturer to the customer akhir. Aims companies use distribution channels is to make sure shoppers can buy what they want and whenever they buy. By using targeted distribution channels.

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