

ISLAMIC MARKETING STRATEGY IN BUILDING INDONESIA HALAL BUSINESS ECOSYSTEM

Dikdik Harjadi¹, Neng Evi Kartika², Wely Hadi Gunawan³
Universitas Kuningan
E-mail: welyhadigunawan@uniku.ac.id

Abstract: The development of the business industry in Indonesia becomes the most potential market share for other countries. Sharia business is now a lifestyle (lifestyle) of a person in this modern era. The demand for halal and Muslim-friendly (moslem friendly) products is increasing. The importance of a halal business ecosystem to ensure goodness and blessings in consuming products for Muslims needs to be prioritized. This research uses descriptive research methods with quantitative methods. The number of business people in Kuningan regency is 55,486 actors. Samples used in the study as many as 400 business people. The results of this study are variables studied, namely Business Legality, Halal Certification and Labelization on products, and Islamic marketing strategy has a positive influence on the realization of the Indonesian Halal Business Ecosystem, one of which is in Kuningan Regency.

Keywords: Legality of Business, Halal Certification and Labelization, Islamic Marketing Strategy, Halal Business Ecosystem.

1. Introduction

The development of the business industry in Indonesia becomes the most potential market share for other countries. For the halal business industry, Indonesia is the largest and most promising market. Sharia-based business is now increasingly in demand by the world community because it provides the best guarantee for every business offered in addition to consumption as well as security and comfort. The development of the Islamic business industry was first carried out by the banking sector through the birth of Bank Muamalat followed by other Islamic banking. then from the Halal Cosmetics sector through PT Paragon with Wardah products. Sharia business is now a lifestyle (lifestyle) of a person in this modern era. In addition, from the tourism sector, in other countries that are Muslim minorities have begun to be run for example the country of Thailand which is famous for its Halal tourism.

Thomson (2018: 6) explained that currently the demand for halal and Muslim-friendly products (moslem friendly) is considered increasing. This is expected to continue to increase in 2023 by approximately USD 6.816 billion. The details of the global Halal Industry Sector demand in 2023 are as follows:

Sektor	Jumlah
<i>Halal Food</i>	US\$ 1863
<i>Halal Travel</i>	US\$ 274
<i>Modest Fashion</i>	US\$ 361
<i>Islamic Finance</i>	US\$ 3809
<i>Halal Media & Recreation</i>	US\$ 288
<i>Halal Pharmaceuticals</i>	US\$ 131
<i>Halal Cosmetics</i>	US\$ 90

The development of sharia business gave birth to many other halal products from various sectors, including businesses in the real sector consisting of food, fashion, tourism and pharmaceuticals. According to Muhamed et al (2014) quoted by Ahyar (2020) that connecting the halal industry and Islamic finance is a positive activity that gives birth to a harmonious system and supports each other.

The development of Sharia business has a lot of impact on society, so it needs to be considered in terms of quality and continuity not just quantity. Sharia business processes must have a guaranteed and adequate page in accordance with the rules and sharia of Islamic law. The use of business aspects is very important as an evaluation of the quality of Sharia business. Important aspects that must be considered in running Sharia business are the business system ranging from the selection of raw materials, the production process to the distribution to consumers and their finances as one of the basic capital foundations in sustaining the running of the business. In addition, the assessment is no less important related to the financial aspect, namely the payment process, financing, storage and payment gateway of the business carried out whether this business activity uses Islamic financial institutions or conventional financial institutions. If these aspects are carried out in accordance with sharia in business, a halal ecosystem will be formed. A study conducted by Thomson (2016) quoted by Ahyar (2020) that as many as 250 companies involved In the halal product business has not used sharia financing, meaning that there are still many opportunities to build and develop the halal ecosystem that has an impact on increasing the value of sharia compliance for all types of businesses in Indonesia.

In order to establish a halal ecosystem and increase the value of sharia compliance with Halal business in Indonesia, it is important to complement the legality needs of halal business. The legality of this halal business is often ruled out by halal business people because it is still considered not too needed. The legality of this business has been regulated in Government Regulation No. 6 of 2021 concerning the organization of risk-based licensing. The existence of this business legality as a legal basis in carrying out business activities, increasing the value of investment and maintaining the quality of licensing efforts as law-abiding business actors. To run a halal business, the legality of the business is not only related to NPWP, NIB, IUMK, SIUP and so on, but also does not escape the labelization of Halal as a continued legality to realize the halal ecosystem in Indonesia. Not many businesses have business legality, especially halal. In addition to not understanding the interest in legalization and

labelization, business people are more focused on how to increase profits for their business. This becomes very important because seeing Indonesia as the largest Muslim majority in the world must have legal certainty in order to have amination that the business it runs is truly halal and can be one of the formation of a recognized and guaranteed halal business ecosystem.

Islamic Marketing Strategy

Islamic marketing is based on a philosophy based on the goal of human creation. Islam governs life as a whole which is carried out in (QS3:19 QS16: 52, QS98:5, and QS110:2). Peace with oneself, peace with another human being, peace in this life and peace in the hereafter and complete submission to God's will. Businesses can adapt to the concept of Islamic marketing strategy through STP (Segmenting, Targetting and Positioning) strategies to attract consumers. Marketing strategy according to Hartono (2012: 889) is a series of goals and objectives, policies and rules that give direction to marketing efforts from time to time from each level and location.

Islamic Marketing Strategy in this case is a business activity that is built on the basis of the goal of human creation to achieve a goal that is in accordance with Islamic sharia through a clear business direction segmenting, targeting and positioning in meeting the needs of consumers. Ramadhani (2018) explained that Islamic Marketing is a discipline in strategic business that directs the process of creation, offering and changing value from initiator to its stakeholders which in its entirety is a process that is adapted to the agreements and provisions of muamalah in Islam.

Islamic Marketing comes as an alternative that is trusted by the community because the values are in accordance with the needs of the community, namely honesty. Islamic marketing is based on two basic requirements as mentioned in the Qur'an namely physiological needs of food, water and clothing and security needs (QS, 20:118-119; QS17:29) whereas conventional marketing is based on desire (Cooke et al. 1992). Muslim consumers defined by the non-excessive consumption, lifestyle and financial rules of the Muslim faith; They are far from homogeneous (Kearney, 2006). Characteristics of Islamic Marketing strategy include religious (religious), ethical, realistic, and humanistic (Sula and Kartajaya, 2006). If one gives the four characteristics above, it will get a good relationship between the five pillars of Islam and its implementation.

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Legality of Business Entities

The principle of legality is regulated in article 1 paragraph (1) of the Criminal Code which reads "no act can be punished, except for the strength of criminal provisions in the law that exist in advance of the act. The legality of a company or business entity is the most important

element as a identity from the establishment of a legal and legal business and recognized by the public at large.

This means that the legality of the company must be legal according to laws and regulations, protected by a legal umbrella equipped with various documents that are valid according to the rule of law in Indonesia. The sustainability of a business is influenced by various factors, one of which is the existence of legality elements of the business in the form of business license ownership that has been legally authorized. The existence of the legality of this business so that business activities carried out are not preoccupied with issues of enforcement or demolition.

There are several licensing documents that become the legality of the business, including the company name, Brand, Business Master Number (NIB), Industrial Business License, Certification and National Standards. With the establishment of business legality documents, the benefits obtained by business actors are guaranteed in terms of protection from legal actions related to licensing issues, product promotion, evidence of legal compliance, and making it easier to get a broader cooperation up to access capital from financial institutions in Indonesia.

Halal Certification and Labeling

Indonesia which is the largest Muslim market in the world requires attention to products circulating in Indonesia. Diversity of good local products and from abroad requires the existence of halal markers to facilitate consumers in choosing halal products. Therefore, there needs to be certification and labelization of products in providing halal product guarantees to the community, especially Muslims (Afronyati 2014).

Halal certification and labeling are different things but are related to each other. Halal certification is a process to obtain halal certificates through several stages to prove that the materials, production process and Halal Assurance System (SJH) meet LPPOM MUI standards. (LPPOM MUI 2008). After the Implementation of Halal Product Assurance Law No. 33 of 2014, halal certification is defined as the recognition of the idolatry of a product issued by BPJPH based on a written fatwa issued by the Indonesian Ulema Council. (Panji, 2017).

Halal labelization is the inclusion of halal writing or statement on product packaging as a sign that the product is halal. Halal labeling activities are managed by the Food and Drug Administration (POM Agency). Law No. 7 of 1996 on Food which is an umbrella provision on food contains the obligation to include labels on food packaged at least six elements, of which the other element is information about halal. Halal information or label on a product can be a reference for Muslim consumers to choose and buy the product. (Desi, 2018).

The process of obtaining a halal certificate through several stages of examination to prove that starting from the procurement of raw materials, production processes, and halal product assurance system in a company is in accordance with the standards set by LPPOM MUI. (LPPOM MUI, 2008). If halal conditions are met, then business actors can get a halal certificate for their products. This halal certificate will then be for permission to include halal label and halal registration number on product packaging. This halal label is usually used by business people in order to fulfill their obligation to provide information to consumers about the page of their products.

In accordance with the decision of the Minister of Religious Affairs on Halal Certification Services, bpjph serves business actors who apply for halal certificates and issue

halal certificates. The appeal of thayyiban (halal and good) is very necessary to be informed and formulated effectively and operationally to the community accompanied by the fulfilling of facilities and infrastructure.

Halal Business Ecosystem

Business ecosystem is a business activity that has the relationship of all entities related to each other so that there are production and buying and selling activities that generate profits (profits). According to Gillani et al (2016) halal is now a prima donna indicator that is universal as a guarantee of the quality of a product and living standards. It is universal because halal can be adopted by anyone, not only Muslims but also from non-Muslims. The halal industry is growing by venturing into the food and beverage sector, finance, travel, fashion, cosmetics and medicine, media and entertainment, healthcare and education. Efforts in accelerating the potential and utilizing the opportunities of the halal industry, good synergy is needed between all elements. This is done in order to achieve halal standards holistically (Faqiatul et al, 2018).

Synergy to form a halal business ecosystem, in addition to human resources, raw materials or tools, a support system is needed as a supervisor and guidelines for the running of halal economic activities in the halal industry. This Halal Business Ecosystem will be an alternative in business blessings. Because according to Jalaludin (2010) Religiosity is a consistency between belief in religion as a cognitive element, feelings towards religion as an effective element, and religious behavior as a conative element. If this is done comprehensively, it will give greater benefit not only to increase faith in the Almighty but also increase concern for fellow beings created by God.

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2. Research Method

The type of research used is a type of descriptive research with quantitative methods. The population used in this study is Business People from various business classifications in Kuningan Regency. The population of business people is 55,486. The sample used in the study as many as 400 business actors in accordance with the slovin formula by taking a minimum sample number. Sampling techniques use propotional random sampling

3. Results and Discussion

3.1. Results

Instrument Test

Test the Validity of Business Legality

No Item	Person Correlation (r count)	Sig. (2-tailed)	Information

Item	1		
LU_1	.782**	.000	Valid
LU_2	.763**	.000	Valid
LU_3	.837**	.000	Valid
LU_4	.752**	.000	Valid

**Correlation is Significant at the 0.01 Level (2-tailed)

Source: Data processed 2021

Test the Validity of Islamic Marketing Strategy

No Item	Person Correlation (r hitung)	Sig. (2-tailed)	Information
Item	1		
IMS_1	.833**	.000	Valid
IMS_2	.831**	.000	Valid
IMS_3	.812**	.000	Valid

*Correlation is Significant at the 0.05 level (2-tailed)

** Correlation is Significant at the 0.01 Level (2-tailed)

Source: processed data (2021)

Halal Business Ecosystem Validity Test

No Item	Person Correlation (r hitung)	Sig. (2-tailed)	Information
Item	1		
EBH_1	.770**	.000	Valid
EBH_2	.788**	.000	Valid
EBH_3	.806**	.000	Valid
EBH_4	.709**	.000	Valid

*Correlation is Significant at the 0.05 level (2-tailed)

** Correlation is Significant at the 0.01 Level (2-tailed)

Source: processed data (2021)

Based on the calculation results that the items of each research instrument from Halal Certification and labelization, Islamic marketing and the halal business ecosystem as a whole have a value of Sig.> 0.05 so that all of the instruments are declared Valid.

Reliability Test

Recapitulation of Business Legality Reliability Test, Halal Certification and Labelization, Islamic Marketing Strategy and Halal Business Ecosystem

Item	Cronbach's Alpha
RLU	.801**
RLH	.765**
RIMS	.788**
REBH	.771**

Source: Processed Data (2021)

The result of data that has been processed in 2021, that the Business Legality variable (X1) is declared reliable with a value of $0.801 > 0.70$. Data results processed for Halal Certification and Labelization with a value of $0.765 > 0.70$ declared reliable. And the results for the Halal Business Ecosystem with a calculation of $0.771 > 0.70$ were also declared reliable.

Data Analyst Techniques

Classic Assumption Tes.

1. Normality Test

Variabel	Asymp. Sig (2-tailed)	Information
Legality of Business	.096	Normal
Halal Certification and Labeling	.706	Normal
Islamic Marketing Strategy	.616	Normal
Halal Business Ecosystem	.085	Normal

Multikolonieritas Test

The results obtained from the data processed related to each variable are greater $\alpha = 0.05$ then the four variables from this study produce a normal distribution, so that it can be analyzed further.

Model	Collinearity Statistis	
	Tolerance	VIF
JMLH_LU	.937	1.067
JMLH_LH	.821	1.219
JMLH_IMS	.858	1.165

Based on the results in the research table above in the regression model there is no multicollinearity or perfect correlation between free variables including business legality variables (X1), Halal Certification and Labelization Variables (X2) and Islamic Marketing Startegy Variables (X3) which have VIF > 10 and Tolerasni < 0.1 . This indicates the absence of multicollinearity between free variables in the regression model.

Heteroskedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5,208	,975		5,341	,000
JMLH_LU	,021	,031	,040	,654	,513
JMLH_LH	-,013	,043	-,019	-,298	,766
JMLH_IMS	,082	,043	,121	1,911	,057

The output display clearly shows that none of the statistically significant independent variables affect the dependent variables of unresidual absolute values. Business Legality value of 0.513 Halal Certification and Legality value of 0.766 and IMS value of 0.057. This is evident from the significant probability above with a confidence level of 0.05, so it can be concluded that the regression model does not contain heteroskedasticity.

Multiple Regression Analysis

According to Ferdinand (2014:106) the regression model is a model used to analyze the influence of multiple independent variables on a single dependent variable. The data analysis method used in this study is Linear Regression Analysis used to find out whether or not there is an influence on Business Legalization (X1), Halal Certification and Labelization (X2) and Islamic Marketing Strategy (X3) on the Halal Business Ecosystem (Y).

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3,564	1,712		2,081	,038
JMLH_LU	,191	,055	,186	3,469	,001
JMLH_LH	,216	,075	,166	2,894	,004
JMLH_IMS	,411	0,75	,307	5,475	,000

Source: SPSS Output 21.0

Regression equation $Y = 3.564 + 0.191 X1 + 0.216 X2 + 0.411 X3$

1. Constant of 3,564 states that if there is no legality of business, halal certification and labelization and Islamic marketing strategy then the halal business ecosystem is 3,564.
2. Regression coefficient 0.191 states that any change of one unit point of business legality value will increase the halal business ecosystem by 0.191 at constant 3.564.
3. Regression coefficient 0.216 states that any change of one unit point of halal certification and labelization value will improve the halal business ecosystem by 0.216 at constant 3.564
4. Regression coefficient 0.411 states that each change of one unit point price value will increase islamic marketing strategy by 0.411 at constant 3.564. Looking at the F test in the

table above it appears that the regression equation is meaningful (sig 0.05) meaning that this regression equation can be used to predict the halal business ecosystem.

Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,467 ^a	,225	,217	8,273

From the calculation of the results of the analysis using IBM SPSS 21, it can be known that R Square is 0.225, it can be known the joint influence between Business Legality, certification and business labelization and Islamic Marketing Strategy on the Halal Business Ecosystem. With these results, it can be concluded that 22.5% of the Halal Business Ecosystem is affected by Business Legality, certification and business labelization and Islamic Marketing Strategy, the remaining 77.5% is influenced by other factors. Factors that affect it such as consumer service factors, quality factors of halal poduk and the existence of a Halal goods. Where these three factors still affect the growth of the halal business ecosystem.

Test F (Simultan)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	5706,162	3	1879,458	27,793	,000
Residual	19641,096	287	70,421		
Total	25347,258	290			

a. Dependent Variable: JMLH_MB

b. Predictors: (Constant), JMLH_KM, JMLH_CE, JMLH_CM

Source: SPSS Output 21.0

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3,564	1,712		2,081	,038
JMLH_LU	,191	,055	,186	3,469	,001
JMLH_LH	,216	,075	,166	2,894	,004
JMLH_IMS	,411	0,75	,307	5,475	,000

1. Hypothesis testing: Based on the results of the analysis, the values t are obtained at 3,469 and sig 0.001. Therefore Ho is rejected and Ha is accepted. This means that the legality of business has a positive effect on the halal business ecosystem.
2. Hypothesis: Based on the results of the analysis, obtained by 2,894 and sig 0.004. Therefore Ho rejected Ha accepted. This means that halal certification and labeling have a positive effect on the halal business ecosystem.

3. Hypothesis testing: Based on the results of the analysis, it was obtained by 5,475 and sig 0.000. Therefore Ho is rejected and Ha is accepted. This means that islamic marketing strategy has a positive influence on the halal business ecosystem.

3.2. Discussion

Based on the results of research conducted on the halal business ecosystem through business legality variables, halal certification and labelization and Islamic marketing strategy. So the researcher suggested for further research can be studied related to the agreement to buy and sell MSME products with shop owners or marketing locations. In addition, it can examine external variables in building a halal business ecosystem in Indonesia.

3.3. Conclusion

Based on the results of research conducted to MSME actors and free consumers in Kuningan Regency on MSME products, it can be concluded as follows:

1. Business legality, halal certification and labeling and islamic marketing strategy positively affect the halal business ecosystem on Kuningan Regency MSME products. This is evident by the more visible no business license in the product packaging, the more confident that the product is safe and halal for consumption, the clearer the halal certification number and labelization on the packaging, the higher the consumer's confidence to buy halal products and islamic marketing strategies that have an influence in attracting consumers to choose halal products can act as one of the brand positioning of halal products in the minds of consumers so that it can help creating the halal business ecosystem of a product.
2. Business legality has a positive effect on the halal business ecosystem of KUNINGAN REGENCY MSME products, so that the more visible the legality of the business the higher the halal business ecosystem of KUNINGAN REGENCY MSME products.
3. Halal certification and labelization has a positive effect on the halal business ecosystem of Kuningan Regency MSME products, so that the more halal certification and labelization in Kuningan Regency MSME products will increase confidence in realizing the halal business ecosystem towards Kuningan Regency MSME products.
4. Islamic marketing strategy has a positive influence on the halal business ecosystem of products in Kuningan Regency, this shows that a product is able to provide confidence and comfort in the needs of Muslim consumers to products of Kuningan Regency will be higher to realize the halal business ecosystem of Kuningan Regency MSME products

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