

## Research Article

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# Marketing Strategy for Meatball Sellers in Pekanbaru in Increasing Profitability

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Received: November 21, 2023; Accepted: November 28, 2023; Online: December 31, 2023 | DOI: <https://doi.org/10.47353/ijema.v1i7.86>

**Abstract:** *This research is motivated by the marketing strategy used by meatball sellers in Pekanbaru to increase profitability. Information regarding interesting marketing strategies implemented by meatball sellers in Pekanbaru already involves elements of sharia marketing. The objectives of this research are: 1) Analyzing the marketing strategies of meatball sellers in Pekanbaru to increase their profitability. 2) Analyze the impact of marketing strategies implemented by meatball sellers in Pekanbaru in increasing profitability. This research includes field study research, in the implementation process, this research uses a qualitative descriptive approach that focuses the study on product marketing and pricing. Data was collected using the interview method with meatball shop informants in Pekanbaru, observation and documentation in the Bakso Shop environment in Pekanbaru, then the data was processed and then analyzed using descriptive-qualitative methods. Based on the results of research that has been carried out regarding the marketing strategy of meatball sellers in increasing profitability from a Sharia economic perspective, the conclusions obtained are 1) Marketing strategy for Product, Price, Promotion, Distribution, Place, People, Process and Physical Evidence are used to analyze and determine business policies to attract consumer interest and satisfaction. 2) Analyzing the impacts that occur with the existence of the meatball business, the impacts are divided into two types, namely positive and negative impacts, the positive impact is family and community income, while the negative impact is the influence of imported meat ingredients and the increase in basic prices which reduces income.*

**Keywords:** *Marketing, Strategy, Profitability*

## Introduction

Generally, every individual needs wealth to fulfill their daily needs. Humans need to work to fulfill their living needs, that is one way. Work is the most important reason people can meet their family's needs. Of the many jobs, Rasulullah SAW gave the best in terms of work. One example is a shop that is honest and sells quality goods in terms of quality and quantity. An entrepreneur must know how to make his business grow and succeed according to the desired targets. Whether they realize it or not, every individual involved in the business world has planned and implemented a business strategy (Fitriani, 2021). To achieve business success, marketing strategy is a very important aspect. This can be applied if entrepreneurs want to improve and maintain what they do (Janah, 2022).

Marketing is a business that is used as the main support for mapping potential as well as business and marketing strategies which are implemented by the knowledge and experience of each operator. At the same time, Islamic businesses are strictly guided by halal and haram rules both in acquiring and using assets, while non-Islamic businesses sometimes do not care about halal and haram rules because in every planning, implementation, and planning to achieve goals. This increases competition in the business world which requires every marketer to have the skills to carry out their marketing activities more effectively and

efficiently. To carry out this marketing strategy, a basic concept is needed that covers customer needs and desires while still taking into account the interests of marketers.

According to Abuznaid, the IM concept (Islamic Marketing) was formulated to develop a marketing definition that is by Islamic principles based on the Al-Quran, Hadith, Islamic references, and interviews. Sharia marketing is a smart decision to satisfy both parties (seller and buyer) with the approval of healthy (halal) products or services to achieve material and spiritual prosperity here and in the future through ethical advertising methods. The Islamic marketing perspective is based on the needs of society for goods and services that are positively beneficial to society and those who need them. Current satisfaction is a condition of mutual enjoyment (willingness) and grace in transactions between buyers and sellers so that they remain loyal to the company's products in the long term. In this situation, Islamic marketing is very important because Islamic marketing is a marketing strategy based on the principles of the Koran and Sunnah of the Prophet Muhammad. Sharia marketing has three paradigms. The first paradigm is a marketing strategy to win consumer attention (mind share), the second paradigm is marketing tactics to get more customers, and the third paradigm is marketing values to win consumers' hearts (heart share). Obtaining opinions is possible by mapping based on growth, competitive advantage, and competitive situation (Arif, 2012)

Marketing Practices of the Prophet Muhammad in the Sharia Business Management book, namely the benefits of opportunities (segmentation) and resource allocation (targeting), consumer identification (positioning), and marketing mix (Setiadi, 2005). Sharia marketing mix according to Nur Asnawi and Muhammad Asnan, such as product, Price, Place, Promotion, People, Process, and physical evidence. Abuznaid believes that in Islam, every business must follow two rules, namely following the ethics set by Allah SWT and being empathetic and grateful for Allah SWT's gifts and creations. Avoid any behavior that harms others and prevent the spread of unethical practices. The marketing concept has marketing tools that can be controlled, namely the marketing mix. The purpose of this principle is that the Islamic marketing mix consists of the conventional 7Ps (Product, Promotion, Place, Price, People, Physical Evidence, and Process) (Asnani and Fanani, 2017). According to Hermawan Kartajaya and Muhammad Syakir Sula, Sharia marketing has 4 characteristics, namely Godliness (Rabbaniyah), Ethical (Akhlaqiyah), Realistic (Al-waqi'iyah), and Humanistic (Al-insaniyyah) (Amri, 2022). Sharia marketing has several values that take into account the exemplary character of the Prophet Muhammad, namely honesty (intense), competence (fathanah), responsibility (trust), distribution (tabligh), and consistency (istiqamah). Because these five values can create a different work culture in Islamic financial institutions.

This marketing concept is fundamental to marketers' interests and customer needs and desires. The place where real marketing takes place can be anywhere and under any conditions. Until now, marketing activities cannot be separated from competition. No business can achieve income and profits alone because there is always competition (competitors) who also want to experience it. Competition can also be very cruel, competition knows no mercy (Amir, 2005). Identifying assessments of the success of marketing products and services cannot be determined unilaterally, but marketers tend to convince buyers about the products they sell. Marketing is very important in business because in this way the product can be known to consumers. Because consumers are needed in determining the success of a person's business in achieving its goals, if there are no consumers, the business being run will certainly go bankrupt. Companies must have the ability to motivate consumers to encourage consumers to buy the products produced by the company. Consumer buying interest can arise because of the incentives provided by the company. Purchases occur when consumers decide to buy something before actually making the purchase (Priansa, 2017). But now, they must understand the limitations and rules according to the Islamic religion in a very competitive situation as Muslim entrepreneurs.

This research aims to analyze the marketing strategies of meatball sellers in Pekanbaru in increasing their profitability and also to analyze the impact of marketing strategies implemented by meatball sellers in Pekanbaru in increasing their profitability. The results of this previous research study have similarities with this research, namely marketing strategies and the subjects studied, while the differences are in the location, theory and objects studied. Therefore, this research is important to research because currently there are many new and good cafes and places to eat near Pekanbaru that are visited by many young people, therefore with this research, meatball sellers can find out existing shortcomings and can improve their profitability. stay awake. Furthermore, of the three meatball sellers, two meatball sellers have implemented the 7P sharia marketing strategy, however, only one meatball trader has more customers and that trader is less than optimal in carrying out his promotions. So, sales growth did not match the expectations of meatball sellers.

The academic issue or problem of this research is the marketing strategy used by meatball sellers and its impact on profitability. Information regarding interesting marketing strategies implemented by meatball sellers in Pekanbaru already involves Sharia marketing elements, but the three meatball sellers do not yet have plans or desires to obtain halal certification. The product sold is a product that can be consumed by everyone and will not cause harm to other people, the price determined by the meatball trader is a price that competes with other traders, the location is strategic because it is located in Pekanbaru, supported by trained personnel, the product is made through a process which is good with halal ingredients such as beef, delivers products according to orders and is always patient in serving consumers. If consumers are not satisfied with the meatballs and the service, they will immediately improve it or become review material for traders, so they can maintain it. Applying the Islamic marketing mix to the meatball business has been successful. Sales increased only in the months of Ramadan and Idul Fitri after implementing the Sharia marketing mix.

Now there are several other places to eat in the Pekanbaru area that are more popular with people than meatballs. Especially for young people who are now interested in visiting cafes, shopping centers, and other places that have their interests and popularity. If this continues to happen, people will be less and less interested in buying food from street vendors, especially traders who sell meatballs because there are more and more popular places, this will be detrimental to the meatball sellers. Therefore, meatball sellers need to consider strategies to continue to gain recognition from the public and increase their profits.

Sharia economics is a field of science that is useful for humans to achieve their prosperity by allocating and allocating various resources according to the goals set by Sharia principles, without limiting individual freedom or damaging social solidarity. Production can be carried out using production factors, such as beef, chicken, etc. Apart from that, most fields more often use the concept of production in a conventional economic order which does not consider what can and cannot be done, because the main goal is to fulfill one's desires through profit, wealth, and the accumulation of money without questioning whether the product is halal or haram. The reason for choosing a research location in Pekanbaru village was that the author wanted to know what marketing strategies had been implemented by meatball businesses in Pekanbaru.

## Literature Review

### Marketing Concept

Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging products of good value (Kotler, 1997).

### Islamic Marketing Concept

Sharia marketing is a business that is not only oriented towards profit but is oriented towards other goals, namely blessing. In this way, with spiritual marketing, people no longer simply calculate profits or losses and are not influenced by worldly things.

### **Sharia Marketing Mix**

The Sharia marketing mix is not much different from the marketing mix in general in achieving effective marketing goals. However, there is one main thing that makes the biggest difference, namely the application of sharia principles. Abuznaid said all efforts must fulfill two principles, firstly following the rules or moral order established by Allah and secondly showing gratitude for Allah's grace and creation by showing compassion and refraining from actions that hurt or obstruct others and preventing the spread of unlawful practices. ethical.

### **Profitability**

Profitability is the company's ability to earn profits related to sales, total assets, and own capital (Santoso & Priantinah, 2016).

### **Method**

This research aims to determine the marketing strategies of meatball sellers in Pekanbaru to increase profitability from a sharia economic perspective. The location where the researchers conducted this research was in the Jl. Ahmad Yani Krajan Village, Plosojenar, District. Kauman, Ponorogo Regency, East Java 63451, according to researchers, this location is interesting to study because of the large number of meatball sellers which causes competition in this location. This type of research is field research, which is a method for getting concrete and realistic information about what is happening in society at a certain time (Damanuri, 2010). This research uses qualitative methods, namely a research approach that focuses on a deep understanding of the data to achieve quality research results. In this research, primary data sources were used which were obtained directly from the source. Data collection techniques are appropriate to the subject conditions and field facts to facilitate data collection. In general, there are 3 techniques, namely interviews, observation, and documentation (Sugiyono, 2017). In qualitative research, data is formulated in the form of words recorded in books or field notes (Hasibuan et al, 2021). In analyzing the data, researchers used a qualitative descriptive method about meatball sellers in increasing profitability in Pekanbaru. Determination of validity (trustworthiness) data requires a reliable verification method. The implementation of the inspection technique depends on several specific factors. There are four factors used, namely the level of trust (credibility), transferability (transferability), dependency (dependability), and certainty (confirmability) (Moelong, 2006).

### **Results and Discussion**

#### **Analysis of Marketing Strategy for Meatball Sellers in Increasing Profitability from a Sharia Economic Perspective**

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##### **1. Product Strategy**

In product strategy, it is important to remember that all aspects related to the product must be covered thoroughly. This includes product identity, product contents, product packaging, product labels, product type, and level of product excellence. Product strategies are interconnected in their entirety, simply put, the product can meet the needs and preferences of consumers.

Based on theory and facts in the field, it can be concluded that the product strategy owned by meatball sellers in Pekanbaru is halal meatballs using beef, a new ingredient (fresh), the ingredients and drinks available at meatball sellers are by Islamic law, there is no such thing as carrion or alcoholic drinks. Apart from that, traders in Pekanbaru are already thinking about their trademarks, because brands or business names are very important and have an influence on their business.

## 2. Pricing Strategy

In fact, in their pricing strategy, meatball sellers in Pekanbaru still follow the prices or price standards of traders in their area. They are afraid of losing customers if the price is too high.

Based on theory and facts in the field, it can be concluded that these meatball sellers use pricing strategies by Islamic economics, meatball sellers in Pekanbaru adjust their merchandise to the standard prices that apply in that place to avoid price manipulation. Moreover, if there are meatball sellers who do not determine the price of their products, this will be very profitable because they will get lots of customers. Apart from that, price is also an important assessment factor for the success of a business.

## 3. Promotion Strategy

Promotion is viewed from Islamic law, namely the company's efforts to inform and offer goods or services to buyers so that buyers want to buy the available products.

Traders in Pekanbaru have shortcomings in implementing promotional strategies, but they have used promotions that are by Islamic economic principles, namely not being allowed to use women for advertising, and abuse of ethnicity, religion, or race, namely they use banners around the shop with sayings which is appropriate and not exaggerated in the banners and some of them give free drinks and increase the portion of food. Apart from that, some traders do not need to carry out promotions because they already have a name that is known to consumers. This allows them to get customers without the need to carry out various kinds of promotions.

Based on theory and facts in the field, it can be concluded that meatball sellers have succeeded in implementing promotional strategies well. However, they do not utilize promotional tools that can increase sales. This is done by traders through the promotional strategy implemented by Nur Asnawi and Muhammad Asnan by not exaggerating their words, not using women for advertising, and not abusing ethnicity, race, or even religion in banners or posters.

## 4. Place Strategy

Location is the success of an effective marketing strategy determined by the right distribution and location of the business. Place in service involves a combination of location and decisions, this relationship involves how it is delivered to customers as well as choosing a strategic location.

The location strategy used by meatball sellers in Pekanbaru was very appropriate, they decided to be on the edge of the main road because many vehicles would pass through that location, and of course, it would make the place busy, this situation made it easier for buyers to find sales locations. They have paid attention to the cleanliness of the trading place, they also believe that a clean environment can create a sense of comfort for consumers.

Based on theory and facts in the field, it can be concluded that this meatball trader has succeeded in choosing a business location well. These traders have chosen strategic locations by using direct distribution channels from producers to consumers to facilitate relationships without undermining

competitors, so this is by the place marketing concept according to Nur Asnawi and Muhammad Asnan. But there is no denying that taking advantage of different distribution channels will help in the development of his business.

#### 5. Human Resources Strategy

The success of an organization is determined by the quality of the people who make up the organization. Issues regarding human resources are still relevant today and are fundamental for the survival of any business in the era of globalization. Human resources have an important role in every business undertaken.

The implementation of the HR strategy for meatball sellers in Pekanbaru is very appropriate using the concept of Islamic economics, they handle services quickly and maintain the taste that meatball sellers have, in their attitude they are honest, friendly, responsible, in their communication or explanations they use. It is also clear that it is not half-hearted and there are customer complaints that are responded to immediately so that it will gain customer trust for a long time.

Based on theory and facts in the field, it can be concluded that this meatball trader has demonstrated excellent performance in providing service to consumers so that consumers always trust and continue to buy from this meatball shop. This is by the theory of human resource marketing according to Nur Asnawi and Muhammad Asnan.

#### 6. Process Strategy

The production process plays an important role for consumers. Employees who are tasked with dealing with customers from the beginning of the order to the end of the production process, including waiting, have a big influence on customer satisfaction in getting the desired product.

Based on theory and facts in the field, it can be concluded that this meatball trader is by Islamic economics with kindness and honesty in carrying out the production process. Most of the meatball sellers use milling machines to process the meatballs, some still use traditional methods, and the transaction process is also made easy for consumers. This is by the process of marketing theory according to Nur Asnawi and Muhammad Asnan.

#### 7. Physical Evidence

Physical evidence is the physical environment that has been prepared by entrepreneurs to provide comfort to customers. Apart from that, the physical environment also influences performance in carrying out tasks optimally.

Based on theory and facts in the field, it can be concluded that the physical evidence strategy at this meatball seller's shop has complete facilities such as fans, spoons, forks, chopsticks, a small parking area, and of course they maintain cleanliness and consumer comfort. This is by the physical evidence marketing theory according to Nur Asnawi and Muhammad Asnan.

### **Analysis of the Impact of Marketing Strategy in Increasing the Profitability of Meatball Sellers in Pekanbaru**

According to the Big Indonesian Dictionary, impact is a force that is formed due to the presence of something (person or object) that influences a person's personality, beliefs, or actions. So, it is important for meatball business entrepreneurs to pay attention to customer satisfaction as a factor that has an impact on the success of their business and to increase income.

All forms of trading, especially meatball trading, always have several impacts. Some impacts are divided into positive and negative impacts. Impact is divided into three parts; The first is the impact on the family's economic income. With the meatball trade, business owners can meet their family's needs, such as

their children's educational needs from elementary school to tertiary level, and can finance their children's daily needs and other basic household needs. The second impact on the community's economic income is the existence of meatball sellers who require various components in their sales process, therefore meat sellers, sauce and soy sauce stalls, and vegetable sellers, will feel they can benefit in terms of profit income. The third social and environmental impact is the presence of preservatives in the sauce which damage customers' health, as stated by Mr. Mun as a visitor.

## Closing

### Conclusion

After analyzing the data obtained during the research and analysis carried out, the author can draw the following conclusions:

1. The marketing strategy carried out by meatball sellers in Pekanbaru is a strategy of Product, price, place, promotion, people, process, and physical evidence as in the theory of Nur Asnawi and Muhammad Asnan, where a business must apply these 7 marketing theories.
2. The impact of the marketing strategy implemented by meatball sellers in Pekanbaru in increasing their profitability is Impact on Family Economic Income, Impact on Community Economic Income, and Social and Environmental Impact.

### Suggestion

Based on the research that has been carried out, the author makes the following suggestions:

1. For the owner of a meatball trader in Pekanbaru
  - a. To be able to open meatball trading business branches in other areas to provide job vacancies for the community and help meet community needs.
  - b. Always pay attention to negative impacts, namely by looking for alternatives so that consumers do not feel that their health is disturbed after enjoying meatballs.
2. For future researchers, it is hoped that it can be used as a reference or for other research related to the same problem to complement the research discussed by the author.
3. Meatball consumers should continue to appreciate the existence of pure and healthy meatball culinary delights. So that this business continues to run according to the goals that have been set.

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