

Property Business Competitive Advantage through Islamic Perspective Marketing Strategy

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Abstract

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Introduction

This study examines the implementation and impact of competitive strategies in the PT Bintang Indonesia property industry, in which the strategy adopted by PT Bintang takes into account the principles of Islamic business ethics . PT Bintang Indonesia is one of the largest property companies in Lumajang. PT Bintang Indonesia from 2021 to the first semester of 2023 experienced a sales increase of 49%. This is inseparable from the implementation of the company's marketing strategy.

The marketing strategy implemented by PT Bintang Indonesia is not much different from their competitors, PT Bintang Indonesia implements a marketing strategy by providing services directly at housing locations that are marketed to make it easier for buyers, besides that, to make it easier for prospective buyers PT Bintang Indonesia provides online services. in addition to making it easier for potential buyers to respond to digital marketing in the era of society

Property business in Indonesia Currently, the property business is experiencing rapid progress. A number of surveys indicate that many Indonesians still do not have housing. This condition provides attractive business opportunities, especially in buying and selling houses. In addition, many people can also become land and house brokers without the need for large capital. As brokers, they need to focus on finding the right customers, which of course requires unlimited dedication and time (Nashirruddin & Rahmatika, 2020).

Business competition is getting tougher along with the enactment of the free market system in the society era. This encourages every company to compete intensively in order to maintain its business (Fitriani et al., 2020). The development of the society era market segment even spread to the management of a system known as a block chain (Mahsun et al., 2023) . The era of society forces companies to increase their competitiveness with various competitive strategies, according to the potential and conditions of each business. This competition can be an opportunity for companies to develop their business, but it can also be a threat if not handled properly (Wahyuni, Siddik, 2020). For this reason, companies are required to be responsive and able to adapt to the competitive strategies carried out by their competitors (Fernando et al., 2021; Nashirruddin & Rahmatika, 2020).

Society era corporate strategies are not only carried out in the real world, but also implemented in cyberspace. Even though the company's competition is tight, there are Islamic principles that must be considered in marketing products. Asnawi in his research explained that the importance of Islamic principles in the industrial world, this research emphasizes the application of blockchain in the industrial world to respond to the phenomenon of deindustrialization, the focus is placed on applying the principles of collaboration in digital transformation that is more inclusive, empowering, adheres to Islamic principles, and is sustainable (Asnawi et al., 2023).

Marketing activities according to Islamic principles must be based on the spirit of worshipping God the Creator and as much as possible trying to achieve common prosperity, without prioritizing the interests of the group or oneself. In an effort to increase sales volume through marketing strategies, businesses must operate according to Islamic principles, because by following the guidelines of Islamic principles, a business will achieve its main goals (Karolin, 2022; Mahsun et al., 2022) . Rasulullah SAW taught his people to trade by upholding Islamic ethics, and in economic activities, Muslims must avoid actions that are *false* (not right) and always seek the pleasure of Allah. (Caturini et al., 2020; Zuhri, 2017).

Ethics in Islamic business competition is to avoid forms of unfair business competition that can cause harm to other parties. This includes prohibitions on trading in prohibited goods,

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practices. In addition, a fair attitude must be applied in every aspect of the business. The purpose of doing business should not only be limited to getting as much profit as possible, but also as a provision for the afterlife (Nurhidayah, 2022).

Saraswati et al. (2019) in their research shows that in advertising and marketing products there is also Islamic business ethics. Other research that discusses the implementation of marketing strategies using Islamic principles applied in marketing wholesale clothing products with Instagram media shows a positive impact on sales (Sya'roni, 2019). Other research related to the implementation of marketing in accordance with Islamic principles shows a positive impact, such as research conducted by Wahyudi (2022) in his research which was conducted to analyze the marketing strategy of housing developers from an Islamic economic perspective. The difference between previous research and this research focuses on the advantages of marketing strategy in Islamic business ethics applied by PT.Bintang Indonesia.

Literature Review

Marketing Strategy in Islamic History

Mecca, the hometown of Prophet Muhammad SAW, was known as one of the important trade centers at that time. Ukaz Market, the largest market in Mecca, has been around since 501 AD, long before the birth of Prophet Muhammad SAW. Before and after receiving prophetic treatises, Prophet Muhammad SAW was also known as a trader (*at-tājir*). He made a trading trip to the land of Syam (Syria) with the guidance of his uncle, Abu Talib, and gained a lot of experience in the world of trade (Ahmad et al., 2019).

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The high integrity of the Prophet Muhammad SAW made him known as a very trusted person (al-amīn). Siti Khadijah, a successful entrepreneur, highly values the integrity and honesty of the Prophet Muhammad SAW. Khadijah saw potential in Prophet Muhammad SAW and invited him to work together in his trading business. The title al-amīn pinned on him does not only mean someone who can be trusted, but also includes friendly, generous, and other commendable qualities (Albab et al., 2018).

The story of the honesty of the Prophet Muhammad spread quickly, and Khadijah gave him the trust to bring his wares to Syria. Muhammad carried out this task with full responsibility and managed to bring home abundant profits. The business principles carried out by the Prophet Muhammad, such as honesty and justice, were then applied when he became the head of state in Medina to maintain the city's economic stability (Ahmad et al., 2019).

Prophet Muhammad SAW even personally conducted market inspections to ensure that there was no fraud in buying and selling transactions, showing his commitment and attention to fairness and integrity in the business world (Ahmad et al., 2019; Rohmah, 2016).

Islamic Perspective Marketing Strategy

Marketing strategies in an Islamic perspective include using the four characteristics of the Prophet, namely:

1. Shiddiq is an honest attitude that underlies all words, beliefs and actions in accordance with Islamic teachings. A person who has a shiddiq nature will always avoid discriminating between words and deeds. Allah SWT always orders the faithful to act honestly (shiddiq) and create an environment filled with that honesty. In the Qur'an, the word "shiddiq" is mentioned 154 times, and one of God's words is in QS An-Nisa (4): (69). This verse emphasizes the importance of honesty in everyday human behavior. The Prophet Muhammad SAW emphatically stated that being honest is an obligation, because being honest leads to goodness and goodness leads to heaven. Someone who remains honest and upholds honesty will be rewarded by Allah SWT for this sincerity. On the other hand, lying is considered an evil act and will lead to hell. A person who lies and does not pay attention to his honesty will be recorded as a liar in the sight of Allah SWT (Madani, 2021).

The Prophet's advice above emphasizes that honesty is not only a personal aspect, but also an important thing in society. Therefore, honesty does not only apply to oneself, but also becomes the basis for developing honest systems and structures in managing various things. Work and efforts carried out with honesty are shown through sincerity and accuracy, including time, promises, service, reporting, and acknowledgment of product weaknesses and strengths for improvement (Muzakkir, 2022). In addition, being honest also avoids lying and deception, according to the word of God in QS An-Nisa (4): (69).

“It means; "And whoever obeys Allah and the Messenger (His), they will be together with people who were awarded favors by Allah, namely: the Prophets, the shiddiiqin people who died martyrs, and pious people. and they are the best of friends” (Lajnah Pentashihan Mushaf Al-Qur'an, 2022)”.

2. Amanah means responsibility in carrying out every task and obligation. Trustworthiness is reflected in behavior that is transparent, honest, provides the best service, and strives to achieve perfection in all respects. Every Muslim is expected to have a trustworthy nature, especially those who work in the field of community service. In Islam, it is believed that our every action and deed is always supervised by angels who record all the good and bad of humans (Muzakkir, 2022; Rohmah, 2016), as mentioned in the word of Allah SWT in QS An-Nisa (4): (58), it means; “Indeed, Allah orders you to convey the mandate to those

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that you determine fairly. Verily Allah gives you the best teaching. Verily Allah is All-hearing, All-seeing” (Lajnah Pentashihan Mushaf Al-Qur'an, 2022).

3. Tabligh means inviting and giving examples to others to implement Islamic teachings in every daily economic activity. Tabligh delivered in a wise, patient, argumentative and persuasive manner will strengthen human relations. The purpose of tabligh is so that the person invited can change his attitude and behavior in accordance with the teachings of Allah SWT. An Islamic marketer must see himself not only as a company representative, but also as a preacher in promoting the Islamic economy.

Many people do not fully understand the Islamic economy, and this is the duty of an Islamic marketer to provide explanations and sell Islamic products to consumers (Muzakkir, 2022; Rohmah, 2016). Allah's Word in Q.Sal-Ahzab (33): (70-71) reminds us of the importance of preaching and conveying Islamic messages, including in the context of the sharia economy. It means; “O you who believe, fear Allah and speak the truth. Allah will correct for you your deeds and forgive you your sins. and whoever obeys Allah and His Messenger, then verily he has won a great victory” (Lajnah Pentashihan Mushaf Al- Qur'an, 2022).

4. Fathanah has the meaning of understanding, comprehending, and deeply living everything that happens in the duties and obligations. The nature of this fathanah is related to intelligence, including rational, emotional, and divine intelligence (Muzakkir, 2022; Rohmah, 2016). Fathanah reflects a combination of knowledge (alim) and memorization (hafidz), which helped Prophet Yusuf AS and his team in building Egypt, as explained in the word of Allah in QS Yusuf (12): (55). It means; Yusuf said: “ Make It means; Yusuf said: "Make me the state treasurer (Egypt); in fact I am a person who is good at guarding, more knowledgeable" (Lajnah Pentashihan Mushaf Al-Qur'an, 2022).

Methodology

It contains research design, population, sample, techniques of data collection and analysis method, in Times New Roman 12. It does not need to present any research method for conceptual article or literature study.

This research is descriptive qualitative research that aims to describe events and situations in accordance with the facts. This research was conducted to understand and connect various characteristics, factors, and relationships between phenomena that are the object of data collection, another study that was conducted by (Shohib & Sudarso, 2022) who also examined PT Bintang Indonesia with a qualitative methodology. According to Sugiyono (2019) field study research that is descriptive in nature is called qualitative research.

This research also involves field exploration which strengthens the understanding of the basic signs that are relevant to the data obtained from the research location. This research was conducted at PT Bintang Indonesia which is addressed at Jl. Yos Sudarso No. 53, Tompokersan, and also at PT Bintang Indonesia Sentosa's office, which is located at Jl. Suruji No. 73 Guided by Lumajang. Data collection techniques through unstructured interviews with stakeholders and consumers of PT Bintang Indonesia and observations at four residential locations of PT Bintang Indonesia. As well as document studies related to marketing strategy in an Islamic perspective.

This study uses technical analysis in analyzing data which is carried out interactively before drawing conclusions. This data analysis technique is as stated (Lindlof & Taylor, 2002) and has been used in research conducted (Harjawati, 2020; Purnamasari, 2020; Tantarto & Wandebori, 2020) in researching marketing strategies based on Islamic principles.

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Fair business competition ensures a balance between the rights of producers and consumers. Signs of fair competition are the presence of many producers, market pricing based on supply and demand, and equal opportunities for every business in the industrial and trade sectors. The presence of healthy competition will provide benefits for all parties, including consumers, small entrepreneurs, and the producers themselves. This is because it can prevent the domination of power by one or several certain businesses.

The Islamic marketing strategy in its marketing strategy tends to attract the attention of more consumers. Values such as honesty, transparency and fairness in business transactions attract potential buyers, which in turn can help create consumer trust and loyalty.

The principles of Islamic business ethics also influence the company's financial aspects, which are reflected in the company's progress and positive business prospects. In fact, the potential for increasing company turnover can be managed more efficiently or expanded through implementing a better and professional system, using social media appropriately and avoiding content that is dubious or controversial. Thus, consumers feel satisfied with the services provided by the company and feel fulfilled the needs they want.

PT. Bintang Indonesia has two marketing strategies, which are carried out both online and offline to keep up with digitalization trends. The online strategy involves having a presence on various social media platforms such as Instagram, Tiktok, Facebook, as well as participating in websites such as OLX and 99.co. In addition, PT. Indonesian stars are also active on Youtube. These two strategies are the focus in the company's marketing efforts in Lumajang.

The online or offline marketing strategy used by PT Bintang Indonesia emphasizes four principles of Islamic business ethics, namely *shiddiq* in providing product information delivered through canvassing, distributing brochures that are distributed offline or advertisements and content published in online media. *Trustworthy* in carrying out assigned duties, *tabligh* employees must have wisdom, patience and persuasion in serving consumers, the ability to communicate in offering goods, and be consistent in marketing products, *fathonah* in the sense that all human resources of PT Bintang need to have a deep understanding and live up to the vision, mission and goals of the company, and always refer to these in carrying out their duties and obligations.

From these characteristics, it can be observed that the main difference between online business and offline business lies in the transaction process (contract) and the use of the internet as the main medium. Contracts or agreements in online business can be done without a physical meeting, however, the characteristics of the goods must be clearly stated, and payment for the goods must be made before the goods are delivered. While in offline business, transactions usually involve physical meetings and the delivery of goods directly or within a certain period, such as in *assalam transactions and al transactions*. *Istishna* in Islamic business principles.

An Islamic perspective marketing strategy can provide a significant competitive advantage for the property business. Some of the main findings from this research are:

1. Concern for justice: Property businesses that apply Islamic values in their marketing strategies, such as setting fair prices and treating consumers honestly, tend to be more in demand by the public. This concern for fairness creates a positive image for the company, which in turn increases its attractiveness to potential buyers.
2. Transparency and trust: Using the principles of transparency and trust in property marketing builds consumer confidence. By providing truthful information and delivering on promises made, the company builds a strong and reliable reputation in the market.

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products and satisfying services. Property businesses that uphold these quality standards will attract more consumers, as they tend to look for long-term value investments.

4. Use of Islamic social media: Marketing strategies that utilize social media with Islamic content, such as quotes from the Quran or Hadith, create an emotional bond with religiously oriented consumers. This can increase consumer loyalty and support business continuity.
5. Need-based product diversification: Through an Islamic perspective, property companies can be more sensitive to community needs. Product diversification based on consumers' real needs, such as family-friendly housing, Islamic recreation areas or facilities that support prayer, can provide a competitive advantage in an increasingly competitive market.
6. *Corporate Social Responsibility (CSR)*: Property businesses that implement Islamic social-based CSR, such as aiding with communities in need or supporting the construction of mosques and educational institutions, can improve corporate image and gain positive support from the community.

Overall, the results of this study indicate that the implementation of a marketing strategy with an Islamic perspective can be a key factor in creating a competitive advantage for the property business. Business ethics based on Islamic values, focus on customer satisfaction, proper use of media, engagement with the community, and ethical use of technology all contribute to achieving a sustainable and profitable competitive advantage in the property industry.

Conclusion

This study confirms that the implementation of marketing strategies with an Islamic perspective can provide a competitive advantage for the property business. Islamic business ethics that prioritizes fairness, trustworthiness and quality through the application of *shiddiq*, *trustworthiness*, *tabligh*, *fathonah* traits, so as to create a positive business climate, increase consumer confidence, and support the company's growth in the long term. This research only focuses on direct marketing strategies and through online media from the perspective of Islamic *shiddiq*, *amanah*, *tabligh*, and *fathonah* Islamic business ethics.

Author's Contribution

Eriki Ardi Saputra : Writing the draft, data collection.
Moch. Shohib : Literature review, review of the draft, data analysis and result discussion
Moch. Mahsun : Review of the draft and result discussion.

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Abstract

This study discusses the implementation of competitive strategies in the residential property sector in the perspective of Islamic business ethics and determines the impact of implementing strategies in residential property marketing. This research is important to discuss because of the intense business competition in the residential property sector in the era of society. This research is a type of qualitative research. The research data was taken from the internal environment of PT. Bintang Indonesia Lumajang as primary data, supported by secondary data taken from the external environment or related document studies that support this research. Data collection techniques using interviews and observation. The collected data is then analyzed interactively. The results of the study show that there are four competitive advantages through marketing strategies through Islamic business ethics (shiddiq, amanah, tabligh, fathonah). Siddiq, employees must prioritize honesty in advertising the value of products being marketed. Amanah, employees must have responsibility for each task and obligation to the tasks they must provide excellent service to produce customer service satisfaction, which in Islamic business ethics is called. Tabligh, Employees must be wise, patient, argumentative, persuasive, and consistent in marketing products. And finally, fathonah, the human resources of the company must understand, understand, and live deeply the vision, mission and goals of the company, everything that happens in the duties and obligations. Four Islamic business ethics give advantages to the company's marketing strategy.

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