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Analysis of Sharia Marketing Strategies in Dealing with Business Competition in Semarang Rabbani Store

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ABSTRACT

Sharia marketing is spiritual marketing which views competitors as not enemies, but equal partner who are able to spur creativity and innovation of the company. Rabbani Store is one of the first and the largest instant veil company in Indonesia by Issuing a reliable product in the form of an instant veil and other products that have also been developed, namely Muslim Fashion including Kemko, Tunic, Castles and other equipment such as ciput or inner hoods and accessories. Many new business people, the threat of substitute products, which brings new capacity that offers fashion products that are more fashionable. This research is a type of field research using two types of data sources, namely primary data and secondary data obtained using interviews and documentation. After the data is collected, the data is then analyzed using a qualitative descriptive approach. The results of this study state that marketing is carried out by Rabbani store in broad terms in accordance with sharia marketing theory which includes the characteristics of sharia marketing, the principles and practices of Rasulullah's marketing. And applied in the marketing mix (marketing mix) which consists of four elements, namely the distribution channel (place), products or services (products), price (price) and promotion (promotion). From the analysis of competitive strategies carried out by Rabbani Stores in the face of increasingly, fierce business competition, the business strategy proposed by Michael Porter's called The Porter's Competitive Strategic namely differentiation strategy. So that the Rabbani Store when ink was still a leader in Muslim fashion.

1. Introduction

In the view of Islamic teachings, everything must be done neatly, correctly, in an orderly and orderly manner. The processes must be done well, this is the main principle in the teachings of Islam. Management processes are basically planning everything steadily to give birth to beliefs that have an impact on doing things according to the rules and having benefits. Allah really likes deeds that are well managed, as explained in the Qur'an, Ash-Shaff verse 4, which means: "Verily, Allah likes those who fight in His path in orderly lines as if they are like a building that is sturdy." (Surah Ash-Shaff: 4).

Management thinking in Islam is sourced from the Qur'an texts and Sunnah instructions. In addition, management is also based on human

values that develop in society at that time. In contrast to conventional management, which is a system whose application is free of value and is oriented only to the attainment of worldly benefits. (Ibrahim, 2006).

According to Terry, planning is one of the basic functions of management. Louis A. Allen believes that planning is determining a series of actions to achieve the desired results. As Allah SWT created the universe with rights and planning that is mature and accompanied by clear objectives. The Word of God in the Qur'an surah Shaad verse 27 as follow meaning: "And we did not create the heavens and the earth and what exists between the two without wisdom. Such is the opinion of the disbelievers, so woe to those who disbelieve because



they will go to hell." (Surah Shaad: 27).

An organization is controlled by two types of plans, namely strategic plans and operational plans. Strategic planning is designed by top-level managers and sets broad goals. (Kasmir, 2003) Stoner and Wankel introduced the term strategic planning as the process of selecting organizational goals, determining policies and programs needed to achieve certain goals in order to achieve goals, and determining the methods needed to ensure that policies and strategic programs can be implemented in accordance with ability and developing conditions. (Hermawan, 2006) The main purpose of strategic planning is so that the company can objectively see internal and external conditions, so that the company can anticipate changes in the external environment. So strategic planning is very important to gain competitive advantage and have a product that is in accordance with the wishes of consumers with optimal support from existing resources. (Fandi, 2006).

The sharia marketing strategy seeks to embed the company and its products in customers. The strategy aims to "how to win the market".¹⁸ As we already know the dynamic state of the world, which is characterized by changes over time and the relationship between one another. In other words, a marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and its references and allocations, especially in response to the company in dealing with the environment and competitive circumstances always changing. Determination of marketing strategies must be based on an analysis of the company's internal and internal environment through an analysis of the company's strengths and weaknesses, as well as an analysis of the opportunities and threats faced by the company from its environment. (Oktaviani, 2010).

Rabbani Store is a garment company which is engaged in the retail of Muslim clothing with the tagline "Professor of Indonesian Veil". Rabbani Store is one of the first and largest instant veil

companies in Indonesia by issuing a reliable product in the form of an instant veil and other products that have also been developed, namely Muslim fashion including kemko, tunics, castles, and other equipment such as ciput or inner hoods and accessories. The Rabbani Store has the main vision of "Meeting God in Paradise" and its mission of "Promoting World Fashion with Sharia". From the vision and mission it can be seen that Rabbani Store is a business that is accompanied by sincerity solely to seek the pleasure of Allah, of course in the implementation of Rabbani Store must be in accordance with Islamic marketing. In carrying out its marketing strategy to deal with business competition, its implementation must also be in accordance with the characteristics of sharia marketing which consists of several elements namely divinity, ethical, realistic, and humanistic. (Pontas, 2011; Wahyu, 2010).

At first the Rabbani Store stood intending to change the paradigm of most people who see that women wearing Muslim clothing were not fashionable. For this reason, Rabbani Store wants to show that women who wear Muslim clothing are modern and respectable and look stylish and trendy that is consistent with sharia. But on the other hand, Rabbani Store also faces a big challenge. That is because in the past women who wore Muslim clothing are still rare and have not become a trend like now. In addition, with the emergence of companies that produce similar products and the existence of companies that offer substitute products or substitute products, these things are challenges that must be faced by Rabbani Stores. Rabbani Stores cannot run out of innovation and must be more creative for the sake of the company's sustainability. (Purwanto, 2006; Ramdan, 2013).

Functional strategies are certainly not enough for multidivisional business companies, they need business strategies or also called competitive strategies. Usually developed at the division level, and emphasizes the competitive position of the company's products or services in specific



industries or market segments served by the division. Business strategies integrate more various activities to achieve division goals. Business strategy (competition) is one of cost leadership, or differentiation. (Rangkuti, 1997) With the emergence of new business people, the threat of substitute products, which brings a new capacity that offers more fashionable fashion products that are ready to take market share. Daily company-operations are very important and cannot be ignored. Companies need operations that are efficient, timely, and fast. Regarding the environment and the future, Rabbani Stores must think strategically. Strategic decisions look at how the organization in the future, as well as solving the operational challenges of the company from time to time. Sharia marketing is a business strategy, which must cover all activities in a company, covering the entire process, creating, offering, exchanging, or individuals in accordance with Islamic teachings. Sharia marketing is spiritual marketing that views competitors as not enemies, but equal partners who are capable of corporate creativity and innovation. Competition is a good thing because it will help raise the market. Spiritual marketing aims to achieve a fair and transparent solution for all parties involved. (Sholihin, 1999; Rivai, 2012).

2. Literature Review

The discussion of marketing strategies has been widely discussed as scientific work. To support deeper problems with the above problems, the writer takes the literature based on previous studies that have examined the problem, including the following: A research journal by Fandi Ahmad Munadi entitled, "Analysis of Marketing Strategies to Increase Motorcycle Vehicle Sales in CV Turangga Mas Motor ", CV Turangga Mas Motor has a problem with a decline in sales levels. This study aims to analyze the marketing that can be done by CV Turangga Mas Motor based on the BCG matrix and SWOT analysis that can

be used to increase sales. The results of the BCG matrix analysis show that the market growth level of CV Turangga Mas Motor is 21% and its market share is 1.60, so it is in the quadrants of stars, a marketing strategy that can be used is to invest by opening a CV Turangga Mas Motor branch in another location and implementing efforts to minimize costs and inefficient operations so that they still have strong cash flow. From the SWOT analysis it is known that SO strategies that can be used are to open new locations, and provide greater sales discounts if consumers make repeat purchases. The WO strategy that can be used is to provide intensive bonuses to employees to increase employee motivation and increase sales force. ST strategy that can be used is to continue to improve the quality and quality of service and by building a warehouse where Suzuki motorcycles are ready for sale. The WT strategy that can be used is to continually increase promotional activities and by minimizing costs and inefficient operations, in order to save on expenses.

Research journal by Abung Faizal and Henny Medyawati entitled, "Analysis of Marketing Strategy for Life Insurance Products at Bumi Putera Sharia Depok Branch". This research is analyzing the marketing strategy undertaken by the Joint Life Insurance (AJB) Bumi Putera Sharia. The method used in this research is direct observation of practical work/field studies, by conducting direct observation activities to the research object, namely the office. AJB Bumiputera Depok Branch and interviews with related parties at the office. The results showed that AJB Bumi Putera Sharia implemented a marketing mix strategy consisting of four P (4P) namely product (product), price (price), promotion (promotion) and distribution (place). Based on observations in the field showing from the four elements of the marketing mix, promotions get



more compared to other aspects of the marketing mix.

The next research journal, by Aslikhah entitled, "Marketing Strategies in BMT Benefit on the Perspective of Islamic Business Ethics". From this research, the results of the research are marketing strategies carried out by BMT Benefit Sidogiri through the Sidogiri boarding school alumni network that is widespread in East Java and attracts community leaders to introduce BMT Benefit to the wider community. Because this strategy is more quickly accepted by the community and its influence is greater for the introduction of the Benefit BMT rather than the managerial itself which directly plunges into the general public to market the existence of the BMT Benefit Sidogiri. The environment that is used as a marketing location at BMT Benefit is an environment that has a strategic location and has a potential network of Sidogiri boarding school alumni and many sympathizers with Sidogiri and close to markets or store ping centers. In addition to using marketing strategies as outlined above other ways to introduce BMT Benefit products, namely by holding various social and charity events incorporated in the SNF (Sidogiri Network Forum) which consists of Kopontren, UGT BMT, BMT Benefit, Agro Cooperative, Library Sidogiri, Sidogiri Bulletin, Zakat and endowments institutions. In running the business, BMT Benefit uses the principle of the nature of the Apostle, namely shiddiq, which means honest, trustful, which means trustworthy, tabligh, which means communicating / forming a wide network and fatanah which means intelligent.

Research in the form of a thesis by Suindrawati entitled, "Islamic Marketing Strategies to Increase Sales (Case Study in the Muslim Clothing Store Bapangan Mendenrejo Blora)", Viewed from the perspective of the Islamic marketing strategy, the Muslim Jesy

Clothing Store in addition to applying theories and concepts to conventional marketing strategies, also applies an Islamic marketing strategy consisting of three main points, the application of the characteristics of Islamic marketing; second, the application of Islamic business ethics; third, model the marketing practices of the Prophet Muhammad. The characteristics of Islamic marketing that are applied by the Jesy Clothing Store Muslim are the monotheism, morals, realistic, and humanistic. Islamic business ethics applied by the Muslim Clothing Jesy Store are halal and thoyyib products, products that are useful and needed, products that have economic or potential benefits, high value-added products, in economic and social scale, products that can satisfy the community. Muslim Fashion Jesy Stores modeled on the Prophet Muhammad's marketing practices ranging from segmentation and targeting, positioning, to the marketing mix.

Furthermore, research conducted by Hendra Galuh Febrianto entitled, "Marketing Strategies on Mini Market Sunday in Increasing Sales Volume", based on the marketing mix or marketing mix, product strategy is to maintain the quality of goods sold so that consumers continue to put their trust in Sunday mart. Sunday's pricing strategy in setting does not have to be lower than its competitors' prices, because it will damage the market price. The promotion strategy carried out on Sunday by advertising and publicity media with honesty aspects. And the distribution strategy is carried out directly, with aspects of location, cleanliness, and comfort. Of these strategies that have been implemented there is nothing that deviates from the teachings of Allah SWT.

3. Methods

In the implementation of this study, researchers used a qualitative descriptive



approach. The study was conducted at Semarang Rabbani Store. Data sources consist of the following: Primary data is data obtained directly from the research subject, in this case the researcher obtains data or information directly by using predetermined instruments. Primary data is collected by researchers to answer research questions. Primary data collection is an integral part of the business research process and is often needed for decision making purposes.

Primary data can be in the form of subject opinion, the results of observations of a behavior or event, and test results. Secondary data is data or information obtained indirectly from research objects that are public, consisting of the organizational structure of archiving data, documents, reports and books relating to research. Secondary data can be obtained from literature studies in the form of data and documentation. Data obtained from interviews and observations of research informants were conducted in a qualitative study and analysis of information and linked to theories and information related to sharia marketing in the business world.

4. Results and Discussion

In the distribution of types of marketing strategies in general, Rabbani Stores are included in a concentrated marketing strategy (Concentrated Marketing). With this strategy, Rabbani Toko specializes in marketing its products in several market segments, especially for the Muslim community, 70% of which are students, the rest are the general public. This marketing strategy prioritizes all marketing efforts in one or several specific market segments. The advantage gained is due to specialization in production, distribution, and promotional efforts, so that if the market segment is chosen appropriately, it will be possible to succeed in the marketing efforts of products from the Rabbani Store.

In addition to sharia marketing that has been implemented, of course it does not stop there. Rabbani store must continue to have a continuous innovation strategy to advance the business that is being run. Rabbani store as a Muslim company must be able to make good product innovations, and be useful for product users. These innovations were developed in a competitive strategy that has been carried out by Rabbani Stores. (Sugiyono, 2014).

Understanding the strategy according to Chandler, the strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs and priority allocation of resources. Meanwhile, according to Porter strategy is a very important tool to achieve competitive advantage. (Supranto, 2011) In strategic management, companies generally have three levels or levels of strategy, namely, corporate strategy, business strategy, and functional strategy. In this discussion Rabbani Stores will be discussed in terms of their business strategy.

The business strategy is also called the competitive strategy, this strategy is developed at the division level, and emphasizes improving the competitive position of the company's products or services in the industry or market segments served by the division. Business strategy might emphasize increasing production profits and sales of products and services produced. Business strategies should integrate various activities to achieve division goals. Business strategy (competition) is implemented in the form of overall cost leadership strategy, or differentiation. (Swastha, 2008).

In the discussion that will discuss Rabbani Stores in the face of competition, the competitive strategy adopted by Rabbani Stores is more appropriate for differentiation strategies. Rabbani stores, which emphasizes giving uniqueness, characteristics and differentiation of goods produced among



competitors. The Rabbani store numbered unified quality and customer satisfaction which were the main factors in achieving the objectives of the Rabbani Store, so the Rabbani Store increasingly complemented its product collection which initially only produced headscarves, now presenting female Muslim superiors, koko shirts, mukena, prayer rugs, sarongs, blazers and robe which is the result of Rabbani's own store design. Aside from promoting sharia elements, Rabbani Store also displays trendy fashion, stylists, making consumers more comfortable and more able to take a place in the hearts of consumers. In addition, the headscarf produced by Rabbani Stores presents a wide selection of sizes from XS (Extra Small) to XL (Extra Large) with various types consisting of quadrilateral hijabs, pashmina, instant headscarves specifically for students and the public. (Thamrin, 2013) Rabbani store changes the image that Rabbani store only creates hijab products that are large and wide. Rabbani store used to create headscarves targeting people who already wore the hijab. But for now the Rabbani Store focuses more on the elements of solicitation and trade which at the same time preach in a way how to invite the people who were not yet veiled.

In order to be able to carry out its differentiation strategy properly, Rabbani Stores must meet the requirements of how to develop differentiation or differentiating factors to support their products. The distinguishing factor must be beneficial for consumers who end up with the profit that can be obtained, the conditions are as follows (Tjiptono, 2008; Umar, 2013). 1. Profitable company; proper positioning in running its business, provides many benefits. Rabbani stores which is still a leader in Muslim fashion makes consumers able to distinguish Rabbani Stores among its competitors. In addition to Rabbani Store, creating a variety of sizes that are not only in

clothes, but also the hijab. Its inherent shar'i element makes it the most prominent thing known to the public, although there are some who argue that the price set by the Rabbani Store is quite expensive. However, that does not become a barrier, consumers who are getting smarter will surely know the quality offered by Rabbani Stores and it can be proven that their quality is true among competitors. (Hidayat, 2015) Important for consumers; the difference highlighted by Rabbani Stores makes an important assumption by consumers. Especially consumers who are veiled and understand how to properly cover their genitals will definitely prefer Rabbani Store by themselves. In addition to doing business, Rabbani Store also contains da'wah or invitations to consumers who have not veiled, which is realized by offering various kinds of veils of various sizes. With the element of honesty that Rabbani Stores apply in terms of quality proven by winning trust in the hearts of consumers, Rabbani Stores, which originally only produced headscarves, have now ventured into various fashions due to consumer demand. From there it is clear that consumers already consider it important in the daily lives of consumers, especially Muslim women who have veiled. (Ramdan, 2013) 3. Can be communicated; The difference that can be highlighted can be communicated by Rabbani Stores by means of explanations conveyed to consumers through, promotions, advertisements, logos, to the design. Besides that, the terrible growth of fashion has become more active in Rabbani Stores in offering their products, Rabbani Stores not only advertise and wait for consumers to come to the store, but Rabbani Stores also do Baling (Mobile Bazaars) and motor store s by providing an explanation of product privileges, besides that, what Rabbani Store does also offers more in the form of a 10% discount on each product. 4. Not easy to imitate; for products out there,



there are many competitors who create similar products by imitating the Rabbani Store model. But this is not feared by Rabbani Stores because the goods are clearly different from the quality of the fabric, stitches and certainly jels seen in prices. Because imitation ones are definitely cheaper than the original ones.

Rabbani stores is a clothing outlet known by consumers as a provider of Muslim clothing, which is based on and adheres to Islamic principles. That cannot be separated always face increasingly fierce competition, from existing similar companies and new entrants. Rabbani stores must further enrich innovation and must not run out of creativity to create new products and how to market their products. In every case the achievements made by Rabbani Stores to achieve company goals are part of the marketing strategy, which must be carried out within the corridor of Islam.

In sharia business practices, the benefits obtained must be proportional by not giving harm to others. Emphasis on business ethics in sharia business becomes important as a barrier so that sharia businesses do not fall into greed. (Rivai, 2012) Sharia marketing is a business strategy, which must cover all activities in a company, covering the entire process, creating, offering, exchanging, or individuals in accordance with Islamic teachings. Sharia marketing is spiritual marketing that views competitors as not enemies, but equal partners who are capable of corporate creativity and innovation. Competition is a good thing because it will help raise the market. Spiritual marketing aims to achieve a fair and transparent solution for all parties involved. (Sholihin, 2012)

In Islamic business ethics good marketing is one of the business strategies. Marketing is the life of a business that is being run, as well as a tool to familiarize, market, and attract consumers so they buy products that are

marketed. By offering a product in accordance with reality, it is not excessive and also does not reduce the advantages contained in the product being marketed. Because in Islam, perjury to pass on products is haram or prohibited. However, marketing a product must really be able to show that the product is in accordance with its quality, thus making consumers interested and the brand or brand used gives a good impression and is easy to remember by consumers.(Purwanto, 2006).

Every company, one of them is Rabbani Store, certainly requires a marketing strategy on how and efforts that must be done in achieving Rabbani goals, attracting consumer interest, and the sustainability of the company given the increasingly fierce competition that is ready to take market opportunities. The element of competition strategy in marketing conducted by Rabbani Store in the marketing formulation used is segmentation, targeting, and positioning strategies. In addition, in conducting defense to face competition, the Rabbani Store uses marketing mix marketing tactics or known as the marketing mix which consists of four activities namely product, place, promotion and price. (Rangkuti, 1997).

For more details about the marketing strategy undertaken by Rabbani Stores, the following explanation includes:

Market segmentation or segmenting; market segmentation, which is the act of recognizing and profiling different groups of buyers who may require separate products and / or marketing mix. The market consists of buyers, and buyers differ in one or more aspects. Buyers may differ in their desires, purchasing power, age, lifestyle, personality, geographical location, buyer's attitude and purchasing practices. Each of these variables can be used to form a market segment.

Targeting; in targeting or market targeting the target market is an act of



selecting one or more segments to be entered. Because of the importance of the role of the target market, the market segmentation process needs to be made precise selection of attractive market segments to be determined as a target market. Selection of large or broad segments that are in line with the ability of Rabbani Stores to enter the segment. Based on the segmentation described above, the Rabbani Store in targeting its market is a Muslim community of children, adults, men and women. Because Rabbani Store is a retail company that specializes in buying Muslim and Muslim clothes.

Positioning; and for positioning is the determination of market positions. The purpose of positioning is to build and communicate the competitive advantage of existing products in the market in the minds of consumers. In the context of positioning which is often misunderstood as the position or place of the product on a display shelf in a retail store. However, position implies the place of a product, brand, or group of products in the minds of consumers, relative to the offerings of competitors. The position of the product is more focused on the views and preferences of buyers regarding a product or brand that is in a particular market. Rabbani Stores positions its company different from its competitors which are similar companies. The thing that distinguishes Rabbani Stores from other companies is competitors who create various products that are in line with current trends. Rabbani stores remains unaffected and prioritizes its shar'i by creating products that shar'i do not show the shape of the curves, and must cover genitals according to the provisions in Islamic law, but still create products that are stylist and modern. The Rabbani Stores, which has been recognized for its quality,

because Rabbani Stores already has its own factory from knitting, raw materials to distribution is done by the Rabbani Stores, it is certain to see how the quality of the fabric, stitches and neatness.

Marketing mix includes a number of marketing variables that are controlled by the company and used by the company to reach the target market that has been set and provide to consumers. Product is defined as something that can be offered either goods or services that can be offered to meet the needs and desires of consumers or users. Price is a unit of measurement regarding the quality of a product, the price or the amount of money (possibly plus goods) needed by it to obtain the combination of goods and services that accompany it. The Rabbani store, whose market segment is middle to upper, is also promoting. Rabbani stores explained that the promotion carried out was not solely for the profit of Rabbani Stores, but that it was a subsidy for customers who wanted to buy Rabbani stores products that were medium scale and below. The promotion that Rabbani Stores do is not by changing barcode or changing prices, but the price remains the same and can be proven at the time of promotion or not the price will still remain the same This promotion is also an invitation and offer that anyone can buy and wear a Rabbani Stores product. Rabbani stores chooses a distribution channel or a place to establish business near the city center, university, company, and the Semarang city government building which is not far from the intersection of Semarang, close to the main road so that more people pass through and makes it easier for Rabbani Stores in its marketing efforts. (Kertajaya, 2006).

5. Conclusion

From the description above, we can



conclude that Rabbani Stores is included in the type of concentrated marketing strategy. With this strategy, Rabbani stores specializes in marketing its products in several market segments, especially for the Muslim community, 70% of which are students, the rest are the general public. From the analysis of competitive strategies conducted by Rabbani Stores in the face of increasingly fierce business competition, the business strategy proposed by Michael Porter called Porter's Competitive Strategies consists of two strategies, namely cost leadership strategy and differentiation strategy. In its implementation, Rabbani stores is in accordance with its differentiation practices. Rabbani stores, which emphasizes giving uniqueness, characteristics and differentiation of goods produced among competitors. By presenting the results of its own design, which exposes the elements of sharia in accordance with the provisions of sharia. In addition, Rabbani Stores also qualify for a good differentiation strategy, as follows: it benefits the company, is important for consumers, can be communicated, and the last is not easy to imitate. Rabbani stores in terms of an economic perspective that is reviewed for compliance with sharia marketing, Rabbani Stores are included in the application of sharia marketing in accordance with the four characteristics of sharia marketing, namely, Theitis or divinity (Rabbaniyah Stores), Ethical (Akhlaiyyah), Realistic (Al-Waqiyyah), and Humanitis (Al-Insaniyyah). Rabbani stores has adjusted its marketing by imitating the Prophet's marketing practices, namely: Segmenting, Rabbani Stores specializes in marketing its products in several market segments, especially for Muslims, 70% of which are students, the rest are the general public. Targeting, Rabbani Toko in targeting its market is a Muslim community of children, adults, men and women. Because Rabbani

Stores is a retail company that specializes in buying Muslim and Muslim clothes. Positioning, Rabbani Stores prioritize shar'i while still creating products that sharia do not show the shape of the curves, and must cover genitals according to the provisions in Islamic law, but still create products that are stylist and modern. Marketing mix, product strategy at Rabbani Stores focus on quality that suits the needs of customers, create their own models and always prioritize them. The pricing strategy determined by the Rabbani Stores is adjusted to the total raw materials, production materials, all manufacturing costs are summed up and the profitability of each product is taken at 40%. In the strategy of distributing businesses near the city center, universities, companies and government buildings in the city of Semarang, which is not far from the intersection of Semarang, on Pandanaran streets No. 112 Rabbani Stores in their promotion strategy selection Rabbani Stores have conducted various promotions including personal selling, advertising, sale promotion and publicity.

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