



ANALYSIS OF MARKETING BUSINESS STRATEGY IN ISLAMIC BUSINESS ETHICS: A QUALITATIVE STUDY OF TURUBUK MSME ACTORS IN MARGASARI, KARAWANG DISTRICT

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Abstract :

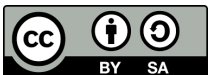
A distinctive and popular MSME in Karawang District is the turubuk MSME. Turubuk itself is a unique and typical plant in Karawang Regency. Although it has great potential in maintaining the wheels of the economy, it is not impossible that MSMEs often encounter obstacles in their operations where many MSME business actors are unable to survive long in running their businesses, indicated by a lack of ability to manage business strategies. This study aims to analyze the marketing strategy from the perspective of Islamic business ethics carried out by Warung Tuang as one of the turubuk MSMEs in Margasari Village. From this study, it is hoped that it can formulate significant obstacles for evaluation and better business development in the future. By using a descriptive qualitative method, the results of the study indicate that first, based on the analysis of business development carried out by Warung Tuang, which is one of the MSMEs with a sales orientation of various typical processed products from Karawang Regency, namely the turubuk menu always prioritizes the principles of justice and honesty. Second, when viewed from a marketing perspective, the obstacle in its operations is that Warung Tuang still uses simple word-of-mouth promotion methods. Apart from that, another obstacle is the lack of marketing networks which narrows the gap for business owners to be able to further develop their productivity.

Keywords : Islamic business ethics, marketing strategy, turubuk, Tuang stall

INTRODUCTION

In fact, the existence of MSMEs, or micro, small, and medium enterprises, is a key pillar in the economy of a country and at the regional level. This is because MSMEs represent a significant business opportunity with significant potential for the community, with the concept of opening wider employment opportunities through entrepreneurship. In fact, one literature report states that the existence of MSMEs is fundamental, contributing as much as 60% of state revenue, reflecting their significant role in enhancing a country's economic resilience (Assalwa, 2025).

Despite their significant potential for sustaining the economy, MSMEs often encounter operational challenges, with many being unable to sustain their operations for long, a sign of a lack of strategic management skills. This situation was further exacerbated during the COVID-19 pandemic, which peaked in 2020 and had a devastating impact on domestic businesses.



(Gitosaputro, 2025). Those unable to survive the government's social restrictions have forced most businesses to close down and go bankrupt. Even now, even though the COVID-19 pandemic has ended, its impact is still being felt by a number of businesses, as they slowly rebuild their businesses, despite having previously fallen short. This situation inevitably implies fiercer competition among MSMEs (Alansori, 2020).

There are a number of challenges for MSMEs, especially when they enter the global market, where, along with the development of the times, the business world will become more complex with very competitive competition, especially accompanied by dynamic changes and more intense use of technology. In fact, a business can be said to be successful when it is able to adapt to the times and technology developments, maximize consumer demand and continue to work and innovate to provide the best in the midst of defense in the tight competition (Lestari, 2024).

This is similar to the unique and very popular MSMEs in Karawang District, namely turubuk MSMEs. Turubuk itself is a unique and distinctive plant in Karawang Regency. Turubuk is a type of secondary crop but has characteristics similar to sugar cane with the Latin name *Saccharum edule* hassk. This plant is a typical souvenir of Karawang Regency. Processed from this plant can be made in a variety of ways, from grilled, steamed, in pepes, vegetables, and cooked according to taste. However, according to the results of the researcher's interview with one of the turubuk MSMEs, the obstacle generally faced is marketing. This turubuk product is quite difficult to gain access to large markets such as supermarkets. Therefore, an appropriate strategy is needed to develop this turubuk business. Although many turubuk entrepreneurs, access to expand their businesses is still very limited. This finding is also in line with research conducted by Danang Kusnanto et al. that socialization and mentoring of turubuk MSMEs in Karawang Regency, especially in terms of marketing, is needed as a strategy to increase the productivity of these turubuk MSMEs. Other research also confirms that Rahman Tanjung et al. that turubuk is actually a local product typical of Karawang Regency which has quite a lot of potential but requires an appropriate strategy to increase business productivity so that the resulting product has high competitiveness.

In response to this, it can be understood that every business actor plays a significant role in determining the success of their MSMEs. Each entrepreneur must also consider several factors that influence their business's success. In this regard, it is crucial to consider not only internal factors but also external factors, which are generally external to the business but influence its performance and success. The meaning of this external environment is in determining the opportunities and threats that each entrepreneur is likely to face (Halpiah dan Hery A.P, 2023).

Although a number of turubuk MSMEs in Karawang Regency have made efforts to support their business productivity, based on the results of the researcher's observations, a number of problems are still encountered, such as

difficulties in surviving and developing comprehensively, one of which is the Tuang stall MSME in Margasari Village. Therefore, an in-depth study is needed regarding the analysis of marketing strategies from a business ethics perspective to provide an appropriate marketing understanding in supporting the productivity of turubuk MSMEs in a business ethics review so that in the future every turubuk business actor can have sufficient provisions in facing challenges amidst quite competitive business competition.

RESEARCH METHOD

The study conducted is classified as qualitative research where the aim is to analyze and describe a problem by referring to data and presentations accompanied by arguments and interpretations of the data (Kusumastuti, 2019). This research also included field research at the Tuang stall on Jl. Lingkar Tanjung Pura, Dusun Maja Timur RT. 20/RW. 04, Margasari Village, Karawang District, West Java. This study used data collection methods in the form of interviews and observations at the research location. The data analysis technique used was interactive analysis, which consisted of data reduction, data presentation, and drawing conclusions regarding the turubuk marketing strategy analysis at the Tuang stall in Margasari Village, Karawang District.

FINDINGS AND DISCUSSION

Analysis of Business Development at Warung Tuang, Margasari Village, Karawang District

Every company certainly requires a strategy to predict opportunities and develop business ideas. This includes objectives, policies, planning, and business activities, designed to maintain business continuity and achieve success. This business development strategy holds the fundamental essence of achieving business success (Fifian Permata Sari dkk, 2023). A business with a robust strategy will easily increase its growth and profitability. Conversely, if it doesn't employ the right strategy, its growth will be hampered (Faroman Syarief, 2020).

In Islamic terms, MSMEs are essentially classified as a form of business activity. These businesses are not solely based on total assets (goods and services) or profit, but also on how to obtain and utilize those assets in accordance with the concepts of halal and haram as taught in Islamic law (An Ras Try Astuti, 2022). This commandment emphasizes that every Muslim is obligated to work to earn income, earnings, and sustenance to meet their needs and sustain life by utilizing existing natural resources. Because Allah SWT has created the earth so vast and abundant for humans to manage and earn a living, every business established should be based on ethical values, the goal of which is not solely profit. Rather, business ethics in Islam encompasses all parties involved in running the business so that all parties involved can receive blessings (Purwandari, 2025).

This is what is also done by the Tuang stall in Margasari Village, which in running its MSME relies on Islamic business ethics with business

development indicators including the following:

a. Capital

As is well known, capital is a crucial aspect of a business's production. In the productivity of MSMEs, capital is a powerful driver, driving production and ensuring the smooth operation of production facilities. Each business owner also has varying capital capacities depending on the type of business or MSME they operate. Similarly, the relatively long timeframe also influences the amount of capital required (Desi Rismayani Sinaga dkk, 2024).

Equity is classified into two types: equity and foreign capital, based on the source of the capital. Equity generally comes from the business owner, while foreign capital is usually obtained through loans, either financial or non-financial (Firda Rusman dkk, 2025). According to the results of the researcher's interview with the owner of the Tuang stall, the capital for the business came from their own capital, namely from Mrs. Hartatik and Mr. Suherman.

As the Prophet Muhammad ordered his people that anyone who owns land is advised not to let the land be neglected or not used, the Prophet Muhammad recommended that entrepreneurs plant crops that can bring business productivity by managing the land and its harvest as a form of innovation and creativity that can bring income (Amrul Muzan dan Titin Suprihatin, 2016).

This is what is also then implemented by the owners of the Tuang stall where they have approximately one hectare of land planted with turubuk plants so that for the needs of raw materials the owners of the Tuang stall use the results of their own gardens while for other production capital which is financial in nature is obtained from their own finances without taking out loans or foreign capital to avoid usury and hope for blessings in the business that is built as obedience to carrying out Islamic teachings.

b. Product Development

A product is defined as something intended for consumers to meet their needs. According to Islamic business ethics, products must be halal and of good quality. The products offered at the Tuang stall are a variety of culinary preparations made from turubuk, a local plant that generally grows in the highlands and is classified as a vegetable. Turubuk is a specialty of Karawang Regency. According to interviews with the owner of the Tuang stall, the researchers sell their turubuk products at relatively affordable prices so that every customer can enjoy Karawang's culinary specialties without worrying about the price. The business owner also processes his products with halal and high-quality ingredients. This is in accordance with the command of Allah SWT in QS. An-Nahl verse 116:

وَلَا تَقُولُوا لِمَا تَصِفُ أَلْسِنَتُكُمُ الْكَذِبَ هَذَا حَلَالٌ وَهَذَا حَرَامٌ لِيَتَفَتَرُوا عَلَى اللَّهِ الْكَذِبَ
إِنَّ الَّذِينَ يَفْتَرُونَ عَلَى اللَّهِ الْكَذِبَ لَا يُفْلِحُونَ

And do not say about what your tongue says falsely, "This is halal and this is haram", to invent lies against Allah. Indeed, those who invent lies against Allah are not lucky.

The verse above provides an understanding that honesty is essentially very important as a seller's responsibility to consumers to provide services and products that are halal and of good quality (Purwandari, 2025).

c. Market Development

Marketing is a fundamental aspect of transactional activities, and Islam even teaches and provides laws for this activity. According to Philip Kotler's marketing concept, marketing is a social process with a managerial system in which individuals and groups obtain what they need through the activities of making, selling, and exchanging goods and values with others (Fifian Permata Sari dkk, 2023).

According to interviews with the owner of the Tuang stall, the marketing strategy remains simple. The owner admitted to experiencing difficulties marketing his products. Despite being established in 2015, the Tuang stall has not yet transformed the marketing of its turubuk culinary products. Most of the turubuk dishes served are perishable foods such as turubuk omelettes, turubuk stir-fries, turubuk curries, turubuk clear vegetables, and others. However, there are also turubuk dishes with longer shelf life, such as turubuk dumplings, turubuk chips, and turubuk bagelan. However, the owner still struggles to access large markets such as supermarkets, so his products are sold only at the stall he manages. Despite the intense competition, the owner still relies on conventional word-of-mouth marketing, which tends to be less effective. Therefore, business owners should consider several factors when formulating strategies, particularly in the marketing field, to achieve targeted business goals. Determining this strategy is closely related to identifying opportunities and appropriate business ideas for the success and continuity of the business being run (Ahmad A.S dan Hapzi Ali, 2025).

Analysis of Marketing Strategy from the Perspective of Islamic Business Ethics at Warung Tuang, Margasari Village

According to the Islamic perspective, marketing ethics actually aims to uphold the rule of law, both within the Sharia and economic spheres. Marketing, in this context, emphasizes marketing as recommended in Islam, while adhering to the prevailing norms and values as taught in the Qur'an and Hadith (An Ras Try Astuti, 2022).

Warung Tuang is a food stall serving a variety of Karawang Regency specialties, including turubuk. In its operations, the owner also emphasizes that he always acts fairly and respects his customers without discrimination of social status or any other entity. The owner strives to provide the best and friendliest service to his customers. The following is a marketing strategy employed by Warung Tuang from an Islamic business perspective:

First, in terms of products, Warung Tuang upholds honesty in its food

preparation by not using low-quality or non-halal ingredients. According to the business owner, Warung Tuang prioritizes customer satisfaction and does not want to disappoint its customers.

Second, the price per serving of turubuk at Warung Tuang is very affordable and follows the general price. Although there are many turubuk stalls in Karawang Regency, Warung Tuang still sells its food according to the market price. This sales model, which adheres to the principle of no price restrictions, embodies the trading concept taught by the Prophet Muhammad (peace be upon him), as narrated by Bukhari from Abdullah ibn Umar (may Allah be pleased with him). The Prophet said, “*Do not sell to compete with your brother's sales*” (Purwandari, 2025). Sehingga ini pula yang dipegang oleh warung Tuang untuk tidak bersaing dalam perang harga melainkan bersaing secara sehat dalam segi kualitas dan rasa menu yang selalu dijaga cita rasanya.

Third, promotions at Warung Tuang consistently provide fresh products and dishes to ensure quality and flavor. This is done because Warung Tuang sincerely hopes customers will always be satisfied with the service and menu. The owner also stated that wet dishes like sayur turubuk are cooked to order. This is a promotional initiative from Warung Tuang, aimed at maintaining food quality for customer comfort and satisfaction.

Fourth, distribution, which emphasizes the delivery of products to customers. In distribution activities, Islam truly teaches an emphasis on the principles of freedom and justice. Freedom, in this case, means avoiding capitalist trading transactions, but rather emphasizing a balance between each individual or group as consumers, allowing them to choose and make purchases based on their own decisions. This involves avoiding coercion and distributing products fairly. Therefore, Warung Tuang also implements a balance in its business operations, not focusing on profit, but rather striving to be friendly with customers to ensure their comfort and prioritizing fairness in conducting its business activities.

Based on the analysis above, it can be understood that Warung Tuang prioritizes the quality of its production, particularly its turubuk menu, in several supporting factors or marketing strategies. However, there are still obstacles in its marketing, namely in promotional activities that are still carried out manually. The limited sales network also impacts Warung Tuang's difficulty in increasing productivity, especially amidst fierce competition. From the perspective of Islamic business ethics, Warung Tuang is considered to have run its MSME in accordance with the values of Islamic business ethics, where the business owner has marketed its products by prioritizing honesty, fairness, and transparency, and prioritized customer satisfaction with good and friendly service.

CONCLUSION

Based on the researcher's analysis, it can be concluded that, *first*, based on the analysis of business development carried out by Warung Tuang, which is an MSME that focuses on selling various processed foods typical of Karawang

Regency, namely turubuk, always prioritizes the principles of fairness and honesty. *Second*, when viewed from a marketing perspective, the operational obstacle is that Warung Tuang still uses simple word-of-mouth promotion methods. Another obstacle is the limited marketing network, which narrows the gap for business owners to further develop their productivity.

The essence of Islamic business ethics truly encourages every business actor to conduct their business honestly and in accordance with Islamic principles, namely prioritizing honesty, which positively impacts business sustainability. To continuously improve the sustainability of MSMEs, it is crucial to pay attention to fulfilling various supporting factors that encourage their sustainability. It is hoped that this will also be supported by the government, as policymakers, by caring about optimizing MSME operations, which significantly contribute to advancing the community's economy.

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