

Hana Shop's Strategy in Increasing Sales Turnover in Wakatobi Regency According to Islamic Economics

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ABSTRACT

PURPOSE - This condition has prompted researchers to analyze the characteristics and issues faced by Kedai Hana business owners. Does the marketing strategy concept implemented align with the concept of marketing in Islam (Sharia Marketing).

METHODOLOGY - This type of research is qualitative, which is descriptive in nature and tends to use narrative. The data collection techniques used in this study are observation, interviews, and documentation.

FINDING - The results showed that Hana Shop's strategy in Wakatobi Regency is quite good, as evidenced by the large number of customers who come every day during the shop's opening hours. Sales turnover at Kedai Hana in Wakatobi Regency has increased significantly, as evidenced by the increase in the number of servings sold from only 15-25 servings per day to 80-90 servings. This increase is also reflected in the shop's revenue, which now reaches around IDR 80,000,000 per month.

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INTRODUCTION

A shop is a general term for a business that serves food to the public and provides a place to enjoy it, charging a fee for the food and service. While most shops serve food on-site, some also offer delivery services. Shops are generally smaller and simpler than restaurants, and often have a more relaxed atmosphere. Hana Shop is one such shop that has emerged to capitalize on this market opportunity by providing food tailored to the needs of the Wakatobi community.

The shop, which was established in 2019, is still busy with customers, offering affordable prices and maximum service, as well as a very varied menu of food and drinks. Hana Shop is open from 9:00 AM to 9:00 PM WITA, located at Jl. Jendral Sudirman No. 62, Mandati II Village, Wakatobi Regency. Compared to other businesses, Hana Shop is one of the shops that is crowded with customers. Based on the results of the researcher's observations, Hana Shop is located in a fairly strategic area in the middle of the city center.

However, as the number of new restaurants popping up in the area increases, Kedai Hana's sales turnover has been unstable, with monthly sales fluctuations and increases due to competing businesses. Therefore, a strategy is needed to increase sales. With increasingly fierce competition, Kedai Hana's management must be able to design effective and innovative marketing strategies. Kedai Hana has strived to provide a variety of menu options that suit the tastes of the Wakatobi community, thus becoming a prime alternative for culinary lovers in the

area.

One marketing strategy employed is price promotions, which are effective in attracting consumers and driving increased sales, particularly in the culinary industry. These price promotions can take the form of discounts for purchases in certain quantities or increased quality at the same price, providing added value and an economic incentive for consumers to buy more. By implementing the right marketing strategy, Kedai Hana strives to continuously increase sales turnover and maintain its position as one of the favorite cafes in Wakatobi.

Sales turnover is the total revenue generated from product sales within a specific period, excluding operational costs or other expenses such as employee salaries, rent, and marketing costs. Therefore, turnover is more commonly known as gross income. By achieving turnover targets, a company not only improves the quality of its business internally and externally, but also becomes a focus for business owners for long-term growth.

Allah SWT always promises sustenance for those who always follow the path of truth, namely seeking true sustenance and hoping for His blessings and fulfilling the pillars of buying and selling, being honest in weights and measures, being honest about the goods offered, avoiding excessive oaths, not hoarding merchandise, and avoiding prohibited buying and selling. Many Arabs -at that time, they sought profit or gain through illegal means and then carried out fraudulent activities that seemed to be in accordance with the rules of sharia.

As described by Ibn Abbas, narrated by Ibn Jarir, a person made a transaction to buy a shirt from his friend but with the condition that if he did not like the shirt, they would return it with an additional one dirham from the original price, even though in reality the buying and selling transaction must be carried out with mutual consent or with full agreement without any element of deception between the parties.

This situation prompted the researcher to analyze the characteristics and issues faced by Kedai Hana business owners. The question was whether the marketing strategy implemented aligns with Islamic marketing concepts (Sharia Marketing). This prompted the researcher to choose the title Kedai Hana's Strategy for Increasing Sales Turnover in Wakatobi Regency According to Sharia Economics.

LITERATURE REVIEW

Strategy

Strategy is an overall approach related to the planning and execution of an activity within a specific timeframe. A good strategy includes teamwork coordination, a theme, identification of supporting factors in accordance with the principles of rational implementation of ideas, efficiency in funding, and tactics for achieving goals efficiently. Strategy indicates the general direction an organization intends to take to achieve its goals. This strategy is a major and important plan. Every organization strives to achieve its goals. By having a clear strategy, a business can focus more on the concrete or clear steps needed to achieve growth and success. Marketing strategy can be understood as the marketing logic with which a business unit hopes to achieve its marketing goals. A business achieves success when it uses a comprehensive strategy. A management journal states that strategy is what sets the direction for resource management in the market. Marketing strategy is the establishment of economic marketing policies. In other words, marketing strategy is a set of goals and objectives, policies, and rules that provide direction for a company's marketing efforts, with comprehensive, integrated, and unified planning, implementation, and evaluation in the marketing field. This provides guidance

on activities to be carried out to achieve a company's marketing goals. The strategy used by Hana's shop is to promote itself using social media platforms in the digital age to offer discounts or special promotions and participate in bazaars and festivals to attract new customers. This marketing strategy will increase the number of customers visiting the store.

Strategic Objectives

The strategic objectives in his book *The Marketing Management Revolution* are:

- 1) To find market equilibrium, distribute goods and services from surplus areas to deficit areas, from producers to consumers, from owners of goods and services to potential consumers.
- 2) To provide satisfaction to consumers, then the marketing goal is to be able to outperform the competitive market, be able to read and interpret symptoms in the arena that competitors have missed, be able to focus on the most profitable targets.

A set of goals must meet certain criteria. First, each goal must be stated clearly and measurably, with a specified timeframe for achievement. Second, goals must be internally consistent. Third, goals should be stated sequentially, with lower-level goals building upon higher-level ones, if possible. Fourth, goals must be achievable but challenging enough to warrant maximum effort.

A shop is a commercially organized place or building that provides good service to all its guests, allowing them to enjoy meals and drinks, and sets specific prices for both food and service. Shops typically specialize in the types of food they serve, such as food stalls, fast food stalls, and so on.

While most cafes serve food on-site, some offer *takeout* and *delivery services*. This definition suggests that a cafe is a business that serves guests, with the scope of its activities being to provide commercial food and beverages.

Sales Turnover

Turnover, derived from Dutch, means the total sales of a company (organization, law) in a certain period and consists of two components: price and quantity sold. Sales turnover is the total sales proceeds (merchandise), while sales turnover is the total sales of goods/services from a company's profit and loss statement during a certain sales period. From the definition above, it can be stated that sales turnover is the total income from product sales in a business during a certain period. This period or timeframe can be calculated daily, monthly, or even annually. This amount of income is still gross, not deducting payments for expenses or other costs in the business. Costs or expenses in business include building rental fees, operational costs, employee salaries, electricity costs, marketing costs, and cleaning fees. A business manager is required to always increase turnover from day to day, from week to week, from month to month, and from year to year. This requires the ability to manage capital so that the company's operational activities can be guaranteed.

METHODOLOGY

This type of research is field research *with* a qualitative descriptive approach, namely research that intends to understand the phenomenon of what is experienced by the research subject holistically, and by means of description in the form of words and language, in a natural social context by utilizing various scientific methods. The location of the research was carried out at Kedai Hana, Jln. Jendral Sudiman No. 62, Mandati II Village, Wangi-Wangi Selatan District, Wakatobi Regency. The data source is the subject from which the data can be obtained, so to complete the data for this research, the researcher prepared primary data and secondary data as

research data. The data collection method is a way to collect point data to obtain valid and relevant data by addressing the problems that have been determined, so in this research the research techniques used are: Observation, *Interview*, and Documentation. The data processing techniques are as follows:

- 1) *Editing* involves re-examining the data obtained to determine whether it meets the requirements for use in further processing. In this study, the author edited the interview notes to determine whether they were usable in the data processing.
- 2) *Tabulating* is the process of processing collected data, which is then processed and analyzed. The goal of data analysis is to simplify the data into a form that is easy to read and interpret.
- 3) *Coding* is the assignment or creation of a code to each piece of data belonging to the same category. A code is a signal created in the form of numbers or letters that provides clues or identification to the information or data to be analyzed.

Therefore, formally in qualitative research the data obtained is analyzed using the following research steps in analyzing data:

- 1) Reducing data means summarizing, selecting the main points, focusing on the important points, and searching for themes and patterns. This way, the reduced data will provide a clearer picture and make it easier for researchers to collect further data and search for it when needed.
- 2) Data display is a clear systematization of data in a clear form to reveal Hana's shop strategy in increasing sales turnover in Wakatobi Regency according to Islamic economics. In this study, presentation can be done in the form of a brief description;
- 3) The initial conclusions presented are still provisional and will later be verified by searching for more in-depth data and re-examining the collected data. The conclusions presented in qualitative research must be supported by valid and consistent evidence so that the conclusions presented are new, credible findings and can answer the problem formulation formulated above.
- 4) Data presentation is carried out by analyzing and presenting the data obtained in order to obtain an explanation of the problem and make it easier for readers to understand the contents of the research.

RESEARCH RESULTS

The discussion of the research results is based on all data collected during the author's research at Kedai Hana in Wakatobi Regency. The data referred to here is primary data sourced from informants' responses, using interview guidelines or direct interviews as the data collection medium for the research. Based on this data obtained from several answers regarding Hana's shop strategy in increasing sales turnover in Wakatobi district. according to Islamic economics .

1. Hana Shop Strategy in Wakatobi Regency

Hana's shop strategy is to utilize the rapid growth of tourism in Wakatobi Regency as the main strategy in developing its business. Located in a strategic location and crowded with tourists. To expand market reach and increase visibility. Hana's shop marketing strategy to increase sales turnover is through the sales or promotion process and several other strategies, namely: a). Affordable prices b). Taste, c). Having a strategic location d). Friendly service to consumers and maintaining cleanliness. The success factors of Hana's shop are as follows: a). A fairly strategic location because it is on the main road close to Syuhada Kindergarten, Sultra Bank, and Kuroda Counter, b). The existence of a free

delivery system for affordable areas, c). Promotion on social media, d). A place of business where the place itself is very well received by the community, as can be seen from existing consumers, e). A consumer culture of society, with the existence of a consumer society who likes to buy food outside, Hana's shop is one solution to fulfill their desires so that this can be a business opportunity for Hana's shop.

2. **Hana Shop Sales Turnover in Wakatobi Regency**

Sales turnover is the total income obtained from all sales transactions without deducting operational costs or other expenses. At Kedai Hana, sales turnover is greatly influenced by the high tourism activity in Wakatobi Regency. The shop's strategic location and busy tourist visits contribute significantly to the daily transaction volume. The right and effective marketing strategy through social media and good service supported by customer testimonials, Kedai Hana is able to attract consumer interest, both from tourists and local residents. In addition, the use of local raw materials and menus that suit market tastes also encourage high purchasing levels. Kedai Hana's daily turnover is estimated to reach between Rp1,500,000 to Rp2,000,000 per day , depending on consumer visits. In a month, assuming full operation, monthly turnover can reach Rp80,000,000 to Rp90,000,000 . Although Kedai Hana's income fluctuates, it does not affect employee salaries, as the employee salary is Rp1,000,000 per person to pay employees. Hana's shop is not just a culinary business, but an important part of the Wakatobi community that helps drive regional economic development.

3. **Hana Shop's Marketing Strategy to Increase Sales Turnover in Wakatobi Regency According to Islamic Economics**

Islam encourages its followers to work, strive, and seek halal and blessed sustenance. Economic activities, such as those undertaken by Kedai Hana in the fast food trade, are a form of implementation of Islamic teachings that emphasize the importance of working productively to meet the needs of life, help others, and contribute to the welfare of the community. In Islamic economic philosophy, the intention, motivation, and purpose of economic activities play a crucial role and are the main foundation. If the intention of the business is to seek the pleasure of Allah SWT, then economic activities such as running Kedai Hana can be considered acts of worship. Therefore, Kedai Hana's marketing strategy needs to be designed not only to pursue profit but also to ensure that its processes and objectives align with sharia principles, such as honesty in promotions, fairness in pricing, and maintaining the quality and cleanliness of the food sold. With this approach, the business undertaken not only increases sales turnover but also earns blessings and the pleasure of Allah SWT. From a sharia perspective, production is crucial. The Quran uses the concept of production of goods in a very broad sense. The Quranic emphasis is directed at the benefits of the goods produced. Furthermore, Islam teaches us to be mindful of the product's existence and prohibits the sale of products whose details are unclear to the buyer. This is because this can potentially lead to fraud and injustice against one of the parties. To support the success of its business, Kedai Hana in Wakatobi Regency has a strategy for selling its products. This strategy encompasses product, price, location, service, cleanliness, and effective communication, all of which are at the core of its marketing strategy. Furthermore, honesty is at the core of the value proposition offered to consumers. This marketing concept is essentially the same as that practiced by the Prophet Muhammad (peace be upon him) and shares similarities with

modern marketing concepts. This aligns with the characteristics of sharia marketing, as Kedai Hana has implemented several basic principles of sharia marketing: unity (tauhid), permissibility (thahah), justice (al'adl), and free will (al-huriyyah) .

CONCLUSIONS

Hana Shop's strategy in Wakatobi Regency is quite good, as evidenced by the large number of Consumers who come every day during the shop's opening hours. Sales turnover at Kedai Hana in Wakatobi Regency has increased significantly, as evidenced by the increase in the number of servings sold, from 15-25 servings per day to 80-90 servings. This increase is also reflected in the shop's revenue, which now reaches approximately Rp 80,000,000 per month. This success is inseparable from several important factors. First, product quality is continuously maintained and improved, resulting in customer satisfaction and loyalty to Kedai Hana. Second, good inventory management ensures menu availability at all times, so the shop does not miss out on sales opportunities. Third, product and service innovations, such as the provision of attractive new menus and fast, friendly service, have also increased the shop's appeal. Fourth, the delicious taste of the food, which suits the local tastes, is an added value that makes customers keep returning and recommending the shop to others. With the combination of these four factors, Kedai Hana's turnover-increasing strategy can be said to be optimally successful. The results of the research above show that the Hana Shop Marketing Strategy in Increasing Sales Turnover in Wakatobi Regency According to Sharia Economics , shows good results in increasing sales turnover in an honest and non-fraudulent manner, as explained in the word of Allah SWT in (QS An-Nisa/4:29).

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