



Concept of Marketing in Philosophy and Islamic Law

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Abstracts

The concept of marketing philosophy is one of the marketing concepts to keep pace with the fast-changing business environment, where marketing itself must be seen as "dealing with the market" which requires business people to act dynamically. The orientation is the customer so the company must always maintain the stability of its interaction with the market. In line with the epistemology of the philosophy of logical empiricism, that empirical sciences must always pay attention to reality as symptoms of phenomena that must be observed in continuity to obtain hypotheses that are objectively true universally, not only logically correct language but also have meaning or meaningful to reality. Islam itself in answering this problem in order to realize the company's goals, especially with the concept of marketing philosophy, from the descent of Islamic teachings has paid attention to the provisions that must be obeyed in order to keep both parties from losses and provide benefits for both of them in a long or long period of time.

Keyword: Marketing; Islamic law; Philosophy;

INTRODUCTION

Marketing is a scientific concept in business strategy with the aim of achieving sustainable satisfaction for stakeholders (customers, employees, and shareholders). Marketing science is objective, obtained through certain instruments both to measure the performance of these business activities in shaping, developing and leading mutually beneficial exchanges in the long term between producers and consumers. As a business strategy, marketing is the act of adjusting a market-oriented corporate organization in the face of changing business realities. The main problem in the market is the occurrence of excessive overcapacity which results in hypercompetition, too many spelling customers whose numbers continue to decrease, most products lack differentiation as a result many companies experience a decrease in market share, stagnation and even bankruptcy because they cannot compete, there are at least two things that companies must do in order to avoid these problems, namely: 1) always take action to adjust to the changing environmental conditions so as to overcome competition, prevent market share decline, stagnation, and prevent bankruptcy; and 2). continuously conduct research or review, adjustment and transformation of change, and enterprise to drive measurable value for stakeholders. Many concepts can be applied in analyzing various changes, change analysis will be able to clearly see the forces of change such as politics, socio-cultural technology, economics, competitors, consumers and will have a significant impact on company activities.

There are many kinds of marketing concepts, including: customer experience-oriented concepts, customer value-oriented concepts, market orientation concepts, institutional concepts, marketing knowledge concepts, and what the author will discuss is philosophical concepts. The reason the author raises the theme of the philosophical concept of marketing is about the process of creating, communicating, and delivering products to customers to meet their needs profitably.

Overall coordination and integration within the company affects the processes and activities throughout the organization, so it must require synergy between departments, not only the marketing department and the production department, but also other departments such as the finance department, research and development department and other departments.

The concept of marketing evolves over time in line with changes between the interests of the organization, customers, and society. Here are five evolutions: Production concept; Product concept; Selling concept; Marketing concept; Societal marketing concept.

In this paper the author chooses the concept of marketing philosophy, because this concept prioritizes the creation, delivery, and communication of

customer value or meaning through the products offered, this is interesting considering that the quality of goods will affect the price offered, and the quality of goods will not betray customers, but there is quality there must be a comparable price. Ali Hasan explained that among its successes are based on: 1). Determination of the right market and target; 2). Identifying customer needs; 3). Building integrated marketing; and 4). Achieving profitability. So many companies are currently pursuing their competitive advantage. Through their products, companies offer usefulness, efficiency, effectiveness, and solutions to satisfy their customers.¹

In contemporary Indonesia in the era of increasingly sophisticated technology, from 2015 onwards, the spark of competitive seeds is increasingly visible, the peak when new start-ups are present that utilize advances in information technology through applications or social media that are increasingly advanced and widespread among the public, they bring their products with massive advertising, massive promos, Even the ease of transactions with bonus offers that can be obtained easily by binding customers through collected coins or an increase in transactions with the concept, giving vouchers, giving rewards and awareness for loyal customers, with the Burn Rate method (Burn Money) they capture as many customers as possible, this method is done even before they achieve success. Many business players from large to small scale feel this impact, because of their unpreparedness to face changes, especially small-scale business players who do not have enough funds to compensate for these circumstances that have superior capacity from capital, abilities and so on. But the question is, will this strategy last long and be sustainable? While the reality is that this strategy consumes a lot of capital, the price offer given is so low with additional discounts on other costs such as shipping costs, massive sales or discounts, this strategy will attract as many consumers as possible but consequently will increase service costs, distribution costs and others. The sudden surge in consumer numbers will affect the level of service that must be stable and even tend to increase. So when consumers who are expected to turn into regular and loyal customers, but on the contrary because they feel spoiled with various facilities offering low prices, discounts or sales and others then the company slowly changes the offer system and strategy with the aim of returning the burn rate capital, whether in the future customers are not aware of these changes and switch to others, how does the company anticipate these circumstances, then the main question is what marketing concept can be used in every condition? So that the company has an orientation not only towards short-term but also long-term prosperity.

¹ Ali Hasan, *Marketing Dan Kasus-Kasus Pilihan*, 2nd ed. (Yogyakarta: CAPS, 2014), 27.

Literature Review

Matteo Giannis & Francesco Casari, "Alternative Philosophical Models of Experience and Authenticity and their Relevance to Marketing Practices". *Philosophy of Management* (2023). Para penulis berpendapat bahwa filsafat telah menyediakan alat konseptual yang penting untuk mengartikulasikan gagasan tentang pengalaman dan keaslian yang digunakan dalam Pemasaran Eksperiensial; mereka mengklaim bahwa ketergantungan yang berlebihan pada Pemasaran Eksperiensial pada ontologi yang bermasalah dan agak ketinggalan jaman menghasilkan paradoks yang memiliki dampak penting pada praktik manajerial; dan mereka menunjukkan bahwa masalah-masalah tersebut dapat diatasi dengan mengintegrasikan dan memperbaharui sebagian asumsi dan alat konseptual, dengan mempertimbangkan kerangka kerja filosofis yang lebih baru.²

Anatoly Telnov, "The Cocept Of Marketing Management as a Business Philosophy On The Basis Of HR Marketing," ISMA University of Applied Science, Latvia, 2023. Tulisan ini memperkuat peran dan pentingnya manajemen pemasaran dalam kondisi pengembangan peralatan dan teknologi yang inovatif, peningkatan persaingan. Isi dari konsep modern pemasaran berorientasi konsumen yang bertanggung jawab secara sosial. Fungsi modern manajemen pemasaran di perusahaan didefinisikan. Pentingnya manajemen pemasaran internal dalam konsep pemasaran sosial dan etika dikemukakan. Area aktivitas pemasaran SDM di bidang daya tarik personil telah ditentukan untuk mencapai tujuan manajemen pemasaran. Metode inovatif modern untuk pelatihan dan pengembangan personil dicirikan. Isi budaya dan filosofi perusahaan dengan detailnya didefinisikan sebagai dasar konseptual manajemen pemasaran. Kebutuhan untuk membuat layanan pemasaran di perusahaan untuk mengimplementasikan tujuan dan tugas manajemen pemasaran dibuktikan.³

Anis Okta Cahyaningrum dan Mugi Harsono, "Historical Study Of Promotion Philosophy In Marketing Kajian Historis Filosofi Promosi Dalam Pemasaran". Promosi dalam pemasaran sering dipandang sebagai hal yang krusial yang berhubungan dengan harapan dari produsen atau distributor terkait dengan kenaikan angka penjualan. Promosi berasal dari bahasa Latin "Promovere" yang berarti "bergerak maju" atau "mendorong maju" atau "memajukan suatu gagasan". Dalam Kamus Besar Bahasa Indonesia (KBBI), definisi dari promosi adalah pengenalan dalam rangka memajukan usaha, dagang, dan sebagainya. Oleh karena itu juga diperlukan adanya sebuah kajian historis filosofi dari promosi dalam pemasaran dari dimensi ontologi, epistemologi dan

² Matteo Giannasi and Francesco Casarin, "Alternative Philosophical Models of Experience and Authenticity and Their Relevance to Marketing Practices," *Philosophy of Management*, June 15, 2023, <https://doi.org/10.1007/s40926-023-00238-3>.

³ Anatoly Telnov, "The Cocept Of Marketing Management as a Business Philosophy On The Basis Of HR Marketing," *ISMA University of Applied Science, Latvia*, 2023.

aksiologi kemudian dilanjutkan dengan pembahasan perkembangan promosi di era digital.⁴

METHODS

This research method uses a qualitative method of literature study. Mestika Zed defines literature study as a series of activities related to library data collection methods, reading and recording and processing research materials.⁵ Mestika Zed further explained that there are several tools used as a way of classifying research materials commonly referred to as bibliographic aids which include: reference books, bibliographies of textbooks, indexes of scientific journals, indexes of bulletins and magazines, indexes of newspapers / letters and tabloids, indexes of documents, indexes of manuscripts, and other sources.⁶ The data are valid and relevant data, then the data are compared, criticized and analyzed, so that the right conclusions can be drawn.

FINDING

The concept of marketing philosophy itself focuses on increasing profits for the company by being oriented towards customer satisfaction, it is necessary to maintain coordination and integration of all marketing activities. Where the success of the company or organization is suggested on customer satisfaction, which is supported by integrated marketing activities, which are based on customer orientation principles that have been compiled in the business mission, of course the main mission is the company's success..

Islamic, this objective can be implemented by fulfilling the conditions set by Islamic teachings. The terms and conditions will be discussed in the discussion and discussion sub-chapter. Islamic law is not rigid or even restrictive but on the contrary protects companies and consumers so that trust is built between the two, so the mutual symbiosis continues without obstacles. That way the objectives of the company in accordance with the basic customer-oriented marketing philosophy will be fulfilled. When customer orientation is met, customer satisfaction will be achieved, if customer satisfaction is met, sales will increase with more consumers, and the success of the organization or company will be realized perfectly.

The concept of marketing itself when viewed from the epistemology of philosophy can be traced through the development of its methods, which were developed based on the positivism flow to the flow of logical empiricism. The

⁴ Anis Okta Cahyaningrum and Mugi Harsono, "Historical Study Of Promotion Philosophy In Marketing Kajian Historis Filosofi Promosi Dalam Pemasaran," *Pro Bank: Jurnal Ekonomi Dan Perbankan* 8, no. 1 (2023): 1–9.

⁵ Mestika zed, *Metode Penelitian Kepustakaan*. (Jakarta: Pustaka Obor Indonesia, 2014), 3.

⁶ zed, 10.

debate on the scientific status of marketing is now in its fourth decade, during which time there has been much discussion about the scientific status of marketing but still relatively little. According to Hunt, the main element in the scientific method is "subjective certification", on this basis, science is epistemologically unique because different investigations with various attitudes, opinions and beliefs can show the truth of the content of theories, laws and explanations. Hunt also explained that the concept of the scientific method is a version of positivism known as logical empiricism. Since the early 1960s marketers have realized the philosophy of science, especially epistemology, is related to scientific practice. This can be read through Paul F. Anderson "Marketing, Scientific, Progress, And Scientific Method" *Journal of Marketing*, 47, 18-31, 1983.⁷ Contemporary references to the study of marketing on reality and new phenomena so as to support the many experiments have also been widely published, this is as a critical reaction to experts in the humanities and social sciences who say that the thesis of philosophy which at one time was generally accepted that reality does not play an important role in phenomena, like other sciences about meaning, thought, language, semiosis, belief, desire, will and the like. Matteo Giannasi and Francesco Casarin in their work *Philosophy of Marketing The New Realist Approach* published by Routledge New York in 2022 showed that this claim was challenged with new arguments, and brought philosophy and social sciences to a more sterile and pure theoretical path. The book also attempts to counter twentieth-century philosophers who claimed that reference to reference for human thought and behavior and claimed that reference to reality is epistemologically obsolete, and untenable, so there is no longer a place for reference in contemporary culture. The development of marketing research methods such as this is very helpful for business people to gain new insights in updating their marketing methods, so that they can compile new instruments that are in accordance with the times in conducting marketing evaluations in realizing maximum customer satisfaction which of course will be adjusted to the development of the needs of the community at that time.

RESULT AND DISCUSSION

Philosophy can play different roles in relation to research in the social sciences. It can be a source of inspiration, challenge dominant assumptions and paradigms, explore alternative theories to mainstream models, discover new conceptual tools, and demand increased epistemic rigor. But it can also be a repository of stale slogans, a mere factory that produces theoretical

⁷ Lerbin R. Aritonang, "Perspektif Filsafat Ilmu Dalam Ilmu Pemasaran," *Jurnal Manajemen Untar* 10, no. 3 (2006): 278–79.

orthodoxies, or a catalog of academic fashions.⁸ But with some effort, it will be able to expose social science studies research, so that philosophy does not become a stale and obsolete science. Including one of them is marketing science, at least trying to provide a refreshing effect from references to reality, after several decades of this science being antireality.

According to Jones and Tadjewski, leading marketing researchers often engage in epistemological debates, for example regarding the foundations, goals and methods of their discipline. Field research is often inspired or influenced by philosophical perspectives and even classical or fashionable slogans, often adopting or adapting some of its categories, models and strategies. Philosophy can be an influential center for conceptual and linguistic innovation.⁹

Philosophy is the basis of all science, so of course philosophy will pay attention to the basis of the concepts of science. One of them is the philosophical concept of marketing. Marketing literature continues to examine consumer trust and privacy concerns, as described by Milne and Boza, a 1999 study examining 17 industries found that increasing trust and reducing privacy concerns are two different approaches to managing consumer information, and the former is a more effective strategy than the latter.¹⁰

Marketing is an effort to provide and deliver the right goods and services to the right people, in the right place, at the right time, and at the right price, with appropriate promotion and communication policies. This understanding believes that marketing is a human activity that aims to satisfy needs and wants through the exchange process.¹¹ Marketing activities have actually developed since the existence of human needs and efforts to meet human needs through exchange. Marketing activities carried out at that time were mainly emphasized on distribution activities. At that time there was competition between producers in delivering their products to consumers. The existence of this competition led to the introduction of promotional activities in addition to distribution or distribution activities. In this case, the main emphasis is on how the goods produced can be sold, so that the sales target set can be achieved in order to achieve the company's short-term profit objectives.¹²

⁸ Matteo Giannasi and Francesco Casarin, *Philosophy of Marketing The New Realist Approach*, 1st ed. (Routledge, 2021), https://www.google.co.id/books/edition/Philosophy_of_Marketing/4BY-EAAAQBAJ?hl=id&gbpv=1.

⁹ Giannasi and Casarin, "Alternative Philosophical Models of Experience and Authenticity and Their Relevance to Marketing Practices."

¹⁰ Kunal Swani, George R. Milne, and Alec N. Slepchuk, "Revisiting Trust and Privacy Concern in Consumers' Perceptions of Marketing Information Management Practices: Replication and Extension," *Journal of Interactive Marketing* 56 (2021): 137–58, <https://doi.org/10.1016/j.intmar.2021.03.001>.

¹¹ Sofjan Assauri, *Manajemen Pemasaran* (Jakarta: Raja Grafindo, 2004), 5.

¹² Assauri, 6.

Marketing as one of the basic activities or processes that must be carried out in trading or buying and selling, Islam has regulated it clearly regarding its provisions. One of the naqly arguments used as a legal basis for the permissibility of buying and selling is Q.S. An-Nisa' verse 29: "...you who believe, do not eat wealth among yourselves by unlawful means, except by means of trade that is carried out by mutual consent between you, and do not kill yourselves, indeed Allah is Most Merciful to you."¹³

The philosophical concept of marketing itself comes from several issues including: 1). Company development should be market-oriented; 2) Development of long-term strategic plans; 3) Building long-term relationships with suppliers and customers. The concept of this customer-oriented philosophy lies in the company's ability to provide satisfaction to the wants and needs of customers. All activities in a company that adheres to this concept must be directed towards this goal. Activities include: personnel activities, production, finance, research and development, and other functions. Customer-oriented marketing philosophy does not limit the goals in achieving profit and growth, this philosophy will actually help achieve these goals while anticipating the emergence of symptoms of exodus (moving) customers to other companies. Customer orientation will still be able to increase sales, by making products that are easy to use, easy to buy, and easy to maintain.¹⁴

These anxieties which then finally built up to form the characterization of problems in marketing, so that it transforms into a company goal is a natural thing, because in principle the purpose of buying and selling is the realization of profits and minimizing losses for both parties fairly and willingly in accordance with Islamic law.

Kunal Swani, George R. Milne, and Alec N. Slepchuk said that the results of new analyses show that building trust still has a greater impact than reducing privacy concerns on consumers' willingness to participate in information markets.¹⁵ So to gain consumer trust, companies must start marketing by starting all activities from selecting materials to the distribution and marketing level must be carried out in a way that is good / tayyib / halal and based on mutual consent so that customer satisfaction will be achieved. Islam teaches this concept of truth not only because it has the nature of metaphysical truth, but because the nature of the word tayyib / halal / good will definitely clearly bring goodness empirically and will be measured in reality and fact for both parties and there is a sense of comfort because of the sense of trust that has been built.

¹³ Beni Ahamad Saebani, *Filsafat Hukum Islam*, 1st ed. (Bandung: Pustaka Setia, 2007), 295.

¹⁴ Ali Hasan, *Marketing Dan Kasus-Kasus Pilihan*, 2nd ed. (Yogyakarta: CAPS, 2014), 25.

¹⁵ Swani, Milne, and Slepchuk, "Revisiting Trust and Privacy Concern in Consumers' Perceptions of Marketing Information Management Practices: Replication and Extension."

In an epistemological review, it is natural that Logical Positivism, developed by the Wiener Kreis group (Vienna circle), whose style of thought is positivist, certain and scientifically accountable, finds that in determining the truth in a statement not only grammatical and logical truth, but also the meaning it contains. Philosophy as the basis of all science, then of course philosophy will pay attention to the basis of the concepts of science. Positivism has emerged as a philosophy of science that is very important for the basic development of modern research methods, one of which is in the form of logical positivism developed by the Vienna Circle group informally led by Moritz Schlick. Positivism as a method of verifying meaning developed from Wittgenstein.

The main figure of logical positivism was Alfred Jules Ayer with his work *Language, Truth, and Logic* (1939). He continued the British empirical tradition, especially Hume and Russell's logical analysis. This pays more attention to determining the meaning or meaninglessness of a statement in philosophy and science, not to the question of right or wrong, so they develop a principle called verification or meaningfulness criteria.¹⁶

A. F. Chalmers in his writing "What is called science?" (transl. Jakarta: Hasta Mitra, 1976), explains that the main weakness of logical positivism lies in the problem of induction. According to him, a scientific proposition that is universal will be declared true if the proposition has been verified through empirical tests, but there is no certain limit to the empirical tests that must be carried out for a statement to be classified as a statement that (has the truth) universal. Thus, the inductive inference espoused in logical positivism can never be justified solely on the basis of logic itself. Based on this issue, Carnap described in Anderson's "Marketing, Scientific Progress, And Scientific Method" (*Journal of Marketing*, 47, 1983, 18-31), he developed logical empiricism which lasted for 20 years (Suppe in Anderson, 1983). In the context of marketing, John Arndt "The Political Economy Paradigm: A Foundation for Theory Building in Marketing", *Journal of Marketing*, (Fall, 44, 1983, 44-51); "On Making Marketing Science More Scientific: The Role of Orientations, Paradigms, Metaphors, and Puzzle Solving", *Journal of Marketing* (Summer, 49, 1985, 11-23), states that although during the 1960s logical empiricism suffered a setback, talk of scientific method in marketing is still dominated by its influence.¹⁷

So marketing statements are no longer focused on metaphysical numbers, namely maximum profit, but forget the meaning of the process, forget the reality of the phenomenon, namely the relationship between increasing profit figures and market reality. So marketing should be more about the nature of the company's goals, namely increasing trust, either in improving services in service

¹⁶ A. Chaedar Alwasilah, *Filsafat Bahasa Dan Pendidikan* (Bandung: PT. Remasa Rosdakarya, 2008), 28.

¹⁷ Lerbin R. Aritonang, "Perspektif Filsafat Ilmu Dalam Ilmu Pemasaran," *Jurnal Manajemen Untar* 10, no. 3 (2006), 279.

businesses, or increasing product quality, or maybe even the useful meaning of a product obtained through previous observations. The hope is that when measuring the success of the company through customer satisfaction, it will show the reality or facts that are close to universal truth or even approach the ultimate truth. So it is natural that there are findings and paradigm shifts in the method of discovering truth. The theory was compiled starting from the preparation of propositions which were originally based on logicity or also called logical atomism developed by Russel by compiling the smallest propositions from the language form of each object, then connected with connective words, until a compound hypothesis was collected, then besides that, general facts were found and then conclusions were drawn. It turns out that in reality these statements have no meaning, because the truth is not confirmed in reality. So in its development then requires verification developed by Wittgenstein, only finally perfected by Carnap, he shifted the term verification to confirmation.

According to verification theory, a statement or proposition is said to have full meaning only if it can be empirically verified. This means that the truth of the statements and propositions must be able to be tested through the five human senses. This criterion is used as the basis for distinguishing statements that are classified as scientific (meaningful) from statements that are classified as metaphysical (meneangless).¹⁸

The reason for the shift in concept from verification to confirmation is that verification is used as the basis for stating a statement that has universal truth, so because it is universal, it can never be verified. On this basis, a statement can only be confirmed, not verified through the accumulation of successful empirical tests. Based on this principle of logical empiricism, the scientific process begins with pure observation of reality. Then these observations will produce real impressions. On this basis, then the researcher will cognitively produce an a priori model. Through this model, a hypothesis can be formulated whose truth must still be tested empirically. If the hypothesis is in accordance with the empirical data, then the data is confirmed. Science, according to logical empiricism, develops through the accumulation of various confirmations obtained in a wide variety of opportunities and conditions. Logical empiricism is characterized by the inductive statistical method which states that science begins with observation, and the theory of science is justified through the accumulation of subsequent observations, which produce probabilistic support for its conclusions. In marketing the classic example of this methodology is found in the PIMS study conducted by observing 57 companies representing 620 businesses. The PIMS researchers concluded that there was a positive linear relationship between market share and ROI. The results of this study were then

¹⁸ Lerbin R. Aritonang, 279.

generalized into universal statements and also converted into normative requirements for business strategy.¹⁹ It is true that to know what the market needs, to measure the success of the market can be obtained from customer satisfaction, then all of that can only be done through observation, from inductive premises that are compiled through the accumulation of long observations, to capture the meaning of a reality.

Returning again to the question of business philosophy, marketing directs management to activities aimed primarily at satisfying the needs of consumers, since it is they who guarantee the company's profits. The choice of the most effective means for marketing management of the enterprise depends on the manager's ability to timely take into account the characteristics of the development trends of the modern market. It also pays attention to the virtues that increase the value of quality, price and customer satisfaction, the need to build sustainable relationships with them; the ability to think globally; strengthening the role of high-tech industries in business; increasing the importance of marketing services.²⁰ A customer-oriented company will integrate marketing decisions with other functions in the company, such as: 1). Coordinating marketing tasks with other departments informally; 2). Marketing research for new product development; and 3) Adequacy of costs provided in its operations.²¹

The use of a marketing philosophy for a company that emphasizes customer orientation and coordination of marketing activities can achieve organizational goals of business success.²² This marketing concept in business reality must be stated in certain sentences as slogans, for example in Indonesian marketing is famous for the slogan "Customer is King", so the impact on sellers will compete as best as possible in improving services and products to bind consumer loyalty, because their satisfaction is above all.

New analysis shows that building trust still has a greater effect than reducing privacy concerns on consumers' willingness to participate in information marketplaces.²³ Ali Hasan describes the concept of Philosophical Approach to Marketing as follows:

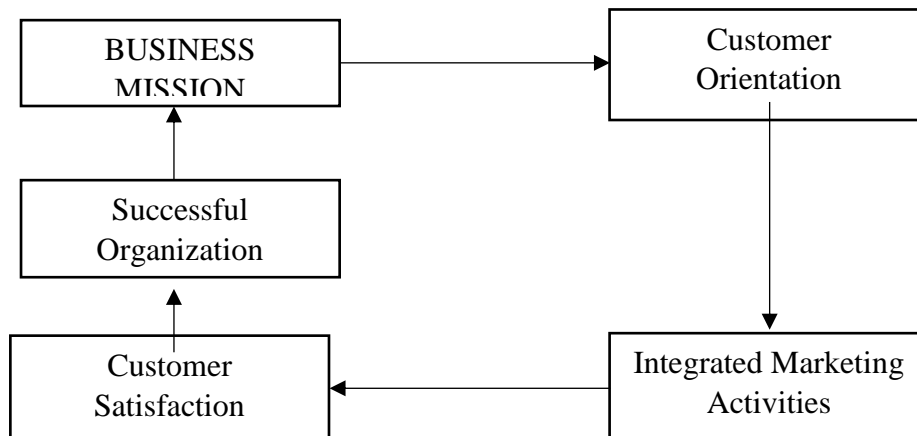
¹⁹ Lerbin R. Aritonang, 280.

²⁰ Telnov, "Innovative Management of Business Integration and Education in Transnational Economic Systems," 149.

²¹ Hasan, 26.

²² Michael J. Etzel, Burce J. Walker, and William Stanton, *Marketing*, 12th ed. (New York: McGraw-Hill Company-Higher Education, 2011).

²³ Swani, Milne, and Slepchuk, "Revisiting Trust and Privacy Concern in Consumers' Perceptions of Marketing Information Management Practices: Replication and Extension."



Tabel 1: Philosophical Concepts of Marketing

From the table above Ali Hasan explains as an approach in achieving organizational success, the business must integrate three things, namely: 1). Customer orientation, 2). Coordination and integration of all marketing activities, and 3). Achievement of organizational performance. The table above shows that the linkage of organizational success is a direct result of customer satisfaction, which is caused by customer-oriented marketing activities. Generally, the application of the concept of customer-oriented marketing is realized in the form of several activities, namely: 1). Identifying the main needs of customers, and these needs become the top priority to be met; 2). Selecting certain market segments as targets (target markets) of marketing activities; 3). Determine products and marketing programs specifically according to the target market. 4) Conduct research to measure, assess and interpret their attitudes, tastes and behaviors. 5). Develop and implement the most appropriate strategies, such as prioritizing high quality, affordable prices, attractive capital and so on.²⁴

To achieve company goals, it is necessary to coordinate and integrate all marketing programs and activities to provide satisfaction to customers by avoiding conflicts between sections or work units within the company and between the company and its market. Coordination that needs to be considered, for example, coordination with the finance department to ensure the readiness of the available budget that will be used for marketing activities such as advertising, product development, maintenance, inventory, distribution, and so on. Likewise, for example, coordination in the field of distribution and promotion to create strong exchange relationships with customers. Failure to

²⁴ Hasan, *Marketing Dan Kasus-Kasus Pilihan*, 26-27.

work together to complete its main tasks or objectives, means the failure of the company's business. Meanwhile, the real results of achieving company goals can be measured by customer satisfaction, long-term profits, increased market share, company growth and development, and the company's ability to strengthen overall economic conditions.²⁵

Avoiding conflicts both between units within the company as well as between the company and its market or consumers can be started from paying attention to ethics as a marketer or seller, can also be anticipated through the transparency of the trade both in the nature of debt and credit and cash, meaning that the transaction system must be clear, and how to regulate clarity in payment whether it can be in installments, if it is how the system, who are the witnesses, what documents can strengthen both parties, so that both are protected from loss. Islam also discusses this matter, al-Qur'an letter Al-Baqarah verse 282 which means:

“O you who believe, when you enter into debts for a fixed time, you should record them. Let a recorder among you write it down correctly. Let not the recorder refuse to write it down as Allah has taught him. Let him write it down, and let the debtor recite it. And let him fear Allah, his Lord, and let him not diminish it in the least. If the debtor is of unsound mind, or incapable of dictating, let his guardian dictate it correctly. Seek the testimony of two male witnesses among you. If there are not two men, (it is permissible) one man and two women among those whom you like among the witnesses, so that if one of them forgets, the other may remind him. Let not the witnesses refuse when called. Do not tire of keeping records until the time limit. Whether the debt is small or large. That is fairer in the sight of Allah, more likely to corroborate the testimony, and less likely to leave you in doubt, unless it is a cash trade between you. Then there is no sin on you if you do not record it. Take witnesses when you buy and sell, and do not make it difficult for the recorder, nor for the witnesses. If you do so, it is indeed an unrighteousness on your part. Fear Allah, Allah will teach you, and Allah knows all things.”²⁶

Islamic rules are very detailed in matters of commerce, further discussion can be reviewed from fiqh hadiths and so on. Buying and selling can be done on condition that it does not deviate from the pillars and various requirements, so that the essence of the exchange of goods or services provides benefits that are justified by the guidance of Allah and His Messenger. So the implementation of buying and selling must be based on an attitude of mutual *ridla* or *'antaradhin*. To maintain and maintain this attitude, several things can be done related to the explanation of *ijab kabul*, for example, so that there is no conflict between the company as the seller and the consumer as the buyer, namely: 1). the *lafazh* or

²⁵ Hasan, 27.

²⁶ “Al-Qur’an,” accessed October 1, 2023, <https://worldquran.com/>.

sentence of sale and purchase must be straightforward and clear so that both parties can understand; 2). The goods being traded must be well known from their benefits and prices. If the goods are basic needs, then the market price must be clear; 3). The method of sale does not contain elements of fraud, speculation and usury; 4). The goods sold belong to the seller himself or get services from the owner of the goods; 5). Not buying goods that are being bid on by others, and not selling goods at two prices; 6) pay with the price of goods after there is *ijab kabul* in the place where the transaction takes place; 7). Not buying goods by blocking them on the street or by middlemen; 8) not trading in goods forbidden by Allah and unclean goods. Buying and selling goods in these ways illustrates that the principle of mutual benefit must be pursued as much as possible. The seller must benefit from the buyer, and vice versa. So in the handover of the goods purchased, all elements that contain fraud can be avoided properly and correctly.²⁷

One of the company's activities to realize the objectives of the marketing philosophy concept is to coordinate and integrate all activity programs, and promotion is one of the units that must coordinate with the distribution unit to create a strong relationship. Marketing promotion itself becomes the company's flagship programs that intersect directly with customers as one of the product values offered, so that if it can maximize opportunities, it will be able to increase customer interest, and be able to attract more customers.

Here the author tries to provide a little description of marketing promotion as one of the studies discussed in marketing with a philosophical approach, in order to become an example of company activities that can be done. This approach can be started by drawing the purpose of marketing promotion. Promotional activities do not only stop at introducing products to consumers, but must continue with efforts to influence consumers so that consumers become happy and then have an interest in buying the product and making repeat purchases (repeat orders). Promotional knowledge can be interpreted as a way for an activity carried out by certain parties to influence potential consumers so that they can recognize the products offered and make them happy and want to buy these products.²⁸

Promotion is often referred to as a "continuous process" because it can foster a series of subsequent activities of the company. There is an inherent tendency in science that promotion in marketing is a company's effort to influence consumers to buy its products through information in the form of news, pictures, videos, etc. about these products by communicating with listeners who are persuasive in nature. The development of science that

²⁷ Saebani, *Filsafat Hukum Islam*, 296.

²⁸ Cahyaningrum and Harsono, "Historical Study Of Promotion Philosophy In Marketing Kajian Historis Filosofi Promosi Dalam Pemasaran," 2–3.

promotion in marketing products should use a philosophical approach, namely with a functional approach which emphasizes the function or added value provided by a product. Thus consumers will be able to feel the benefits directly. Examples of products with promotions that use a functional approach are electronic products, such as washing machines where the promotion offered lies in its function, namely the capacity of the machine, saving time, electricity, and clean laundry results. Products with this approach will emphasize the benefits, so often consumers are not too concerned about the price offered. One of the prominent features of promotion with this functional approach is continuous product innovation. Manufacturers consistently make new breakthroughs to develop their products, either adding value to existing products or creating new products.

The marketing concept is the key to realizing company goals. The marketing concept is a corporate philosophy, all company activities in the fields of production, engineering, finance, and marketing are directed at efforts to find out the desires of buyers and then satisfy these desires by making a profit. Another definition of the marketing concept is a business philosophy which states that satisfying consumer needs is an economic and social condition for the survival of the company.²⁹

A. Shinta explains marketing itself is an effort or process and managerial that makes individuals or groups get what they need and want by creating, offering and exchanging products of value to other parties or all activities related to the delivery of products or services from producers to consumers.³⁰

To realize this, the company or seller or service provider should pay attention to ethics in marketing, which will become the principles for sharia marketers in carrying out marketing functions, including the following: 1). Have a spiritual personality (Takwa) 2). Behave well and sympathetically (shidq) 3). Behave fairly in business (al-adl) 4). Be serving and humble (khidmah) 5). Keeping promises and not cheating 6). Honest and trustworthy (al-amanah) 7). Do not like prejudice (su'uzdan) 8). Do not like to demonize (gibah) 9). Not doing bribery (risywah) 9).³¹

Islam views that a good or service has a use value, if and only if it contains benefits (interests and common good), thus a Muslim is motivated to produce any goods or services that have such masalah. This means that the concept of masalah is an objective concept of producer behavior because it is determined by the objectives (maqashid) of sharia, namely maintaining human welfare in

²⁹ Basu DH Swasta and Irawan, *Manajemen Pemasaran Modern* (Yogyakarta: Liberty, 2005), 10.

³⁰ Nur Huri Mustofa, *Manajemen Pemasaran Perbankan Syariah Dari Marketing Mix Hingga Komunikasi Pemasaran Tertinggi*, 1st ed. (Yogyakarta: Pustaka Ilmu, 2021), 1.

³¹ Hermawan Kartajaya and Muhammad Syakir Sula, *Syariah Marketing* (Bandung: Mizan Pustaka, 2006), 67.

this world and in the hereafter. Likewise, marketing and including marketing management, if based on *maslahah mursalah*, then the activities of planning, implementing, and controlling programs designed to create, build, and maintain profitable exchanges with the market, where the intended target is not only to realize the company's goals but also must pay attention to sharia values in the form of *maslahah*, justice and prioritize the concept of grace and *kerellan* both for the company and for consumers. In the context of Islamic economics itself in marketing management has an ethical basis, namely: 1). Marketing ethics in the context of products, that the products traded must be *halal* and *thoyib* (good), products that are useful and needed, products that have the potential to have profitable value or benefits, products that have high added value, and in quantities that are on an economic and social scale, and products that can satisfy the community; 2). Marketing ethics in the context of price, namely the burden of reasonable production costs, as a means of healthy competition, measured by the purchasing power of the community, a decent company margin, as a means of attraction for consumers; 3). Marketing ethics in the context of distribution, namely: speed and timeliness, safety and integrity of goods, means of competition in providing services to the community, consumers get the right and fast service; 4). Marketing ethics in the context of promotion, namely: a means of introducing goods, clear information on the usefulness and qualifications of goods, a means of attracting goods to consumers, and factual information supported by honesty.³²

The elements in marketing are at least product, place and promotion. Islam itself sees these three elements regulated in very clear provisions.

- a. Products: the products sold must be *halal* and *thayyib* (good), one of the verses that explain this is Q.S. An-Nahl verse 114: "So eat what is *halal* again good from the sustenance that Allah has given you, and thank Allah for His favor, if you worship Him alone", in this verse the criteria for products traded must be *halal* and *thayyib*. Veithzal Rival explains the word *halal* in question is the manufacture of products including raw materials, while *thayyib* has criteria, namely: good and quality goods, holy goods, valuable goods, and have a price. Kartajaya also explained that economic justice and prosperity are also attitudes that must be possessed, so that each party gets his rights, and is free from exploitation of other individuals, therefore Islam forbids all forms of activities that harm others, the Qur'an explains this *atura* in Q.S. Ash-Syuara: 18 "And do not harm people in their rights and do not run rampant on the earth by causing damage."

³² Ahmad Hendra Rofiullah and Kurnia Riesty, "Manajemen Pemasaran Dalam Perspektif *Maslahah Mursalah*" 5, no. 2 (Agustus 2023): 17, <https://ejournal.stisabuzairi.ac.id/index.php/esa/article/view/55>.

- b. Place: Q.S. An-Nahl explains about the place and also the transportation of goods, where transportation is an important function in product distribution. Q.S. An-Nahl verses 7-8 which means: "And he carried your burdens to a land which you could not reach, except with difficulty. Indeed, your Lord is the Most Compassionate, the Most Merciful, and (He has created) horses, bagai, and donkeys for you to ride and (become) jewelry. Allah creates what you do not know". Ahmad Mustafa Al-Maraghi explains the interpretation of the verse, namely that Allah explains the creation of animals and their benefits for human life. This verse is a continuation of the previous verses that allude to the issue of the benefits of animal creation. In the past, transportation and transportation of goods were carried out using livestock, as well as at present some people still use animals as a means of transportation.
- c. Promotion: in Islam marketing is interpreted as da'wah, because basically promoting merchandise is the same as promoting the values of Islamic teachings. Rasulullah himself forbade his people to swear falsely with the aim of selling their merchandise. Allah says in Q.S. Shu'ara verse 181: "Perfect the measure and do not be among those who harm". Rivai explained that this verse prohibits mixing good quality goods with bad ones, so that there is an element of fraud and will harm one of the parties.³³

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³³ Mustofa, *Manajemen Pemasarana Perbankan Syaraiah Dari Marketing Mix Hingga Komunikasi Pemasaran Tertinggi*, 27–29.

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