

## Marketing Strategy Analysis in Increasing Muslim Clothing Sales (Case Study of Erni Umi Syayuzi Store in Perbaungan Serdang Bedagai)

Mira Nur Aisah<sup>a</sup>, Reni Ria Armayani<sup>b</sup>, Nurbaiti<sup>c,\*</sup>

<sup>abc</sup>Universitas Islam Negeri Sumatera Utara, Indonesia

\* Corresponding author e-mail: [miranuraisah3@gmail.com](mailto:miranuraisah3@gmail.com)

### ARTICLE INFO

DOI: 10.32832/jmuika.v16i2.18216

Article history:

Received:

19 November 2024

Accepted:

04 Mei 2025

Available online:

05 Juni 2025

Keywords:

Marketing Strategy, Sales,  
SWOT Analysis.

### ABSTRACT

*The purpose of this research is to find out what marketing strategies are implemented by the Umi Erni Syayuzi Muslim Clothing Store. Descriptive analysis is one of the data analysis strategies used in this research project using a qualitative method approach. Information was collected through documents and direct conversations with Erni Umisayyuzi, the shop owner. The author conducted research at the Erni Umisayyuzi Muslim Clothing Shop which is located in Perbaungan District, Serdang Bedagai Regency, North Sumatra, Jln. Sena Direction Clear Citakan, Kampung Tempel. Based on the research results, the Syar'i Erni Umisayyuzi Muslim Clothing Store uses sponsored advertising, social media marketing, and collaboration patterns to market its goods online and offline. Apart from that, the Erni Umisayyuzi Muslim Clothing Store also implements a marketing strategy by creating a marketing mix consisting of four components, namely product, price, location and promotion, which adheres to Islamic economic marketing principles.*

## 1. INTRODUCTION

Given the large Muslim population in Indonesia, supporting the growth of Muslim fashion trends such as gamis and hijab has become easier. The large number of Muslim women who wear them shows how rapidly Muslim fashion is developing in Indonesia. However, the general public still thinks and believes that people who wear such robes are ugly, unpleasant, old-fashioned, and do not follow fashion trends. (Pekerti & Herwiyanti, 2018). The commitment of Muslim women to follow Sharia law encourages clothing manufacturers to continue to operate and grow in the Muslim clothing market. Of course, in this situation, manufacturers must try to market their products and persuade customers to choose the products they supply. One way to achieve this is through promotional activities which are one of the elements of the marketing mix.

Business people must always have a plan to ensure that their company can survive and grow in the face of today's tight business competition. Likewise, a company leader will create a strategy, namely a plan with long-term goals that will improve the quality of the company's operations. In the marketing domain, a marketing strategy is a type of planning. (Aviliani, 2018). Marketing is essentially a social activity in which people and groups create and exchange goods and value with other people and groups to obtain what they need and want.

A company needs to implement a strategy to achieve its goals. Although the ladder is generally simple, there are always challenges or trials that must be overcome to achieve the goal. The steps are sometimes uneven, winding, or steep. Therefore, every action needs to be done with full consideration and caution. Marketing is a social and managerial process by which individuals and groups obtain their needs and wants through creating, offering and exchanging something of value with each other. (Untari & Fajariana, 2018). A corporate organization's marketing strategy is an essential component that provides market direction to all its management activities.

In this regard, referring to the opinion of Paul and Guiltinan, that marketing strategy is a mindset that aims to develop a business or company. There are several methods used, namely, market segmentation, market mix, position, target and so on. (Saleh & Said, 2019). In other words, it can be termed as a series of goals that a business must fulfill in order to make efforts to achieve the best results.

As part of its strategic role, marketing makes every effort to find answers by achieving a fit between the organization and its environment. When planning to launch an attack, competitors must consider many factors, especially those related to the Company's strengths and weaknesses. (Irawan, 2019). Marketing has two dimensions in strategy development: the current dimension and the future dimension. The importance of the marketing mix in marketing strategy is as follows:

1. Product, product is managing product elements including planning and developing the right product or service.

2. Price, price is the exchange value of a product expressed in monetary units.
3. Place is a factor in the availability of production goods in sufficient quantities.
4. Promotion. (Mardasari, 2020).

Apart from that, SWOT analysis also plays an important role in marketing strategy, where SWOT analysis is an identification of various factors that are systematically used to formulate a company strategy. (Hartini et al., 2022). This analysis uses logic that can maximize strengths and opportunities while simultaneously minimizing weaknesses and threats.

Sales is a process of exchanging goods or services between sellers and buyers. In addition, sales are business activities for a trader by offering goods or services to buyers. (Maryono & Herawati, 2022). This previous research is the result of researchers' efforts to compare several previous studies, gather opinions from various related specialists, and, of course, verify the findings. (Khouroh et al., 2023). Previous research significantly helps researchers in pursuing new concepts for the next phase.

- ➔ As in the study "Marketing Strategy of PT. Makassar Raya Motor Palu Branch in Increasing the Number of Car Sales in the Perspective of Islamic Economics." The marketing strategy at PT. Makassar Motor Raya Palu Branch uses the Daihatsu Friends marketing concept method, namely dividing the market by implementing a marketing mix by offering various types of advantages and disadvantages of each. These are the results of research conducted by Muhammad Idris Herman (2018). The price package offers a reduction in down payment and comfortable initial installments. Several areas use advertising-based promotional marketing tactics in addition to opening many locations for promotion. The marketed product is what distinguishes the study from the author's research. The researcher collaborates with PT. Makassar Rata Motor Palu Branch which sells cars, and at the Syar'i Gamis Erni Umisyayuzi store which sells various types of syar'i gamis and other Muslim clothing. The use of qualitative methodology in this study is a common thing.
- ➔ The study of "Marketing Strategy to Increase Buyer Interest in Duta Hijab Bandar Lampung Store" conducted by Gita Vita Gusti in 2018. The results of the study showed that target segmentation, positioning, differentiation, product, pricing, place, sales promotion, and service are all important components of the new wave marketing strategy. This study is different because the object of research is different. Furthermore, the researchers looked at how to use the concept of a new wave marketing strategy to develop a marketing strategy that would increase customer interest. The researchers did this by looking at the various marketing approaches used to sell Muslim women's clothing products through a network system or disseminated quickly and widely to the general public. Meanwhile, the marketing plan variables are the same.

➔ The study “Marketing Strategy for Muslim Fashion Products with Online and Offline Systems at the Sahla collection BJM Store” was conducted by Istiqomah (2020). The research findings show that social media, forums, communities, promotions, high-quality products, reasonable prices, and good customer service are effective online marketing strategies for Muslim clothing products. The difference in this study is looking at the marketing tactics used with offline and online systems, as well as the challenges faced by the sahla collection\_bjm store with these tactics. Meanwhile, the author looks at the internet marketing tactics used to promote Muslim clothing products and what the Islamic economic community thinks about these strategies related to the Gamis Erni Umisyayuzi store. Meanwhile, the methodology of qualitative research and the products offered by Muslim clothing have similarities in this study.

A consumer's behavior, whether to buy a product or not, is known as purchasing choice. Of all the different aspects that influence a consumer's decision to acquire a product or service, quality, price, and familiarity of the product are usually the first three things they consider. (Pelayanan, 2023). Based on observations, it is known that the development of the Umi Syayuzi Muslim Fashion Store business in Perbaungan has experienced a decline or it can be said that the income is very unstable every year, especially in the last five years there has been a drastic drop. (2018-2022). Distribution, price and product quality are the causes. Only a few types of products are available at regular prices at Umi Syayuzi's store, unlike other stores. Of course, considering the many similar products on the market, this can cause problems and ultimately impact sales figures. The fashion world is heavily influenced by the progress of society and is a source of demand for various demographics and local economies. (Permatasari et al., 2023).

Fashion is dominated by a number of styles, including gamis, hijab, and modest clothing, all of which have developed their own social connotations. The meaning of sharia is as follows: clothing that covers the entire body, except that which is prohibited by it, does not draw attention to the curves of the body, and the material is thick (not thin) and must be loose (not tight)(Ritonga, 2023). Muslim women can still look fashionable when wearing a gamis thanks to the contemporary style and design of the gamis. In addition, Muslim women consider the gamis very comfortable to wear. In addition, the gamis also adds to the beauty of every woman who wears it. (Ayu et al., 2023).

By using qualitative techniques, researchers collect information for descriptive research on Muslim Fashion Stores in Serdang Bedagai. In which in marketing a business, marketing initiatives are also expected to maintain the company's brand recognition, especially in the Erni Umi Syayuzi Muslim Fashion Store in Perbaungan Serdang Bedagai.

**Table 1. Data on Muslim Fashion Stores in Serdang Bedagai**

No	Name of Business Place	Location
1.	Zulaikha Fashion Muslim	Jalan Serdang, Perbaungan
2.	Toko Muslimah	Pasar Baru, Perbaungan
3.	Toko Asman	Jalan Pasar Baru

Source: *Entrepreneurship.muslimbusiness.serdangbedagai*, 2023

Based on the data above, Muslim Fashion Store Erni Umi Syayuzi has not registered its store with Serdang Bedagai Entrepreneur. It can be said that this store should actually have registered with Serdang Bedagai Entrepreneur. Because, this store has a good attraction in its location and for its price. It is very unfortunate that the store with the cheapest price should be able to get an assessment or stars from the public and can be an additional income or turnover every month.

However, Muslim Fashion Store Erni utilizes a fairly good marketing strategy. All buyers on average buy through social media, either in the form of Instagram or Facebook. With this feature, it encourages business actors to maximize their sales by providing promotions. Owner Erni also said that the clothes sold range from children to adults. In addition, he also said that the marketed price is very affordable and all groups can buy the product.

Then, based on the research results of the researcher and owner of the Erni Umi Syayuzi Muslim Fashion Store, it is known that the income for the last 5 years has experienced a bad decline even though it has implemented good marketing strategies such as social media which is currently trending. The following is the income data of the Erni Umi Syayuzi Muslim Fashion Store from 2018 to 2022.

**Table 2. Income Data of Erni Umi Syayuzi Muslim Fashion Store**

No.	Year	Sales Data
1.	2018	345.800.000,-
2.	2019	287.900.000,-
3.	2020	180.765.000,-
4.	2021	189.000.000,-
5.	2022	269.800.000,-

*Source: 2023, Research Year 2023*

This is what then becomes the researcher's question as to why there can be a decrease in income from the sale of Erni Umi Syayuzi Muslim Clothing. What are the strengths, weaknesses, opportunities and threats that are the factors. Therefore, based on the background and problems above, the researcher conducted a more in-depth study with the research title "Analysis of Marketing Strategy in Increasing Muslim Clothing Sales (Case Study of Erni Umi Syayuzi Store in Perbaungan Serdang Bedagai)".

## RESEARCH METHODS

This type of research uses qualitative techniques, namely qualitatively oriented descriptive research. Collecting information for descriptive research aims to answer questions about the current state of the research problem and provide a picture or confirmation of an idea or symptom. (Nukhyi Fajarudin, Ahmad Munajim, Sukarnoto, 2023). Case study is a type of research that falls under this design. A case study is technically a research project in which participants are asked questions by a group, organization, or person. Gaining a comprehensive understanding

of the case being investigated is the goal of this research. Through observation, interviews, and documentation, data is collected. Primary data sources and secondary data is used as a data source.

**Primary Data.** Interviews with the owner of Umi Shayuzi Muslim Clothing Store, staff, and customers are the final data.

**Secondary Data.** Report on Sales of Muslim Clothing Goods at Umi Shayuzi Store, Perbaungan District, Serdang Bedagai Regency, North Sumatra is used as secondary data in this study.

This research was conducted at Umi Shayuzi Clothing Store, Perbaungan District, Serdang Bedagai Regency, North Sumatra. This store sells various types of Muslim and Muslimah clothing, from children to adults, from the ordinary to the best quality.

The role of the author as a participant observer and data collector is only limited to being a temporary observer of the operational objects of study. To collect as much information as possible so that more comprehensive data can be clearly represented in the news in the future, the author can conduct direct observation, also called participant observation, of the research object.

In collecting data using observation, interview and documentation techniques. Where basic observation is all science. Observation in this study is an observation of the Umi Shayuzi Muslim Clothing Store, Perbaungan District, Serdang Bedagai Regency, North Sumatra. Directly observing the items studied in relation to the marketing plan at the Erni Umisayuzi Store is one way to obtain data through observation. Obtaining specific information about the store is the goal. Thus, we can find out more about how Erni Umis-yayuzi's shop applies marketing methods.

Then the interview is a meeting between two people with the aim of exchanging ideas and information through questions and responses to create meaning around a particular problem called an interview. In this study, the informant acts as the subject of the interview. To collect information directly related to the topic discussed, the source, the owner of the Erni Umisayuzi shop, was asked directly and given vocal answers.

Finally, documentation is a record of events that have occurred or have passed, so that researchers take pictures and explanations in the research conducted at the Erni Umi Shayuzi Shop, Perbaungan District, Serdang Bedagai Regency, North Sumatra.

After collecting data, analyzing data is equally important. This data analysis is an effort that includes grouping data, sorting data into something that is well managed, of course choosing which is very important and used for learning or in the sense of being studied. For that, the next stage is with data analysis techniques, namely:

**Data Reduction:** The author first takes some data and summarizes it in the field before using it in this discussion.

**Data Presentation:** To prevent data from being misinterpreted, data presentation involves presenting data that has been summarized into a certain model.

**Data Verification:** When a writer evaluates or re-checks data, they may produce correct conclusions. This process is known as data verification. During the verification operation, the author makes conclusions based on the results of data reduction. Based on the information collected from observations and interviews, the author selects the data that best fits the title and eliminates irrelevant data.

Then completed with data validity check. Data validation is an important task that must be completed to show that the information collected is consistent with the reality in the field. Through the research data validation process, data can be identified according to the reliability of the data collected. Researchers use the triangulation data validation method with sources in this investigation. The goal is to collect reliable and accurate data. Documentation and interview techniques are used to determine the validity of the data using the triangulation method, and the results will be compared with the documentation.

## 2. RESULTS AND DISCUSSION

Erni umisyayuzi Fashion Store is a store engaged in Muslim and Muslimah fashion. Specifically for children's and adult clothing, there are various types of sharia gamis clothing in various modes, one set of hijab, French khimar, abaya, khimar in various modes, socks, gloves, hand cuffs and so on for women. Especially for men, there are robes, kurtas, kokos, shirts, one set of clothes and pants, and long and short-sleeved t-shirts. In 2016 in September, Umi Erni and her husband Abi Adam only sold women's gamis and khimar, which previously only stocked around 30 items, and even then only items that were still categorized as the cheapest price or could be said to be ordinary types of materials. The place or shop is still relatively small and rents 1 stall measuring 3cm x 5cm with a very narrow or minimal place. The shop address is in Perbaungan District, Serdang Bedagai Regency, North Sumatra, Jln. Sena Arah Citaman jelas.

In May 2021, Erni Umisyayuzi's shop began to be crowded with visitors coming to the shop and online, so the owner of the Erni Umisyayuzi syar'i gamis shop decided to move to the other side of the street which is not far from the old location. The current location of the shop is more strategic and very easy to reach by road access, making it easier for people to shop, starting with a very large and comfortable parking lot, clean and maintained by free parking.

The Erni Umisyayuzi store employees are 3 people, 1 offline store admin named Rani, she is always in the store. Her job is to serve prospective buyers who come to the offline store and check the stock of incoming goods at the same time as the goods are unloaded from the warehouse. 1 online store admin, Aisyah, whose job is to monitor from WA groups, Instagram, Telegram, FB, TikTok, Shopee, Lazada and other types of social media. And there is also 1 male courier who is always ready to deliver packages to customers, both those who are nearby and those who are far away. The store is open every Monday-Sunday and they work from 08.00

WIB to 17.00 WIB. Except on Fridays, usually the Erni Umisayyuzi store is closed, this store implements a sharia system that has been carried out since the first time this store was opened. This Erni shop provides various types of product variations, starting from the lowest price of around Rp 75,000.00 to the most expensive price of Rp 750,000.00. All have different qualities, according to the pockets of each prospective buyer. Moreover, currently the shop is starting to be known by the surrounding community or distant cities such as Lubuk Pakam, Medan, Pekanbaru, Rantauprapat, Kalimantan, Sulawesi, Padang, and the surrounding area.

Of course, Erni Umisayyuzi, the owner of Toko Gamis Syar'i, wants to expand her company and make it a valuable resource for the surrounding environment, making it easier for people to buy Muslim clothing.

In increasing product sales through the marketing process carried out by the Erni Umisayyuzi Muslim Fashion Store, among others, through the application of effective marketing techniques, such as holding sales events and fostering positive client relationships. Both online and offline systems are used by businesses to operate. However, in a more competitive market, this store emphasizes internet marketing because it is the most efficient way to achieve goals, attract customers, increase revenue, and develop a client base every time it markets its goods through the internet system using the following marketing strategies:

**Social media marketing.** Among the social media used by the Erni Umisayyuzi Muslim Fashion Store, the first media I use is Facebook. As stated by Umi Erni, as the owner of the Erni Umisayyuzi Store. From the interview results as follows:

*"Initially, when we first started selling clothes, we didn't have a shop like we do now; we lived in a boarding house, so no one knew we were selling clothes. So what happened? Second, online sales have a wider audience than offline sales, especially since many people now prefer to shop online and believe that buying clothes like stretch fabrics is difficult. To increase our income, we take advantage of the contemporary digital era as a selling opportunity".*

A similar thing was also stated by Abi Adam, who is also the owner of the Umis-yayuzi Shop, from the following interview results:

*"We decided to sell online because at first we didn't have enough money to rent a bigger place like this shophouse. Moreover, selling online does not require a lot of money, so if we don't advertise the products we sell online or on social media, then the only people who know the products we sell are people who pass by".*

From the statement above, it can be concluded that Erni Umisayyuzi, the owner of the shop, decided to use social media to market her merchandise, among other things because it can reach a wide audience and make her products known to the public. who do not know the existence of the shop. The owner of the shop, Umi Erni, stated:

*"In terms of utilizing social media for marketing, we started with Facebook which uploaded products five times a day. In addition, indirect sales are one of the soft-selling strategies carried out. narrative so that users don't get bored. Finally, the Instagram marketing process is similar*



to WhatsApp".

Based on the above information, Toko Erni Umisyayuzi uses social media to market its products. Specifically, they upload products for sale on Facebook, WhatsApp, and Instagram and intersperse them with motivational stories to attract potential customers. in an effort to attract clients and encourage purchases.

**Sponsored Ads.** Sponsored ads used at Umisyayuzi Store are ads created on Facebook Ads. By doing sponsored ads, Toko Gamis Syar'i Erni Umisyayuzi must pay a fee of IDR 20,000 to IDR 60,000 for one ad creation on Facebook. As stated by Abi Adam, as the owner of Toko Erni Umisyayuzi. This statement was taken from the results of the following interview:

*"We created our Sponsorship Ads in an effort to get more people to choose our store as a place to buy Muslim clothes. We think this Sponsorship is more successful because it can increase the brand value of our products."*

Based on the statement above, Erni Umisyayuzi Store uses social media in the process of marketing its products, especially Sponsored Advertising, because it works better in building the brand value of the product.

**Partnership.** Erni Umisyayuzi Store uses a partnership pattern, namely cooperation between the owner of Erni Store and 287 marketers from various places or regions, both Serdang Bedagai City, North Sumatra and outside the region such as Riau, Rantau Prapat, Dumai, Aceh, Padang and other regencies. These marketers work with store owners to market and promote their goods online. Increasing the visibility of a product can result in higher sales, which is the goal of marketers.

The following was expressed in an interview with Umi Erni, the owner of Umisyayuzi Store:

*"We also utilize marketing personnel in various regions to further increase sales of the products we sell." They work with us to promote our products online, and thank God, many products are sold thanks to these marketers".*

A similar statement was also made by Abi Adam who is also the owner of the Umisyayuzi Store. The following is an excerpt from the interview results that were summarized:

*"Collaboration in the form of this partnership really helps us in the product marketing process to increase sales at the Erni Umisyayuzi Syar'i Gamis Store to the maximum".*

**Products.** Children's gamis, children's hijab, children's koko, to family sets are just a few of the products offered by Toko Erni Umisyayuzi to be sold at affordable prices without sacrificing quality. In addition to prioritizing traditional characteristics, Gamis Syar'i displays contemporary and fashionable clothing to increase customer comfort and happiness. In addition, every customer of Toko Gamis Syar'i is given a guarantee if the product does not match the size of the clothes they buy. Even giving a reward for every purchase above 1 million rupiah with a prize of 0.025gr - 0.50gr of precious metals, not only that, sports shoes, gamis, khimar or others

as prizes to attract customers. This applies to all customers and marketers, and resellers.

Toko Erni Umisyayuzi in its statement Based on the results of the interview, as follows:

*"We provide a product guarantee to buyers if the goods they are interested in do not match their expectations. Therefore, we provide flexibility for customers who may return goods or merchandise, but only once".*

Next, the author asked for details of the products available on social media and whether they were in accordance with the pictures or retail items. According to Kak. Maya, a patron of Umisyayuzi Store.

*"Alhamdulillah, so far I have never felt disappointed when receiving goods, because what I received was in accordance with what I ordered and wanted."*

A similar statement was also made by Kak Nur, one of the visitors to Erni Store. The following statement was taken from the interview findings: *"Yes." Although the color of the product usually matches the picture in the photo, sometimes the color is lighter or darker, perhaps due to the lighting effect created by the camera."*

A similar statement was also expressed by Mrs. Nurul, one of the visitors to the Syar'i Gamis Er-ni Umisyayuzi Shop. *"I have been a customer of this shop for about a year, and every time I order the goods, Alhamdulillah, it is according to what I want as offered in this shop,"* said the source in answering the interview questions.

The statements above lead us to the conclusion that customers who place orders at the Erni Umisyayuzi Shop online are in accordance with the promoted images. This shows that the shop is marketing its products well and attracting customers by offering goods that match their preferences.

**Price.** Prices at Erni Umisyayuzi's store vary depending on the size of the clothing. As stated by Umi Erni, as the owner of Erni Umisyayuzi Store. This statement is taken as follows from the interview findings.

*"In our store, we will give a five thousand discount if consumers buy more than three pieces on the condition that they buy the same product."*

Based on the information above, customers who buy more than three pieces of merchandise at Erni Umisyayuzi Store are entitled to a discount. This is done so that customers feel comfortable when making purchases at the store.

**Place (Location).** The location of Erni Umisyayuzi Store is considered very strategic because it is located near a highway that is always busy with people and is easily visible. The store is located in Perbaungan District, Serdang Bedagai Regency, North Sumatra. As stated by Abi Adam, as the owner of Erni Umisyayuzi Syar'i Gamis Store. Taken from the interview findings, this statement reads, *"We also chose a fairly strategic location in this store, so that the marketing we do can run optimally and the products we offer can be easily obtained by people who want to buy."*

Based on the statement above, it can be concluded that Toko Gamis Syar'i Erni Umisyayuzi uses place or location as one of the key elements to maximize product promotion.

**Promotion.** Using social media platforms such as Facebook, Instagram, and WhatsApp, Toko Gamis Syar'i Erni Umisyayuzi promotes its Muslim fashion products. In addition, Toko Gamis Syar'i Erni Umisyayuzi works through agents and through partnerships that employ marketers. The shop owner then creates paid advertisements with the aim of reaching a wider audience in order to maximize product sales. In accordance with Umi Erni Umisyayuzi's statement during an interview, *"We use a website to make it easier for customers to choose the Muslim clothing they want, and we also put up billboards in front of the shop with the Muslim clothing logo icon displayed large at the top. billboards in addition to using promotions through online media."*

Based on the statement above, Toko Gamis Syar'i Erni Umisyayuzi also utilizes billboards and websites in addition to social media. This is done to make it easier for potential clients to find out where the store is and to help them choose the items they want to buy.

Umisyayuzi Store has the most important element in its marketing practice, namely "buying and selling with Allah SWT", meaning that purchases are made only because of the pleasure of Allah SWT. and does not prioritize worldly elements. In addition to doing business, Umisyayuzi Store also invites the community to participate in giving gifts and distributing friendships, as well as selling Muslim clothing and providing education to the community on how to dress properly according to the instructions of Allah SWT. The author of this study refers to research findings from interviews or studies of Abdullah Amrin's sharia marketing concept. There are several principles of sharia marketing, including: 1) Effort, 2) Benefit, 3) Trust/Responsibility, 4) Honesty, 5) Justice. (Srisusilawati et al., 2024)

**Endeavor.** The definition of effort is an effort that seeks to bring about change by someone with all their might with the intention of producing and hoping for the pleasure of Allah SWT.

As Allah says in the Al-Qur'an Surah Ar-Ra'du verse 11 which reads:

لَهُ مُعَقِّبَاتٌ مِّنْ بَيْنِ يَدَيْهِ وَمِنْ خَلْفِهِ يَحْفَظُونَهُ مِمَّنْ أَمَرِ اللَّهُ إِنَّ اللَّهَ لَا يُغَيِّرُ مَا بِقَوْمٍ حَتَّىٰ يُغَيِّرُوا مَا بِأَنفُسِهِمْ وَإِذَا أَرَادَ اللَّهُ  
بِقَوْمٍ سُوءًا فَلَا مَرَدٍّ لَهُ يَوْمَ لَهُمْ مِّنْ ذُنُوبِهِمْ مِّنْ وَال

Meaning: For him (humans) there are angels who always guard him in turns, from in front of him and behind him. They guard him by Allah's command. Indeed, Allah will not change the condition of a people until they change their own condition. And if Allah wills evil for a people, then no one can ward it off and there is no protector for them except Him.

Selling goods with the aim of improving the economy is one of the business ventures of the owner of the Erni Umisyayuzi Syar'i Gamis Shop. Then, in an effort to boost sales, business actors promote their goods through social media marketing.

Benefits. In marketing through social media, Toko Erni Umisyayuzi always provides quality

products that can bring benefits or value to consumers.

**Trustworthy/Responsible.** Toko Erni Umisayyuzi never puts pressure on clients to buy the items they offer; instead, they always respect their rights and offer products that suit their preferences. Customers are then allowed to exchange merchandise again if it does not fit the size of their choice.

**Honesty.** Toko Erni Umisayyuzi uses Facebook, WhatsApp, and Instagram to promote their products. They upload images and videos and thoroughly explain to potential customers the advantages and disadvantages of the items they sell. This shows that they are honest about their product offerings and will disclose any defects to potential customers before they make a purchase.

Based on the data collected, Umi Erni, the owner of Toko Syar'i Gamis Erni Umisayyuzi, demonstrates honest actions in her view of honesty. Umi Erni openly admitted that she entered into a cooperation agreement with her partner, jointly determining the terms of the arrangement, in addition to considering her own income or the possibility of achieving greater profits.

**Justice.** One of the priorities set by Islam for all aspects of Islamic economics is justice. As stated in Qs. an-Nahl: 90 Al-Qur'an.

إِنَّ اللَّهَ يَأْمُرُ بِالْعَدْلِ وَالْإِحْسَانِ وَإِيتَاءِ ذِي الْقُرْبَىٰ وَيَنْهَىٰ عَنِ الْفَحْشَاءِ وَالْمُنْكَرِ وَالْبَغْيِ يَعِظُكُمْ لَعَلَّكُمْ تَذَكَّرُونَ

Meaning: "Indeed Allah commands (you) to act justly and do good, to give to relatives, and Allah forbids from indecency, evil and hostility. He teaches you so that you may learn a lesson".

In addition, it also provides excellent service to every customer who buys goods at the Erni Umisayyuzi Syar'i Gamis Shop, regardless of the customer's existence or socio-economic status. This is done because the main purpose of the concept is to satisfy customers. At Erni Umisayyuzi, marketing the Syar'i Gamis Shop.

In terms of collaboration in the partnership model at the Erni Umisayyuzi Syar'i Gamis Shop, justice is realized through the concept of equality and balance. This indicates that the Erni Umisayyuzi Syar'i Gamis Shop and its partners have a relationship based on mutual respect, gratitude, and trust. Mutual benefit is a strong incentive.

Thus, the author can conclude that the online marketing approach of the Erni Umisayyuzi Syar'i Gamis Shop towards Muslim clothing products is in accordance with the principles of Islamic economics. This can be seen from the way the shop owner uses the qualities of justice, benefit, effort, honesty, trust/responsibility, and fairness in marketing his goods.

For this reason, researchers created a questionnaire to collect data based on the following factors:

**Internal Factor Identification.** Internal factors are used to determine the strengths and weaknesses faced by Toko Erni Umi Syayuzi, the following internal identification: **Strength:** (1) Payment can be made in cash and non-cash. (2) Strategic location. (3) Very comfortable facilities. (4) Promotion through social media. (5) Friendly sellers. (6) Affordable and economical

prices, (7) All agents, distributors actively work together. **Weakness:** (1) Promotion is not yet optimal (not yet consistent). (2) Some customers are not used to using the internet. (3) Unstable connection

**Identification of External Factors.** External factors are used to determine the opportunities and threats faced by the Erni Umi Syayuzi Muslim Fashion Store. The identification of external factors: **Opportunity:** (1) There are special promotions/discounts. (2) Having digital marketing media. (3) There is digital marketing assistance and training. (4) There is a digital marketing development plan. **Threat Factors:** (1) There are competitors growing and developing rapidly. (2) There are pros and cons from the results of customer satisfaction surveys. (3) There are unexpected expenses. (4) Innovation from marketed products is still minimal

In this regard, according to Kotler, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a method for observing the external and internal marketing environment. (Maharani et al., 2024). According to Gitosudarmo, the word SWOT is an approach method from Strengths, Weaknesses, Opportunities, and Threats. This approach should be able to have the results of the strengths owned, the weaknesses known to the company, and also knowing the opportunities open to the company or business which are then able to know the threats, disturbances, obstacles and challenges (AGHT) that block the goals being run. (Wahono et al., 2024).

In line with Thompson's view, SWOT analysis is a simple approach, but as a tool to increase capabilities, identify inefficiencies in company resources, and market opportunities and external threats so that the company's future becomes better and more innovative. (Daud et al., 2024). In line with Rais' opinion, SWOT analysis is the most fundamental analysis method for understanding a problem and topic from four different approaches, which then results in directions and recommendations for maintaining and increasing existing strengths and opportunities, by reducing weaknesses and avoiding threats. (Akbar & M, 2024).

### 3. CONCLUSION & SUGGESTIONS

Based on the research findings above, the author concludes that Muslim Fashion Store Erni Umisayuzi uses online social media platform systems such as Facebook, Instagram, and WhatsApp primarily for its marketing purposes. Utilizing sponsored advertising to increase product marketing is another strategy, as is establishing partnerships with marketers who help promote products online to foster cooperation. Furthermore, Muslim Fashion Store Erni Umisayuzi uses a marketing mix consisting of four components: product, price, location, and promotion, to implement the marketing plan. From an Islamic economic perspective, Muslim Fashion Store Erni Umisayuzi markets Muslim clothing items according to a good sharia concept. Muslim Fashion Store Erni Umisayuzi uses Islamic marketing principles—namely sharia principles—in promoting its products by citing the Qur'an and Hadith as its main sources. In other words, because Toko Gamis Syar'i Erni Umisayuzi bases its marketing on the principles of honesty, justice, responsibility, and generosity—including towards each of its customers—no

one is harmed by it.

Given the importance of marketing tactics in attracting consumer interest in the Erni Umisyayuzi Muslim Fashion Store, it is a good idea for the author to provide a little perspective in the form of recommendations, namely, the Erni Umisyayuzi Muslim Fashion Store should make more efforts in promoting its merchandise in order to increase public awareness of the goods, especially in Serdang Bedagai City. In addition, you must continue to strive to improve marketing because this will help you reach more targets, which will increase sales, improve customer service and potential customers, and increase public trust in all your offerings, all of which will contribute to higher customer satisfaction.

Furthermore, the Erni Umisyayuzi Muslim Fashion Store should focus more on its marketing strategy to ensure that the store complies with the guidelines of the Islamic marketing plan and can prioritize customer satisfaction by focusing on traits such as integrity, equality, and trust/responsibility in trade, not being able to hurt both parties. To implement a more strategic marketing plan, the Erni Umisyayuzi Muslim Fashion Store can also prepare a room where customers can test products to determine whether the size is right or not.

## REFERENCES

- Akbar, S., & M, N. T. (2024). *Pengaruh Produk , Lokasi , dan Harga terhadap Keputusan Pembelian pada Toko Putra Tunggal di Kecamatan Sungai Raya*. 20(3), 690–698.
- Aviliani, F. (2018). Strategi Komunikasi Pemasaran PT. Ojek Syar'i. *Jurnal Ilmu Komunikasi*, 8(2), 114–129. <https://doi.org/10.15642/jik.2018.8.2.114-129>
- Ayu, V., Ritonga, N., Lestari, D., Islam, U., Sumatera, N., Estate, M., & Serdang, K. D. (2023). *Strategi Bisnis Dalam Mengembangkan Trend Baju*. 1(1), 72–78.
- Daud, S., Yanra, T. P., Shabrina, D. N., & Naufal, A. G. (2024). *ANALISIS STRATEGI PEMASARAN TERHADAP PENJUALAN PRODUK UMKM KULINER STUDI KASUS PADA “ FIOR FIORE PATISSERIE ” BANDAR LAMPUNG*. 18(1), 925–931.
- Hartini, S., Fasa, M. I., & Suharto, S. (2022). Digital Marketing dalam Perspektif Ekonomi Islam. *Jurnal Ekonomika Dan Bisnis Islam*, 5(1), 197–206. <https://doi.org/10.26740/jekobi.v5n1.p197-206>
- Irawan, Y. (2019). Sistem Informasi Pemasaran Busana Syar'i dengan Penerapan Customer Relationship Management (CRM) Berbasis Web. *INTECOMS: Journal of Information Technology and Computer Science*, 2(1), 1–9. <https://doi.org/10.31539/intecom.v2i1.629>
- Khouroh, U., Ratnaningsih, C. S., & Rahayudi, B. (2023). Optimalisasi Peran Stakeholder dalam Mendukung Strategi Digital Marketing dan Meningkatkan Daya Saing Pelaku Program Pekarangan Pangan Lestari. *Jurnal Bisnis Dan Manajemen*, 10(2), 283–298.
- Maharani, I., Hilda, H., Sahroni, A., Islam, U., Raden, N., & Palembang, F. (2024). *Pengaruh Strategi Pemasaran Terhadap Minat Masyarakat pada Produk Simpanan Idul Fitri di BMT Mitra Khazanah Palembang*. 3(3).
- Mardasari, Ieka ayu. (2020). Strategi Pemasaran Dalam Pengembangan Usaha Pada Konveksi Wijaya Di Desa Botoran Tulungagung Perspektif Ekonomi Islam. *Eksyar (Jurnal Ekonomi Syariah)*, 07(02), 109–131. <http://ejournal.staim-tulungagung.ac.id/index.php/Eksyar>
- Maryono, D., & Herawati, S. (2022). Analisis Strategi Pemasaran Produk Nibra's Dalam Meningkatkan Penjualan Survey pada Nibra's House Kabupaten Bandung. *Prosiding FRIMA (Festival*

- Riset Ilmiah Manajemen Dan Akuntansi*), 6681(4), 495–506. <https://doi.org/10.55916/frima.v0i4.418>
- Nukhyi Fajarudin, Ahmad Munajim, Sukarnoto, T. (2023). Analisis Strategi Pemasaran Online Dalam Peningkatan Penjualan Toko Hazza Colection Berdasarkan Persepektif Ekonomi Islam. *Ecopreneur : Jurnal Ekonomi Dan Bisnis Islam*, 3 Nomor 2, 185 – 194.
- Pekerti, R. D., & Herwiyanti, E. (2018). Transaksi Jual Beli Online dalam Perspektif Syariah Madzhab Asy-Syafi'i. *JEBA: Jurnal Ekonomi, Bisnis, Dan Akuntansi*, 20(2), 1–12. [https://core.ac.uk/display/267947229?utm\\_source=pdf&utm\\_medium=banner&utm\\_campaign=pdf-decoration-v1](https://core.ac.uk/display/267947229?utm_source=pdf&utm_medium=banner&utm_campaign=pdf-decoration-v1)
- Pelayanan, K. (2023). Keputusan Pengguna Transportasi Online: Persepsi Promosi, Harga, Kualitas Pelayanan, dan Kemudahan Layanan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 24(2), 135–149. <https://doi.org/10.30596/jimb.v24i2.16640>
- Permatasari, S. D., Sidoarjo, U. M., Ambarwati, R., & Sidoarjo, U. M. (2023). *Jurnal Bisnis dan Manajemen The Development Strategy of The Atozz Sandals Product Using the QFD Method*. 10(2).
- Ritonga, A. (2023). Pengaruh Syariah Strategi Marketing terhadap Volume Penjualan Baju di Purnama Store Medan dengan Customer Satisfaction sebagai Variabel Intervening. *Economic Reviews Journal*, 2(2), 250–265. <https://doi.org/10.56709/mrj.v2i2.110>
- Saleh, M. Y., & Said, M. (2019). Konsep dan Strategi Pemasaran. In *CV SAH MEDIA, Makassar* (Vol. 3).
- Srisusilawati, P., Prasetyo, S. N., Nur Hamidah, S. A., Rihhadatull 'Aisy, R. A., & Oktavia, R. (2024). Tren dan Perkembangan Fashion Syariah Pada Era Modern di Kota Bandung. *Jurnal Ilmiah Ekonomi Islam*, 10(1), 953. <https://doi.org/10.29040/jiei.v10i1.12319>
- Untari, D., & Fajariana, D. E. (2018). Strategi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @Subur\_Batik). *Widya Cipta*, 2(2), 271–278. <http://ejournal.bsi.ac.id/ejurnal/index.php/widyacipta>
- Wahono, J. W., Josefina, M., Wedyarsa, A., & Fakhirah, F. (2024). *Jurnal Ilmiah Manajemen Dan Bisnis Determinan Perilaku Konsumen Melalui Aktivitas Sosial Media Marketing dan Electronic Word of Mouth Jurnal Ilmiah Manajemen Dan Bisnis*. 25(1), 74–85.