Implementation of Islamic marketing strategy in property business development: A study on Cordova residence housing and Samawa Land in Probolinggo Regency

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ABSTRACT

The property and housing business is a promising business opportunity. Deputy Chairperson of the REI (Real Estate Indonesia) DPP for foreign relations, Rusmin Lawin, is optimistic that in 2021 the property industry will return to normal and even tend to increase. An increase of about 7.45 percent compared to 2019. The objectives of this study are 1) to reveal the application of Islamic marketing in the marketing system carried out by Cordova Residence and Samawa Land housing; 2) to explore the implementation of Islamic marketing concepts consisting of honesty, leadership, tabligh, conveying, and smart in sales activities in Cordova Residence and Samawa Land housing at the stage of the contract agreement, the promised development process, to the warranty provided; and 3) to investigate the benefits perceived by consumers from the implementation of Islamic marketing strategies implemented by Cordova Residence and Samawa Land housing. The type of study in this study is thematic analysis. The data collection technique used in this study is by using the method of observation, in-depth interviews and documentation. Qualitative research has criteria for data validity which is carried out by testing four criteria, namely the degree of trust or credibility, transferability, and confirmability. The technique used to analyze the data in this study is a descriptive technique or, more explicitly using, an interactive model. The strategies for implementing Islamic marketing in the marketing systems of Cordova Residence Housing and Samawa Land have similarities. Both are from an Islamic perspective, which adopts an Islamic home model, uses an Islamic payment system, and does not use the usury system (KPR).

Introduction

House in Indonesia is a necessary possession because, together with clothing and food, house is one of the most fundamental needs (Sumini et al., 2020). A relatively high rate of population expansion, which tends to increase, drives up demand for housing. East Java is a region with the fastest pace of real estate expansion. East Java is an excellent location to make a land investment. Market expansion in the area is predicted to reach 12% this year (Wilonoyudho et al., 2017). The high migration pace to Java Island causes its large population (BPS, 2018).

Property and residential business are a promising business opportunity. Rusmin Lawin, the vice chairman for international affairs of DPP REI (Real Estate Indonesia), predicts that the property market will stabilize and grow in 2021. It is 7.45% higher than in 2019 (Yanita petriella, 2019). Meanwhile, there are many factors to consider before selling, such as market research. In order to implement effective production control management within the company's internal systems, producers or business owners must have a robust and dependable marketing plan (Katsikeas et al., 2020). Many new housing estates are currently emerging, which can be used as an alternative for the head of the household to meet the needs of his family's residence. There are two types of housing in the modern...
eran: conventional housing (using bank mortgages/KPR) and the most recent housing, namely housing with an Islamic perspective (without bank mortgages/KPR).

Islamic property uses Islamic marketing principles. Islamic marketing is a strategic business discipline that guides the process of producing, providing, and modifying values from one initiator to the stakeholders involved, within which the contract and principles of mu'amalah in Islam are observed (Floren et al., 2020). Throughout the process of marketing, creation, bidding, and changing values, there is no need to contradict the contract and principles of Islam. Islamic marketing is a fairly important business strategy because the Prophet Muhammad SAW used it as one of his marketing tactics based on the Qur'an and Sunnah (Abbas et al., 2020). One of the marketing breakthroughs is the Islamic marketing concept, which is regarded as one of the best ways to boost sales in nations with a Muslim majority (Mokhtar et al., 2021).

The goals of Islamic marketing include compiling and applying Islamic marketing theory to new things as a component of a disciplinary marketing attitude with a modern Islamic system that upholds Islamic teachings and implementing Islamic marketing as a component that is expected to realize social justice (Ashraf, 2019). Islam was first understood in terms of comprehending ethnocentric marketing, or it developed into a marketing phrase regarding the importance of Islam, which makes it a filter (Mnif et al., 2020). Allah targeted marketing is the main target in a Muslim community. Muslim sympathetic marketing, or marketing that has sympathy for Muslims, sympathetic Islamic marketing (sympathy marketing) based on Islam, is the final type of Islamic compliant marketing, which complies with the laws as stated by the principal Islami as mentioned in the Koran, i.e. QS. Al Baqarah: 265, which means:

“The parable of the highland garden that bears twice as much fruit describes individuals who spend their resources to seek God's pleasure and maintain their souls' stability. Even a light drizzle is sufficient if heavy rains do not water it. In addition, Allah sees all that you do” (Departemen Agama RI, 2019).

Islamic marketing is a strategic business discipline that guides the process of developing, presenting, and altering values from one initiator to the stakeholders involved while, throughout the entire process, adhering to the contract and principles of mu'amalah in Islam (Floren et al., 2020). The strategy applied in Islamic-based property marketing has five key success factors (SIFAT) adapted from the traits of the Prophet, namely honesty (Siddiq), leadership (Imamah), intelligence (Fathonah), Conveying (Amanah), and Openness (Tabligh) (Yusof, 2016).

Several research has been conducted to determine the implementation of Islamic marketing strategy. First, research by Syafril & Hadziq, (2021) conducting regarding the the implementation of Islamic principles in social media campaign. In addition, Katmon et al., (2019) also conducted the research of Islamic marketing using Maqasid As-Shariah in Malaysia. Different from previous study, this research focuses on the implementation of Cordova Residence and Samawa housing to determine what strategy they use to promote their house properties. Therefore, this research aims to examine housing that applies the Islamic concept, namely Cordova Residence and Samawa housing. These two housing companies carry the Islamic concept in their marketing application because, in the buying and selling process, there are no third parties, only consumers and developers, in contrast to other housing businesses which still use the banking mortgage system. Perumahan Cordova Residence, which has implemented Islamic marketing, also at Samawa Land housing developed by PT Samawa Properti Group is located in Probolinggo regency, which carries the concept of Islamic housing. Samawa Land Housing is a housing estate developed with an Islamic marketing concept.

Cordova Residence and Samawa Land are located in a strategic place because it is a housing estate close to the center of industry places and supported by sufficient facilities and infrastructure. Traditional culture is still dominating, but the community also exhibits very great sociocultural variation, which has the potential to create new investment opportunities. The Probolinggo Regency region of East Java developed due to the migrants' contributions, which increased the number of residential communities (Developer).

The results of interviews with Cordova Residence housing consumers show some things are not following the implementation of the Islamic housing marketing concept related to Cordova Residence housing. The housing estate residents acknowledged that it was challenging to file a complaint with the company regarding the construction of homes and housing facilities that fell short of the advertised promotions.

The difference between Cordova Residence and Samawa Land housing and other Islamic properties is that it uses a mudhorobah system and profit sharing with shohibul mall or landowners, allowing for the use of the existing funds for the building of housing units and the establishment of sites rather than having to pay high land acquisition costs. Since the Muhammadiyah Probolinggo branch of the organization focuses on sales networks through Islamic groups, including the anti-usury society, the housing of Cordova Residence and Samawa Land is unique. Therefore, it is intriguing to do more extensive research to learn how Islamic marketing is applied in Cordova Residence and Samawa Land housing.

The implementation of Islamic marketing strategies in the property business in Cordova Residence and Samawa Land Housing needs to be analyzed in more depth in order to obtain a comprehensive picture of the form of Islamic marketing and its application with the concept of Islamic marketing starting from the contract of sale and purchase, the development process to the benefits felt by consumers related to the Islamic system that should be carried out covering five aspects, namely Shiddq, Imamah, Tabligh, Amanah, and Fatonah. This research will be compiled with a title focused on implementing Islamic Marketing Strategies in Property Business.
Development to the marketing system carried out by Cordova Residence and Samawa Land housing estates in the Probolinggo district.

Literature Review

Theoretical and Conceptual Background

Marketing

Marketing is one of the main activities carried out by entrepreneurs to maintain the company's life, develop and make a profit. Whether or not they succeed in achieving company goals depends on their expertise, especially in marketing, following economic developments with marketing activities in a constantly changing company (Lotfi et al., 2018). Marketing, according to experts, is a social and managerial process by which individuals and groups obtain their needs and desires by creating, offering, and exchanging several values with each other (Benthaus et al., 2016). Marketing is also defined as an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs of both existing and potential buyers (Hutt et al., 2021).

Activities in marketing are classified into three areas of activity (Charter, 2017), namely: Areas of activity transactions or transfers, including Buying (Buying) and Selling (Selling). Furthermore, physical supply activities include transportation (Transportation) and Warehousing/storage (Storage). They supported areas of activity to facilitate the flow of transaction activities and product flows, including Merchandising, Standardization and Grading, Financing, Risk Thinking and Market Information.

The purpose of marketing is to make marketing excessive and know and understand consumers well so that the product or service matches the consumer and sells well (Charter, 2017). Marketer management is analyzing, planning, implementing, and controlling programs designed to form, build and maintain profits from exchanges through the target market to achieve the organization's (company) goals in the Long term (Ferrell et al., 2021).

A company's or institution's marketing strategy needs to determine the target market and related marketing mix (Mukonza & Swarts, 2020). Marketing strategy is the first element in the marketing strategy, including market segmentation, which is defined as identifying and forming separate groups of buyers or consumers. Each consumer is distinguished according to the characteristics of product needs and its market mix. Next is Targeting, which mainly defines choosing one or more market items to enter. The last one is Positioning, which means establishing a market position. The goal is to build and communicate the competitive advantages of products in the market into the minds of consumers (Whalen et al., 2016). The market positioning strategy consists of attributes (low price or high price) according to the class of users and products. The second is the element of tactics in a competition which includes Differentiation (how to build a marketing strategy in various aspects of the company), and the marketing mix is better known as 4P, namely product, price, promotion, and place.

Islamic Marketing

Marketing in Islam is a form of muamalah that is justified as long as all transaction processes are preserved from prohibited things by the provisions of Islam. Islamic marketing is a strategic business discipline that directs the process of creating, bidding and changing the value of an initiative to its stakeholders. The entire process follows the agreement and principles of the muamalah (business) in Islam (Muhammad Igmal Hisham Kamaruddin & Mustafa Mohd Hanefah, 2017). The definition is based on one of the provisions in Islamic industry contained in the fiqh rule that says, “Al-muslimuna 'ala syurutihim illa syarhah halalan aw ahalla haraman” (Muslims are bound by the business deals they make, except for agreements that prohibit the halal or justify the illegitimate). Another fiqh rule says, “Al-ashlu fil-muamalah al-ibabah illa a yjadulla dalilun 'ala tahrimiha” (All forms of muamalah can be done unless there is another proposition that forbids it).

According to the principle of Islam, marketing activities must be based on the spirit of worshiping God the creator, trying as much as possible for the common welfare, not for the benefit of the class, let alone one's interests (Dalimunthe, 2021). Islam views marketing as buying and selling that must be displayed and shown the privileges and weaknesses of the item so that other parties are interested in buying it.

Islamic Values in Marketing

Siddiq

The nature of shiddiq must animate all behaviors in marketing, connecting with customers, transacting with customers, and making agreements with business partners, As Allah SWT said in Quran Surah At-Taubah verse 119 (Mangkona et al., 2021).

Imanah

An Islamic business leader must also be a person who can communicate his vision and mission correctly to his employees and must be able to convey the advantages of his product by not having to lie and deceive customers. Must be a good negotiator who can speak right and wisely and be on target to his partners (Meiyani & Putra, 2019).
Fathonah

Fathonah can be interpreted as intellectual or wisdom. A good leader is a leader who understands, understands and deeply internalizes everything that is a duty and obligation. The nature of fathonah can be viewed as the life strategy of every Muslim. A Muslim must optimize all the potential that has been given by Allah Almighty (Salamun, 2021). The nature of fathonah will foster creativity and the ability to carry out a variety of useful innovations. Creative and innovative are only possible when a person always tries to add various knowledge and information, both related to his work and the company in general so that he can compete fairly in developing his business and company.

Amanah

Responsible and credible, also means the desire to fulfill something following the provisions. The value associated with honesty is contained in the word of Allah Almighty QS. Al-Mu'iminun/23:8. Amanah also means having responsibility in carrying out the duties and obligations assigned to him. Amanah can be displayed in the form, openness, honesty, and optimal service to superiors, subordinates and partners. God preached, that He commanded to fulfill the mandate to the expert. In the hadith al-Hasan of Samurah, that the Messenger of Allah (Pbuh) said: “Give the mandate to the one who gives the mandate and do not betray the one who betrays you.” (Wan Ahmad et al., 2019).

Tabligh

People with a communicative and argumentative nature will convey it correctly and with the right speech. Talk to others with something easy to understand, discuss and do business percentages in easy-to-understand language so that the person quickly understands the business message we want to convey. A person in business or a marketer must be able to tell the advantages of his product honestly and not lie about the shortcomings of his product (not deceive customers). An Islamic business person must be a good communicator who can speak correctly and wisely to his business partners (Aravik et al., 2022). The sentences that come out of his remarks are nice and not offensive. In addition to having fresh ideas, an Islamic business person must be able to communicate his ideas precisely and easily understood by anyone who listens (Sudarmo, 2021).

Research and Methodology

This research uses a qualitative approach. Qualitative research has a procedure that produces descriptive data in the form of written or oral from various attitudes of people or is used as an observable research object (Mohajan, 2020). The type or type of qualitative research used in this study is explanatory. Explanatory research intends to explain the position of the variables studied and the influence between one variable and another. This researcher uses the descriptive research method mainly to examine unsolved problems, generate new insights and discoveries, and collect data that concludes from these data (Anderson, 2019).

This research was conducted in Cordova residence and Samawa Land housing which is a housing that prioritizes Islamic concepts in terms of marketing, located on Jalan Raya Gending no. 128, Banjar, Randupitu, Kec. Gending, Probolinggo Regency, East Java, and also at PT Samawa Properti Group which oversees Samawa Land housing located on Jalan Raya Situbondo KM 116 Pejarakan Kabupaten Probolinggo East Java. The main source of data that researchers observed was the behavior of residential informants of Cordova residence and Samawa Land, which was recorded through written or field records and audio recorders and photographs. The data collection technique used in this study was observation, interview, and documentation methods (Anderson, 2019). The tool used to analyze qualitative data in this writing is the NVivo 12 Plus software.

Result and Discussion

Research Finding

Siddiq

The Detail Siddiq obtained from this study can be drawn in the following project map:

Figure 1: Project map detail Shiddiq

Figure 1 was obtained from an interview with respondents of Cordova Residence Housing and Samawa Land in the explanation: the first in terms of service, as promised. Second, namely, with a contract. Third, namely with promotion, which is conveyed clearly and in detail, as well as management and using marketing language to be easily accepted. Fourth is how to provide and maintain a trust
by providing comfort, establishing good relationships, providing the best service, intending to help, guaranteeing periodic checks, not lying, and being able to communicate well.

**Imamah**

Detailed Imamah obtained from this research can be pictured in the following project map:

![Figure 2: Project map details Imamah](image)

Figure 2 obtained data from interviews related to the concept of Imamah in Islamic marketing in Cordova Residence and Samawa Land Housing and can be explained on the basis of: Work Discipline, Motivation and Working Procedures.

![Figure 3: Project map about the details of Islamic marketing principles](image)
**Figure 4:** Project map about details of marketing strategy

**Fathonah**

The details of the Fatonah that the researchers obtained are shown in the following project map figure:

**Figure 5:** Project maps about details of Fathonah

**Amanah**

The details of the Amanah obtained from this research can be described in the following project map:
Figure 6: Project map details of Amanah

Details of Tabligh obtained from this research can be described in the following project map:

Figure 7: Tabligh detailed project map

Discussion

Islamic Marketing Implementation Strategy for the Marketing System carried out by Cordova Residence and Samawa Land Housing

The results of research conducted for housing marketing, developers, and also housing customers regarding the marketing strategy implemented at Cordova Residence and Samawa Land yielded several results: from an Islamic perspective, they adopted an Islamic home model, used an Islamic payment system, and did not use usury system (KPR). Samawa Land applies a marketing mix strategy where prices are based on location, and promotions are carried out through social media and community groups. The strategy used
is a strategy that facilitates purchasing and empowerment so that it can be flexible, quality, and environment with a family system and promotion according to Islamic principles.

Implementation of an Islamic marketing strategy in the property business at Cordova Residence Housing and Samawa Land in terms of Islamic marketing, the suitability of its application with the Islamic marketing concept starting from the contract of sale and purchase contracts, the development process to the benefits felt by consumers related to the Islamic system has included five aspects, Siddiq, Imamah, Amanah, Fathonah and Tabligh. Reflected in all marketing processes carried out by providing honest information to customers who want to buy, providing guarantees, maintaining good relations with customers, providing the best service, checking property conditions regularly, providing comfort, following up on any complaints submitted by customers, prioritizing service satisfaction, and others.

**Islamic Marketing Concept in Cordova Residence and Samawa Land Housing**

The results of research conducted, both for housing marketing and housing customers, Islamic marketing concepts applied at Cordova Residence and Samawa Land in sales activities at Cordova Residence and Samawa Land housing at contractual stage construction, the promised construction process, to the guarantees given. Described in the **Siddiq concept**, Cordova Residence always provides development progress to customers and fulfills all promises made to customers; for example, canopies, fences, and other facilities exist, providing guarantees. They also explain what it is to the customer without covering it up. Samawa Land said the same thing by providing the best service, fulfilling all promises agreed upon with the customer, providing guarantees, and checking regularly. The two housing estates have explained in more detail regarding housing marketing and are more responsive to customer satisfaction. This is in accordance with the siddiq concept in the business world. It can also be shown in the form of sincerity and accuracy.

**Imamah concept**, the Samawa Land housing party in terms of leadership, the leadership gives targets to the marketing team who work to carry out sales targets. However, if a team member finds it difficult, the other team will always be ready to help. Leaders motivate their employees to work well following SOPs and targets. Information about promos must be conveyed by marketing to customers in detail and thoroughly with marketing language that is easy to understand. Samawa Land housing provides class facilities for reciting the Book, including the yellow book, the study of fiqh, hadith, and the science of interpretation. These facilities are intended for all people from all levels of education; elementary, junior high, high school, college students, and the general public. In this activity, classrooms that already use air conditioning are facilitated, and teachers who are experts in their fields.

Furthermore, **the Fathonah Concept** of Cordova Residence Housing. The information provided by the marketing party is maximal and clear, starting from acceptable submissions, payment techniques, explanations regarding construction, and estimated time required for building completion and permit, but marketing service satisfaction to customers still need to be improved again. Samawa Land housing explains in detail at the beginning, for example, building handover, building papers, and time to start occupying. The services provided are polite, and friendly, and all complaints submitted by customers are responded to responsively and quickly handled.

The results of the interview explained the concept of **Fathonah**. In Samawa Land housing, the **Fathonah concept** was more potent than the Cordova Residence. **Fathonah** can be interpreted as intellectual, ingenuity, or wisdom. A fathonah company leader understands, comprehends, and profoundly appreciates everything that is his duty and obligation. Islamic business people must have the nature of fathonah, namely being intelligent, shrewd, and prudent, so their businesses can be more effective and efficient and analyze competitive settings and changes in the future.

The Amanah concept in Cordova Residence Housing provides a building guarantee to customers for three months, checks public facilities regularly, and builds public facilities, such as mosques and parks. The housing party always accommodates customer complaints, but handling customer complaints appears to take a long time to resolve. Samawa Land Housing implements marketing by using a language that customers readily accept, providing housing guarantees for three months, and resolving customer complaints quickly and maximally. It follows the concept of Trust, which is related to responsible obligations, both individually and organizationally. Honesty is one of the morals that must decorate a business with an Islamic concept in every move. Islam explains that true honesty lies in their muanalab. If one wants to know the extent of someone's honesty and invites them to work together in business, their true nature will be seen, especially in terms of honesty, because honesty will lead to trust.

**Tabligh** concept on the Samawa Land housing estate shows compatibility with the **Tabligh concept**, which is a marketer who can convey the advantages of his product in an attractive and targeted manner without leaving honesty and truth. The nature of **Tabligh** can be interpreted as communicative and argumentative. People with **Tabligh characteristics** will convey something correctly (with weight) and with the right words. Become a good communicator who can speak truthfully and al-hikmah (wisely and on target) to his business partners. The marketing of Cordova Residence housing must still demonstrate a disparity between what is promoted and what is on the field.

**The benefits felt by consumers from the implementation of Islamic marketing strategies carried out by Cordova Residence and Samawa Land Housing**

The perception that conventional markets are always more profitable and Islamic markets are "the market" of Muslims is incorrect. However, it takes work to change the perception that has been rooted in the minds of this society. Moreover, there is a well-known
marketing term: "perception is much more important than reality." Spiritual marketing is the highest level because it contains spiritual values that are not only concerned with worldly gains. The Islamic language of spiritual marketing is "heavenly marketing" because, in the whole process, there is nothing that contradicts the principles of muamalah, which contain religious values. The Islamic marketing strategy implemented by Cordova Residence and Samawa Land Housing has provided good development in its marketing practices. The principle applied by Cordova Residence and Samawa Land Housing is ta’awun (a sense of helping each other) by providing exemplary service to customers.

The results of research conducted on Cordova Residence and Samawa Land housing customers regarding the benefits obtained by implementing the Islamic marketing concept are as follows: Cordova Residence housing customers said they were pretty satisfied with the quality of the building and location, as promised. Customers are still dissatisfied with Cordova Residence Housing services because several public facilities still need to be met, it is not easy to contact marketing, and the complaint process takes quite a long time to handle. Samawa Land housing customers said they were satisfied with Samawa Land’s marketing because the services provided were maximal and followed the promises that had been given and agreed upon at the start. The speed of communication between the customer and the housing party regarding the complaints submitted. Also, customer complaints are followed up quickly, resulting in customer satisfaction.

Customers are drawn to both of these housing developments because of their strategic location. In addition, marketing and financing use the Islamic marketing concept without usury. Therefore, people are satisfied and think positively of its existence. Regarding good management and handling of marketing activities, these two housing estates have experienced improvement and progress to compete with other conventional housing.

Conclusion

The strategies for implementing Islamic marketing in the marketing systems carried out by Cordova Residence Housing and Samawa Land have similarities. Both are from an Islamic perspective, which adopts an Islamic home model, uses an Islamic payment system, and does not use the usury system (KPR). Specifically, for Samawa Land Housing, the implementation of a mixed marketing strategy where prices are based on location and promotions are carried out through social media and community groups. The Islamic marketing concept applied at Cordova Residence and Samawa Land in sales activities, especially at the contract stage, the promised development process, and the guarantee given, is the application of the characteristics of the Prophet, namely Siddiq, Imamah Amanah, Tabligh, and Fathonah. The benefit of Islamic marketing applied at Cordova Residence and Samawa Land is customer satisfaction with quality building services and locations as promised. Cordova Residence Residential Customers feel dissatisfied because several public facilities have yet to be fulfilled, it is challenging to contact marketing, and the complaint process takes quite a long time to handle. Samawa Land Housing customers are satisfied with the services provided by Samawa Land and will make repeat purchases.

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Data Availability Statement: The data presented in this study are available on request from the corresponding author. The data are not publicly available due to privacy.

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