

FISH MARKETING STRATEGY IN ATTRACTING CONSUMERS FROM A SHARIA ECONOMIC LAW PERSPECTIVE

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ABSTRACT

This research is about fish marketing strategies for attracting consumers from a sharia economic law perspective in Sengkang Mini Market, Wajo District. This research is motivated by the strategies of fish sellers who use various methods to gain profits; some of these strategies are not in accordance with sharia economic principles. The objectives of this research are: 1) To determine the market conditions faced by fish sellers at the Sengkang Mini Market. 2) To find out the marketing strategies used by sellers at Sengkang Mini Market. 3) To find out an overview of sharia economic law regarding the marketing strategies carried out by fish sellers at the Sengkang Mini Market. In this research, researchers used qualitative research with normative, sociological, and psychological approaches. Data collection techniques were carried out by means of observation, interviews, and documentation. Data analysis techniques are carried out in three stages: data reduction, data presentation, verification, and conclusions. The results of the research show that the market conditions faced by fish sellers at the Mini Sengkang market experienced a decline in income after the market renovation last year, and fish sellers often did not make a profit in a day. The marketing strategy used by fish sellers at the Sengkang Mini Market to gain profits is by using a marketing mix, namely: product, price, location, and promotion. From the review of sharia economic law, the marketing strategies carried out by fish sellers at the Sengkang Mini Market are partly in accordance with sharia economic principles.

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1. INTRODUCTION

In everyday life, it cannot be denied that every human being always needs the economy to fulfill their daily needs (Lefebvre, 2017; Korsunova et al., 2021). Therefore, humans cannot be separated from transaction activities and make transaction activities a very important activity in their lives. Without transactions, humans cannot fulfill their needs. This will also affect general economic problems. In the context of general discussion, business cannot be separated from the activities of producing, purchasing, selling, or exchanging goods and services by people or companies (Lindgreen & Wynstra, 2005). The aim of doing business is usually to make a profit to survive and

collect sufficient funds to carry out entrepreneurial activities (Toledo-López et al., 2012).

One form of business activity that can be carried out by people is trading. Trading is one of the muamalah activities that are permitted and even recommended in Islam (Ghani et al., 2011; Alam et al., 2017; Al Hadi, 2022). Trade itself can be carried out in various regions. One of them is on the market. The market is a place where buyers and sellers meet to buy and sell goods (Yuniarti et al., 2020; Khairi & Rahman, 2022). Markets play a social role by providing daily necessities, goods, and other services in the area.

Markets also play an economic role, directly supporting community or regional economic activities and generating economic benefits for the parties involved (Deller et al., 2020; Phelan et al., 2020). The existence of markets, especially traditional markets or people's markets, greatly increases employment opportunities, economic growth, average community income, and poverty alleviation. In other words, the existence or development of human markets will be very important as the basic foundation of the regional economy (Gómez-Baggethun & De Groot, 2010; Gatto, 2020).

Mini Market is a people's market located in the city of Sengkang, precisely on Jalan Sungai Siwa, Sengkang, Tempe District, Wajo Regency, South Sulawesi Province. The market sells various kinds of community needs, especially basic necessities like household equipment, clothes, toys, and other accessories, which can easily be found there. From several markets in Sengkang city. Mini Market is a market that is more popular with the people of Sengkang City to fulfill their basic needs, especially in terms of buying fish. There are many types of fish marketed at the Sengkang Mini Market, such as milkfish (bolu), tilapia fish, dried fish, selayang (single) fish, taweh (kandia) fish, eel, and others. After the renovation of the Mini Market, which was inaugurated on August 29, 2022, the places, or lods, for the traders were rolled back. Where clothing sellers are united, grocery sellers are united, and fish sellers are united, fish sellers who were originally only in the market are now divided into two places, namely inside the market and in the market yard.

Market competition is increasingly high, so fish sellers in mini-markets need to prepare marketing strategies to attract buyers (Smith & Taylor, 2004; Irianto, 2012). To create value for customers and build strong and profitable customer relationships, a reliable marketing strategy is needed, which consists of the 4Ps (product, price, place, and promotion) (Singh, 2012; Asdi & Putra, 2020).

From the results of observations, fish sellers who were initially only in the market are now in two places, namely the courtyard and inside the market. The author found several deviant behaviors carried out by fish sellers at the Mini Market in marketing their goods, for example: fish sellers who reduce measurements or scales, mix fresh fish and non-fresh fish where fresh fish is stored on top of non-fresh fish, and for small fish, use a dented plate so that the fish looks large so that buyers are interested in buying the merchandise.

In fact, as a trader, especially a Muslim trader, you need to pay attention to ways or strategies to attract consumers that are by Islamic law. Because Sharia marketing

strategy is the pinnacle of marketing itself, this strategy straightens out deviant marketing practices, for example, cheating, lies, propaganda, fake news, deception, injustice, and so on (Sylvana et al., 2020; Prasetyo & Pertiwi, 2021). because doing business or trading is not only seeking worldly profits but also seeking blessings in business.

Such practices are contrary to Islamic law and are not recommended by the Shari'a, which recommends that we try in a good way without any elements of fraud that could harm other parties. Because the main goal of the Sharia economic system is the benefit of the people, namely the welfare of the entire community, not just prioritizing individual welfare (Mukharom et al., 2020; El Maza et al., 2022). It has been said in the Qur'an about trading so that you not only make a profit but also do not harm each other.

From the information that the author also got, the fish sellers at the Mini Market are Muslim traders. However, do the fish sellers at the mini market fully understand Islamic rules for selling, especially in implementing marketing strategies? Or do they only apply trading strategies to gain profits without understanding Islamic trading rules?

So from this background, the formulation of the problem is: what are the market conditions faced by fish sellers at the Sengkang Mini market, what marketing strategies are used by fish sellers at the Sengkang Mini market to gain profits, and what is the review of sharia economic law regarding the marketing strategies used by sellers at the Sengkang Mini market?

2. METHOD

In this research, the author uses qualitative research, namely descriptive research, and tends to use analysis. Qualitative research is aimed at understanding social phenomena from the participant's perspective (Creswell & Creswell, 2017). Thus, the meaning of qualitative research is research used to examine the condition of natural objects, where the researcher is the instrument. The location of this research is the Sengkang Mini Market, which is in Sengkang city, precisely on Jalan Sungai Siwa, Sengkang, Tempe sub-district, Wajo district, South Sulawesi province.

The following are several data collection techniques used in research, namely:

1) Observation

Observations are carried out when researchers collect data and information from primary data sources that optimize the researcher's observations. This observation technique also includes listening, reading, smelling, and touching.

2) Interview

Interviews are used to dig deeper into the information obtained through observation. So, there is no separation of information between what is seen, what is heard, and what is recorded. Interviews are activities carried out to obtain information directly by asking questions to sources to obtain in-depth information. The communication between the interviewer and the source is intense and goes into detail. The aim is to obtain detailed information and understand the background of the interviewee's attitudes and views.

3) Documentation

Data collection techniques through documentation Studies are defined as efforts to obtain data and information in the form of written notes or related to the problem being studied. Documentation is facts and data stored in the form of documentation. Most of the available data is in the form of letters, reports, regulations, diaries, biographies, symbols, artifacts, sketch photos, and other information. The importance of documentation includes helping understand phenomena, interpretation, developing theories, and data validation.

Qualitative data management is carried out using linguistic testing, the aim of which is to describe or explain the symptoms being studied. Data analysis is the process of organizing and sorting data into patterns, categories, and basic units of description so that themes can be found and working hypotheses can be formulated as suggested by the data. Data analysis in this case is arranging, sorting, grouping, coding, and categorizing it.

3. RESULTS AND DISCUSSION

3.1 Market Conditions Faced by Fish Sellers at Sengkang Mini Market

Sengkang Mini Market is a traditional market located in the middle of Sengkang city. Mini Market, which is located at Jl. Shiva River. With the name Tokampu Sengkang Mini Market, Sengkang Mini Market, has experienced two fires and traders who were selling at the emergency market, Before being renovated, the Sengkang Mini Market building. The condition of buyers experienced by traders at the Mini Market assumes that now buyers are starting to decline and competition is starting to increase because previously there were only 300 sellers at the Sengkang Mini Market, but now there are 410 sellers at the Mini Market. Likewise, with competition for fish sellers, many new sellers have started selling at the Mini Market since the Sengkang Mini Market reopened after the market renovation.

Fish sellers think that the large amount of competition means that fish sellers' income is starting to decline, whereas previously fish sellers even made a profit of Rp. 500,000—up to Rp. 3,000,000—per day. Now you only get Rp. 20,000—up to Rp. 500,000—per day. even if it is rainy season or many fish sellers are selling the same fish (fish season). Other fish sellers sometimes don't make a profit in a day. As a statement from Mr. Rustang said:

"The profits I got after renovating the mini market decreased because of the many competitors, and previously, the profits I got could reach Rp. 3,000,000 per day. But now the profit I get per day is IDR 200,000."

According to the statement of Mrs. Hj. Rahe, it is as follows:

"Previously, I made a profit of Rp. 500,000 per day, but after renovating the market and rolling the place, the profit I got was IDR. 50,000 per day, or not even making a profit in one day."

Mrs. Sitti Ara also revealed that the results of her interview were as follows:

"The current declining market conditions were more favorable before the market renovation than now because many competitors have also started selling in the mini market."

However, contrary to the opinion of a fish seller named Mr. Ismail regarding the profits obtained, the current conditions are more profitable than before the market renovation. The following are the results of the researcher's interview with Mr. Ismail:

"Right now, my profits are increasing because there are so many buyers compared to before the market renovation."

This is also supported by Mr. Ambo Asse's statement in his interview, saying that:

"For now, it is very good. The current market conditions are very favorable for me."

It's not just profits that impact fish sellers, there are still several places that are frequently affected by leaks, which sometimes expose fish traders to rain while selling.

3.2 Marketing Strategy Used by Fish Sellers at Sengkang Mini Market

Marketing strategy is an effort to market a product, be it goods or services, by using certain plans and tactics so that the number of sales is higher (Ennew, 2010; Strauss, 2010). Based on the results of the data obtained from the market service, shows that there are 124 fish sellers at the Sengkang Mini Market. The results of observations carried out at the Sengkang Mini Market show that there are several marketing strategies carried out by fish sellers at the Sengkang Mini Market. The marketing strategy carried out is based on marketing mix variables:

1. Product

Products are goods that are made or produced to meet the needs of a certain group of people. Fishery products are natural resources that have enormous benefits for human life. The fish product in question is the quality and quantity of fish sold by the fish seller. And what is the product strategy for fish sellers in mini markets? According to the results of interviews, fish sellers display all types of fish for sale, starting with sea fish such as pomfret, puffer fish, catfish, grouper, skipjack tuna, and others. river fish such as catfish, eels, tilapia fish, goldfish, tawes fish, snakehead fish, catfish, and various other seafood by informing them of the condition of the fish being sold. There are also fish sellers who sell their fish by selecting quality fish and taking the fish from their ponds, keeping the fish provided with quality seeds, and then reselling them at the mini market.

As stated by a fish seller named Mrs. Hasni:

"The sales strategy is to display fish from various types of fish and the number of fish, which can make buyers interested in stopping to have a look and ask about prices. Compared to only displaying some of the fish for sale,"

Another opinion expressed by Mrs. Saniasa in the author's interview statement was that:

"To provide satisfaction to buyers, Mrs. Saniasa chooses the fish to be sold, and of course, the fish to be sold are provided with quality seeds"

2. Price

Pricing is an important component in marketing. For producers and traders. Price is the value of an item that will be marketed to consumers, which will generate revenue if the product is sold. Meanwhile, for consumers, price is the cost that must be paid to get the product. Pricing determines the profits and continuity of a business. Product pricing has a huge impact on the overall strategy and greatly influences product sales and demand.

The prices of goods at the Sengkang Mini Market are also relatively cheap compared to other markets. Fish sellers who sell at mini markets mostly buy fish from fishermen or ponds. Compared with your results, So the price of fish is almost the same as the price of fish from other traders. The pricing strategy in the mini market uses a bargaining system.

From the results of interviews regarding prices, there are several opinions found by researchers. Some sellers provide prices with a small profit, but the important thing is that they always sell well and give special prices or discounts to buyers who buy a lot, starting from a discount of IDR. 5,000 up to Rp 15,000. However, the price of fish that is no longer fresh (starting to rot) is certainly different from the price of fresh fish. Fresh fish is sold at standard market prices, and fish that is no longer fresh is sold at prices below standard prices just to reduce losses. The statements from interviews with fish sellers are as follows:

As stated by Mrs. Camming from the results of the researcher's interview, she said:

"For the price of fish, I give a cheap price because, according to Mrs. Camming, selling fish for a small profit is important, and it always sells. Especially now that there are so many fish traders selling at the mini market."

This is different from Mr. Rustam's opinion from the results of his interview, who said that:

"For regular buyers and new buyers, they still give the same price, but if the buyer buys a lot of fish, Mr. Rustam gives a discount, starting from Rp. 5,000 to Rp. 15,000 rupiah"

And several other sellers said that if many fish sellers are selling the same fish, then the fish seller will sell the fish at a cheap price. As Mr. Ambo Asse stated, from the results of the interview, the researcher said that:

"When it's a fish season, I sell fish at a cheap price because if you sell it at a high price, it will be difficult to sell, especially since other fish traders sell a lot of the same fish"

3. Place

Placement or distribution is a very important part. Companies must position and distribute products in places that are easily accessible to potential buyers. Sengkang Mini Market is a traditional market located in Sengkang city, precisely on Jalan Sungai

Siwa, Sengkang, Tempe sub-district, Wajo district, South Sulawesi province. Mini Market is a market that has an area of +2,647 m². Mini Market is in the middle of the city and operates every day. Apart from that, the conditions and facilities of the Sengkang Mini Market itself are also adequate, starting with the market building and other facilities. So most fish traders prefer to sell fish at the mini market compared to other places. There are even fish sellers who live outside Sengkang, such as in Kera and Tancung, because they consider the Mini Market to be a strategic location to sell because it is always busy.

The location for selling fish at the mini market is divided into two places: the first is in the market in the form of loads, and the second is in the courtyard. The selling area at the entrance is very easy for buyers to access. As stated by Mr. Rustang in an interview, he said:

"The selling location influences sales because the position of the selling place near the entrance is very busy with buyers compared to those on the corner; sometimes buyers don't pass by the place"

However, several other fish sellers think that the location where they sell does not affect their sales. Mrs. Hasni's statement from the results of her interview is as follows:

"It doesn't matter, but depending on whether the buyer likes our fish sales, buyers will definitely look for it and come back to buy our fish"

From the results of the researcher's interviews, two opinions said that location was very influential, and some thought that location had no effect. From the accumulated results, 67% of fish sellers said that location was very influential in sales because those near the entrance or in the courtyard were places that were busy with buyers, while those at the end sometimes had buyers who did not pass by the place they were selling. And another 33% said that location did not affect sales. If buyers like our fish sales, they will look for it and come back to buy our fish.

4. Promotion

Promotion is a form of marketing communication that seeks to disseminate information, offer something, and remind people about purchases. Sales can increase through promotions. Forms of promotion in marketing include personal selling (face-to-face sales), advertising, publicity, sales promotions, and direct marketing.

Fish sellers in mini markets use promotions in the form of personal selling (face-to-face sales), such as fish sellers shouting to offer their fish by conveying the condition of the fish being sold to passing buyers and cleaning the fish if the buyer asks, and there are also fish sellers who promote their fish by selling online via WhatsApp or Facebook applications. As stated by Mr. Mamang in his interview, he said:

"I carry out promotions to attract consumers by shouting and making social media a place to sell, such as when new fish are bought from fishermen." Mr. Mamang informs his customers via the WhatsApp application "

3.3 Review of Sharia Economic Law Regarding Marketing Strategies Implemented by Fish Sellers at Sengkang Mini Market

Marketing in Islam is a form of muamalah that is justified in Islam, as long as all transaction processes are protected from things that are prohibited by Sharia provisions (Abdullah, 2018; Fadilah, 2020). Sharia marketing is a strategic business discipline that directs the process of creating, offering, and changing volume from an initiator to its stakeholders, which, in the entire process, is guided by the Islamic business agreement and principles of muamalah.

This means that in Sharia marketing, the entire process, whether the creation process, the offering process, or the value change process, must not contain anything contrary to the Islamic agreement and principles of muamalah (Paujiah et al., 2020; Anastasia & Oktafia, 2021). As long as this can be guaranteed and deviations from the principles of Islamic muamalah do not occur in any transaction in marketing, it can be permitted. Islam views marketing as a buying and selling transaction that must be displayed and address the advantages and disadvantages of the goods being sold so that consumers are interested and will buy them.

In terms of the marketing mix, there are 4 parts reviewed according to Sharia economic law (Ahmed & Rahman, 2015; Aman, 2020; Mamun & Strong, 2021; Shah et al., 2022), namely as follows:

1. Product

Products are goods that are made or produced to meet the needs of a certain group of people (Ahmed & Rahman, 2015; Aman, 2020). The fish product in question is the quality and quantity of fish sold by fish traders at the Sengkang Mini Market. In terms of products, the goods sold are halal goods, and the strategy used by fish sellers at the Mini Market to attract consumers is to display all types of fish for sale, such as sea fish, river fish, and various other seafood.

From the results of interviews with fish sellers at the Mini Market, several traders chose their fish first by looking at its quality and then resold it at the Mini Market. And if unsold fish is put in a box and then iced so that it can be resold, some sellers think that the unsold fish is processed into dried fish and then resold. Allah SWT. says in al-Q.S. Al-Baqarah 2:42

From the interpretation of the verse above, it is "and do not mix things up," that is, mix up "what is right with what is false, and do not hide what is right." Here Allah SWT forbids them from two things: first, mixing the truth with the false, and second, hiding the truth, because what is desired from the people of the book and the experts of knowledge is to distinguish between the truth and the false and reveal the truth, so that people—people who get guidance from him—can take guidance from him, people who have gone astray can come back to their senses, and the postulates are established over those who deny them.

So from the explanation of the verse above, unsold fish are put on ice and then sold again the next day. It's best not to mix fresh fish with non-fresh fish. However, there are fish sellers who think that based on the condition of the fish, buyers must be smart in choosing the fish they want to buy.

2. Price

Mini Market is a market in Sengkang City, which is very close to the city and close to the river. The prices of goods at the Sengkang Mini Market are also relatively cheap compared to other markets. Fish traders who sell at the Mini Market mostly buy fish from fishermen or ponds. Compared with your results, So the price of fish is almost the same as the price of fish from other sellers.

However, some fish sellers continue to sell unsold fish at prices below the standard price. For example, if the standard price for goldfish is IDR 50,000 per kilo, then sell it for IDR. 20,000 per kilo for the sole reason of not incurring losses. However, some sellers sell their fish at the same price but add additional fish, such as frangipani fish, for Rp. 50,000,-/3 fish, and if the fish is old, then it is sold for Rp. 50,000,-/4 heads. This means that the fish is still suitable for consumption. And if the fish is really no longer fresh (borro), then the fish is usually processed into dried fish; some people offer it for free, and some people just throw it away.

Based on the interpretation of Q.S. An-Nisa/4:29, Allah swt. Prohibits his faithful servants from consuming property among themselves using false methods, including consuming property through coercion, theft, gambling, and other despicable means of earning money, even possibly including consuming their property using arrogant and excessive methods. This includes falsehood, not the truth. Then, after Allah swt. forbidding them to consume wealth using false methods, Allah swt. allowed them to consume wealth employing commerce and livelihood, which do not contain obstacles and contain conditions such as mutual consent and so on.

What is meant here is the price created through a bargaining process of demand and supply, where the factor that differentiates the price from other competitors is the quality of the fish being sold ([Mamun & Strong, 2021](#); [Shah et al., 2022](#)). If the fish is of good quality, of course the price offered is high, and conversely, if the quality of the fish is not good, the price of the fish offered is cheaper. And the agreement between the seller and the buyer is a willingness when the contract has occurred.

3. Location

Location is one of the benchmarks used by traders, most of which are strategic and easy to reach for visitors. Because there is a strategic location that is easy to reach, traders will get more profits and will be busy with buyers ([Aman, 2020](#); [Shah et al., 2022](#)).

According to the majority of fish sellers at the Mini Market, the location where they sell influences their sales. They said that the location near the entrance was very good for selling and thought that the fish seller's location in the corner of the building lacked buyers because sometimes buyers did not pass by the location where they were selling.

4. Promotion

Fish sellers at the Sengkang Mini market use a bargaining system that is carried out directly in the Sengkang Mini market. And some sellers use a promotion system using social media in the form of WhatsApp or Facebook.

There are now more fish sellers at the Mini Market than before, so fish sellers have to be smart in choosing strategies when selling. From this strategy, traders display the fish, offer the fish to be cleaned, and buyers who take a lot will be given a discount of Rp. 5,000–Rp. 10,000.

According to researchers, promotional activities carried out by fish sellers at the Mini Market are by sharia economic principles. The service provided by the fish seller is very friendly and offers the fish for sale by telling the condition of the fish. The statement stating the condition of the fish is an honest act and helps buyers who do not know what condition the fish is in. Although there are still some sellers who use dented plates to attract buyers, there are also traders who mix fresh and old fish without telling the buyers.

From the results of research in terms of scales, a seller who uses scales to measure fish per kilo, if it is less than 1 ounce, will reduce the price of the fish, for example, pomfret (*bale bete*), which is sold for IDR. 50,000, but if 1 kg weighs less than 1 ounce, then Rp will be reduced. 5,000,-, and if the buyer wants to add it, the buyer pays an additional Rp. 5,000,-. And continue to promote the fish honestly, and some tell the advantages or disadvantages of the fish. Like a fish trader who sells fish from his pond.

Based on the principles of buying and selling according to sharia economic law ([Mirakhor et al., 2020](#); [Uyuni, 2021](#); [Luvian et al., 2023](#)):

1. The principle of monotheism

The principle of monotheism is that every legal economic activity must be based on divine values ([Mirakhor et al., 2020](#)). All economic activities, which include capital, processes, production, consumption, distribution, marketing, and so on, must always be bound by divine provisions and values and must be in harmony with the goals that have been set.

Based on the findings of researchers in the field, the activities carried out by fish sellers by selling their fish must be based on divine values, namely not cheating and believing that Allah SWT. Always look at everything we do. If the fish being sold is a mixture of fresh fish and non-fresh fish, notify the buyer directly. So, from an Islamic economic perspective, some fish traders have applied divine principles.

2. The principle of trust

The principle of trust is that all economic activities must be carried out based on mutual trust, honesty, and responsibility ([Uyuni, 2021](#); [Luvian et al., 2023](#)). The world and its contents are a trust from Allah SWT. To humans who become caliphs of Allah swt. On earth, it is assigned to manage and prosper by the mandate of its absolute owner, namely Allah SWT.

From the research results, some fish sellers have implemented this principle of trust, where the fish seller will weigh according to the measurements and reduce the price if it does not match the scales. The fish seller also explained that they were still selling fish that was no longer fresh but at a cheap price.

3. The principle of benefit

The principle of benefit is that economic activities must benefit the community and not have a detrimental impact on the community (Mirakhor et al., 2020; Luvian et al., 2023). Masalah is something that is indicated by certain legal arguments that justify or cancel all human actions to achieve the goal of sharia', namely preserving religion, the soul, reason, property, and offspring.

Based on research results, buying and selling fish certainly has benefits both for the goods sold and for the people who consume the fish. and fresh fish certainly has benefits or high protein compared to fish that have started to rot or boroni. The benefits of this fish can be felt by buyers and sellers.

4. Principles of justice

The principle of justice is the fulfillment of justice values in all economic activities (Luvian et al., 2023). Justice is something that brings a person closer to piety. The rights and obligations of parties in various economic activities must be fulfilled fairly without any party being exploited, wronged, or disadvantaged.

Based on research results, according to this principle, there are some fish sellers who tell buyers about the condition of their fish; for example, the price of the fish is cheap because the fish is old, and the price of this fish is more expensive because the fish is still fresh. So, according to this principle, no party will feel wronged or disadvantaged if purchased.

5. Principle of Ibahah (permissible)

The principle of ibahah (permissible) is that, in principle, various economic activities fall into the category of muamalah, whose basic law is mubah (permissible) (Mirakhor et al., 2020; Uyuni, 2021; Luvian et al., 2023). The original law in muamalah is that it is permissible until there is an argument that prohibits it. As long as the forms, types, and creativity carried out and developed in the economic sector are in line with sharia principles and rules, then all forms of economics are permissible. However, general rules relating to muamalah must be observed and implemented. The general rules applied by Syara' include:

- a. Muamalah carried out by a Muslim must be to serve Allah SWT. And always maintain the principle that Allah SWT always controls and supervises his actions.
- b. All muamalah actions cannot be separated from human values and are carried out by displaying commendable morals in the human position as caliph of Allah SWT. on earth.
- c. Carry out considerations for personal benefit and the benefit of society.

Based on research results, the marketing strategies carried out by some fish sellers follow this principle. namely, fish sellers compete using various strategies, including in terms of price, promotion, and fish quality. And without bringing down or harming other competitors.

6. The principle of freedom of transaction

The principle of freedom of transaction means that parties are free to determine the object, time, and place of their transactions in the economic sector as long as they are carried out in line with sharia principles and rules (Purwanto et al., 2022). This means that everyone is given the freedom to make any transaction in any way, as long as it is done in a permissible way.

Apart from this principle, fish traders have the right to use the marketing strategy that the fish seller wants, as long as the strategy is not carried out falsely or uses methods that can harm other people. For example, fish sellers continue to sell fish that is no longer fresh by selling it below standard market prices. Or not hiding the condition of the fish being sold.

7. The principle of being halal and avoiding what is haram

The principle of being halal and avoiding haram substances, how to obtain them, and how to use them (Kamali, 2013). All economic activities carried out must comply with halal principles and avoid various things that are prohibited. Currently, the halal industry has developed in such a way, namely the halal food industry, halal clothing industry, halal financial industry, halal travel business industry, halal medicine and cosmetics industry, and halal media and recreation industry.

Based on research results, this halal principle has been applied by fish sellers because fish is an animal that is halal for consumption, and if the fish is not sold, some fish sellers process the fish into dried fish.

4. CONCLUSION

Based on the results and discussions that have been carried out, conclusions can be drawn regarding fish marketing strategies for attracting consumers from a Sharia economic law perspective, as follows:

1. The market conditions faced by fish sellers at the Sengkang Mini market experienced a decline in income after the renovation of the Sengkang Mini market last year, which used to make a profit of Rp. 500,000–Rp. 3,000,000 per day has now decreased to Rp. 20,000–Rp. 500,000. Even fish sellers often don't make a profit in a day.
2. The marketing strategy used by fish sellers at the Mini Market to gain profits is by displaying all types of fish and offering them to passing buyers by telling them the condition of the fish, cleaning the fish, providing good service such as being friendly when buyers ask, using a bargaining system, and providing discounts to repeat buyers and buyers who buy a lot. And promote directly or via social media in the form of WhatsApp or Facebook.
3. Review of Sharia Economic Law regarding the marketing strategies carried out by fish sellers at the Sengkang Mini Market, some of which are by Sharia economic principles, both in terms of products sold, prices offered, location, and promotions carried out by fish sellers without bringing down the fish sellers.

Based on the results of research conducted by the author, the author provides the following suggestions:

1. Fish sellers should continue to apply sharia economic principles in trading so as not to harm other people. It is best to separate the fish sold between fresh fish and fish that are no longer fresh.
2. This thesis provides an additional reference regarding fish marketing strategies for attracting consumers from a Sharia economic law perspective. The author suggests that future researchers read more references related to Muslim activities like this.

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