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**Shariah Marketing Strategy of Micro, Small, and Medium Enterprises
Products in Aceh: A Case of Minyeuk Pret**

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SHARIAH MARKETING STRATEGY OF MICRO, SMALL, AND MEDIUM ENTERPRISES PRODUCTS IN ACEH: A CASE OF MINYEUK PRET

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Abstract

The province of Aceh as an area of Islamic law has a uniqueness where Islamic culture and values cannot be separated. Business activities such as marketing MSME products have great opportunities to be implemented in terms of Sharia values. Minyeuk Pret product is one of Aceh's local perfume brands which has developed quite a bit since 2015. This study aimed to examine the development strategy of Minyeuk Pret products in Aceh with a marketing approach of Sharia values. The research method used was a qualitative descriptive method at all stages of product creation from upstream to downstream. The results show that the product development efforts undertaken by Minyeuk Pret include improving product quality, selling at affordable prices, good service, processes that are tailored to the needs and tastes of the community, as well as providing environmental benefits with sharia marketing. Implementation of Islamic marketing of perfume products consistently will have a characteristic impact on Islamic values in the creation of local MSME perfume products. This study concluded that Minyeuk Pret products must create a positioning value with aspects of the term halal to build Muslim consumer loyalty to fragrance oil products.

Keywords: *Sharia Marketing; MSM; Minyeuk Pret; Aceh.*



A. Introduction

Micro, Small and Medium Enterprises (MSMEs) are an important pillar for the Indonesian economy. Based on the performance report Ministry of Cooperatives and SMEs of The Republic of Indonesia (2020), MSMEs have a significant role and contribution in the Indonesian economy, namely providing the largest employment, namely 96,99%, and Share the national Gross Domestic Product around 57.66%. The SMEs business has a positive influence in moving the wheels of the community's economy through expanding employment and increasing people's income. Based on the latest data released in 2019 from the Ministry of Cooperatives and SMEs, Indonesian SMEs in 2016 to 2017 increased by 2.6 percent, from 61,651,177 to 62,922,617 SMEs units (<http://www.depkop.go.id>).

The performance of MSMEs in Aceh Province in general, still does not have a major contribution to the regional economy. In 2019, the contribution of the manufacturing industry sector in the Aceh didn't show a large contribution, however, the Micro and Small Industry is one part of the manufacturing sector which has a significant contribution in creating jobs and income distribution in an area. Aceh's MSME businesses are still dominated by household businesses, most of which are still mixed with residential activities (Small and Medium Industry Statistics, 2020). Furthermore, BPS Aceh (2020) summarizes the growth in Aceh's MSME production in 2019 of 23.27%. The latest data from the Aceh Cooperatives and MSMEs Service in 2021 notes that the number of MSMEs currently active is 74,810 business units (<https://datakumkm.acehprov.go.id/index.php/umkm>).

Although the number of SME production in Aceh continues to increase, the SME sector has not developed optimally in terms of productivity. Productivity problems, based on evidence from BPS (2020) due to problems with raw materials and access to marketing. In general, as many as 10.78 percent of IMK business actors in Aceh experienced a fairly large shortage of raw materials. The difficulty of this raw material is mainly due to the high price of raw materials, the scarcity of raw materials and the location to obtain raw materials that are far or difficult to reach. On the other hand, there is also the problem of market access where most entrepreneurs

complain about the increase in the price of basic needs in the market, especially raw materials to support their business activities. (BPS, 2020)

Among all the factors that have caused the undevelopment of SMEs in Aceh, one of them is the limited facilities and infrastructure as well as the packaging of appropriate forms of marketing information (www.acehprov.go.id). SMEs in Aceh are considered to be still incapable of developing markets for SME products, are weak in competition, and lack mastery of technology in marketing. Whereas one important element in developing SME products is the ability to sell or market the SME products so that they are known by the local and national community. In a rapidly evolving and changing business environment, marketing must be seen as "dealing with the market" which requires every business person to dynamically and intensively interact with the market (Hasan, 2010: 10).

The ability to understand the market for SMEs in Aceh is to determine how marketing concepts are in line with market interests, needs, culture, and customer desires so that a product from SMEs can meet the needs and desires of local and national customers who will use these SMEs products. On the other hand, Aceh is known as a Sharia (Islamic law) region with a culture that is inseparable from the values of Islam which is a great capital for developing targeted marketing patterns in the sharia framework so that it truly creates trust and calmness for SMEs product users. Presenting quality products, affordable prices and the existence of trust in the halal products is a must and has its value in the marketing of SMEs products in Aceh. A sharia marketing pattern is a form of marketing that is currently compatible with SME products in Aceh.

Kartajaya and Sula (2006: 26-27) claimed the marketing of sharia has a truly strategic position because it leads to the approval, bidding, and change in the value of the entire process which is adjusted to sharia principles. Where the focus of the goal is not only to win the market share, but also the mind share and the heart share of consumers as well as potential customers. Sharia values have a special selling point in the perspective of people especially Aceh with a majority Muslim population and are well-known for the implementation of Islamic law. However, according to Nurhazirah and



Hamzah (2014: 3) Integration of sharia and contemporary marketing can present an understanding of each element of the mixed-marketing that is in line with the current understanding of Islam.

One of the SMEs in Aceh that continues to grow from year to year in the perfume business is *Minyeuk Pret*. *Minyeuk Pret* is a local brand originating from Aceh. Established in 2015, this product positions itself as a pioneer and innovator in the *branded perfume* industry that aims to elevate the culture, history, and values of the Acehnese people to the world through fragrances. This product comes with a *value-added* in the form of the best patchouli oil raw material obtained from the Acehnese patchouli plantation, by releasing three variants of a very distinctive aroma, namely: Coffee, Seulanga, and Meulu (Melati). The name "*Minyeuk Pret*" itself is a name taken from the Acehnese language. "*Minyeuk*" means "Oil" while "*Pret*" means "Spray" so if interpreted means "Oil Spray" or generally perfume.

Minyeuk Pret is now known both nationally and internationally, the sales continue to increase every year. When the Indonesian President, Jokowi, came to Aceh on December 14, 2018, he hoped this *Minyeuk Pret* could be marketed not only in Indonesia but also abroad. He uttered, "Hopefully it can be marketed and produced not only for Indonesia but can be exported."

In sharia marketing, Islamic value is a key factor in creating trust between customers in obtaining long-term value share. Value is the inculcation of value that is getting more and more quality. Increasing the value-added for consumers will make the company's name more prestigious and become the pride of consumers. *Minyeuk Pret*'s product development efforts include brand determination, manufacturing processes, good service, and the distribution using the sharia marketing value approach are aimed at increasing the value of these products

MSME products need to display local brands and characteristics that have a comparative advantage. Sharia marketing strategy according to Fadilah (2020) is a strategy that directs the process of creating, offering, and changing the value from an initiator to its stakeholders, which in the

whole process is by the contract and muamalah (business) principles in Islam. The urgency of this study is that perfumed oil products need to build a framework on how to position Islamic marketing that can create consumer interest. So, the novelty offered in this study is to reconcile the quality of pret oil products as a local brand offering with the market position among Muslims who are aware of the halal (non-alcoholic) aspects of perfume products.

The interesting thing about the marketing of this SMEs product is that for every purchase, 15 percent of the price will be used for the construction of dhuafa houses, orphans donation, fostering study centers, and waqf well programs for people in need. They named the program "The Fragrance of Sharing" and "BE GOOD", the name of *Be Good* itself was inspired by the Prophet Muhammad's fair and honest marketing. Perfume is one of the cosmetics that is almost used by all people. The presence of *Minyeuk Pret* as SME products not only helps to increase the value-added of Aceh's patchouli commodity but also contributes to economic growth and opens up employment opportunities and introduces Aceh as a Sharia province through perfume products worldwide.

B. Method

This study aims to find out how the strategy development of *Minyeuk Pret* product in Aceh is based on the *Syariah marketing* approach. The research method used is the descriptive qualitative method. Descriptive data results are procedures of a qualitative methodology that will result in descriptive data consisting of an observed person's behavior. This qualitative research is inseparable from people's opinions and beliefs. The source of the data obtained by researchers is primary data from several previous scientific studies, the theory used is related to sharia product development and marketing strategies in SME products. The data collection techniques applied are observation, interview, and documentation of the research object.

Specifically, Data collection was carried out by observation and interviews with several key informants of *minyeuk pret* business actors to describe the actual summarized stories of business trips (success story of



minyeuk pret). This means that every stage of the product business starts from the input of raw materials, the brand of product, processing, strategy, and marketing communication. The results of the interviews are summarized by the tabulation process of the results of the interviews as outlined in the elaboration of sharia marketing which is applied as the position of the brand for the minyeuk pret product.

C. Result and Discussion

Minyeuk Pret is one of the original perfume brands managed by Acehne youth. The formation of the Minyeuk Pret was based on concerns about Aceh's patchouli exploitation carried out by foreign parties without increasing the sale value of the commodity. Patchouli is bought cheaply from Acehne patchouli farmers and is sold at high prices to foreign parties. Acehne patchouli oil is one of the best oils in the world, which for hundreds of years has been exported to France to be used as perfume. Departing from that, Minyeuk Pret SMES tried to produce their perfume from the quality of patchouli oil in Aceh which has been worldwide recognized.

Minyeuk Pret was first released on April 1, 2015, and has now spread throughout Indonesia. Not only domestically, Minyeuk Pret successfully entered the international market and sold in 11 countries, but some of them are also Britain, Saudi Arabia, America, Malaysia, Taiwan, Bangladesh, United Arab Emirates, India, and Thailand. In Indonesia itself, there are around 300 resellers, 17 partner outlets, 5 distributors, and 12 suppliers. Since it was first launched Minyeuk Pret has achieved fantastic sales results with an order of 1,683 units. At the end of 2017, Minyeuk Pret managed to distribute products up to 5000 units.

To achieve a good level of productivity, the form of marketing that Minyeuk Pret refers to is the sharia marketing strategy. The product development efforts carried out from the brand determination, manufacturing process, and service, to the distribution phase are aimed at increasing the value of the Minyeuk Pret product inspired by sharia values. Value formation will be balanced if the process offered matches

the value offered, quality products, accurate information, sustainable performance, appropriate prices and costs, transparency, and high accessibility. All processes are adjusted to the characteristics of sharia marketing values by instilling the value of *rabbaniyah*, *akhlaqiyah*, and *realistic* dan *humanistic*. From these characteristics then appeared the values of honesty, fairness, partnership, togetherness, openness, and universality in the business world. In sharia marketing, creating company sustainability is important, which will form a holistic share marketing image. To create this sustainability, the manager of Minyeuk Pret establishes marketing strategies, tactics, and values that have a Sharia marketing image:

1. Product Development Strategy

a. Using Aceh's Characteristical Aroma

Minyeuk Pret is the first original perfume that presents a nuance of exoticism in Aceh. Some variant products that are marketed using typical fragrances, such as *Meulu*, *Selanga*, *Coffe*, *Jeumpa*, and *Sanger Espresso*.

b. Brand, logo, and slogan

The results of Ali Homaid Al-hajla's research, Bang Nguyen, T C Melewar, Chanaka Jayawardhena, Ezlika Ghazali & Dilip S. Mutum (2019: 12) explained that brand personality is strongly influenced by the religion it adopts. But he further explained, that brand personality does not mediate one's religious beliefs, especially in selecting new products. Brands can be used as a reflection of value that can be implanted in the minds of buyers to show the functional and emotional benefits of the product being sold. In the product development strategy, Minyeuk Pret creates value propositions through the selection of brands, logos, and slogans that are identical to Acehnese culture. Minyeuk means oil and pret is a spray. So if it is combined Minyeuk Pret means the oil that is sprayed. The purpose of using the name is to show that Minyeuk Pret is one of the products produced in Aceh and is unique to the culture of Aceh, some variations of the aroma of Minyeuk Pret are also very thick with Acehnese nuances, such as *Meulu*, *Seulanga*, and *coffee*.



This perfume also uses the Minyeuk Pret logo surrounded by patchouli leaves, to show that Acehnese patchouli has the best quality that cannot be synthesized (resembled), the same expectation is embedded in Minyeuk Pret, cannot be resembled like Acehnese patchouli oil. For the slogan, Minyeuk Pret uses the word "taste" instead of "essence" in the slogan, because they want to explain that Minyeuk Pret is not only about the aroma, but also about the taste of the Acehnese people.

The naming of brands, logos, and slogans using the Acehnese term is also an effort of developing the value of a product so that it can provide its own identity and characteristics from Minyeuk Pret. Product development by promoting Aceh's cultural values is considered admirable because it illustrates the local wisdom of the Acehnese people who are also synonymous with Islamic law. But it would be better if the product design poured the values of Islamic marketing, such as the use of the halal logo on product design. And surely this also provides a positive image as an Islamic business which in turn can form its selling points for the community.

c. The use of quality raw materials

One of the basic ingredients for making Minyeuk Pret is Acehnese patchouli oil which is already known for its quality. Some countries such as France, Singapore, the United States, Spain, and Switzerland also use Acehnese patchouli oil as a mixture of perfume and other cosmetics. This Acehnese patchouli mixture strengthens the scent of Minyeuk Pret for one to two days. And this also becomes a selling power for the community. The use of this best material is by the core value of Preye "Be Good" which intends to prioritize good materials and production processes.

d. Product formation strategy

The next product development strategy undertaken by Minyeuk Pret is through the development of new products. Before producing a product, Minyeuk Pret first conducts a survey of the public regarding the concoction of the product to be marketed. Initially, Minyeuk Pret managed to produce eleven scents of perfume. However, out of the eleven aromas, after the survey, three of the most preferred scents were chosen:

Coffee, Seulanga, and Meulu. These three aromas are then marketed to become best sellers in each region. For Aceh itself, the most sought after was the aroma of Seulanga and Coffee, while in the area of Java the aroma of Meulu. Currently, Minyeuk Pret has also produced two new variants, Jeumpa and Sanger Espresso from Gayo coffee beans. In the product development process, Minyeuk Pret experienced constraints related to the capital of producing perfumes that have almost reached billions. This causes an increase in demand and decrease in production capability.

e. Product manufacturing process

The entire Minyeuk Pret production process is accompanied by chanting verses of the Al-Quran or salawat, both from the cleaning process, production room, laundry room, weighing process, and to the mixing room. And this is certainly a special attraction, especially for emotional and spiritual consumers. A good production process will certainly produce good quality products.

f. Services provided

Building a product image with a good appearance and service represents the value of sharia marketing. One of the services provided by Minyeuk Pret is by conducting a satisfaction survey and recalling spoiled products with the shipping costs borne by the company.

Among the product development used by Minyeuk Pret above, what characterizes the value proposition of Minyeuk Pret is the use of Acehnese exotic aroma, brand selection, logos, and slogans that are identical to Acehnese culture and using quality Acehnese patchouli oil.

2. Pricing

The selling price of Minyeuk Pret is Rp 110 thousand per 30 ml for the *Meulu*, *Seulanga*, and *coffee* variants. Meanwhile, the two latest variants, *Jeumpa* and *Sanger Espresso* (from Gayo coffee beans) are sold at Rp 330,000 per bottle (50ml). The pricing of Minyeuk Pret is adjusted to the quality of the perfume since this perfume contains pure essence, so it is included in the *Eau de perfume* category which has strong aroma resistance.



3. Place/Distribution

Product distribution or delivery is a recommended process in sharia marketing. The quality of a product is reflected in a good process, from production to the proper delivery of the product to the community. In distributing its products, Minyeuk Pret cooperates with resellers, sub-distributors, and partner stores. Of course, this also opens up new entrepreneurial opportunities and income distribution for partners who participate in marketing the Minyeuk Pret product. In addition, Minyeuk Pret also utilizes several social media in distributing its products, such as Facebook, Instagram, and blogs. Dominantly consumers know more about Minyeuk Pret information through electronic media than by making purchases directly to the location. Location marketing is one part of mixed marketing that is closely related to distributing the product. A strategic location can also provide a positive assessment from the community's point of view, not the least of the research results show the significant influence of location on consumer interest.

4. Promotion

In promoting the Minyeuk Pret product, the management cooperates with government institutions and other institutions such as Bank Indonesia, DJP (Aceh Regional Tax), BPMA, Disperindag Aceh, and Dekranasda. Minyeuk Pret also cooperates with several universities to socialize their products. In this case, Minyeuk Pret got the opportunity to open booths in events held by the government, Minyeuk Pret also participated in PENAS 2017 programs by opening a special stand for their perfume and participated in the Pioneer of UIN Ar-Raniry. In addition to promoting products, Minyeuk Pret also motivates entrepreneurs and students by giving entrepreneurship seminars. Minyeuk Pret is also promoting through social media and Serambi newspapers. This is in line with Baker Ahmad Alserhan, and Othman Mohammed Althawadi's (2016: 13) in his research stating that local brands are more likely to use Islamic content.

Shariah Marketing Analysis of Prete Product Development Strategy

Sharia marketing is a business activity in the form of value-creating activities that enables the business people to grow and utilize the benefits that are based on honesty, fairness, openness, and sincerity through a process that is based on a principle based on Islamic marketing. The main objective of the value of sharia marketing is to be able to win the *mind share*, *market share*, and *heart share* of consumers and prospective consumers.

The product development efforts undertaken by Minyeuk Pret from the determination of the brand, the manufacturing process, and the service, to the distribution stage are aimed at increasing the value of the product. As explained in the context of sharia marketing every product must have a value and *maslahah* (useful) and does not contradict Islamic law. In this case, the development of the Minyeuk Pret product has a positive impact on increasing the value of the patchouli commodity in Aceh, as well as contributing to the economic growth of the community and opening job vacancies. Minyeuk Pret also uses brands, logos and slogans, and aromas that are identical to Acehnese culture, which naturally introduces Aceh as an Islamic Sharia region through perfume products worldwide. Moreover, Minyeuk Pret's market share has reached national and international scale. In addition, the entire production process of Minyeuk Pret is accompanied by chanting verses of the Koran or *salawat*, which are certainly loaded with Islamic values. A good process will certainly produce a good product, which in turn can lead to public trust in the halal product.

In terms of service, Minyeuk Pret tries to provide optimal services by conducting a satisfaction survey and recall the spoiled products. In addition, Minyeuk Pret also participates in providing social services to the community, one of which is through the contribution of 15% of the price of the product to be used for the construction of *dhuafa* houses, donations for orphans, fostering recitation centers and *waqf* wells for people in need. In addition to contributing and giving a big problem to the community, Minyeuk Pret also has superior product quality, Minyeuk Pret contains



pure essence, so it is included in the *eau de perfume* category which has strong aroma resistance. Mixing of Acehnese patchouli which is famous for its quality provides high selling value for Minyeuk Pret. the price offered is also adjusted to the quality of the product provided.

High quality products, affordable prices, good service, processes that are adjusted to the needs and tastes of the community, as well as the resulting problems of sharia marketing implementation in Minyeuk Pret products. Aceh as an Islamic Sharia region with a culture that is inseparable from the values of Islam is a great capital for the development of marketing patterns that are right on target in the sharia framework. Minyeuk Pret certainly has its own selling points in Acehnese people perspective, especially if the products offered have great quality and problems, of course this can attract the *mind share* and *heart share* of the community. If the *mind share* and *heart share* have been won, naturally the market share will also automatically increase, this is proven by the increasing sales of Minyeuk Pret every year.

Some literature also has proven that sharia marketing is very strategically applied to attract the interests of consumers and potential customers. One of the studies conducted by Bafadhah, et al (2012), the results of his study prove that the implementation of sharia marketing consisting of sharia brand determination, sharia services, sharia processes and evaluations carried out has been able to attract investors in the Islamic capital market, especially in the sharia division.

Sharia marketing needs to consider the halal product system. The halal assurance system for cosmetic products (such as perfume) is emphasized by Sugibayashi et al. (2019), Halal cosmetics are products sourced from halal ingredients and produced according to the halal system, which are intended to be applied to certain body parts, either as rinses or rinses, for that purpose. beautify, cleanse, protect, and change the appearance of the body. So in building an Islamic brand image, halal information is a very important thing for minyeuk pret.

Halal product-based marketing is useful for building perceptions and images of the quality and halalness of fragrance oil products (halalan

thayyibah), as explained by Mahliza and Prasetya (2021) that the purchase intention of halal personal care products is significantly influenced by halal marketing. . Furthermore, the sharia marketing strategy that needs to be developed by minyeuk entrepreneurs is to build a halal perception as an inseparable part of brand image and sharia marketing strategy which is also known as halal marketing.

D. Conclusion

Value has lately been the desire of every business person because it has been a shift in customer tastes where features and benefits are no longer enough to satisfy customers. In sharia marketing, sharia value is a key factor in creating trust between customers in obtaining long-term *value share*. *Value* is the inculcation of value that is getting more and more quality. Increasing the *value-added* for consumers will make the company's name more prestigious and become the pride of consumers. Therefore, in its product development strategy, Minyeuk Pret strives to create a *value proposition* that is different from other perfume brands and makes its distinctive features by using Acehnese exoticism aroma, brand selection, logos, and slogans that are identical to the Aceh culture and using raw ingredients of Aceh patchouli oil quality.. Furthermore, Shariah marketing of minyeuk pret products needs to strengthen the marketing basis by building a perception and brand image of quality and halal products. Sharia marketing that is in line with halal products will create Muslim consumer loyalty. Implementation of Sharia marketing strategy needs to be built by ensuring the quality of local products from upstream to downstream with Islamic values. strategy can be used as a success story about aspects of the product, pricing, service, and employment that can have an impact on Aceh's MSMEs to be more productive.

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