

Marketing strategy of 35,000 clothing seller shop in increasing sales in watang sawitto pinrang district (sharia economic perspective)

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ABSTRACT

This study discusses the Marketing Strategy in Increasing Clothing Sales at 35,000 Stores in Watang Sawitto. This research is intended to answer the problems: (1) How is the application of marketing strategies in increasing clothing sales at 35,000 stores in Watang Sawitto? (2) How does sharia marketing strategy have implications for increasing sales at 35,000 stores in Watang Sawitto? This study uses a qualitative approach and in collecting data using the type of field research, this research was conducted at 35,000 Thrift Shop in Watang Sawitto, Pinrang Regency, Data collection techniques are triangulated, while the data analysis techniques used are data reduction, data presentation, and conclusion drawing The results showed that: (1) By implementing a holistic marketing strategy. The decision to keep the price fixed at Rp 35,000 for each product provides clarity of value and builds an image as an affordable shopping destination. In addition, the focus on improving product quality, developing marketing networks, and superior customer service are the main pillars for maintaining competitiveness and expanding market share. The 35,000 Thrift Shop also manages to maintain its link with the latest fashion trends, providing customers with clothing options that suit their tastes. (2) The application of this sharia marketing strategy can also be used as a means to build a good image in the eyes of the community. Toko Serba 35.000 gives a good impression to its consumers by prioritizing an attitude of helping and instilling more honesty in doing business, because business is not just a profit field but a means that can be used to strengthen the relationship between all religious people.

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1. INTRODUCTION

The development of the business world today has indeed become a common thing, both in online businesses and the establishment of SMEs in a region. The development of this business can certainly boost the economy that occurs in the communities around us. In an era of increasingly varied and highly competitive market competition, new innovations are urgently needed that can arouse consumer interest in the products or services offered. In this case, the company is required to carry out effective and efficient activities, so that the company can be guaranteed for a relatively

long period of time. The amount of competition makes every company have to make various kinds of creative ideas to overcome this competition, especially in companies engaged in the same field.

Each company competes with each other to maintain its existence and maintain consumer trust. The more businesses that are established, both small and large businesses certainly result in tighter competition. The fierce competition involving many business people certainly makes these business people have to be able to adapt to the development of changing business conditions. Facing this competition, company management needs a good strategy so that company owners can anticipate the impact of an event and be able to compete.

A strategy is a plan that has been made by a leader in a company that focuses on long-term goals that will improve the quality of the company's business. Every company certainly has a strategy that will be used to launch the business it pioneers. Strategy plays a very important role in the smooth running of a business, both businesses engaged in manufacturing, businesses in the textile sector and also many other businesses that have the best strategies to smooth their business runs. As an entrepreneur, you must be able to be a firm and wise entrepreneur and have an ability to run your business organization. The ability of an entrepreneur to maintain and improve competitiveness can be done by implementing a marketing strategy.

The rapid development of business in 35,000 convenience stores in Watang Sawitto District, Pinrang Regency certainly does not go through an easy process, because there is a lot of competition in every business, moreover it is a problem to convince consumers to be interested in shopping and make the 35,000 convenience store in Watang Sawitto an option from other clothing stores, seeing the phenomenon that occurred at the beginning of the opening of this 35,000 convenience store is less in demand by consumers due to the lack of strategy marketing carried out by the shop owner and the lack of people who know about the existence of this 35,000 all-purpose store in Watang Sawitto.

The difference that 35,000 convenience stores have to strive for maximum sales is to choose the appropriate sharia marketing strategy. The existence of 35,000 all-purpose stores makes the community make the store one of the main choices of the many stores in Watang Sawitto District. Thus, the researcher is interested in analyzing the sharia marketing strategy chosen by the management of the store.

2. METHOD

2.1 Approaches and types of research

Descriptive qualitative research explores the various characteristics of individuals, groups, societies, or organizations in daily life as a whole. This type of research uses interviews and written documents to describe or describe the situation, without using numbers.

2.2 Location and Time of the Research

The author conducts research in a specific location to obtain the data needed to write this scientific paper. The location of the study chosen was a 35,000-storey store in Watang Sawitto District, Pinrang Regency, and the reason the researcher chose this location was because it was very accessible to get the necessary data, as well as making it easier for the researcher to reach the research location. The time of this research was carried out for approximately two months to obtain the data needed according to the research needs.

2.3 Research Focus

The focus of this research is qualitative research, also known as qualitative research, which aims to understand the object being researched thoroughly. Qualitative research aims to reveal symptoms holistically, contextually, and does not use statistical calculations or other methods that use numerical measurements. In writing this scientific paper, a qualitative research approach is used with the aim of explaining the phenomenon thoroughly and in depth. The data collected comes from field records, interviews, and other documents, not from numbers. This is done to obtain various data that can be used to analyze and understand how the sharia marketing strategy in increasing sales at 35,000 all-purpose stores in Watang Sawitto, Pinrang Regency.

2.4 Types and Data Sources

The author tries to solve research problems by using primary and secondary data that are factual and accountable. The following are the types and sources of data used in this study:

2.4.1 Prime Date

Primary data is data or information collected directly from the research subject through instruments and methods that have been established in the research. Some of the data collection techniques that researchers can use to obtain primary data include interviews and observations. The main data source is the owners, employees and customers of 35,000 convenience stores in Watang Sawitto, Pinrang Regency.

2.4.2 Data Seconds

Data obtained from a particular institution or institution is called secondary data. They can also be sources of data that are indirect to data collectors, such as data generated by others through documents. Data and written documents from 35,000 relevant convenience stores in Pinrang Regency were used in this study.

2.5 Data Collection and Processing Techniques

In carrying out research, data collection instruments and techniques are needed. The following data collection techniques were carried out by other researchers:

2.5.1 Observation

Observation or observation is the most important data collection technique in qualitative research. Observation is not limited to humans alone, objects as small and shaped as they are can be observed through direct observation in the field, in data collection techniques through observation of very large subjectivity elements. Observation of what is seen as the reference material of the researcher. Observation is the result of field observation that is the object of the researcher regarding what will be researched. Understanding and analyzing objects systematically is thus able to see and observe conditions that are certainly inherent in the research object itself.

2.5.2 Interview

Interviews are also referred to as communication in the form of oral and written dialogue. Conducting an interview means conducting a communication interaction or conversation between two people, namely the interviewer and the interviewee, with the intention and purpose of gathering information from the interview process. Interviews in qualitative research are informants who gain knowledge and understanding related to a certain topic. As an important point in the research process, it takes place in order to get data and facts according to the reality that occurs.

2.5.3 Documentation

Documentation in the research is using field records, which are written related to what is heard, seen, experienced, and thought about in order to collect data.

2.6 Data Validity Test

Examination of the validity of data is basically not only used to refute accusations of qualitative research that is said to be unscientific, but also as an inseparable element of the body of qualitative research knowledge. Data validity tests in qualitative research include *credibility*, *transferability*, *dependability*, and *confirmability tests*. The data validity test is also an element that can clarify whether the research results are really based on facts in the field. In order for data in qualitative research to be accounted for as scientific research, it is necessary to test the validity of the data.

2.7 Data Analysis Techniques

The researcher used the Miles and Huberman qualitative research model for the data analysis in this study. According to Husnaini and Purnomo, this model consists of Miles and Huberman data analysis which consists of interpretation, compilation, and systematic analysis of data to provide a better understanding of the problem being studied: Data reduction, Data Model (Data *Display*, Conclusion/Conclusion/Verification).

3. RESULTS AND DISCUSSION

3.1 Research results

3.1.1 The implementation of marketing strategies in increasing clothing sales at 35,000 convenience stores in Watang Sawitto, Pinrang Regency.

Identify and understand potential customer segments, such as college students, office workers, or families on a budget, to tailor marketing messages to the needs of each segment. Competitive pricing is key, so product pricing must be careful to remain affordable. Use promotional strategies such as discounts, special offers, and loyalty programs to increase appeal. Digital marketing through social

media and websites is also important to increase visibility and reach more customers. Cooperation with local suppliers can help get better prices and provide unique products. Good customer service, strong branding, and a clean and tidy store layout also contribute to a positive customer experience. Continuing to innovate in products and attention to customer feedback is an important step to maintain competitiveness and build customer loyalty. With this combination of strategies, the 35,000-store store can strengthen its position in the market successfully.

The following are the results of an interview with the store owner regarding the implementation of marketing strategies in increasing clothing sales at a 35,000-store store in Watang Sawitto, Pinrang Regency, said that his store is very much in demand by the public ranging from children to adults because the price is very cheap to reach by the public. Here are the results of the interview:

"We are very focused on affordable prices. We constantly monitor the prices of our products and strive to provide customers with the best deals. Periodic discounts, savings plans, and loyalty programs are some of the ways we use to provide added value to our customers".

Based on the results of an interview with Jodi Adrian as the owner of the store, it is said that he focuses on prices that are easily accessible to the public so that people are interested in going to the store to buy the goods they need. In line with the statement of Indah Permatasari as a customer at the 35,000 convenience store, she said that the price of clothes in the 35,000 convenience store is cheap enough to reach in all circles of the community even though the slogan is 35,000, but the price of the clothes varies. However, it is still reached by the public.

Here are the results of the interview:

"I often go to the 35-store, because the goods there are quite cheap for me, even though if you think about it, it is not in accordance with the store because it is 35 thousand, while the price of the goods is not all 35 thousand. But the clothes that are sold, although not all of them are 35 thousand, are still fairly cheap because some cost 45 thousand and some cost 60 depending on the type of clothes. What I often buy is clothes because I think the clothes there are very cheap. The service is also very good in the store because the employees are friendly and kind".

Meanwhile, according to Cici Zuhriah as a customer at the 35,000 convenience store, she often shops for her children's equipment because the price is relatively cheap compared to other stores.

The following are the results of the interview with Cici Zuhriah Abdillah:

"In the 35 thousand convenience store, I often buy my children's equipment such as lunch boxes, drinking bottles, clothes and other equipment because of the cute models and low prices, my children are immediately interested because the models and colors are in accordance with what the children are interested in".

Meanwhile, according to Nur Amang Rustang as a customer, said that:

"At first I was interested in shopping at this all-purpose store of 35 thousand because I saw the brand of the store, because I was very interested in the writing of three-five, which was in front of the store and to the store, I went in to choose the boss, I asked the employees of the store how much it cost, and the employee said the price was and I was a bit surprised by the price I think it was all thirty-five thousand in all, It turns out that the price is different".

Based on the results of the interview with Nur Amang Rustang it can be said that he was interested in the slogan in the store and it turned out that the price was not in accordance with the slogan. Meanwhile, according to the owner, the strategy by giving the slogan 35 thousand is a marketing technique so that people are interested in shopping at the store because of the affordable price.

Here are the results of the interview:

"We want customers to feel that our store is a reliable place to meet their needs at an affordable price. We are committed to continuing to innovate, provide the best service, and be part of the local community. convenience store. These 35 thousand are indeed quite satisfactory in their service. The goods that are traded are according to the price. However, in it, you must be more careful in choosing goods because there are some products that are sold at prices above 35,000, therefore you should ask the store waiter first so that you don't buy the wrong goods".

Based on the results of the interview with Jodi Adrian as the owner of Take, it can be said that marketing strategy says, promotion strategy is a way for us to attract the attention of buyers to buy their products or merchandise and so that consumers who come not only once, we always do

the best things possible, and we always try not to disappoint our customers. The first thing I do is that I as the owner will guide my employees to behave well towards consumers, be humble and serve well everyone who enters our store, both consumers who buy goods or just looking at things, we still serve them wholeheartedly. We always pay attention to our merchandise so that we don't outdated or outdated.

3.1.2 Sharia marketing strategy has implications for increasing sales of 35,000 convenience stores in Watang Sawitto, Pinrang Regency

Deeper customer segmentation is an analytical approach that breaks down the target market into smaller, more focused groups based on shared characteristics, preferences, and behaviors. The main goal of this segmentation is to better understand the needs and wants of customers so that marketing strategies can be adjusted to achieve maximum effectiveness.

The following are the results of an interview with Jodi Adrian, related to marketing strategy solutions.

Here are the results of the interview:

"Sure, we do a pretty in-depth analysis to understand our customers' preferences and needs. One of the important findings is the existence of several different customer segments. For example, we identified that most of our customers are mothers around the store area. They tend to look for everyday products at affordable prices".

Based on the results of interviews conducted with the Owner of Taken, it can be said that one of the solutions to the marketing strategy is to identify deep customer segments around the area. In addition, Jodi Adrian, also said that the other customer segment is the office customer segment.

Here are the results of the interview:

"In addition, we also see a segment of office workers who are looking for products that are practical and easily accessible during their break hours. We also realize that there are families on a budget who are looking for a large amount of daily necessities. Analyzing product preferences and shopping behavior helps us tailor specific offers for each of these segments."

In addition, Jodi Adrian also improved the quality of service as a marketing strategy solution in the 35,000-store.

Here are the results of the interview:

"We have a strong determination to provide the best customer service. First of all, we understand that responsiveness is critical. We have improved our customer service system to respond more quickly to customer inquiries and complaints. Our employee training focuses heavily on interpersonal skills and customer service. We emphasize the importance of being friendly and helpful in every interaction with customers. In addition, we encourage employees to understand customer needs and provide solutions quickly."

Based on the results of the interview, it can be said that the owner took to improve the service and be more responsive to customers and be friendly to customers. This is in line with Yeni Nurisma Burhan's statement as an employee at the 35,000 convenience store.

Here are the results of the interview:

"We always improve the quality of service in the store. At the first time of working here, we were given directions in advance by the store owner and how to serve customers, be friendly to customers so that customers feel comfortable and safe when shopping in the store".

Based on the results of the interviews conducted, it can be concluded that Yeni Nurisma serves customers by being friendly to customers. In addition, store owners also implement the latest innovations to attract customers.

Here are the results of the interview:

"In the implementation of the latest innovations, it is important to keep track of customer feedback, keep up with industry trends, and adapt to changing market needs. Innovation that is carried out in a sustainable manner can help the 35 thousand all-purpose store to remain relevant and attractive to customers because by following the trend, people will continue to come and people will also tend to buy what is currently trending. However, for promotion on social media, it is still lacking because we only focus on the store".

This is in line with what was said by Miftahul Ilimi Ramadhani as a customer who said that the clothes in the 35 thousand took were quite in line with the clothes that are currently trending, which is what made him interested in shopping.

The following are the results of the interview with Miftahul Ilmi:

"The clothes sold there are quite following the existing trend, there are some clothes that are outdated, but there are more clothes that are newly displayed and also the clothing models are very much in line with the tastes of young people today so that not only parents are shopping but teenagers and children are also interested in shopping because the clothes sold range from children to adults".

Based on the results of the interview above, it can be concluded that the solution in the marketing strategy in the 35,000 convenience store is that the clothes sold in the 35,000 convenience store are designed and selected with attention to the latest trends in the fashion world. The store is committed to providing customers with clothing options that are not only affordable, but also in tune with the development of current fashion styles and trends. By constantly monitoring and understanding ongoing fashion trends, Toko Serba 35,000 ensures that their clothing collections are always up-to-date and cater to the tastes of modern customers. By providing a wide variety of styles, colors, and cuts, the store not only offers customers a variety of options, but also shows its sensitivity to the dynamics of the fashion world. In this way, Toko Serba 35,000 not only becomes an affordable shopping destination, but also remains relevant and adaptable to changing consumer tastes and the evolution of fashion trends.

Meanwhile, according to the store owner in his interview results, he said that by choosing the place or location of the store carefully which is easy to reach and crowded by customers.

Here are the results of the interview:

"The clothes sold there are quite following the existing trend, there are some clothes that are outdated, but there are more clothes that are newly displayed and also the clothing models are very much in line with the tastes of young people today so that not only parents are shopping but teenagers and children are also interested in shopping because the clothes sold range from children to adults".

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In this way, Toko Serba 35,000 not only becomes an affordable shopping destination, but also remains relevant and adaptable to changing consumer tastes and the evolution of fashion trends. Meanwhile, according to the store owner in his interview results, he said that by choosing the place or location of the store carefully which is easy to reach and crowded by customers. Here are the results of the interview:

"Of course, before building this store, we first made observations, whether this place is already in a shopping center and is easily accessible using public transportation. So that people here can easily go to this store".

Based on the results of the interview above, it can be concluded that the factor that makes the location of his place of business something strategic. According to the owner, the selection of store locations is based on careful market analysis. The presence of stores in crowded shopping malls and affordable by public transportation helps to increase customer accessibility. In addition, the owner emphasizes the importance of being in an environment that has a high population density, creating a great market potential.

3.2 Discussion

3.2.1 The implementation of marketing strategies in increasing clothing sales at 35,000 convenience stores in Watang Sawitto, Pinrang Regency.

In a marketing strategy, the 35,000 convenience stores can focus on product quality and customer service. Offering high-quality products that suit customer needs and provide a good shopping experience are steps that are in line with the values of the Islamic economy. Transparency is also key, both in the delivery of product information and pricing policies, so that customers can make informed and ethical decisions.

In addition, 35,000 convenience stores can consider the concept of Cooperation (ta'awun) in marketing. There may be opportunities to collaborate with local producers or suppliers who adhere to sharia principles, creating a mutually beneficial business environment and supporting local economic growth. The application of Islamic business ethics can also be reflected in fair customer loyalty programs, non-misleading special offers, and the use of social media that promotes positive values. Thus, a convenience store of 35,000 can create a good image in the eyes of customers, which in turn can increase customer trust and loyalty.

By integrating principles in marketing strategies, the 35,000-storey convenience store can develop a business model that is in line with Islamic economic theory, providing economic and social benefits, while ensuring sustainable business sustainability. Generally, the best marketing opportunities are obtained from efforts to expand primary demand, while the best growth opportunities come from efforts to expand selective demand. The marketing strategy carried out by Toko Seral 35,000 implements several aspects of the marketing strategy as follows:

a. Products

Product quality is something that needs to receive the main attention from the company/manufacturer, considering that the quality of a product is closely related to the problem of consumer satisfaction, which is the goal of the company's marketing activities. Each company must choose a level of quality that will help or support efforts to improve or maintain the position of that product in its target market.

The owner of the 35,000 all-round store always checks whether the quality of the goods that come to the store is in accordance with the quality set in the store, if the quality provided by the supplier is not in accordance with what the store wants, then the goods are not taken. Selling really good, high-quality goods is one of the things that is difficult to find in this regional market, because this panoramic market can only sell makeshift goods without attaching importance to the quality it sells.

b. Price

The price of goods set in this store is not the price benchmark of other stores, this store has its own price benchmark that does not harm or disappoint customers, which is all thirty-five thousand. Many took by offering the price of goods twice the standard price to raise their merchandise at a high price, because there is usually a bargaining process, where later the high price will be bid as low as possible and obtained at the appropriate price. However, the determination of the price of 35,000 which is the slogan of the 35,000 all-purpose store is not in accordance with Islamic economic sharia because there is dishonesty, namely because there is no explanation of the various prices of the clothing, consumers think that the slogan of thirty-five is the price of the goods in the store is all thirty-five thousand But the reality is different.

c. Service

Employees who work in the 35,000-storey store in Watang Sawitto work casually, serving their buyers like chatting with their own friends, there is no awkwardness in serving buyers, such a situation makes buyers return to the store to buy other goods. The success of product marketing is also determined by whether the services provided by a company in marketing its products are good or not.

Services provided in the marketing of a product include services during the service of the product, services in the purchase or sale of the product, services during the delivery of the product sold, which includes services in transportation borne by the seller, installation of the product and insurance or guarantee for the risk of damage to the goods in transit or acknowledgment, and after-sales service, which includes guarantees for damage to the product within a certain period of time after the product is purchased by the consumer.

The main goal of every trader is to serve and satisfy customers who want to buy certain needs, buyers will feel satisfied not only with the price, the quality is good, but the service is also very needed. Because good service will cause a positive response from customers. Excellent service at the 35,000 Multi-Purpose Store is the main key in creating a positive experience for customers. The store is committed to providing friendly, responsive, and informative customer service. Store staff are trained to provide assistance with attentiveness to customer needs and questions, creating a pleasant and efficient shopping environment. In addition, the 35,000 convenience store puts customer safety and comfort as a top priority, by providing clean and orderly facilities. Good product

availability, wide selection, and clear promotions are also part of a holistic service strategy. By providing quality service, Toko Serba 35,000 strives to build long-term relationships with customers, ensuring customer satisfaction that is and reinforcing its positive image in the eyes of consumers.

d. Venue

In penetrating the market, good marketing will not succeed if it is not supported by a good place or distribution channel in selling products offered to consumers. Based on the results of this study, it can be described that the thirty-five thousand all-round marketing strategy in Tokoserba 35,000 in some aspects fulfills while in some aspects the thirty-five thousand all-round marketing strategy does not meet some characteristics and principles in Islamic marketing.

e. Promotions

In marketing products, the store conducts promotions to introduce to the public by promoting on social media so that people are interested in shopping and buying products and installing spades in strategic places so that passers-by see and introduce the store to the public.

3.2.2 Sharia marketing strategy has implications for increasing sales 35,000 convenience stores in Watang Sawitto, Pinrang Regency

Strategy in the Islamic view of the process of strategizing during the time of the Prophet was also often used to proclaim and expand power or even fight and one of the concepts of war strategy. A marketing strategy is a plan that describes the company's expectations for the impact of various marketing activities or programs on product demand or product links in a certain target market. Therefore, a mechanism is needed that can coordinate marketing programs so that the programs are in line and integrated synergistically. This mechanism is called a marketing strategy. In applying sharia economic theory in marketing strategies to increase sales in 35,000 convenience stores, some of the principles of sharia economics that can be applied include justice, blessings, and business ethics. The principle of justice demands that all parties involved in the transaction feel justice in the exchange of goods and services. In this context, all 35,000 took can ensure that the price of the products offered is fair and does not harm customers. In addition, the principle of blessing can also be applied by ensuring that all business processes and transactions are carried out by paying attention to the moral aspects and blessings in sustenance.

The results of the study show that the marketing strategy based on sharia analysis applied by the 35,000 Serba Store is in accordance with the teachings recommended by the Prophet. Although this store is not a store specializing in Muslim clothing, this store also provides Muslim women's clothing such as robes. The existence of this supply of Muslim clothes aims to provide complete services for the community. The application of this sharia marketing strategy can also be used as a means to build a good image in the eyes of the public. Toko Serba 35,000 gives a good impression to its consumers by prioritizing a helpful attitude and instilling more honesty in doing business, because business is not only a field of profit but a means that can be used to strengthen the bond of friendship between all religious people.

In the 35,000 convenience stores, basic characters of sharia marketing have also been instilled. Where the store to always do acts that do not violate religious norms. These characteristics are also used as a guideline to always comply with legal norms, always have good ethics for potential consumers. In addition, by holding these basic characteristics, it is expected to work realistically and professionally according to expectations. In doing a business, a producer must also have a humanistic nature, where the producer does not discriminate against his consumers either in terms of race, skin color or even their social status. The results of this study are in accordance with the theory put forward by Hermawan Kertajaya and Syakir Sula that in implementing a marketing strategy based on sharia, the process must be in accordance with the agreement and principles of muamalah in Islam.

4. CONCLUSION

By implementing a holistic marketing strategy, Toko Serba 35,000 has succeeded in creating a dynamic and attractive business environment for customers. The decision to keep the price at Rp 35,000 for each product provides clarity of value and builds an image as an affordable shopping destination. In addition, focusing on improving product quality, developing a marketing network, and superior customer service are the main pillars to maintain competitiveness and expand market share.

The 35,000 convenience store also manages to keep its connection to the latest fashion trends, giving customers a choice of clothes that are to their taste. Thus, the implementation of this marketing strategy not only increases the attractiveness of the store, but also builds strong relationships with customers, creating a solid foundation for sustainable growth in a competitive market. The implementation of the sharia marketing strategy by the 35,000 Serba Shop in Watang Sawitto is carried out to comply with religious teachings and not to act outside the norms of religious law. Services that are in accordance with the characteristics of sharia marketing are also implemented so that employees continue to work professionally and remain realistic in providing services and do not discriminate against the surrounding community. This effort is made to maintain kinship with the surrounding community so that they can continue to be good colleagues and can also increase trust in the 35,000 convenience store.

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