

Marketing Strategy In An Islamic Economic Perspective (Study On The Uliq Food Kudus)

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Abstract : *The aim of writing this research is to find out the marketing strategy, the advantages and disadvantages of the marketing strategy, and the implementation of the marketing strategy for Uliq Food Kudus from an Islamic economic perspective. Apart from theory, marketing strategies need to be applied in the real business world. Whether successful or not, marketing strategies can be a place for future evaluation. Descriptive qualitative methods were used as instruments in discussing this research. Observations and interview techniques will support this research. The theoretical basis of marketing strategy formulates a thought to be applied in all the company's economic activities in order to achieve the company's goals and for the company's survival. The research results show that Uliq Food's marketing strategy broadly includes four aspects, namely product strategy, pricing strategy, promotion strategy and distribution strategy. Overall the marketing strategy aims to increase sales results and increase profits. Uliq Food's marketing strategy from an Islamic economic perspective is based on the belief that owners as humans must run businesses in accordance with Islamic principles. The Islamic economic attitude that underlies Uliq Food's marketing strategy includes an ethical, realistic and humanistic attitude.*

Keywords: *Strategy, Marketing, Islamic Economics*

Abstrak : Penulisan penelitian ini bertujuan agar mengetahui strategi pemasaran, kelebihan serta kekurangan strategi pemasaran, dan implementasi strategi pemasaran Uliq Food Pedawang Kudus dalam perspektif ekonomi Islam. Selain secara teori, strategi pemasaran perlu diaplikasikan dalam dunia bisnis secara nyata. Berhasil ataupun tidak, strategi pemasaran bisa menjadi tempat untuk evaluasi kedepannya. Metode kualitatif deskriptif dijadikan instrumen dalam mengupas penelitian ini. Observasi serta teknik wawancara akan menunjang penelitian ini. Landasan teori strategi pemasaran merumuskan sebuah pemikiran untuk diaplikasikan dalam keseluruhan aktifitas ekonomi perusahaan agar mencapai cita-cita perusahaan dan untuk keberlangsungan hidup perusahaan. Hasil penelitian menunjukkan bahwa strategi pemasaran Uliq Food secara garis besar meliputi empat aspek, yaitu strategi produk, strategi harga, strategi promosi dan strategi distribusi. Secara keseluruhan strategi pemasaran bertujuan untuk meningkatkan hasil penjualan dan meningkatkan keuntungan. Strategi pemasaran Uliq Food dari perspektif ekonomi Islam didasarkan pada keyakinan bahwa pemilik sebagai manusia harus menjalankan bisnis sesuai dengan prinsip Islam. Sikap ekonomi Islam yang melandasi strategi pemasaran Uliq Food meliputi sikap etis, realistis, serta humanitis.

Kata Kunci: *Strategi, Pemasaran, Ekonomi Islam*

INTRODUCTION

In the development of the business world and increasingly high business competition, micro, small and medium enterprises (MSMEs) must have good marketing strategies in order to remain competitive with their competitors. In simple terms, a marketing strategy is a strategy designed to promote goods or services in order to gain profit (Imawan, 2019).

This very tight business competition requires business people to further improve the quality, promotion, price and service of products and services to consumers and understand what consumers want and need. Therefore, in conducting business competition, business

people must do their best, to achieve it all, it is not uncommon for business actors to achieve it by all means, even using bad methods to achieve it (Noviyandi, 2020).

Business actors who market their products must pay attention to three things, namely: first, the shape, size and dosage of the products provided are clear, and the materials used are also good. Second, the products being sold are halal products. Third, in promotions or advertisements, you must not lie. Apart from paying attention to these three points, business people must also pay attention to business location, because location is one of the factors that supports business success (Vandita, 2021).

Islamic marketing has a very important strategic position because Islamic marketing is a marketing strategy that is based on the Koran and Sunnah. Islamic marketing is a strategic business discipline that guides the process of creating, delivering and transforming value from originator to stakeholder, in accordance with Islamic contracts and principles and muamalah in Islam (Mubarok, 2017).

The Koran has also provided guidance to humans regarding marketing activities. The Al-Quran verse that explains marketing is QS An-Nisa: 35.

Meaning: "And if you are worried that there will be a dispute between the two, then send a peacemaker from the man's family and a peacemaker from the woman's family. If both of them (the peacemakers) intend to make improvements, Allah will surely give taufik to the husband and wife. Indeed, Allah is All-Aware, All-Knowing."(Ministry of Religion, 2019).

From the interpretation of the verse above, it can be concluded that, First of all, when a trader carries out trade, he actually remains in the context of faith and devotion to Allah SWT. Second, as a trader, if you can serve buyers well, including from good deeds. Then offer the best possible product and avoid gharar and arrogance.

Third, trade is actually part of jihad. At least, one trader fought jihad to support his family. Apart from that, from his transactions, he also supports orphans. Through his trade, he can become a benefactor for educational institutions etc. So it can be concluded that the profits from trading or buying and selling have very broad dimensions, not just gaining wealth. Wealth is important, but our wealth should not be used as a reference for doing good deeds.

MSMEs are businesses that have an important role in the productivity of a country's economy, because the more businesses like this, the more employment opportunities there are. Apart from that, the Indonesian economy can currently be said to be still unstable (Sofyan, 2017).

One example of an MSME business is Uliq Food Kudus. Uliq Food Kudus was founded in September 2017 in Kudus city. The main product at Uliq Food is candied Jipang pumpkin

which is made from Jipang pumpkin. Relying on local raw materials (Jipang Lereng Muria Pumpkin) which has the Latin word *sechiumedule*, this vine is included in the fruit vegetable category, growing abundantly in remote areas of the archipelago. It is said that Dutch colonialists brought it to Indonesia from Thailand along with spices as supplies for fighting to colonize the Indonesian people. With the abundance of Japanese pumpkin in the archipelago, there is a desire to process pumpkin ingredients as various useful preparations. When Kudus is dominated by *jenang* as a typical Kudus snack, it is inevitable that candied jipang pumpkin will become a Kudus City brand.

Seeing such a large market share, various innovations emerged, including: sweets, syrup, jam, even *pepek* made from Jipang pumpkin. With the rise of home industries emerging and continuing to develop, the owner of Uliq Food, Mrs. Yanti, always makes innovations so that the products produced are of higher quality. Seeing the extraordinary development of tourism makes Mrs. Yanti confident that Uliq Food will help support economic and culinary needs which will support educational tourism, which will undoubtedly improve the standard of living and economy of the community. Apart from its advantages, this MSME also has disadvantages, namely in terms of capital, resulting in limited production amidst increasing market demand.

The research gap in this research is the difference in previous findings, namely Atmoko's research with the title "Marketing Strategy to increase Sales at Covington Hotel Yogyakarta" proving that implementing the right marketing strategy will increase sales (Atmoko, 2018). However, the research results of Wibowo, et al show that even though the company has implemented appropriate marketing strategies, it still cannot increase the company's ability to develop (Wibowo, Arifin, & Sunarti, 2015).

Looking at several studies that have been conducted by previous researchers, it was found that there was a research gap, which examined marketing strategies to increase sales at the Cavinton Hotel Yogyakarta. Meanwhile, in the research that will be carried out by the author analyzing the marketing strategy from an Islamic economic perspective at Uliq Food Kudus, the researcher is sure that the success of Uliq Food cannot be separated from the application of Islamic economics so far. So that the business can survive and its products can be in demand by customers. The novelty of this research lies in the research location and research focus. The focus of this research is to analyze Islamic marketing strategies from the behavior of Uliq Food owners and the business operations they run, so that they are able to compete with local and imported products.

METHOD

The research is a type of field research that is narrative in nature. The location for this research was at Uliq Food Kudus because this location is an MSME that is still surviving in the pandemic era. The approach that researchers use is a qualitative approach. Data was obtained through the owners, employees and consumers of Uliq Food Kudus using data collection techniques in the form of observation, interviews and documentation. The validity of the data obtained was tested by extending observations, increasing persistence and triangulating sources and techniques. The data analysis techniques used by Miles and Huberman are data reduction, data display and data verification (Adib & Intania, 2022).

DISCUSSION

Uliq Food Kudus Marketing Strategy in an Islamic Economic Perspective

Marketing strategy is an analysis of the marketing mix such as product strategy, price strategy, promotion strategy, place strategy, with the aim of satisfying consumer desires and achieving marketing goals. First, Product Strategy. According to the results of interviews conducted by researchers, the author's analysis states that in making or creating her product, Mrs. Yanti has created a product that is distinctive, which means it is unique, specific, and not easily imitated by competitors. Even though the method of preparation and ingredients are easy to imitate, so far the name Bu Yanti is the one that comes to people's minds when they find processed pumpkin or pineapple products.

Bu Yanti also carries out quality control to ensure that consumers are satisfied with the products they buy. Apart from that, it is also hoped that it can maintain the loyalty of consumers who have trusted Uliq Food products. Apart from that, Ibu Uliq Food's products have also received P-IRT permits and halal certification. Because according to Islam, the products sold must be halal and tayyib. Shihab said that halal food is food that is not haram, namely food that is not prohibited by religion from eating. There are two types of haram food, namely: 1) prohibited because of substances such as pork, carrion and blood, 2) further prohibited because it is contrary to its nature, such as food that cannot be consumed or used by its owner to eat or use. Halal food is food that does not contain these two types. On the other hand, Nurdin's view in the Syawarifiyyah dictionary states that he understands the word thayyib as virtue, goodness, glory, blessing and bounty. The Qur'an also stipulates that products consumed when sold or purchased must be halal and tayyib, as Allah says in (QS Al Baqarah: 168):

Meaning: "O people! Eat of the halal and good (food) found on earth, and do not follow the steps of Satan. Indeed, Satan is your real enemy." (Ministry of Religion, 2019).

Second, Pricing Strategy. In the literature review written above, it is stated that price is a very important component and influences people's purchasing decisions regarding products. Price is a unit of money or other measure, including other goods and services, that is exchanged to obtain goods or services.

Decisions about selling prices have far-reaching consequences for companies and consumers. Prices that are too high can weaken competitiveness. On the other hand, low prices can lead to losses, especially when costs increase.

From an Islamic economic perspective, there is what is called a balance price (fair price), namely a price that does not cause negative effects (risk) or losses for market participants, both sellers and buyers. Prices that are too low cannot be considered reasonable. In this case, the seller or manufacturer cannot refund the costs charged. On the other hand, prices should not be too high, because this will affect the purchasing power of buyers and consumers. A reasonable price is a price that, with a certain margin, can cover all of the producer's operational costs and does not cause losses for buyers (Said Saad Marton, 2004).

From the results of interviews conducted by researchers, the author analyzes that Uliq Food's pricing is based on competitors' prices. The aim is that the prices offered do not exceed competitors' prices, thus encouraging many consumers to buy products from Uliq Food. Uliq Food is also not greedy about price. This is proven by the price of products from Uliq Food ranging from IDR 7,000 to IDR 25,000. which is very affordable among the public. According to Islamic economics, Uliq Food's pricing strategy is consistent with sharia marketing strategies where Uliq Food's prices are competitive.

According to the researcher's analysis when setting prices, Uliq Food is in accordance with Islamic law. This is in accordance with the statement of Mrs. Yanti who sets prices according to the market so that it does not violate Islamic rules in setting prices, because prices in Islam refer to the meeting of demand with supply which occurs voluntarily. and no party feels compelled to carry out transactions at this price level. The selling prices used by companies vary, according to the strategies used by the company to increase its market share. According to Islamic law lowering prices to reduce competition is not permitted.

Third, Promotion Strategy. Based on the results of interviews obtained by researchers, the results of the author's analysis state that the advertising strategy implemented by Uliq Food has resulted in good developments in its sharia marketing practices, considering the principle of ta'awun (helping each other) implemented by Uliq Food itself. One of them is providing good service to customers. Every Uliq Food employee markets their food by prioritizing good

manners such as honesty in delivering their products, not exaggerating Uliq Food's food and giving the impression that the quality of the food is commensurate with the ingredients and benefits used. Jipang pumpkin itself, so buyers are interested in the uniqueness of processed Jipang pumpkin and its benefits.

Regarding promotional strategies, what Mrs. Yanti, the owner of Uliq Food, explained in marketing her products was by utilizing digital marketing, which also involved registering and placing her products in one of the market places, namely Grabmart. With this online marketing, it is hoped that it can expand brand awareness to many regions. People can buy Uliq Food products without having to come home. Not only placing products on the market place, Uliq Food also provides social media accounts containing information about its products. These social media accounts include YouTube, Facebook and Instagram accounts. The social media account contains product information, benefits, how to make it, and contacts that consumers can contact. These social media accounts also become a forum for interaction between producers and consumers.

Apart from that, Mrs. Yanti also actively participates in MSME exhibition events held in several places. This includes promotion of the Ice Gempol Labu Jipang product so that it is known to the wider community. In every exhibition event that Mrs. Yanti participates in, she focuses on her products so that they can be introduced to the general public, not just making sales. As can be seen at one of the culinary exhibitions, Mrs. Yanti focuses on marketing her products with the goals that have been designed. Even though there are other sellers who present more modern products and see many buyers.

However, Mrs. Yanti is not only after profits in terms of financial gain, namely by the number of products sold. However, Mrs. Yanti focuses on marketing her products, so that the products are known to the general public. In this way, the marketing carried out by Mrs. Yanti is in accordance with the theory stated by Peter Drucker that marketing is a way of understanding, namely understanding customers and providing products that suit customers, then introducing the product to the general public. From the marketing that has been carried out, an increase in sales will follow the success of the marketing.

Fourth, Place Strategy. From an Islamic perspective, marketing channels or marketing locations can be carried out anywhere as long as the location is not a disputed location. However, in Islam, more value is placed on the company's proximity to the market. This is to avoid distribution of goods before they reach the market or the presence of middlemen. The Prophet Muhammad SAW also gave an example that the distribution process must comply with

mutually agreed rules and no party is harmed, whether producers, distributors, agents or consumers.

Based on the author's observations, Uliq Food is located in a strategic area which makes the product distribution process easier. The distribution channels used by Uliq Food are in accordance with the agreed rules that distributors sell their products to agents who subscribe to take large amounts, from these agents they then sell them back to consumers. However, if there are consumers who are around Uliq Food and then come directly wanting to buy products in small quantities, they will also be served, because it is impossible to refuse consumers who come directly wanting to buy them.

This can be seen from the results of an interview with Dian Saputri, one of Uliq Food's consumers, according to her, Uliq Food products are easy to get because they are available in various shops. Apart from that, she also explained that the shop is located on the side of a big road, making it easier for consumers when they want to buy these products.

Implementation of Uliq Food Marketing Strategy Viewed from an Islamic Economic Perspective

Apart from implementing conventional marketing strategies, Uliq Food also implements sharia marketing strategies that are in accordance with the characteristics of Islamic economics. Where, Uliq Food in running its business is not only focused on making a profit, but also for the purpose of worship. Uliq Food in running its business implements a marketing strategy that is in accordance with sharia marketing characteristics which consist of: first, Belief in God/Rabbaniyah. In marketing, business people must believe that every step taken is under the control of Allah SWT. The results of interviews conducted by researchers show that the rabbaniyah attitude has been implemented by Uliq Food. This is demonstrated by Uliq Food in implementing Islamic clothing standards, namely that employees who work at Uliq Food must wear the hijab, dress modestly and must perform prayers. In an interview with the owner of Uliq Food, he said that he had provided a prayer place for his employees. Apart from that, in facing competition, Uliq Food competes in a healthy manner, because the owner of Uliq Food believes that competition can spur motivation for the development of his business, the owner of Uliq Food also believes that, even though there are many competitors, he believes that his fortune has been arranged by Allah SWT.

In Islamic business activities, as Muslim business people we must always ensure that Allah SWT always sees everything that His servants do. Apart from maintaining good relations between humans, we must also not forget to always maintain good relations with the Creator.

Both the owners and employees of Uliq Food are aware of this, they do not forget to continue to fulfill their obligations in line with their busy lives. This is always done as a form of gratitude for the sustenance and blessings given by Allah. So that employees feel comfortable when praying, Uliq Food has also provided a prayer place. This can be interpreted as meaning that Uliq Food has implemented Rabbaniyah principles in running Islamic business well.

Second, Ethical/Moral. Sharia marketing is a marketing concept that prioritizes moral and ethical values regardless of religion because it is universal. A sharia marketer must comply with ethical principles in his marketing activities, one of which is not to make sweet promises that are not true and always prioritize honesty in explaining the products offered.

As a result of interviews and observations conducted by researchers, researchers saw the ethical attitude that Uliq Food always implemented. This is proven by employees who provide good service to consumers, then answer all questions and provide honest explanations to all consumers who need information about Uliq Food products. Honesty is a priority for Muslim entrepreneurs in doing business. Both owners and employees always pay attention to honesty, especially in providing service to buyers. Namely information conveyed to consumers about the product or product quality in accordance with its original condition. owners and employees. The products sold at Uliq Food are newly produced products,

With this ethical principle, the business you run will receive blessings from Allah SWT, both here and in the afterlife. With this, it can be concluded that Uliq Food has implemented a good ethical attitude in the Islamic business practices it carries out.

Third, Realistic/Al-waqiyah. Realistic means reality without making things up, especially if it leads to lies. All events must be based on reality and must not discriminate between people, ethnic origin or skin color. Someone cannot swear that the product is really good and perfect if the product has defects.

According to the author's analysis, Uliq Food employees have a polite and neat appearance. In marketing its products, Uliq Food always prioritizes sharia values, for example, not bullying consumers. According to the owner of Uliq Food, a small profit is not a problem, so no party feels disadvantaged, because basically the Islamic Muamalah principle between seller and buyer is clear and also voluntary. Apart from that, Uliq Food is also not careless about prices, because everything must be mutually beneficial for the owner, employees and buyers.

The owner of Uliq Food also said that all owners, employees and buyers must be able to feel the benefits of the products they sell. This realistic principle applied is the key to the

success of a business. In this way, it can be concluded that the implementation of a fair attitude at Uliq Food has been carried out well.

Fourth, Humanistic. The humanistic understanding says that sharia was created for humans to improve their status, maintain and maintain their human nature and create a spiritual atmosphere to control their desires. Sharia marketing targets people according to their abilities without regard to ethnicity, race, skin color, nationality and status. According to the author's analysis, Uliq Food's humanistic application is in accordance with the principle of ukhuwwah insaniyyah (brotherhood between humans), namely not differentiating between each other.

From the results of interviews conducted by the author, the results of the author's analysis say that, Uliq Food has instilled moral and ethical values in consumers, namely by speaking in a friendly manner, smiling easily, and being polite. Apart from that, Uliq Food in serving buyers also does not discriminate and Uliq Food also provides buyers comfort by not following them when choosing products. So in this case, it can be concluded that Uliq Food has implemented the humanistic properties well

Analysis of Supporting and Inhibiting Factors for Uliq Food Kudus's Islamic Marketing Strategy and Solutions

Every agency, organization or company always formulates a different marketing strategy. Therefore, to minimize unnecessary things, every company must carry out good strategic planning so that the company can achieve the desired goals. Uliq Food's advantages include implementing Islamic marketing strategies, strengthening relationships, selling products according to images and descriptions, being trustworthy in carrying out promotions, providing satisfactory service, choosing strategic locations, affordable prices and opening up business opportunities for resellers.

The following is an explanation of Uliq Food's advantages which constitute ethics in implementing sharia marketing, among others. First, behave well and be sympathetic (sidq). In the Qur'an, Islamic teachings always recommend that you always have a friendly face, behave well and have sympathy. Behaving well and being polite in relationships is the basic essence of good behavior. Islamic teachings also require us to be polite in all things, even when carrying out business transactions with cunning people, we still have to maintain good speech.

According to the author's analysis, every staff and employee at Uliq Food has shown good personal behavior. In marketing their products, the marketing team always prioritizes ethics by speaking in a friendly manner and behaving well, politely and kindly in serving both agents and consumers. Good behavior makes consumers feel appreciated and comfortable, then

consumers will definitely re-promote the products they have purchased to those closest to them, thus having a positive impact on the company.

Second, Behave fairly in business (al-adl). Doing business fairly is a form of morality that entrepreneurs must adhere to and have. Doing business fairly is a must. Islam prohibits all business transactions that involve injustice and contain elements of fraud.

Referring to the author's analysis which comes from interviews with Uliq Food, Uliq Food's marketing team always prioritizes fairness in marketing its products, this can be seen from the agents who take the product in large quantities, so that the discounted price becomes cheaper per box. This can be seen from the selling price of Uliq Food, so there will be no cheating and injustice between the distributor and the agent.

Third, Honest and trustworthy (trustworthy). Honesty is one of the morals that must characterize every step of a sharia business. In Islam it is said that true honesty lies in their muamalah. If you want to know how honest someone is, ask for cooperation in business, from there you will see their true nature, especially in terms of honesty. Because honesty will give rise to trust.

Based on interviews with Uliq Food owners and consumers, it can be said that Uliq Food employees always uphold honesty not only towards buyers but also towards co-workers. Good cooperation is the result of mutual honesty and trust in work. When marketing a product, the marketer explains the product to be sold to consumers before making a transaction so that consumers are not disappointed and satisfied with the service. In this case, consumer confidence in the products being marketed is built.

Fourth, Keep promises and don't cheat. In trading, a person must not commit fraud that could harm other people or consumers. When a business actor does good and harms others, this trust will facilitate business development.

Based on the results of an interview with one of the consumers, it can be concluded that Uliq Food does not commit fraud with the products it sells, the product quality is guaranteed and there is no damage. Apart from that, Uliq Food really supports Islamic marketing, especially when running a business in a healthy way and not taking actions that harm other people, because whatever people do they will be held accountable in the afterlife.

Uliq Food in running its business in accordance with sharia principles, this is reflected in sharia principles in compliant product marketing, so that honesty, integrity and not harming other parties are always prioritized in explaining product descriptions. Uliq Food also always serves consumers well and in a friendly manner. First, Inhibiting Factors. Based on the results of the research, the inhibiting factors for Uliq Food in marketing strategy are internal factors,

namely 1) Lack of use of technology for marketing. The use of technology can help develop a mature strategy for the company. However, if you cannot use and utilize technology well, it can have a negative impact on the company. According to the results of interviews conducted with Mrs. Rubiyanti,

2) The shop room is quite narrow. Based on the results of observations made by researchers at Uliq Food, researchers found that the Uliq Food shop room is quite narrow, but with a fan in the shop room, buyers will not feel hot even if there is a crowd. 3) Service that is less than optimal. Service that is less than optimal is service that only focuses on purchasing. The lack of offers given to consumers is one of the obstacles for Uliq Food.

External factors that occur are 1) Existence of Competitors The existence of competitors is one of the obstacles for Uliq Food, because competitors are companies that have been around longer or are newer and have similar businesses that are located nearby, have more variety and value in the products they offer. This needs to be a special concern for Uliq Food so that it can continue to compete in the same market. 2) Less well-known brand image Brand image is a very important factor in a company. A brand image that has not been created for a long time and there is no media to create special access to the public can be an obstacle for Uliq Food in its marketing strategy.

Second, Solutions to Inhibiting Factors for Uliq Food Kudus Marketing Strategy. Based on research conducted by the author, the following solutions to the obstacles to Uliq Food's marketing strategy are as follows. Internal factors that occur are 1) Use of Technology. Entrepreneurs must be able to keep up with technological developments to support their company's marketing strategy. So entrepreneurs can find information about existing market opportunities. Apart from that, technology can help entrepreneurs expand their networks in marketing and with adequate technology entrepreneurs can create efficiency in marketing their products. Based on a statement from Mrs. Rubiyanti as the owner of Uliq Food, she stated that she is running a business that focuses on human resources so that she is more active in using available technology to support marketing activities.

Based on the information presented above, Uliq Food should add new insights regarding the use of technology, especially to identify market and promotional opportunities such as managing online stores well so that later it will not only accept offline consumers, but also online consumers.

2) Carry out active services and dare to offer other products. According to the research results, this factor has been quite successful in increasing unexpected consumer purchases due

to product offers, in other words, consumers intend to buy the product they want but after receiving the offer, consumers can be interested and want to try the product that is available so that consumers can shop more at once. . With this method, it is hoped that the service will have innovation to increase sales.

Third, Innovation to increase sales. Where there are several factors that influence it. External factors that occur are 1) Developing a new marketing strategy to beat competitors. Based on the results of research on competitors who use the average marketing strategy there, this is almost the same as Uliq Food. Therefore, new strategic innovation is very necessary in terms of marketing, it is a differentiating factor from competitors so that the business has more value in the eyes of consumers. This can be seen from the researcher's analysis of the existence of this strategy innovation which can influence sales at Uliq Food. This is why researchers say it will have an effect because implementing a new strategy requires time and analysis. This should not be ignored, especially when trying a new strategy or what is often called a trial and error strategy.

Based on the data analysis carried out by researchers as explained above, the solution that can be provided to improve the maximum use of technology and the presence of competitors is to increase the number of human resources and implement new strategic innovations as a differentiator between Uliq Food and competitor stores.

2) Participate in MSME events in Kudus. Building a brand image in society is not easy, so Uliq Food's efforts are very hard, participating in MSME product exhibitions is expected to have its own value for the company, not only offering taste. Uliq Food's products themselves have quality products high so that it can survive among many competitors, especially in the Kudus area itself. Participating in routine annual events in Kudus such as the cultural carnival is Uliq Food's way of introducing its products to the people of Kudus and outside Kudus. This method can explain that Uliq Food really respects community culture by participating in organizing events every year.

CONCLUSION

After discussing several issues above, researchers can conclude several things, namely that Uliq Food implements a 7P marketing strategy, including product strategy, price, place, promotion, people, process and supporting facilities. Uliq Food products include a variety of items, such as candied jipang pumpkin, getuk jipang, donut jipang, pempek, gempol jipang, kunir tamarind, salinas, and ne-nasku. In terms of price, Uliq Food tries to keep prices from

being too different from competitors, because prices that are too high can reduce consumer interest. The location of the Uliq Food store was chosen strategically to provide convenience for potential buyers who want to visit and shop. In terms of promotion, Uliq Food utilizes digital marketing to promote its products.

In the "people" aspect, Uliq Food has been selective in selecting employees who are considered experts in their fields. They were appointed as part of the Uliq Food team. In terms of processes, Uliq Food provides good service to consumers starting from the ordering process to delivery of the ordered products. Lastly, in terms of physical evidence, Uliq Food presents its products offline in stores and online through their logo, packaging, website and social media. In addition, Uliq Food's marketing strategy also reflects Islamic economic principles, where business owners are expected to run their businesses in accordance with Islamic values. This includes an ethical, realistic and humanistic attitude in doing business.

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