

## Culinary Marketing of Warung Jazirah Arac in Palu City in an Islamic Economic Review

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ARTICLE INFO	ABSTRAK
Volume: 1 ISSN:	The problem to be studied is Warung Jazirah Arab, a culinary stall commonly called <i>ajib</i> . It is a form of business managed by Turks and Arabs that provides services in the form of buying and selling by visitors. Usually visitors who come to eat at the place are charged according to the available menu, but the stall provides a menu that is in great demand among the public, namely kebabs and burgers Kebab.
<b>KEYWORDS</b>	The research method used is qualitative research, which is a type of research used to examine the condition of natural objects (as opposed to experiments) and this research is descriptive analysis with the aims to provide a complete picture of the characteristics of a situation that is developing or taking place as an influence in producing legal products in accordance with the development of the times and places
Warung Jazirah Arab, Islamic Economic Perspective	The results showed that the culinary marketing of Warung Jazirah Arab is planning which includes planning product prices, product packaging, product market analysis, product competition, product sales, product promotion, products which include maintaining product quality and quantity, prices which include prices set based on market prices and promotions which include continuous and indirect promotions (Instagram, Facebook and Whatsapp). The concept of marketing or culinary sales of Warung Jazirah Arab does not conflict with Islamic values or Islamic Economic law with the consideration of not having elements of <i>gharar</i> , <i>tadlis</i> , hoarding goods to increase prices, many vow to convince buyers, play with prices and sell illicit/ <i>haram</i> goods.

### 1. Introduction

Business development carried out by businessmen in general begins in a container called a market, where the market is a meeting place for buyers and sellers who interact with each other in *muamalah*. The development of the culinary business is also very advanced and promising because of the large number of enthusiasts who visit in places in the city of Palu. Culinary stalls and burger kebabs also help young people or other communities to meet their food needs if they don't have food at home, just by spending IDR 20.000, you can enjoy 1 kebab or 1 burger at the stall. The three culinary stalls are located on Jl. Sis Aljufri, Jl. Emi Saelan and Jl. Hasanudin, each of which is located in West Palu and South Palu. They provide a special menu of kebabs and burgers to be precise. Special culinary stall located in West Palu is Warung Jazirah Arab. Warung Jazirah Arab culinary stall commonly called *ajib* is a form of business managed by Turks and Arabs that provides services in the form of buying and selling by visitors. Usually, visitors who come to eat at the place are charged prices according to the available menu. However, the stall provides a menu that is in great demand among the public, namely kebabs and burgers.

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Based on the background of the problem above, the formulation of the problem is as follows; how to market the culinary business of the Arabian peninsula stalls in Palu and how the culinary business of the Arabian Peninsula stalls in Palu in a review of Islamic economics. The purpose and benefits of this research are that this research is expected to provide a wealth of knowledge in the Arabian Peninsula stalls in understanding the marketing process of the Arabian Peninsula Warung Culinary Business in Palu City. This research is expected to provide additional information for the public about the Islamic economics review regarding the Marketing of the Culinary Business of the Warung Jazirah Arab in Palu City.

Based on the background of the above problem, the formulation of the problem is as follows; how to market the culinary business of Warung Jazirah Arab in Palu city and how the culinary business of Warung Jazirah Arab in Palu city in the Islamic economic review. The purpose and benefits of the research are that this research is expected to provide a treasure of knowledge at Warung Jazirah Arab in understanding the Marketing Process of Culinary Business of Warung Jazirah Arab in Palu City. This research is expected to provide additional information for the public about the Islamic economic review regarding the Marketing of Culinary Business of Warung Jazirah Arab in Palu City.

## **2. Literature Review**

### **2.1. Marketing.**

a. Definition of Marketing.

Etymologically marketing is the process, method, and the act of marketing merchandise. While marketing according to the term is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and services, both to current and potential consumers. (Alma and Buchari, 2011).

b. Marketing Concept.

The concept of marketing is a business philosophy which states that satisfying consumer needs is an economic and social requirement for the survival of the company. The marketing concept is prepared by incorporating 2 main elements, namely paying attention to customer orientation and customer satisfaction. (Sofjan Assauri, 2007).

c. Marketing strategy.

Marketing strategy is a comprehensive, integrated and unified plan in the field of marketing that provides guidance on activities to be carried out in achieving company goals through advertising, promotional programs, sales, product programs and distribution programs. There are four basic concepts of a marketing strategy, first: Market segmentation, namely market separation in buyer groups according to certain types of products, second; target market, i.e. A segment that is found to have large size, high growth, and high attractiveness and third positioning, namely the key to market position is consumer perception of the product or service. (Sofjan Assauri, 2007)

### **2.2. Marketing in Islamic Economics**

Islamic economics is a science that studies the behavior of Muslims (believers) in an Islamic society that follows the Qur'an, the *hadith* of the prophet, *ijma* and *qiyas*. Abdullah Abdul Husain At-tariqi quoted by Lukman Hakim defines Islamic economics as "The science of applicable *Shari'ah* laws taken from its detailed arguments on issues related to finding, spending, and ways to develop wealth". (Indri et al, 2008)

### **2.3. Culinary.**

The term culinary in Indonesia can be said to have only sounded echoes since 2005 thanks to "Wisata Kuliner", a television show that covers unique places to eat or already have a good reputation. Since then, the word culinary has become increasingly popular and has become synonymous with tasting various types of food and drinks.

When viewed from the creative economy side, there are many studies that include culinary in this sector because basically food is a basic human need that has existed for a long time. Culinary products in general are still included in the food and beverage industry sector or the supply industry, without any emphasis that culinary products are creative products. (Mochamad Sandy Triady, 2015)

The type of research used in this study is a qualitative type of research. Qualitative type of research is a type of research used to examine on the condition of a natural object (as opposed to an experiment). A natural object is an object that develops as

it is, is not manipulated by the researcher and the presence of the researcher does not affect the dynamics in the object. (Sugiyono, 2009)

Data sources are divided into 2, namely primary data, which is a data source that directly provides data to the data collector. In this case, there are parties who are competent and related to research, namely the owner of the culinary stall business of Warung Jazirah Arab of Palu City, employees and consumers and secondary data sourced from literature, books, and other documents that are still related to the discussion. The data collection technique uses observation, interview and documentation techniques. (Sugiyono, 2010)

**3. Research Result.**

The marketing concept of Warung Jazirah Arab is to use marketing that is commonly done by companies, namely first, planning is something important in doing something, second, products and prices are goods and values offered in the market to get attention, demand, or consumption that can fulfill someone's wants or needs or society. As for the products and prices offered by Warung Jazirah Arab, namely:

Kebab	Shawarma	Burgers
Beef	Chicken + Potato	Beef
Cheese Beef	Cheese Chicken + Potato	Cheese Beef
Special Beef	Special Chicken	Special Beef
Chicken	-	Chicken
Cheese Chicken	-	Cheese Chicken
Special Cheese Chicken	-	Special Cheese Chicken

The price list offered at Warung Jazirah Arab is as follows:

NO	MENU	PRICE
1	Beef Kebab	IDR. 18.000
2	Cheese Beef Kebab	IDR. 22,000
3	Special Beef Kebab	IDR. 26,000
4	Chicken Kebabs	IDR. 18.000
5	Cheese Chicken Kebab	IDR. 22,000
6	Special Cheese Chicken Kebab	IDR. 26,000
7	Beef Burger	IDR. 18.000

8	Cheese Beef Burger	IDR. 22,000
9	Special Beef Burger	IDR. 26,000
10	Chicken Burger	IDR. 18.000
11	Cheese Chicken Burger	IDR. 22,000
12	Special Cheese Chicken Burger	IDR. 26,000
13	Chicken Shawarma + Potato	IDR. 22,000
14	Cheese Chicken Shawarma + Potato	IDR.28.000
15	Special Chicken Shawarma	IDR 32,000

Third is promotions. Promotions carried out by the directors and employees of Warung Jazirah Arab are through social media and from people to people and the fourth is places. The place is one of the most important things in marketing. The place chosen was at Jl. Sis Aljufri which in our opinion this place is a strategic place especially as it is known together that jl. Sis Aljufri is a religious Area

In terms of production, which is implemented by the director and employees of the Warung Jazirah Arab based on interviews, that they always maintain product quality, product quantity, and product freshness. Thus, in terms of products, Warung Jazirah Arab does not conflict to Islamic values or Islamic Economic law. Prices in Warung Jazirah Arab based on interviews with the directors and employees, they set their prices based on market prices and the quality of goods. Promotions carried out at Warung Jazirah Arab using the concept of honesty, patience in serving customers both directly and indirectly, and customer satisfaction is the most important things. It can be concluded that the concept of marketing or culinary sales of Warung Jazirah Arab is not contrary to Islamic values because there is no *gharar* or *taghriir tadlis* to hoards goods to increase prices, selling stolen goods or corruption, *najasy* transactions (false advertising and promotion), breaking the agreements, and many vow to convince buyers to play with prices.

#### 4. Conclusion.

The culinary marketing of Warung Jazirah Arab is planning which includes planning product prices, product packaging, product market analysis, product competition, product sales, product promotions, products which include maintaining product quality and quantity, prices which include prices set based on market prices and promotions which include direct and indirect promotions (Instagram, Facebook and WhatsApp). The concept of marketing or culinary sales of Warung Jazirah Arab does not conflict with Islamic values or Islamic Economic law with the consideration of not having elements of *gharar*, *tadlis*, hoarding goods to increase prices, many vow to convince buyers, plays with prices and sells *haram* goods.

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