
ISLAMIC MARKETING MIX HOME SHARING STRATEGY AT MULTI LEVEL MARKETING NATURAL NUSANTARA

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Abstract

Home sharing is a business meeting that is held in a simple place such as a home or stockist to explain business opportunities to others and convey information so that it is effective and provides many benefits in carrying out its activities by using Islamic Marketing Mix to be able to reach the target market in a Multi Level Marketing company Natural Nusantara which sells beauty, health, agriculture, animal husbandry and fishery products. The formulation of the problems in this research are 1) What is the strategy of Islamic Marketing Mix Home Sharing on Multi Level Marketing Natural Nusantara 2) What are the implications of the Islamic Marketing Mix Home Sharing strategy on sales turnover of Multi Level Marketing Natural Nusantara. The approach in this study is a descriptive qualitative method and is a field research by observing, interacting and direct observation based on the phenomena that occur to the research subjects. This research can be concluded 1) Home Sharing Natural Nusantara has benefits in carrying out its activities in accordance with the sharia marketing mix in Islamic marketing which includes product, price, place, promotion, people, process, physical evidence, promise, patience, and customer centrism. 2) The implications of the Islamic Marketing Mix strategy on sales turnover have a direct impact namely sales increase after Home Sharing activities are carried out.

Keywords: Islamic Marketing Mix, Home Sharing, Multi Level Marketing, Natural Nusantara

INTRODUCTION

Companies with local, national, regional and global scale use the Multi Level Marketing trading system. This system is expected to introduce goods as an embodiment of promotion and advertising progress. Promotion is the latest or modern marketing framework through a delivery network that is built permanently by placing the client company and positioning the workforce as a marketing system. Natural Nusantara is also known as (NASA) which is a product using tiered marketing (Putong, 2010).

Natural Nusantara is a company that sells products made domestically (not imported) with natural ingredients (organic/herbal) and sells beauty, health, agriculture, animal husbandry and fishery products. How to market this product by selling offline and online, offline by face to face with the target and online by using social media. The marketing strategy for Natural Nusantara products is to hold a meeting called Home Sharing, which is a business meeting held by Natural Nusantara distributors at stockist places or places to shop for products, but can also be held at other places according to the agreement in a distributor network group (which has enough members) minimum of 3 people) (Admin, 2023a).

The Islamic Marketing Mix in Islamic marketing includes product, price, place, promotion, people, process, physical evidence, promise, patience and customer centrism. as:

1) Product

The object being sold must be able to determine the exact quantity and quality of the product and the product must really be owned or controlled by the owner. Products also must not harm the mind or society (immorality).

2) Price

Setting low prices below the market, changing prices without changing product quality or quantity, prohibiting fraud, discriminating against business prices, emphasizing the practice of fair pricing policies, and adhering to the natural laws of demand and supply in the market (market mechanism) are all unacceptable.

3) Place

The company's marketing tools must be transparent and satisfy customers in order to determine the success of an effective marketing strategy, by providing complete and ethical services, this location or place distribution mechanism has the potential to create value and improve people's lives.

4) Promotion

The promotion rules do not condone extortion or deception either by behavior or words. Appropriately carry out promotions imaginatively and creatively with the ultimate goal of attracting new clients and retaining existing ones and is expected to always be memorable and special training.

5) People

As producers and consumers, humans play an important role in marketing strategy. Marketers need to be trustworthy and take responsibility for their products. Muslim marketers must pay attention to and protect customers, partners, suppliers, employees and the public, be honest in buying and selling, avoid goods that are dubious, avoid fraudulent activities, and avoid speculative or gharar practices.

6) Process

Service-related procedures, mechanisms, and flow of activities are elements of the process. Marketers can increase consumer trust by cultivating trust, communicating, and paying attention to fundamental ethical values.

7) Physical Evidence

The first is exterior facilities, the second is interior facilities, the third is tangibles other (other physical evidence) which must be parameters in the marketing mix.

8) Promise

The importance of keeping promises in running a business or in product marketing, by keeping promises it will be justified in its business strategy.

9) Patience

Being patient when dealing with customers, listening to their complaints, responding to their requests, and trying to communicate product specification information are examples of marketing practices that demonstrate patience. Patience is the key to effective communication.

10) Customer Centrism

The customer is the focus of marketing theory, and the essence of marketing practice is satisfying customer wants and needs (Asnawi, 2017).

Previous research in order to broadly know about existing research with the same context as this research, namely researcher Muhamad Amin of the Purwokerto State Islamic Institute with the title "MLM Marketing Strategy (Multi Level Marketing) Islamic Economic Perspective (Case Study at PT. Natural Nusantara) Purwokerto Branch". The research focus in this research is: (1) How does PT. Natural Nusantara Purwokerto branch in carrying out the MLM marketing strategy from an Islamic economic perspective. The research objectives in this study are: (1) To find out the MLM marketing strategy carried out by PT. Natural Nusantara purwokerto branch of Islamic economic perspective. This study uses a qualitative research approach with descriptive analysis. The conclusions in this study are: (1) PT. Natural Nusantara with the Purwokerto branch MLM marketing strategy in accordance with Islamic finance, because of how the Natural Nusantara Purwokerto branch MLM framework does not yet have a cash game framework or cash game which is prohibited by Islamic finance because they only play cash without selling anything, they only benefit peoples who are already at the top (Amin, 2018).

The development of this research from previous research is to know in more detail about the marketing strategy carried out by the Multi Level Marketing Natural Nusantara business using an Islamic marketing strategy with a meeting activity called Home Sharing which has many benefits for business development and has an influence on sales turnover.

RESEARCH METHODS

Field research as a research method and research approach is qualitative. Informants were selected using a purposive sampling strategy in this study. The method of selecting samples from the population based on the researcher's objectives (objectives or research problems) is called "purposive sampling". This allows the sample to better represent the characteristics of the population with which it is known. (Michael Huberman, 2014).

RESULTS AND DISCUSSION

1) What is the strategy of Islamic Marketing Mix Home Sharing on Multi Level Marketing Natural Nusantara

In the context of running a Multi Level Marketing business Natural Nusantara home sharing is one of the marketing strategies. The implementation of home sharing can increase the number of downlines or members because the Multi Level Marketing business positions the company's customers as well as marketing personnel or provides opportunities for customers to participate as sellers and benefits in partnership channels. Natural Nusantara Multi Level Marketing business will grow more rapidly with more and more home sharing activities.

Interestingly, this home sharing acts as a magnet for marketing Natural Nusantara products in terms of the several benefits gained by participating in these activities. Here are some of the benefits of implementing home sharing:

1. Knowing how to do business
2. Know how to sell
3. Know how to get downline
4. Know how to market the product
5. Knowing how to improve attitude
6. Knowledge of marketing plans
7. Knowing about NASA

8. Knowing the advantages of each product
9. Sharing consumer testimonials
10. Gathering event among NASA partners
11. Sales will increase
12. Increase sales turnover
13. Keep the spirit
14. Channeling knowledge

In carrying out home sharing activities there is also a strategy or how to implement it, as follows:

1) Gather Natural Nusantara Partners

This activity involves uplines from Natural Nusantara stockists and downlines or members, as required for home sharing, namely:

- a. Have a minimum of 3 members
- b. Able to provide material to members
- c. There is a place to carry out

2) Set Time

After fulfilling the requirements mentioned above, then make an agreement and determine the time for carrying out the day, hour and date, carried out 1 week 1 time.

3) Prepare the material to be delivered

Both uplines and downlines who deliver, must prepare the material in advance or master the material to be delivered (Admin, 2023b).

After all the requirements for implementing home sharing are met, the activity takes place and what has been obtained from these activities must be taken into action or directly practiced into daily life in business, because benefits will be obtained if you have practiced what has been obtained in home sharing activities and according to with the sharia marketing mix as follows:

1) Product

Natural Nusantara products have complied with halal and BPOM regulations, do not cause damage to the mind, do not cause disturbance to the community (immorality), and are under the auspices of a Limited Liability Company (PT), the products sold are of the right quantity and quality in accordance with the working principles of the Natural Nusantara company. In the Home Sharing activity there is a discussion regarding the advantages of each product which is thoroughly discussed, so that all business partners know about it.

2) Price

Prices for Natural Nusantara products are set by the company and followed by quality or quantity. The prices for Natural Nusantara products set by the company include prices as business partners and prices as consumers. Specifications regarding prices are conveyed in the Home Sharing activity so that all business partners know about it.

3) Place

The strategy for implementing Home Sharing must fulfill the requirements for having a place to carry it out and the requirements for proposing stockists that there must also be a place that must be reached. This place mechanism becomes an important mix in the marketing strategy.

4) Promotion

Encouraged to carry out creative and innovative promotional activities in an effort to gain new customers and retain existing customers. Promotional activities are allowed. In the Multi Level Marketing business, Natural Nusantara positions customers as well as marketing

personnel as well as maintaining partners/members to continue to participate in Home Sharing activities with the benefit of friendly gatherings among Natural Nusantara partners and to increase the enthusiasm of members to sell so that the sales network remains good.

5) People

Muslim marketers must care for and protect customers, partners, suppliers, employees and society. Protection like this in Home Sharing activities is in accordance with its benefits, namely a gathering place for fellow Natural Nusantara partners in the form of an approach to business partners so that the network continues to grow.

6) Process

Marketers can increase consumer trust by cultivating trust, communicating, and paying attention to fundamental ethical values. The most important ethical procedures are in the Natural Nusantara business according to what is obtained from Home Sharing activities. Because 95% of Natural Nusantara business depends on attitude/ethics, so it was raised in the discussion of Home Sharing activities.

7) Physical Evidence

The first is exterior facilities, the second is interior facilities, the third is tangibles other (other physical evidence) which must be parameters in the marketing mix. In the Natural Nusantara business, there are several business information package guidelines (Starter Kit) for running their business which are obtained when someone registers to become a business partner and then the contents of the Starter Kit are explained and understood to business partners through Home Sharing activities.

8) Promise

The importance of keeping promises in running a business or in product marketing is important in marketing, as well as when promising to take part in Home Sharing activities, as a strategy in carrying out Home Sharing activities, uplines and downlines hold a meeting agreement beforehand in carrying out their activities.

9) Patience

Patience is found in Natural Nusantara working principle, which is to serve customers with humility and love. In the benefits of Home Sharing activities, there is how to sell, one of which is patiently serving customers.

10) Customer Centricism

In Natural Nusantara working principle, improving customer service is the main principle for building a strong marketing network. In marketing theory, satisfying customer needs and wants is the essence of marketing practice.

According to researchers, there is a link between theory and facts in the field that in theory mentioned above plays an important role in marketing strategy through Home Sharing activities both from product, price, place, promotion, people, process, physical evidence, promise, patience and customer centricism.

2) What are the implications of the Islamic Marketing Mix Home Sharing strategy on sales turnover of Multi Level Marketing Natural Nusantara

Implications include involvement, direct effect, and connection to other activities because sales will generate absolute profits and it is advisable to always grow the business. The bigger the sales, the bigger the profit. To achieve this goal, efforts are needed to attract and retain customers to shop at certain business units, if a company cannot sell its products, it will not develop otherwise if it is able to continue to increase sales it will be able to survive in business competition.

From the several benefits of Home Sharing that are carried out, the relationship to sales turnover is that sales will increase, because some of the benefits obtained from these activities really affect the increase in sales turnover by carrying out Home Sharing activities.

Implications of using marketing strategies regarding product, price, place, promotion, people, process, physical evidence, promise, patience and customer centricism which generate benefits of having direct involvement in Home Sharing activities. As Home Sharing is an activity in marketing carried out to find out about Natural Nusantara's business and related to its marketing mix.

Home Sharing has implications for sales turnover, not just one that is applied by the theory mentioned above but as a whole and is related to the working principles that exist in business. Facts in the field regarding the implications of using the Home Sharing strategy on sales turnover, namely the more often you participate in Home Sharing activities, the more know how to do good business and several other benefits, Home Sharing has a closing effect after each activity is held. Because it has a direct impact from fellow business partners related to growing enthusiasm for selling, as well as increasing sales turnover.

So based on interviews with informants in this study, guided by the theory mentioned above, it can be seen that Home Sharing activities are in accordance with the Islamic Marketing Mix theory and the implications are that the benefits obtained from these activities are related to the turnover that will be obtained after participating in the activity Home Sharing.

CONCLUSION

Based on the results and discussion, several conclusions were drawn, namely as follows; (1) the marketing strategy through Home Sharing at Multi Level Marketing Natural Nusantara has the benefit of carrying out its activities in accordance with the Islamic Marketing Mix in Islamic marketing, which includes product, price, place, promotion, people, process, physical evidence, promise, patience, and customer centricism, and (2) the implication of using the Home Sharing marketing strategy on sales turnover has a direct impact, namely sales and turnover will increase in accordance with the benefits of implementing Home Sharing and in accordance with the Islamic Marketing Mix.

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Siti Sarah Chairunisa, Subur Karyatun, Kumba Digdowiseiso (2023)

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