



Implementation of Islamic Marketing Concepts in Latanza Barokah Mandiri Joint Venture in Batam

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ABSTRACT

Study This investigate implementation The concept of Islamic Marketing at the Barokah Latanza Barokah Joint Business Cooperative Independent in Bengkong Swadebi, Sadai Subdistrict, District Bengkong, Batam City in 2023. With background behind emergence trend Islamic economics and its importance promote Islamic principles in marketing, research This aiming For analyze the marketing strategies implemented by cooperatives said. Research methods use approach qualitative with technique data collection through observation, interviews, and studies Documentation. Research results show that Barokah Latanza Barokah Joint Business Cooperative Independent has adopt principles Islamic marketing in activity marketing they. The strategies used covers emphasis on fairness, honesty, and quality service high. However, the study also identified a number of challenges faced by cooperatives in implement Islamic Marketing concepts, such as intense market competition and lack of understanding public about Islamic values in business. Implications from study This give outlook about success and obstacles in implementing Islamic Marketing in cooperatives, as well as offer recommendation For increase effectiveness marketing based on Islamic values in context business cooperative.

INTRODUCTION

Barokah Latanza Barokah Joint Business Cooperative Mandiri in Bengkong-Batam City is A Islamic- based cooperatives that aim to For give service economy to public with sharia principles. Cooperatives This founded with background behind For optimize income in Batam City which relies on sector trade that experienced decline. (Shafii et al., 2016)

Cooperative this also aims For give education about Islamic finance to society and improve economy through appropriate collection and distribution of funds with Islamic law. In managing zakat, cooperatives this also plays a role in empowering community and carry out targeted programs For produce profit term long (Fathaniyah & Makhrus, 2022). In order to reach objective said, cooperative This implement a marketing strategy that prioritizes principle business and independence cooperative. Barokah Latanza Barokah Joint Business Cooperative Mandiri in Bengkong - Batam City uses a marketing strategy that prioritizes principle business and independence cooperative. The purpose of the marketing strategy This is For increase interest and participation public as well as member cooperative in using products and services provided by cooperatives. (Suryani et al ., 2015)

Barokah Joint Venture Independent in Bengkong Swadebi, Batam, is one of the example efforts that seek apply Islamic marketing concept in its operations. As A businesses operating in the sector trade, the application of Islamic marketing in Latanza Barokah Independent involves appropriate strategies with Islamic teachings, such as avoid practice usury, fraud, and cheating, as well ensure The products sold are halal and thayyib (good). This is No only intended For increase trust customers, but also for create connection ethical and sustainable business .

In Batam, which is one of the center economy in Indonesia with diverse activity business, application of Islamic marketing by Latanza Barokah Independent become interesting For researched. This effort try For differentiate self from its competitors through Islamic values , with hope can interesting the Muslim market segment continues to grow develop. Through studies this, it is expected can understood To what extent does the application of Islamic marketing provide influence to performance business and how concepts the implemented in practice daily.

Implementation of Islamic Marketing at Latanza Barokah Independent in Bengkong Swadebi Batam becomes important For under review more continue, remembering its potential in building a business model that is not only profitable in a way financially, but also capable of give impact positive for public around. This study aiming For explore How Islamic marketing concepts applied in activity efforts and their impacts to growth and sustainability Latanza Barokah Business Independent in 2023. With Thus, the results studies This expected can give contribution in enrich literature about Islamic marketing and providing guide practical for perpetrator other businesses that want to apply draft similar.

LITERATURE REVIEW

Implementation the concept of Islamic marketing is increasingly relevant and important in development business, especially in the middle increasing awareness public to Islamic values and principles in all aspect life, including in doing business. Islamic marketing does not only focus on achievement profit only, but also emphasizes principles justice, honesty and blessings in every transaction. Concept This No only notice aspect economic, but also moral and social aspects, so expected can give more benefits wide for public.

METHODOLOGY

Research Design

Research design includes elements such as research objectives, research approaches, research design, sampling, data collection, data analysis, and ethical considerations. All of these elements work together to form a framework that guides research to be carried out systematically and with quality. The research method is very important for the success of a study, because it wants to achieve the objectives of a study, namely to obtain reasonable solutions and accurate answers, so the author in this case chooses to use a qualitative research method. (Sulistyo et al. 2023)

Research Approach

This chapter focus on methodology research used in studies about business with Latanza Barokah Mandiri in Bengkong, Batam. Research methods used in studies This is approach qualitative. Approach qualitative allow understanding deep about various aspect from business together, like its operations, management, and marketing strategies. (Atmaja, 2021)

Data Source

The sources for this research are:

Following This sources that can used For collect data for project study about Latanza Mandiri Blessing, a business together in Bengkong, Batam: - Observation direct and participation in activity boat supply. (Nindya Sari, 2021)

Visit field to the Barokah Latanza Mandiri Joint Venture in Batam City for collect specific data about interior, Joint Business activities of Barokah Latanza Mandiri. Questionnaire and guidelines interview For gather information from the stakeholders interests involved in Latanza Mandiri Blessings Bengkong, Batam City. Apart from that, secondary data can collected through studies literature, including sources print and electronic like journal scientific and seminar papers.

Research Location

Location study This is at Latanza Mandiri Barokah in Bengkong, Batam. Area densely populated area not far from the mosque, shops and residential areas.

Data Collection Technique

With do survey, interview, or group focus with selected sample, Latanza Mandiri Blessings can collect data about preference customers, needs, and levels satisfaction. This data Then can analyzed For identify patterns, trends, and areas of improvement For business. Information This will helping Latanza Mandiri

Blessings make decision based on information and adjust products and services they For more fulfil the needs of their target market . In addition, by do studies population and sample, Latanza Mandiri Blessings can also be gather information about demographics customers, such as age, type gender, and occupation. (Information Comparison Between Quantitative and Qualitative Studies, 2020)

RESULTS

The Suitability of the Application of Islamic Principles in Marketing

Barokah Latanza Barokah Mandiri Joint Business Cooperative recognizes the importance of aligning its marketing activities with Islamic principles. By adhering to Islamic principles in marketing, the cooperative ensures that its actions are in line with Islamic values and teachings. This is important to maintain customer trust and faith, as well as promote ethical and responsible business practices. (Maika & Kautsar, 2019)

By applying Islamic principles in marketing, cooperatives can build a positive reputation among their target markets and attract more customers who value ethical and responsible business practices. To be in line with Islamic principles, cooperatives can consider the following strategies. (Pitchay, 2012)

- a. Ensuring Halal Certification: Cooperatives can ensure that all products and services they offer are halal certified, meaning they comply with Islamic dietary restrictions and requirements. This is important for Muslim customers who prioritize the consumption of halal products.
- b. Promoting Fair Trade: Cooperatives can prioritize fair and transparent trade practices, ensuring that all parties involved in the supply chain are treated fairly. This can include fair pricing, living wages for workers, and fair negotiations with suppliers.
- c. Using Ethical Advertising Techniques: Cooperatives can avoid using misleading marketing tactics or manipulative advertising messages. Instead, they can focus on providing accurate and honest information about their products and services.
- d. Promoting Islamic Values: Cooperatives can incorporate Islamic values into their marketing messages and campaigns. This can involve promoting concepts such as honesty, integrity, compassion, and social responsibility.
- e. Engaging with the Community: Cooperatives can actively participate in community events and initiatives that are in line with Islamic principles, such as charity fundraising or social welfare programs.
- f. Communicating with Ulama: Cooperatives can seek guidance and advice from Islamic scholars to ensure that their marketing activities are in accordance with Islamic principles. (Hasan, 2019)

Through these strategies, Barokah Mandiri can demonstrate its commitment to Islamic principles in its marketing activities. Cooperatives can also utilize Islamic marketing tools and techniques to effectively reach their target audience. For example, they can use stories and narratives from Islamic traditions to connect with their audience on a deeper level. (Abdullah, 2018)

By doing so, the cooperative can establish itself as a trusted and reliable brand among Muslim consumers who prioritize ethical and responsible business practices. These strategies are in line with Islamic marketing principles, as they emphasize ethical and responsible business practices, transparency, and promoting Islamic values.

According to Ohoirenan in (Andrini 2023) "This study examines the procedures for preparing financial reports at Baznas Tual City and the application of PSAK 109 in the Baznas financial reports. This can be aimed at ensuring that there is transparency and accountability in the management of social funds."

Impact Implementation of Islamic Marketing in Latanza Mandiri Joint Venture Blessings Bengkong - Batam

Implementation practice Islamic marketing has give impact significant to business together in Bengkong, Batam. One of the the impact is adoption of E-Marketing as tool marketing new by business micro, small and medium in the region This adoption of E- Marketing considered as solution innovative to challenges faced by businesses the during pandemic. With utilizing E-Marketing, businesses This capable reach a wider audience broad and expanding sale they without limited by time and location. In addition, the implementation Islamic marketing also influences decision mix marketing from businesses in Bengkong, Batam. (Abdullah, 2018)

Implementation This has push business For emphasize conformity with Islamic principles in marketing strategy they. They focus on complying Sharia Halal Standards, featuring distinctive characteristics, instilling belief, instill morality and awareness, as well as adopt customer- oriented approach. (Nasir, 2020)

Approach This has proven resonate with Muslim customers, who consider factors this is very important in choice consumption they.(Pitchay,2012)

Implications Findings to Development Latanza Barokah Joint Business Cooperative Independent the City of Batam

Findings from study This own implications for development Latanza Barokah Cooperative Mandiri in Bengkong, Batam City. Study results show various areas of improvement that can be implemented For increase success cooperatives. First, it is necessary more management integrated and compliant between provinces and cities. This is can achieved through effective collaboration and coordination between cooperatives and institutions government related, ensure that goals and objectives cooperative in line with development strategy overall provinces and cities. Second, participation stakeholders interest in empowerment public must optimized. This can achieved with involving member cooperatives and communities local in the process of taking decision, push participation active them, and provide source the power and support required For contribute to growth and development cooperatives. (Launio & Sotelo, 2021)

Third, it is necessary more commitment strong For increase capacity institution in cooperative. This can achieved through training, development programs capacity, and formation roles and responsibilities clear answer in structure leadership cooperatives. In addition, it must There is policies

implemented For manage Latanza Barokah Cooperative Independent based on technology information. This is can involving implementation of digital platforms, online systems and tools data management for make it easier operation, improve efficiency, and improve communication between cooperatives and their members. (Budiyah & Suyono, 2020)

Lastly, for promote growth sustainable cooperative, necessary overcome limitations knowledge, experience limited, and lack of motivation between members. This is can achieved through continuing education and training programs, mentorship opportunities, and creating a supportive and empowering environment within cooperative. With apply recommendation This is the Latanza Barokah cooperative Independent can strengthen its operations, improving its productivity, and ultimately reach the purpose For support public local and contribute to the development Batam City economy. Implementation recommendation This can in a way effective increase success Latanza Barokah Cooperative Independent in Bengkong, Batam.(Asriati & Wardani, 2023)

Therefore that, it is suggested that the Latanza Barokah cooperative Mandiri in Bengkong, Batam, centralizes attention to several key areas For increase success cooperatives and contribute to development public local. Findings from various source recommend that Latanza Barokah Cooperative Independent in Bengkong, Batam, can manage interest public with effective with promote empowerment process economy community Coast through cooperative For lighting coast. With implementing these strategies, cooperatives can in a way effective overcome concern economy through financial models dynamic, distribution transparent income, and partnerships project.(Polo & Hernandez, 2020)

Framework of Thinking

Study This aiming For apply Islamic marketing principles in operational business with Latanza Barokah Mandiri in Batam. Main destination study This is Increase Trust and Loyalty Consumers: Increasing trust and loyalty consumer through implementation principles of honest, transparent and fair Islamic marketing. Developing Islamic Business Ethics: Developing ethics Islamic business in every aspect operational effort, so that increase reputation positive company. This is shown in the image below:



Figure 1.1 Framework of Thought

The image above interprets that improving performance business through implementation principles of effective Islamic marketing. develop reputation positive: developing reputation positive company through implementation ethics Islamic business. increase trust Consumers: increase trust consumer through implementation honest and transparent Islamic marketing principles.

DISCUSSION

Islamic Marketing Concept

Draft Islamic marketing has significance in activity commercial contemporary , and combines the 7Ps of marketing with Islamic principles can give benefits . Therefore that 's important For understand draft Islamic marketing and its applications in business with Latanza Barokah in Bengkong Batam. With do review literature , we can to obtain comprehensive understanding about Islamic marketing and its relevance with Latanza Barokah business in Bengkong Batam. Therefore that , for develop comprehensive understanding about Islamic marketing and its applications in business with Latanza Barokah in Bengkong Batam, it is important For review relevant literature about Islamic marketing .

Review literature will give outlook about draft Islamic marketing and how its implementation in context Specific Latanza Barokah in Bengkong Batam. Review literature will also overcome gap knowledge moment This about Islamic marketing and its implementation in context specifically Latanza Barokah in Bengkong Batam. With do review literature , we can also identify challenge or limitation whatever is possible appear in apply principles Islamic marketing in business with Latanza Barokah in Bengkong Batam. Findings from review literature will give contribution to existing knowledge about Islamic marketing and providing implications practical for Latanza Barokah marketing strategy in Bengkong Batam. (Research in Islamic and Promotion: Issue and Area development, 2019)

The Role of Cooperatives in Islamic Economics

Cooperative own an important role in Islamic economy. As institution finance, cooperatives the play a role as intermediary between capital owners and those who need it. Cooperatives do activity related service finance like collection and distribution funds. (Shafii , 2016)

In addition, Islamic Cooperatives operate based on principles Islamic finance, which originates from the Quran and Sunnah. This means that cooperative the submit to Islamic teachings and follow principles ethical in operation his finances. With operate in accordance with Islamic principles, Cooperatives ensure that the service done legally, freely from prohibited activities in Islam such as wearing or pay interest. In addition, cooperatives the promote draft help and support each other help in between its members. This is help create a sense of togetherness and solidarity, which is in line with Islamic values. In overall, role Cooperative in Islamic economy is For provide service easy finance accessible and ethical to its members, promote development economy in society, and contribute to growth overall economy Islam.(Jouti, 2018)

Principle Principle Marketing in Islam

Islam provides framework Work For behavior ethical and moral in all aspect life, including business and marketing. Framework Work This based on the teachings of the Koran and Hadith, which guide Muslims in action and taking decision them. Therefore that, in Islamic marketing, important For consider principle honesty, fairness, transparency and responsibility answer. Islamic marketing takes into account principle honesty, fairness, transparency and responsibility answer For ensure behavior ethical and moral business and marketing. This includes become Honest in advertising, providing mark to customers, avoid practice fraud, and pay attention welfare public in a way overall. With merge principles This, Islamic marketing aims For build strong and trusted relationship between business and consumers. Islamic marketing also emphasizes importance fulfil need customers and provide appropriate products and services with values Islam. (Asni & Sulong, 2018)

Principles Islamic marketing is also advocated responsible consumption and production answer, push business For consider impact environment from activity them and promote sustainable practices. This includes utilise source Power in a way efficient, minimize waste, and invest in initiative friendly environment. With adopt principles this, company No only can interesting conscious consumer ethics but also provide contribution to conservation environment and welfare society. (Fallstrom, 2018)

In the landscape business contemporary, fusion principles Islamic marketing can facilitate more relationship harmonious and sustainable between business, consumers, and society. Approach This in line with a growing global trend going to practice ethical and responsible business answer in a way social. With adopt principles Islamic marketing, company can differentiate yourself in the market, get trust consumers, and create impact positive and sustainable on the economy and society in a way wide. (Abdullah & Sahad, 2016)

The Main Principles of Islamic Marketing

- a) Honesty (Truth): Don't do fraud or fraud in the marketing process .
- b) Quality (Quality): Selling product or quality service tall .
- c) No Oath (No Oath) Fake): Avoid using oath false For convincing consumers.
- d) Generosity (Friendliness): Providing friendly and dignified service .
- e) Good Relations (Good Relations): Building good relationship with consumers and partners business .
- f) Orderly Administration (Orderly Management): Managing business with in an orderly and transparent manner.

Cooperative as an Islamic Business Model

In the business world, there are various models and approaches that can be adopted by the organization For reach objective they. One of those models is Islamic cooperatives, which operate based on principle cooperation each other support and partnership . This model is very relevant in context Islamic banking and finance, because provide alternative to system finance based on flower conventional. Islamic cooperatives, following principles Partnership Ta'awuniyah, which is agreement partnership between two or more individual or entity. (Shafii , 2019)

In this model, one party provide temporary capital the other party does operation business based on agreement distribution agreed profit. Islamic cooperatives, operating based on principles Partnership Ta'awunyah, which promotes cooperation and support each other support between its members. Cooperatives This give financing without to pick up flowers, with thus comply principles Islamic finance. This Islamic cooperative model is effective and sustainable solutions For support Islamic banking and finance, especially for individual or business that is considered not bankable by institutions finance conventional. Latanza Barokah Joint Business Cooperative Independent portraying the model of Islamic cooperatives, which operate based on principle cooperation each other support and partnership For give service finance and support to its members based on principles of Islam. (listyaningsih,2021)

Islamic cooperative model ensures that its members own access to financing without burden flowers and promote stability economy and welfare social in society. In general Overall, this Islamic cooperative model is effective and sustainable solutions for individuals and businesses looking for alternative from system finance based on flower conventional. The use of the Islamic cooperative model can contribute to the development more economy inclusive and fair based on principles Islam. (Huda, 2012)

Islamic cooperative model is sustainable and equitable solutions For support Islamic banking and finance, especially for customers who are considered not bankable. Cooperatives This operate based on principles Partnership Ta'awunyah, where one party provide temporary capital the other party does operation business based on distribution advantages. This model help ensure that financing provided without flowers, according to with the principles of Islam. With to cultivate cooperation and support each other support between its members, the Islamic cooperative model promotes stability economy and welfare social in society. (Millisa, 2023)

In addition, the Islamic cooperative model, represented by the Latanza Barokah Joint Business Cooperative Independent, contributing to development more economy inclusive and fair with provide access to service finance for individual or possible business No fulfil criteria institution finance conventional. Cooperatives This prioritize needs and interests its members, trying For increase welfare socio-economic they.(Shafii , 2016)

In addition, the Islamic cooperative model emphasizes governance and accountability in his operation. He comply laws, regulations, and sharia governance measures for ensure transparency and practice ethical. This chapter describe development cooperatives in Malaysia and Indonesia, highlighting the need for governance cooperatives and the complexity of their governance compared to with organization business traditional. Islamic cooperatives, increasingly acknowledged as solution effective For support Islamic banking and finance, especially for those who usually No served by the institution finance conventional . (Huda, 2012)

This chapter also discusses condition operational, growth, and nature products and services offered by Sakofah Savings Co-op, Koperasi Muslimin Malaysia Berhad, and KOSPIN Jasa Keuangan, two leading Islamic cooperatives in Malaysia and Indonesia. (Shafii, 2016)

Cooperatives This has succeed in promote inclusion finance and improve welfare socio-economic its members. They reach matter This with provide service easy finance accessed based on principle for results, according to with ethics and Islamic regulations. As Conclusion, the Islamic cooperative model, exemplified by the Joint Business Cooperative, provides a business model alternative based on cooperation each other support and sharing profit, according to with principles of Islam. This model No only support stability economy and welfare social in society, but also contribute to a more prosperous economy. inclusive and fair with provide service finance to individuals and businesses that traditional No served. (Sugianto, 2021)

CONCLUSIONS AND RECOMMENDATIONS

Barokah Joint Venture Mandiri in Bengkong, Batam City, which operates in the field sale basic necessities and necessities daily, facing a number of challenges that affect success and growth his efforts. Analysis to business This show that level high competition in the industry basic necessities and necessities daily be one of problem the main thing that needs to be done overcome. Competition This demanding Latanza Barokah Independent For can differentiate self from competitors and offer mark more to customer.

In addition, the constraints in distribution and delivery goods to customers also become significant obstacles. Problems This can impact on satisfaction customers and potential decline loyalty, which in turn will influence income effort. Therefore that, improvement efficiency in chain supply and management distribution become priorities that need to be met be noticed.

Limited availability of capital For development and promotion business become other challenges faced by Latanza Barokah Independent. Limitations This hinder ability business For grow and compete in a way effective, especially in matter promotion and introduction product to a bigger market wide. For increase success and growth Latanza Barokah Business Independent, necessary having the right strategy For overcome challenges such as increase efficiency operations, strengthening marketing strategies, and seeking source more funding good. With the right approach, effort This potential For develop more good and capable compete in the basic food and necessities market daily in Batam City.

FURTHER STUDY

This research still has limitations so further research is needed related to the effect of capital and E-commerce on production and income of micro, small and medium furniture businesses in order to perfect this research and increase insight for readers.

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