



## Analysis of Islamic Marketing Strategies in Sustaining Business (Case Study of Karang Anyar Chicken Rockets)

S. Purnamasari<sup>1</sup>, Mukminah<sup>2</sup>, Kurniaty<sup>3</sup>, Purnama Rozak<sup>4</sup>

<sup>1,2,3</sup>Ekonomi Syariah, UNISKA MAB Banjarmasin, <sup>4</sup>STIT Pemalang

**Corresponding Author:** S. Purnamasari [s\\_purnamasari@uniska-bjm.ac.id](mailto:s_purnamasari@uniska-bjm.ac.id)

---

### ARTICLE INFO

*Keywords:* Business Competition, Marketing Strategy, Marketing Mix, Islamic Marketing Characteristics

*Received :* 19 November

*Revised :* 21 December

*Accepted:* 28 January

©2023 Purnamasari, Mukminah, Kurniaty, Rozak: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

Today's business competition is getting tougher in the business world, both in the business of goods and services. So that entrepreneurs to be more creative and innovative in carrying out marketing strategies to maintain business, as well as Rocket Chicken Karang Anyar which always tries to make the business run to survive in the midst of competition as it is today with the strategy it has. The formulation of the problem in this how is Rocket Chicken Karang Anyar's marketing strategy in maintaining the business? And how is the analysis of Islamic marketing strategies carried out by Rocket Chicken Karang Anyar in maintaining the business?. The purpose of this research is to find out and analyze how to the marketing strategy is carried out in an Islamic way in maintaining the business. The research was conducted using qualitative research methods with data collection techniques using observation, interviews and documentation. From the research conducted, it was found that the marketing strategy carried out by Rocket Chicken Karang Anyar was by maintaining the marketing mix and picking up the ball. Meanwhile, in terms of sharia marketing, Rocket Chicken is in accordance with the characteristics of Islamic marketing, namely being honest.

## **INTRODUCTION**

Nowadays, competition is getting tougher in the business world, both in the goods and services business. So that requires entrepreneurs to be more creative and innovative in determining the marketing strategy that will be carried out and applied to their business so that the goals of entrepreneurs in marketing the products to be marketed are achieved. When marketing is done, of course an entrepreneur has goals to be achieved, both in the short term and in the long term. In the short term, what entrepreneurs generally do is to make consumers interested so they buy the products being marketed. As for the long term, namely in what way and how can an entrepreneur maintain his business so that he can last a long time in the market and be remembered by consumers. One of them is by marketing or promoting a product made by entrepreneurs.

Marketing is the whole system and process in fulfilling the needs and desires related to business. Where one of the goals of business activity is to make a profit. Therefore, there is no business whose goal is not to make a profit, so that business cannot be separated from competition. In competing, an entrepreneur certainly wants the business he owns and runs to survive and even increase. In order for this to happen, an entrepreneur must have a strategy, namely the right marketing strategy, because in the business world, strategy is very important, especially in marketing.

In general, marketing strategies are plans that are systematically and thoroughly prepared by companies or entrepreneurs that are used as a guide for carrying out marketing activities in order to achieve their goal of making a profit. In this case it is very important to pay attention to the marketing strategy in order to be able to compete with other entrepreneurs in order to maintain and improve the business that is owned and operated.

In Islam, marketing refers to aspects that are oriented towards the good in the world by always referring to Al-Qur'an and Hadith references and strengthened by *ijma* 'ulama and *Qiyas* to achieve true happiness. A wise decision in order to satisfy customers through good behavior and providing well-marketed and healthy products or services and with the agreement of the two parties in order to achieve material and spiritual well-being in this world and the hereafter. In Islam it is also emphasized that the principles of marketing must be in accordance with Islamic law and prohibit all transactions that are vanity in nature so as to give evil to others, such as usury and fraud.

The marketing strategy in Islam is more directed towards providing value and satisfaction to consumers through the benefits of the products being marketed, and also adhering to sharia principles. In Islam the products offered must also be true and lawful and clear and provide memorable values, provide good service to consumers like the Prophet Muhammad. Prioritizing polite, honest, trustworthy and professional behavior.

Currently, more people have busyness outside the home and erratic activities that make people accustomed to choosing ready-to-eat food. So that there are many fast food restaurants in the Banjarbaru area, one of which is Rocket Chicken which is also able to compete with other fast food restaurants, and Rocket Chicken is also able to maintain the business that is being run to date.

Rocket Chicken was founded in 2010, and has many branches, one of which is located at Jalan Karang Anyar 1 Number 64 North Banjarbaru. That is where the author conducted research, where this research was conducted at Rocket Chicken due to the transfer of Supervisors who were originally at Sekumpul Ujung then moved to Karang Anyar. Rocket Chicken is a business engaged in the fast food sector with the superiority of Fried Chicken, Burger, Steak and Chinese food, with the concept of serving healthy, quality, halal food with a distinctive taste, Rocket Chicken consumers from all walks of life, and affordable prices. provided is also affordable and also a good room arrangement so that consumers become comfortable. Rocket Chicken also tries to continuously improvise in terms of taste, and new menus are always offered so that the presentation is also varied.

From the survey results that the researchers conducted, there were several competitors who were a threat to Rocket Chicken in maintaining its business, such as outlets on the side of the road, namely Kentaki Al-amin, Alesha flour fried chicken, not only that, but there were also fast food restaurants that had sufficient distance. adjacent to Rocket Chicken, namely Ayam Geprek Sa'i which also has a flour chicken menu.

However, in this case Rocket Chicken is not afraid to compete because they have their own quality in terms of different tastes and ways of serving that are almost the same as big companies like Texas and KFC with middle to lower market prices so that consumers come back again and also the variants they offer. selling not only flour chicken but also geprek, burgers, chicken sticks and others that are still related to chicken. Apart from that, Rocket Chicken maintains its business by picking up balls, in this case Rocket Chicken opens stands and visits consumers, such as going to markets to have a broad customer base, and also working with agencies and schools, such as holding events or competitions. at the school.

## LITERATURE REVIEW

Marketing is a process of planning and executing, pricing, promotion and distribution of a number of ideas, goods and services to create exchanges that satisfy individuals and organizations. The definitions put forward by some experts about marketing include:

- According to William J. Stanton, marketing includes all systems that associated with planning and pricing activities, thereby promoting and distributing goods or services that can satisfy the needs of buyers, both actual and potential.
- Philip Kotler defines marketing as a human activity directed to satisfy human needs and desires through exchange process.
- According to the American Marketing Association (AMA) in 1985 states that marketing is a process of planning and executing conception, pricing, promotion and distribution of goods, services and ideas and can satisfy customer and company objectives.

As it is known that marketing is a very important activity important in the operation of a business. It doesn't matter if the business is moving in the small

industry sector, medium level, let alone large industry. Or business engaged in wholesale trade, retail trade, shops, or maybe a business engaged in the sale of services, transportation, lodging, travel agency, leisure activities and so on, Marketing occupies the main position

## **METHODOLOGY**

This research was conducted at Rocket Chicken which is located at Jalan Karang Anyar 1 No. 64 North Banjarbaru, South Kalimantan. This research was conducted from May 2022 to June 2022. This research uses a qualitative research type using a qualitative descriptive method approach. By taking this approach, researchers can obtain correct results and information and valid data because they directly conduct interviews with respondents.

Data sources were obtained from primary data, namely data obtained directly from interviews with Rocket Chicken supervisors while secondary data sources were obtained from books and other related documents as a complement to writing objects. Data collection used consists of three methods, namely observation, interviews, and documentation. In testing the validity of the data, researchers used the credibility, transferability, dependability, and confirmability tests. The data analyst used in this study uses the Miles and Huberman model which consists of 3 technical steps, namely data reduction, data presentation, conclusion or verification. In addition, researchers also use SWOT analysis as data analysis.

## **RESEARCH RESULT AND DISCUSSION**

### **A brief history of the founding of Rocket Chicken**

Rocket Chicken is a business engaged in the fast food sector, with a mainstay menu of flour chicken, apart from that Rocket Chicken also serves other menus such as Burgers, Steak and Chinese food, with the concept of serving food that is healthy, quality, halal and tastes good. which is typical, besides that the price is also affordable so that all people can enjoy it because the target market is middle to lower.

Rocket Chicken was founded on February 21, 2010 with the first outlet on Jln. Wolter Monginsidi No. 32, Pedurungn Semarang. Rocket Chicken is a local fast food restaurant outlet with low prices and a varied menu. Rocket Chicken is under the auspices of PT Rocket Chicken Indonesia and is also one of the pioneers of the local fast food restaurant business with the middle to lower market segment which is growing very rapidly today with approximately 1,000 outlets.

The city of Banjarbaru is one of the strategic traffic lanes, one of which is on Jalan Karang Anyar 1 so there are many shops, restaurants and outlets selling various kinds of food and drinks, one of which is Rocket Chicken which is also in Banjarbaru and more precisely on Jalan Karang Anyar 1 number 64 North Banjarbaru. Where Rocket Chicken is the place of the author's research. Rocket Chicken, which is located in Banjarbaru, was first established on August 17, 2015, which has been going on for 7 years.

## **Rocket Chicken Vision Mission**

### **Vision**

- a. Building the best food stall network.
- b. Providing healthy, quality, nutritious and halal food.
- c. Develop Research Development (R&D) food & beverage.

### **Mision**

- a. Arousing the growth of entrepreneurial souls.
- b. Opening business opportunities for young Indonesian entrepreneurs.
- c. Achieving success with all parties involved in the Rocket Chicken business.
- d. Create employment opportunities as wide as possible.
- e. Implement government programs.

## **Marketing Strategy for Rocket Chicken Karang Anyar**

In the business of marketing strategy is one way to achieve the success of a company and deliver to the success of the business being run. With the company's marketing strategy can run well and be able to compete with other companies. So is the case with Rocket Chicken, it is very important to have a marketing strategy so that the business being run is able to face competition in the business world. Apart from that, with the Rocket Chicken business strategy, it also provides information to the public about the business being run so that at first people don't know Rocket Chicken, with the information provided by one of the employees, the public will know and that has also become one of the strategies carried out by Those Rocket Chickens.

Based on the results of interviews conducted by researchers with Tony Sartoaji as the Supervisor of Rocket Chicken Karang Anyar, the strategy is to look at the market target first, where Rocket Chicken targets the middle to lower market at lower prices, but quality remains number one, only the market price is medium. down so that anyone can enjoy it. Apart from that, Rocket Chicken also carries out a strategy with the term pick-up the ball, namely by visiting consumers or opening booths in the market because according to them that way is also a way to maintain a business that is being run, especially amid competitors as it is today.

As for other strategies, Rocket Chicken also carries out a marketing mix that is almost the same as companies in general:

### *a.* Product

Products are anything that can be offered by producers to be noticed, requested, searched for, purchased, used or consumed by the market to fulfill the needs or desires of the relevant market. In running a business the products that are made do not always get a good response from the community as well as Rocket Chicken to make products that are made to attract buyers requires a strategy. The strategy carried out by Rocket Chicken is as explained above, namely by picking up balls so that people will know what products are in Rocket Chicken.

b. Place

Place can be interpreted as a distribution channel. A combination of sales and purchases that work together to process goods and services from producers to consumers. In running the company's business must choose a place that is capable of generating profits for the company. Rocket Chicken is located in Banjarbaru, more precisely on Jalan Karang Anyar 1 No 64 North Banjarbaru, South Kalimantan. Karang Anyar is one of the strategic roads to open a business because it is a sales and culinary center that many people visit from upstream and downstream. Not only that, in Karang Anyar there are also many housing estates, making the Karang Anyar road crowded with people.

c. Price

Price is a value that is created to obtain the value of an item or service. In the marketing strategy, price is an important part because the price will determine whether or not sales and profit targets are achieved. For Rocket Chicken Karang Anyar, price is also a very influential strategy, where the author explained above that the target market for Rocket Chicken is the lower middle class, of course, with a cheaper price compared to KFC and Texas, but the quality of Rocket Chicken's taste is not lost to Texas and KFC. At Rocket Chicken, the prices set are also very affordable for consumers, so consumers will buy products sold by Rocket Chicken more often.

Table 1. Product Selling Price

No	Product Name	Price
1	Rocket 1 (Sayap+Nasi+Nestea)	Rp. 14.000,-
2	Rocket 2 (Chicken Steak+Nasi+Nestea)	Rp. 23.000,-
3	Rocket 3 (Dada,Paha atas+Nasi+Nestea)	Rp. 23.000,-
4	Rocket 4 (Nasi Goreng+Nestle Orange)	Rp. 20.000,-
5	Rocket 5 (Chicken Strip 4pcs +Nasi +Nestlea Orange)	Rp. 23.000,-
6	Rocket 6 (Chicken Burger + Milo)	Rp. 21.000,-
7	Rocket 7 (Paha bawah+Nasi+Milo)	Rp. 23.000,-
8	Rocket 8 (Chicken Steak+Nasi+Milo)	Rp. 24.000,-
9	Rocket 9 (Dada/Paha atas+Nasi+Milo)	Rp. 24.000,-
10	Rocket 10 (Chicken Strip+French Fries+Milo)	Rp. 28.000,-
11	Paket 1 (Chicken Cheesy Level Sayap + Nasi+Nestea)	Rp. 20.000,-
12	Paket 2 (Chicken Cheesy Level Paha bawah+Nasi+Nestea)	Rp. 22.000,-
13	Paket 3 (Chicken Cheesy level Dada/Paha+Nasi+Nestea)	Rp. 23.000,-
14	Geprek 1 (Sayap Geprek+Nasi+Teh Botol)	Rp. 20.000,-
15	Geprek 2 (Paha bawah Geprek+Nasi + Teh Botol)	Rp. 22.000,-
16	Geprek 3 (Dada/Paha atas Geprek+Nasi + Teh Botol)	Rp. 23.000,-
17	Terasi 1 (Sayap Geprek sambal terasi+Nasi+Teh Botol)	Rp. 20.000,-
18	Terasi 2 (Paha Bawah Geprek Sambal Terasi+Nasi+teh Btol)	Rp. 22.000,-
19	Terasi 3 (dada/Paha Atas Geprek Sambal Terasi+Nasi+Teh Botol)	Rp. 23.000,-
20	Matah 1 (Sayap Geprek Sambal Matah+Nasi+Nestea Lemon Tea)	Rp. 20.000,-
21	Matah 2 (Paha Bawah Geprek Sambal Matah+Nasi+Nestea Lemon Tea)	Rp. 22.000,-

22	Matah 3 (Dada/Paha Atas Geprek Sambal Matah+Nasi+Nestea Lemon Tea)	Rp. 23.000,-
23	Roma 1 (Nasi Goreng+Teh Botol)	Rp. 20.000,-
24	Roma 2 (Paha Bawah+Nasi+Teh Botol)	Rp. 23.000,-
25	Roma 3 (Chicken Steak+Nasi+ Teh Botol)	Rp. 24.000,-
26	Roma 4 (Dada/Paha Atas+Nasi+Teh Botol)	Rp. 24.000,-
27	Roma 5 (Chicken Strip 4pcs+Nasi+Teh Botol)	Rp. 24.000,-

d. Promotion

Promotion is a common marketing activity carried out by marketers to provide information on a product and encourage consumers to purchase the product. From the results of interviews that researchers conducted with Tony Sartoaji, Rocket Chicken Karang Anyar carried out promotions, namely by relying on current technology, such as using social media, while also providing promo prices as consumer interest so that Rocket Chicken is friendly with the community. With the promotion carried out by Rocket Chicken Karang Anyar like this, the public will know and be familiar with the Rocket Chicken product. Therefore, promotion is a strategy that must be carried out.

**Rocket Chicken Karang Anyar Islamic Marketing Strategy**

In the theoretical study explained Islamic marketing according to Abuznaid, "Sharia marketing is a wise decision in order to satisfy customer needs through good behavior, presenting healthy products or services with the consent of both parties in order to achieve material, spiritual, world and hereafter welfare". In this case Rocket Chicken Karang Anyar has implemented Islamic marketing characteristics:

- a. Belief in God (rabbaniyah), that is, in marketing Rocket Chicken, they apply piety to God Almighty, that is, they believe that everything they do in doing business is always within the reach and territory of Allah SWT, so they carry out and implement marketing in accordance with Islamic Shari'a. taught.
- b. Ethical (aklaqiyyah), that is, in the service that Rocket Chicken provides to customers, they always prioritize ethics because they make service No. 1 in terms of talking to customers and serving food, because Rocket Chicken always tries to provide comfort to its consumers.
- c. Realistic (al-waqiyyah), namely in presenting products at Rocket Chicken in accordance with existing ones, and not exaggerating in terms of promotion, because Rocket Chicken adheres to code of conduct No. 7, namely being honest.
- d. Humanistic, (al-insyaniyyah), namely in the service that Rocket Chicken provides to customers in a manner that is polite and respectful, not arbitrary and arbitrary to customers, so as to create a sense of humanity, mutual respect, and respect for each other.

Based on the analysis that the researchers carried out, the marketing activities carried out by Rocket Chicken Karang Anyar were quite good and in accordance with Islamic forms of marketing, including:

- a. **Product.** The products offered by Rocket Chicken Karang Anyar have clarity of goods, namely by offering products that are not expired and use good ingredients, the products being traded are also halal products, and Rocket Chicken sells its products honestly in accordance with the rules that are implemented.
- b. **Price.** The prices presented at Rocket Chicken are clearly stated and the prices given are also in accordance with the target audience, namely the lower middle class so that prices can be reached by all consumers from all walks of life. Because in Islam, the price must be in accordance with the goods being traded so that there are blessings in it.
- c. **The place.** In determining a place, a businessman should pay attention to and prioritize places that are in accordance with marketing targets so that they are more effective and efficient in selling products. Likewise, what happened to Rocket Chicken, which is located in Karang Anyar, which is a strategic area that makes it easier to sell Rocket Chicken products.
- d. **Promotion.** In carrying out promotions, it should be in accordance with sharia reviews, namely providing product information to the public in an honest and transparent and open manner so that in the promotion there is no element of fraud and cheating, for example by displaying products that are not in accordance with what is available because this is a lie. From the results of the analysis conducted by researchers, Rocket Chicken promotes its products only by providing discounts or promo prices at certain times, for example at school events, and also through social media. Thus the promotion carried out by Rocket Chicken does not contain elements of deception and lies.

### **SWOT Analysis of Rocket Chicken Karang Anyar Marketing**

Swot marketing strategy undertaken by Rocket Chicken Karang Anyar will be analyzed below, including the following:

1. Supporting Factor Analysis
  - a. Has a fairly broad market segment
  - b. Easily accessible place of business
  - c. Provide good service to consumers
  - d. Many people know
  - e. Many product choices
2. Inhibiting factor analysis
  - a. Unstable raw material prices
  - b. Increasing business competition
  - c. Natural disasters

To obtain results will be explained in the internal factors and external factors.

1. Internal marketing factors for Rocket Chicken Karang Anyar
  - a. Strengths
    - Products provided with the best quality
    - Good service
    - Affordable prices.
    - Promotion using social media
  - b. Weakness
    - Uncertain price of ingredients
    - It's hard to get into the high ranks
  
2. External Factors Marketing Rocket Chicken Karang Anyar
  - a. Opportunity
    - Strategic place
    - Consumer satisfaction in buying
  - b. Treath
    - The number of competitors selling the same product
    - Easy to follow marketing strategy

From the results of the identification above in the form of strengths and weaknesses as well as opportunities and threats faced by Rocket Chicken Karang Anyar using SWOT analysis, in order to obtain an alternative strategy that combines internal and external factors of the company, namely by using the Swot Matrix which produces four types, SO strategy (Streangths Opportunity), WO (Weakness Opportunity) strategies, WT (Weakness Treats) strategies, and ST (Streangths Treats). As in the table below:

Table 2. SWOT Matrix Analysis of Karang Anyar Rocket Chicken

<b>Internal factors (IFAS)</b>	<b>Streangth</b>	<b>Weakness</b>
<b>External Factors (EFAS)</b>	<ul style="list-style-type: none"> <li>• Products are provided with the best quality.</li> <li>• Good service.</li> <li>• Affordable prices.</li> <li>• Promotion using social media.</li> </ul>	<ul style="list-style-type: none"> <li>• Prices of materials are uncertain.</li> <li>• Difficult to enter among the high</li> </ul>
<b>Opportunity</b>	<b>SO strategy</b>	<b>WO strategy</b>
<ul style="list-style-type: none"> <li>• Strategic place.</li> <li>• Consumer satisfaction in buying.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain product quality.</li> <li>• Provide the best service.</li> <li>• Provide the best promo to consumers.</li> </ul>	<ul style="list-style-type: none"> <li>• Striving for materials to fulfill production</li> <li>• Doing promotions more actively.</li> </ul>
<b>Threat</b>	<b>ST Strategy</b>	<b>WT Strategy</b>
<ul style="list-style-type: none"> <li>• Many competitors selling the same product.</li> <li>• Easy to copy marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and improve the quality of products and services.</li> <li>• Updating the marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Pay close attention to the quality of production materials.</li> <li>• Establish a good marketing strategy.</li> </ul>

Based on the table above, the researcher will explain as follows:

- a. SO Strategy
  - 1) Maintain product quality
  - 2) Provide the best service
  - 3) Providing the best promo to consumers
- b. WO Strategy
  - 1) Strive for materials to fulfill production
  - 2) Promote more actively
- c. ST Strategy
  - 1) Maintain and improve product and service quality
  - 2) Updating the marketing strategy
- d. WT Strategy
  - 1) Pay close attention to the quality of production materials
  - 2) Establish a good marketing strategy

From the results of the analysis above, according to researchers, Rocket Chicken Karang Anyar should always pay attention to the quality of the products being sold and pay attention to all the ingredients that will be used, and Rocket Chicken Karang Anyar should continue to create products that are innovated and are in great demand by the general public. In terms of service, Rocket Chicken also always makes service number one in order to create comfort for one and the other.

According to the Rocket Chicken Karang Anyar researcher, promotions should also be carried out more actively so as to make it easier for the middle and upper class to enter, so that they are able to compete, not just relying on promos and events given to institutions and schools. Using social media will reach a wider range of promotional activities. Thus Rocket Chicken is able to compete and is able to carry out marketing strategies effectively and efficiently in achieving maximum results so as to be able to maintain the business being run and compete with other business people.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

Based on the results that the researchers have written above, there are several conclusions from this study, namely:

1. The marketing strategy implemented by Rocket Chicken Karang Anyar so that it is able to maintain the business it is running is by paying attention to product quality, providing the best service, providing prices that are easy to reach and carrying out promotions as much as possible.
2. The sharia marketing strategy carried out by Rocket Chicken Karang Anyar is inseparable from aspects of sharia marketing activities, namely the products sold and offered are clear, and use good materials. The price given is clearly stated. And have a comfortable place. In carrying out promotions also honestly without any cheating and fraudulent elements.

3. The SWOT analysis conducted by Rocket Chicken Karang Anyar is as follows:
  - a. Strength
    - 1) Products provided are of the best quality.
    - 2) Good service.
    - 3) Affordable price.
  - b. Weakness
    - 1) The price of ingredients is uncertain.
    - 2) It's hard to get into the high ranks.
  - c. Opportunity
    - 1) Strategic place.
    - 2) Consumer satisfaction in buying.
  - d. Threat
    - 1) The number of competitors selling the same product.
    - 2) Marketing strategy that is easy to imitate.

### **Recommendations**

From the results of the research that the researchers did in the discussion and conclusions, the researchers provide suggestions that aim to provide future benefits for Rocket Chicken Karang Anyar. Rocket Chicken Karang ANYara should be more active in product promotion. And provide price promos every month to attract the attention of other buyers who don't buy Rocket Chicken products to buy these products.

### **ADVANCED RESEARCH**

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

### **ACKNOWLEDGMENT**

In writing this article, it is inseparable from the help and guidance of various parties, both morally, spiritually and materially so that this article can be structured to completion. For this reason, on this occasion the researcher would like to thank all the sources who have helped researchers in completing this article. Finally, the researcher would like to thank profusely to all parties who cannot be mentioned one by one who have helped complete this article.

## **REFERENCES**

- Ghony , M. Djunaidi dan Fauzan Almanshur. (2016). Metodologi Penelitian Kualitatif. Jogjakarta: Ar-Ruzz Media.
- Hamali , Arif Yusuf . 2016. Pemahaman Strategi Bisnis dan Kewirausahaan. Jakarta: Kencana.
- Mardawani. (2020). Praktis Penelitian Kualitatif Teori Dasar dan Analisis Data dalam Perespektif Kualitatif. Yogyakarta: CV Budi Utama.
- Melati. (2020). Manajemen Pemasaran. Yogyakarta: CV Budi Utama.
- Muhammadin, Akhmad dkk. (2021). Strategi Pemasaran. Medan: Yayasan Kita Menulis.
- Muklis dan Didi Suardi. (2020). Pengantar Ekonomi Islam. Surabaya: CV. Jakad Media Publishing.
- Wijayati, Hasna. (2019). Panduan Analisis SWOT untuk Kesuksesan Bisnis. Yogyakarta: Anak Hebat Indonesia.
- Wijoyo, Hadion dkk. (2021). Strategi Pemasaran UMKM di Masa Pandemi. Sumatra Barat: CV Insan Cendekia Mandiri.
- Leli, Maisarah. (2019). Strategi Pemasaran dalam Prespektif Islam. Jurnal At-tasyri'iy, 2 (1), .34.
- S. Purnamasari, dkk. 2021. Positioning Analysis of Chicken Rocket Mapping at Fast Food Restaurant Manarap Branch Banjarmasin. East Asian Journal of Multidisciplinary Research [Vol. 1 No. 1 \(2022\): February 2022](https://journal.formosapublisher.org/index.php/eajmr/article/view/33)  
<https://journal.formosapublisher.org/index.php/eajmr/article/view/33>

- S.Purnamasari. 2018. Strategi Pemasaran Pegadaian Syariah dalam Meningkatkan Penjualan Jasa Produk. At-Taradhi: Jurnal Studi Ekonomi vol. 9 Issue 1. <http://jurnal.uin-antasari.ac.id/index.php/taradhi/article/view/2085>. Hlm. 25-37
- S. Purnamasari. 2020. BDI Funds Allocation Through Kotaku Towards the Development of Pasar Lama Kelurahan Banjarmasin Tengah Viewed from Impact and Islamic Economy. Journal of Sustainable Development Science <https://doi.org/10.46650/jsds.2.1.899.14-23>
- S. Purnamasari. 2022. Implementasi Akad Ijarah pada Pegadaian Syariah Unit Layanan Sultan Adam Banjarmasin Utara, Prosiding Penelitian Dosen UNISKA MAB. [https://scholar.google.co.id/citations?view\\_op=view\\_citation&hl=en&user=mQer-DgAAAAJ&citation\\_for\\_view=mQer-DgAAAAJ:5nxA0vEk-isC](https://scholar.google.co.id/citations?view_op=view_citation&hl=en&user=mQer-DgAAAAJ&citation_for_view=mQer-DgAAAAJ:5nxA0vEk-isC)
- Maldina, Eriza Yolanda. (2016). Strategi Pemasaran Islami dalam meningkatkan penjualan pada butik Calista Palembang: Skripsi UIN Raden Fatah.
- Sartoaji, Tony (2022, Mei 13) Supervisor Rocket Chicken Karang Anyar (Mukminah, Interviewer)
- (2021, April 03). 5 Strategi mempertahankan usaha anda yang berkembang. Dikutip dari Buletin Prahu-Hub: <https://www.prahu-hub.com/5-strategi-mempertahankan-usaha-anda-yang-berkembang/>. Di akses pada tanggal 11 Maret 2022 pukul 17.28.
- Rocket Chicken Indonesia, (2019, Juli 31). Sejarah Bisnis Waralaba di dunia dan perkembangannya di Indonesia. dikutip dari Rocket Info: <http://rocketchiken.co.id/info/sejarah-bisnis-waralaba-di-dunia-dan->

[perkembangannya-di-indonesia](#) di akses pada 30 Desember 2021 pukul 11.16.

Zakky. (2020, Februari 23). Pengertian Analisis menurut para ahli dan secara umum. Dikutip dari ZonaReferensi.com: <https://www.zonareferensi.com/pengertian-analisis-menurut-para-ahli-dan-secara-umum/>, Di akses pada 11 Maret 2022 pukul 17.11.