

Angkringan Terror Cafe Marketing Strategy According to the Sharia Concept

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ABSTRACT

Research is For know management marketing on Angkringan Terror Cafe in Bendungan Village, Kulon Progo Regency and to find out the Islamic economic review of marketing The Angkringan. For reveal problem the in a manner deep And thorough, researcher use approach qualitative with technique collection data form interview Which deep on 20 respondent. By performing data analysis techniques that use inductive methods and descriptive analysis. From results study found results that Management Marketing on Angkringan Terror Cafe is by using 4P namely Product, price, place, Promotions. If the review is in accordance with the concept of sharia.

INTRODUCTION

Efforts to achieve that goal has set company is Wrong only one through activity marketing, that is something process social Which in inside individual And groups get what they need and want with creating offers, and freely exchanging products worth with other parties. In face trading era free moment This company change format strategy his efforts Which oriented on How build a strong company. One way to build strong company, able to survive and compete in trade that is by developing marketing strategy management. Where is meant by management is a process planning, organizing, And supervision business business para organizational members and use of other organizational resources in order achieve a predetermined goal. While intended with marketing is activity researching need And desire consumers, produce goods and services according to their needs And desire consumer, determine level price, promote agar product known consumer And distribute to place consumer.

So that, Which intended with management marketing is strategy activity management marketing Which covers planning marketing, implementation strategy marketing, And control marketing. In activity management marketing covers analysis planning, implementation, And supervision on marketing strategy programs. Its success really depends on adaptation And coordination between composition product, price, channel distribution, sales promotion and so on. So that activity the raises exchange Which desired, Good concerns goods And service Which can fulfil need psychological, social And culture. Process exchange can generated Good by seller nor buyer Which profitable both sides. Determination of products, prices, promotions and places to achieve an effective response tailored to the attitude of the behavior consumer And on the contrary attitude And behavior consumer influenced such shape so that become in accordance with products company.

Activity marketing on the main thing is focus on product, manage in set price, And method For promote to para consumer. Wrong One method so that consumer can interested with these products is to have a marketing strategy that Good. Strategy marketing the Of course must capable give contribution to achievement objective company that is with increase quality production And expand network marketing. Activity marketing can done with method consider community needs and pay attention to their perspective. Public more demanding good service and in accordance with their needs, so that they will more thorough And critical in choose And determine all something Which can used For fulfil his needs. However need We know that when consumer do purchasing a product there are always factors that influence it in deciding to purchase as well as the important characteristics of the product being sold in order to provide its own satisfaction for these consumers. For consumer certain, in buy something product No only see solely Because price the product, Lots variable or factor other that influence the decision to make a purchase. For That company need make change on various variable the so that consumer interested do purchase Taking The decisions made are expected to have a positive impact for company.

Not only that, a businessman must also pay attention to ethics Islamic business, lies in the moral system that colors behavior in all aspects of life including in economic activity have been covered basic values originating from monotheism. Even more than just values base (like unity, balance, justice, freedom, And accountability). By Because That, We must enforce excellence of Islamic ethics in economic and business development as well as abandon ethics capacity and socialist. Food service business (*food service*) is an activity that complex but lately This Lots favored person For run it, proven by the proliferation of good restaurant businesses independently or join in a pujasera (*food court*). The restaurant business is one of the business sectors very competitive. For can endure (*survive*) And develop, Restaurant managers are required to be able to create excellence compete on its products and services in an effort to satisfy customers. If demands That No fulfilled, so business This won't can survive. Angkringan Terror Cafe is A business trade Which promote Cook Local Yogyakarta And offers a variety of types ready-to-eat food with a variety of home food menus ladder Which identical with menu Yogyakarta special food. Draft service *self service* (buffet), in where *customers* free take the various types of food that are served and then pay for it or in a manner *style carte* in where *customers* can order food especially formerly in accordance with list menu Which There is.

LITERATURE REVIEWS

A. Management Marketing

1. Understanding Management Marketing

Whole company want that whole activity which is running well, growing and get maximum profit. Steps to achieve this are necessary management Which Good in carry out whole activity marketing, management in order to carry out these activities Which known with term management marketing is analysis, planning, implementation And supervision program-programs aimed at making exchanges with intent For reach objective organization. Matter This very depends on organization's offerings to meet market needs and wants as well as determining prices, providing services and distribution Which effective to tell, encourage and serve the market.

2. Marketing

Expert marketing formulate a number of understanding marketing as following:

a. William J Stanton

Marketing is a whole internal associated with activities business Which aim For plan, pricing, promoting and distributing goods And service Which will satisfying need buyer Which There is nor buyer Which potential.

b. Philip And Duncan

Marketing covers all step Which used or needed For put goods form to consumer.

c. American marketing Association

Marketing covers implementation activity business trade Which directed on current Genre goods And service from producer And consumer. Marketing is an activity process that is influenced by sharing of social, cultural, political, economic, and managerial factors, consequences from the influence of these various factors is each individual nor group get need And desire with create, offer, And exchange product Which ownmark commodity.

METHODOLOGY

A. Method Study

Study Which done is study field (field research) with use approach qualitative And study library (Library Research). The method used is descriptive qualitative Which try describe And interpret something for example condition or connection Which There is, opinion developing, ongoing processes, consequences or effects happening, or an ongoing trend. This research aim For obtain exposure about Management Angkringan Marketing as well Management Marketing In terms of Economy Islamic.

1. Time And location study

This research was conducted from January 2023 to with the month of May 2023. This research was conducted in Sanggrahan Hamlet, Bendungan Village, Kulon Progo Regency.

2. Subject/Informant Study

Informant in here is person Which give information about data Which needed by researcher. As for subject from this research is the community as consumers, and the owner of Angkringan Terror cafe.

RESEARCH RESULTS

A. Profile of Angkringan Terror Cafe

Angkringan Terror Cafe is wrongan angkringan where you can eat typical of Jogja serving a menu of local dishes. This angkringan is open every day starting at 17:00 – 23.00 WIB, Angkringan This Also serve service *catering* (system order). Moment This party owner Still concentration with Onelocation just And Not yet do expansion business, This because the owner wants to focus more on increasing the number of visitors and provide maximum satisfaction to every customer. Layout Angkringan Terror Cafe is designed in such a way as to make diners who are dining feel calm and comfortable.

B. Vision mission House Eat goddess Sri manna Bengkulu South

Vision and mission is a picture of the strength of Angkringan, because show desire For build related with achievement finance, satisfaction customer, development business and enhancement employee performance. The vision built by Angkringan is the most important For increase economy family, make the only one Angkringan in Sangrahan Village Which Which serve menu Cook typical Jogja with the best service. While the Mission of House Eat this is make Angkringan as the choice of consumers in the area around the theme Yogyakarta local cuisine.

C. Target Angkringan Terror Cafe

The target market is Angkringan Terror Cafe Oriented on General public, Travel, BUS as well as para Official.

D. Source Power Man

Before this Angkringan developed, before have employees, who manage this Angkringan only family course, but with the development at this time amounted to 3 people, but the employees there are also assisted by the owner of the Angkringan and his sister. Source Fund which used as business that is capital Alone, other income, namely from agricultural products, loans from the family. Then the profits from the incoming income from the restaurant used return for capital buy ingredients raw kitchen, the rest saved for necessity impromptu, necessity family and other etc.

E. Strategy Marketing

Strategy marketing is set tool marketing which used by Angkringan to achieve its marketing objectives in the market target. There are 4 P's of the marketing mix that are most often used, namely product (product), price (price), place (place) and promotion (promotion). The following is the marketing mix that has been carried out by the Angkringan Terror Cafe Management Team.

a. Products

Product is everything that is offered to a market that can satisfy the wants and needs of consumers. Products House Eat Which offered in here is food traditional typical Jogja.

b. Price

The prices offered by Angkringan Terror cafe vary greatly, starting from Rp. 2,000 rupiah for food, while for drinks starting from IDR 4,000 rupiahs.

c. Place

Terror Cafe is located at Sanggrahan Hamlet, Bendungan Village, Kulon Progo Regency, located in the middle of each city nearby reluctantly hospitality as well as office

d. Promotions (Promotion)

Since beginning founding Angkringan then Promotion only done only through mouth to mouth that is with method tell or offer to friends, offer to family, through women's social gathering, and office friends who are close to restaurant location.

F. Products in Sanggrahan Hamlet

This Angkringan product is identical with House Eat Cook jogja, As for product which are sold to buy restaurants this is:

1. Fried food
2. Chicken Intestine Satay
3. Conch satay
4. Chicken satay
5. Pecel rice
6. Sambal Rice
7. Various Chilli sauce
8. Soup, etc. ⁵⁶

As for drink Which There is in Angkringan Terror Cafe:

1. Black coffee
2. Ice Tea
3. Coffee Milk
4. Various Juice Fruit
5. Orange juice
6. Ice Mix, Pop Ice, etc.

DISCUSSION

A. Description Informant

1. Based on age from 20 informants in this study were aged 20- 39 totaled 12 people, aged 40-49 totaled 6 people and aged 50-56 amount 2 persons.
2. By gender from 20 informants in this study namely Man totaling 16 person And There are 4 women person.
3. Based on education from 20 informant on study This that is educated School Intermediate On (SENIOR HIGH SCHOOL) amount 13 person, educated junior high school (SMP) totaling 1 person And Bachelor's degree (S1) totaling 6 people.
4. Based on the work of 20 informants in this study, namely farmers coffee amount 2 person, businessman amount 11 person And civil servant amount 4 person and students 3 people.

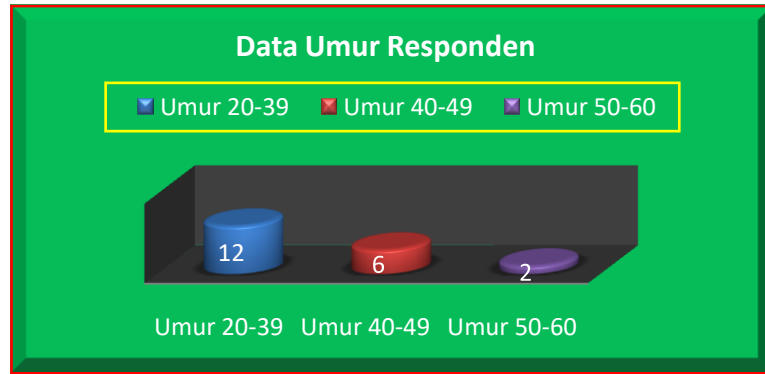


Figure 1. Data Age Respondents

Based on the picture above, the respondent's age data is from 20 informant on study This grouped become three that is age 20-39 amount 12 person, age 40-49 amount 6 person And age 50-56 totaling 2 people .

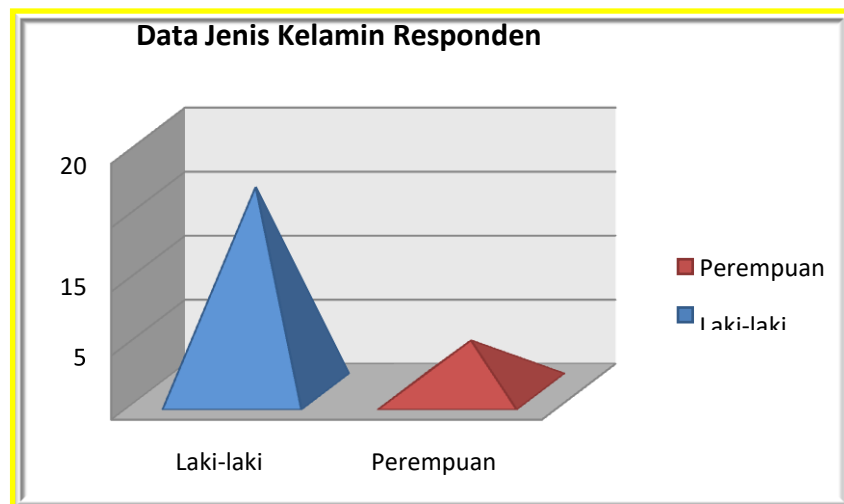


Figure 2. Data Type Sex Respondents

Based on type sex from 20 informant on research This that is Man amount 16 person And Woman amount 4 person.

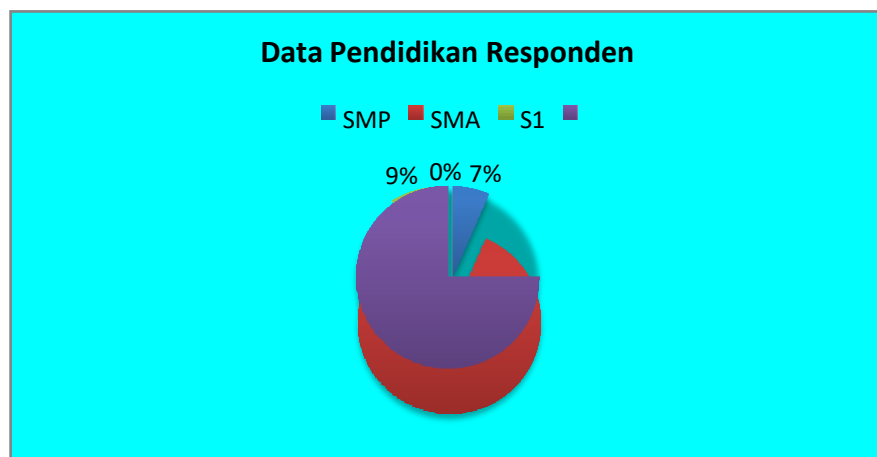


Figure 3. Data Education Respondents

Based on the picture above, education data from 20 informants at study This divided become 3 part that is educated School Intermediate On (SENIOR HIGH SCHOOL) amount 13 person, educated School Junior High School (SMP) totaling 1 person and Marketing Management of the Angkringan terror cafe in Sanggrahan Hamlet. Following This writer put forward results study about Management Marketing Angkringan terror cafe Dusun Sanggrahan.

5. Product

From the interview the author conducted with Wahyu Mawardi as owner Angkringan terror cafe Dusun Sanggrahan. He say that product Which they market it they are identical Jogja Special Cuisine, the reason choose product the Because see appetite consumer And Also see market demand, apart from that Angkringan terror cafe Dusun Sanggrahan is also oriented to its halal. Like Which be delivered by firm God willingGod, the quality and halal food ingredients are guaranteed. Because we take the raw materials from the direct market which is still available fresh. We here prioritize halal because of food What we eat will greatly affect us. Do not let there are foods that are forbidden to enter our bodies. As well as with Mas Wahyu, Mrs. Juana said that the product offered at this Amhkringan look at the tastes of consumers Which is at in here that is identical Which Eat in here happy Cook Which spicy. Statement in on in accordance with opinion Father Gunawanwho said that the products marketed by Angkringan terror cafe Dusun Sanggrahan are varied so there are many choices no longer confused with making choices, just select the menu Which liked.

Apart from this variety of Angkringan products, they also market product Which lawful seen from results interview to consumer This angkringan. According to Leni, she said the ingredients were cooked by House Eat the Still fresh And so far This No There is irregularities about the product at the restaurant". Whereas according to Mr. Nopendi It is impossible for the restaurant promote products that are haram, so far it hasn't been heard of at home This meal markets the product Which unclean. According to Yanto He disclose God willing God I Certainif food And drink in here guaranteed its halal. Because they can't lie. Our people have often eaten here. Whereas according to Ranti product Which marketed by Angkringan terror of this Dusun Sanggrahan cafe quality in meaningflavor from Cook Angkringan This No disappointing yes though There is occasionally not enough delicious. According to Mother His Nana disclose according to product which is offered House Eat this was not satisfying yet because the vegetables were less salty then too Lots chili". Whereas According to Yanto the product standard Not yet too satisfying Also No Also disappointing Because his name just processed by humans Are you in or not always good". According to the author's analysis in terms of products, the Angkringan terror cafe in Dusun Sanggrahan has try For do Which best in market their products, but it would be nice if Angkringan This more

innovate And creative Again in promote the product as well as more thorough Again so that flavor from Cook the No disappointing consumer.

CONCLUSIONS AND RECOMMENDATIONS

1. Based on results study Which has exposed on chapter previously, it can be concluded that Marketing Management on This Angkringan Terror Cafe is with using 4P namely product (product), price (price), location (place), promotion (promotion).
2. From the research results obtained results that the marketing is done by Angkringan Terror Cafe is not appropriate with the concept of Sharia, because there are several points that are not appropriate with Sharia that is service. Service Which given party Angkringan in serving customers does not smile, greetings and greetings and still distinguish which consumers should given good service and which should not be served with Good.
3. For Angkringan Terror Cafe
In order to be able to do good marketing in accordance with principles of Islamic economics, both in terms of marketing, service, And price so Can convincing and attractive consumer.

ADVANCED RESEARCH

Hopefully Future Research Will Be Better.

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