



Business strategy for halal food-based businesses regional (Minangkabau) in Padangsidempuan City

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ABSTRACT

Mix marketing is the main marketing design consisting of product, price, place, and promotion. The sale of regionally-based halal food is still lacking promotion both through print media and through social media. Although Minang restaurants have many enthusiasts, in reality they have not utilized online ordering. This study aims to analyze how the concept of marketing strategy includes product, price, location, place, target, sales position and market segment for Minang culinary businesses in Padangsidempuan City. This research uses qualitative anthropological methods with expioratory and inductive methods. Segmentation strategy, this segment is more directed to all communities. Regarding the positioning strategy, this strategy focuses on improving service quality. Regarding the product strategy, they business actors have produced halal food and drinks, as for the price strategy, the price offered by the producer is a competitive price related to promotion, they promote their goods by word of mouth.

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1. INTRODUCTION

The halal industry includes the tourism sector, finance, fashion, cosmetics, and halal food is no exception. Regionally based halal food business means a culinary business whose culinary properties are about certain regions. Researchers deliberately raised the issue of minangkabau cuisine because the largest number of migrants in our country, including in Padangsidempuan City, are migrants from the minangkabau area. There are 72 culinary traders in this city from Minang while culinary traders from other regions are not that many. The interest of the Padangsidempuan people in Minangkabau regional cuisine is very high, including the researchers themselves because according to customer recognition that Minang cuisine has distinctive characteristics and flavors that are different from other regional cuisines.

Culinary traders need a strategy to increase sales volume and attract customers, the strategy needed is an effort that focuses on preparing the right culinary marketing tactics. A culinary business can achieve sales objects if it pays attention to marketing strategies. (Lismawati et al., 2024).

The marketing mix is a basic marketing design consisting of four key units: Product, price, place, and promotion. 4P marketing strategy is part of the Marketing Mix which is a marketing strategy that can determine the success of trade in pursuing maximum profit. According to the observations of researchers, the sale of regionally-based halal food is still lacking in promotion both through print media and through social media. Although Minang restaurants have many enthusiasts, in reality they have not utilized online ordering. In fact, the utilization of online ordering will provide a very large profit for entrepreneurs, because by utilizing internet media it can expand the promotion network. (Hardana et al., 2024).

This phenomenon has caused researchers to be interested in conducting research in several Minang Restaurant in Padangsidempuan City. This research is supported by the results of Mashuri's research which states, that in the digital age traders must keep up with the development of online technology in order to survive. (Utami et al., 2023).

N. H Burhanuddin's research, with the results of his research, is Satria Restaurant, whose regional specialty consists of several strategies including products serving traditional dishes, affordable prices, implementing cleanliness, approaching customers and delivering food directly. The strategies that have been mentioned can increase the income of the restaurant and the hope is that this restaurant will become more famous in this area. (Mutiah et al., 2024).

Consumers in Padangsidempuan's preferences when it comes to purchasing Minangkabau food, whether directly at a restaurant or through an online ordering system, largely depends on various factors, including convenience, price and local consumer habits. However, in general, there are several trends and reasons that can explain this tendency:

Traditional Habits and Culinary Experiences: Minangkabau food is strongly linked to local traditions and culture, and for many people in Padangsidempuan, eating at a restaurant or food stall provides a more authentic social and cultural experience. Eating on-site provides the opportunity to enjoy food in a distinctive setting, such as the atmosphere of a rumah makan with traditional décor or to enjoy food in larger and more varied portions. **Quality and Immediate Satisfaction:** Many consumers prefer to eat at restaurants because they can be assured of better food quality. For example, Minangkabau food, which is rich in herbs and spices, is often best eaten on the spot, and provides the opportunity to enjoy a hot meal and service directly from the restaurant. **Freer Menu Selection:** In a restaurant, customers can choose from the menu, see the condition of the food, and customize it to their personal taste. This provides a freedom that online ordering does not, where there may be limited options or unclear menu descriptions.

However, along with the development of technology and the trend of digitalization, the use of online booking services is also growing, especially among younger consumers or those who are more concerned with convenience. Some of the reasons that support this trend include: **Ease and Convenience:** With the increasing use of smartphones and food delivery apps such as GoFood, GrabFood, or local apps, consumers can easily order food without having to leave their homes or workplaces. This is very practical especially for those who are busy or don't want to leave the house.

Promotions and Discounts: Many restaurants offer discounts or special promotions for online ordering, which can be an added attraction for consumers who are more price-conscious. **Safety and Social Distancing:** After the COVID-19 pandemic, many people prefer to order food online to avoid crowds or face-to-face contact. Although conditions have improved, this habit still persists among some consumers.

Research I. D Utama with the results of his research shows that the implementation of culinary business marketing strategies uses tactics with an approach to providing added value to products and services for customers. Regarding pricing

strategies, traders also provide competitive prices. In terms of internet utilization, culinary, fashion, and other businesses mostly use social media. (Hardana, 2024).

Research by Yuni.A Maulida and Habiburahman. "Analysis of Banana Chips Marketing Strategy in the Era of the Covid-19 Pandemic (Study on UMKM Chips Sumber Rezeki)" Based on the results of this study that the analysis used is an analysis of strengths, weaknesses, opportunities and challenges. Sumber Rezeki Banana Chips Small and Medium Enterprises uses a strength strategy and an opportunity strategy. This business utilizes the strength strategy and opportunity strategy in terms of improving product quality so that customers increase. This strategy is still maintaining customer loyalty, including trying to increase the number of sales. paying attention to cleanliness is a good strategy, providing good service, partnering with suppliers, and paying attention to financial literacy well (Afandrianti Maulida & Habiburahman, 2022). (Lismawati, 2024).

Research by Nurul A'dilla et al." Analysis of the Marketing Strategy of the Langsa City Mustika Chips Industry Viewed from Islamic Business Ethics" with the conclusion that the application of marketing strategies in the mustika chips home industry in an effort to increase income is by using marketing methods of product quality, price determination, distribution and promotion. From an Islamic perspective, mustika chips are in accordance with the concept of Islamic marketing strategy, both maintaining the quality of the product and the price set is also in accordance with the form of goods. The marketing strategy in this industry has obstacles, namely the emergence of new rivals which are a challenge to the chip industry (Wahid & Hamdani, 2021).

Research by Marzuki. "Marketing Strategies of Groceries Traders in Improving Economic Levels in the Perspective of Islamic Economics." With the results of research Traders in the Paiton New Market use marketing strategies in the form of services, products, prices, and promotions. Buyers can service well, traders establish silaturahmi with customers there is no element of fraud. (Lismawati, 2024).

This research uses anthropological methods with qualitative expioratory and inductive approaches. This research aims to analyze how the concept of marketing strategy includes products, targets, sales positions, market segments for culinary businesses of Minangkabau tribes in Padangsidempuan City. This research can expand the knowledge of researchers and this research is a source of information theory, this research is expected to provide benefits for other writers. It is the hope of researchers that this research can contribute to culinary traders from the Minangkabau tribe in applying the concepts of Islamic marketing strategies. (Núñez et al., 2020).

According to Emile Durkhiem, religion is a logical rule that takes place on beliefs and manifestations related to pure affairs. Religion is a foothold that can provide guidance for the rationality of human actions, be it political, social or economic in nature.

Economic activities will reach the intended profit level if they have a trick, namely an effective marketing recipe. Our country has a variety of culinary delights, this shows that the culinary business has enormous potential in advancing the national economy. According to Sandiaga Uno, the national income from the culinary sector is 42 percent, this will advance the nation's economy and create jobs (Agmasari, 2022).

Marketing has a goal, providing the needs of consumers so that they feel satisfied because their desires have been fulfilled (Said & Si, 2019).Marketing is a transaction carried out by producers to their consumers to obtain a profit so that people can fulfill their needs. (Azizah & Achsa, 2021). Consumer determination in buying a product needs to be done with techniques to increase knowledge of the buyer's need for goods and through efforts to find information about the goods needed so that consumers recognize the product more early (Purnami, 2020).

Promotion is very dominantly carried out by culinary traders to advertise their merchandise to consumers (Ayu Sekarningsih et al., 2020). Promotion aims to convince potential customers. According to Alma, the implementation of promotions if done

properly will be able to generate customer interest about where customers are and how customers spend their money. Merchants provide bonuses to consumers such as free sweet tea, free mouth wash is a sales promotion and is very effective in attracting buyers (Audinovic, 2021).

According to Sumarni, place is the distribution of products from traders to the buyer to utilize these products (Al Hawari & Sitio, 2021). Business places are often done online, at this time everything is done at home (Putri Drajat et al., 2021).

The relationship between marketing strategy and religion (Islam) has been explored objectively by Chaudhry and Crick, who state that in Islamic marketing all marketing activities, be it supply activities or value change activities, must not conflict with the principles of Islamic Sharia. (Lismawati, 2024).

All marketing strategy activities must comply with sharia rules including marketing culinary types, segmentation determination has very good uses. Because determining this segmentation will determine what kind of strategy will be carried out in terms of marketing the product (Jamaludin, 2020). (Hasibuan et al., 2024).

Mix marketing is a basic marketing design consisting of four key units: Product, price, place, and promotion. This plan assists business ventures in developing effective marketing directions by considering each unit and how each of these elements is interrelated. Marketing is a process starting from noticing opportunities, sorting out marketing targets, making marketing tricks, running a business and auditing (Mashuri, 2019). (Mashuri, 2019).

Marketing performance is a common indicator in terms of assessing the effect of trade strategies. It is understood that this 4P marketing strategy is part of the Marketing Mix which is a marketing strategy that can determine the success of trade in pursuing maximum profit. About the price component, customers generally agree with the price set by the merchant, if accompanied by a commensurate taste of the cuisine (Majasoka et al., 2020). According to Sulistiyana, when customers feel satisfaction about the product provided, the customer will be loyal and he may advertise the product to others (Purwanto et al., 2020).

Culinary marketing tricks must understand customer desires, apart from product aspects, psychological aspects must also be considered (Devi & Primasanti, 2020). Islamic marketing must have an Al-Insaniyyah service concept (Reza et al., 2022). Technology is an achievement that changes one's business, every businessman must channel and manage his sales using a sales information system (Rizal, 2020). Culinary traders can use marketing with online media in four ways, namely: 1. Using Online Advertising Advertising both on social media and on official websites along with using E-mail and by means of Webcasting. (Lismawati, 2024).

Sales strategies like this are superior in promoting products so that people are interested in these products (Hardana et al., 2024). Currently, culinary businesses must take advantage of digital marketing in developing businesses (Ariwibowo et al., 2022). Creative marketing indicators, marketing with the latest innovations such as marketing with internet media. Digital marketing is very useful so that it can compete with other culinary products (Rosyady et al., 2022). Selling using the internet or social media makes the culinary business quickly recognized by consumers (Lismawati, 2024).

2. RESEARCH METHOD

This research was conducted in two sub-districts in Padangsidempuan City, this research is qualitative with a phenomenological approach. The researcher is an important instrument in terms of collecting data from the minangkabau regional culinary business actors in two sub-districts, namely: North Padangsidempuan District and South Padangsidempuan District.

This research uses qualitative anthropological methods with expioratory and inductive methods. The main source of information (primary) comes from the explanation of several ethnic minang culinary traders in Padangsidimpuan City where researchers not only see more closely the condition of their business but researchers also hear more seriously their experiences in more detail, finally researchers understand their nature and culture in the habits they practice. While supporting data for this research is data obtained from various customers, both regular customers and non-regular customers. The point is that the informants in this study are several Minang culinary traders who live in Padangsidimpuan City. (Siregar and Hardana, 2022). The number in the study totaled 78 people.

Researchers conducted information retrieval techniques via interviews by asking several questions so that researchers could get to know more closely the characteristics and culture of this ethnic Minang culinary businessman. (Wanke et al., 2020)

In addition to observing, researchers also asked for their financial statements to be used as documentation material which aims to find out how much their income is, both daily and monthly.

Sampling of the unit of analysis of ethnic Minang culinary businessmen in Padangsidimpuan City. The researcher extended the observation so that the researcher's relationship with the informant became more familiar, trusted each other so that the information was open and nothing was hidden. Researchers conducted a method of checking data through several sources, including traders who were the main data source, customers and suppliers of goods as a source of supporting data. Then to make this data more reliable, researchers use reference materials such as recordings, photographs, videos and other supporting materials. Researchers audited all research processes from entering the field to the conclusion of the analysis results so that this research could be trusted and there was no doubt about the traces of field activities.

Researchers used Creswell's data analysis and shar'i data analysis, as for Creswell's analysis techniques by describing a person's experience of the problem under study. Then the researcher makes an item of urgen questions perfectly, then records a description of what the informant experiences on a problem, then describes how the informant's experience can occur.

3. RESULTS AND DISCUSSIONS

Based on the results of research conducted by researchers with the title "Regionally Based Halal Food Business in Padangsidimpuan City". Padangsidimpuan" Some entrepreneurs of Minang origin run their businesses with Various strategies, namely Segmentation, Targeting, Positioning and marketing mix.

a. Segmentation

According to the results of According to the results of this study, segmentation includes geography, minangkabau traders do halal food trading business activities in various places in Padangsidimpuan City. Padangsidimpuan. While segmentation related to demographics is some of them, namely minangkabau traders, conduct business according to occupation, age, religion, education, income. Halal food products This food is favored by all groups of both women and men. This segment is more leads to all communities, be it small or medium economic levels. middle economic level

b. Targeting

Target Market is a group of consumers who have the same needs. Consumer needs in a product in the form of goods and services so that producers will immediately serve these consumers. This targeting is selected according to the potential generated from the company.

In connection with this halal food minang business, the target market determined is students, employees, employees and various groups. To expand the target market, MSMEs of halal food minang businesses will also promote through their social media. As a result, consistency is still not optimal because it only focuses on word of mouth promotion or also known as Word of Mouth (WOM) promotion. As a result, the target market coverage is still not maximized. Therefore, according to researchers, counseling must be carried out to increase motivation and open the hearts of MSME entrepreneurs in terms of using digital marketing. This form of digital marketing is like creating video content or creating photo content on social media. Regarding the MSME products offered, it is carried out regularly and registered to attract more customers and the target market becomes widespread. This strategy will be able to increase the number of customers from the target market that has been determined.

c. Positioning

Some minang halal food entrepreneurs in determining market positioning, they use positioning strategies according to the results of the interviews as follows:

These halal food minang businesses are creative businesses that are excellent because of their special flavors and the use of various original Indonesian spices that are difficult to imitate by other food products. Various food products from the West Sumatra region are famous for having their own and special flavors so that their potential must be developed. The main potential is the richness of herbs and spices and creative economy business opportunities that cannot be obtained in other countries.

Focus on improving service quality, by ensuring that restaurant servers are able to provide fast, friendly and high quality service to every customer. Restaurant owners introduce new menus or variations of existing menus to attract consumers and expand market share.

The research results obtained related to the marketing mix are as follows:

a. Product

Various products from various restaurants originating from the miangkabau region in Padangsidempuan City are halal products. Products are given during transactions according to the quality and quantity desired by customers, as a form of response to consumers, where consumers often ask for drinks after buying halal food products. The product of this business is a real product that has clear ownership and can be handed over.

In Islam, products must meet halal provisions, avoid dirty or damaged products or goods, do not interfere with other people's products, do not contain elements of fraud, products must be in legal ownership, products must be clearly transferable because the sale of garar products cannot be justified and products must be precise in quantity and quality.

According to the researcher's analysis, the application of the marketing mix of products in various MSMEs halal food minang is in accordance with the theory of Islamic economics because they business actors have produced halal food and drinks. It can be clearly proven that the ingredients used, in the manufacturing process do not disturb the environment. Then in terms of transactions there is no speculation practice, there is no element of gharar.

b. Price

Regarding prices, the prices offered by MSME players in Minang restaurants in Padangsidempuan City are actually quite affordable, considering the location of outlets in strategic places. This is intended to increase sales with the quantity of products sold. Prices have never changed. And there is no element of maysir or fraud in this business. Profits are obtained from product sales transactions. In Islamic economics, it is not

allowed to apply low prices below the market, prohibit the practice of maysir or receiving profits without working, changing prices without following changes in product quantity or quality, prohibited from deceiving customers in order to reap profits, price discrimination between business people, Islam prohibits false propaganda through the media. Islam emphasizes the practice of healthy pricing policies and follows the laws of supply and demand that occur naturally.

According to the researcher's analysis, the application of the marketing mix of product prices in Islam to MSMEs of Minang restaurants in Padangsidempuan City is in accordance with the concept of Islamic economics. The price offered is actually a general price according to the market. The products of this business have never experienced price changes. There is no element of price discrimination against consumers. There is no element of fraud or gambling.

c. Promotion

Promotion is usually done especially on new menus and buying in large portions. This is done to attract public interest. Promotion is an effort to introduce and offer products to customers. It is morally prohibited to abuse ethnicity, religion and race. Women should not be used for advertising and the use of excessive fantasy. In carrying out promotions it is forbidden to provide excessive information. Rasulullah SAW in promoting the goods being traded never provided excessive information, instead he provided information as it was.

According to the researcher's analysis, the application of the Islamic promotion mix in several Minang restaurants in Padangsidempuan City has been done well. Islamically there is no element of harassment, no fraud, does not use women as advertising objects (sales girl). Being fair to all customers and not discriminating against customers. Delivering the product as it is without covering its ugliness. Thus the application of the promotion mix in various regional-based halal food businesses in Padangsidempuan City is in accordance with Islamic economic theory.

d. Location

Marketing places according to Islamic economics or marketing locations can be anywhere as long as the place is not a place whose existence is in dispute. The price of the place also needs to be considered, the price should not be too expensive and have complete business facilities such as water, electricity and parking. A concern is that there are very few competitors selling in the area, potentially supporting the development of the place in the future. The population living in the area is quite a lot, including many customers. The interest of the population if we open a restaurant business in the area also needs to be considered and close to the main road and public transportation.

Some halal food business actors from Minang use a strategic place on the edge of the main road with many residents and provide a comfortable, spacious, and always clean place. So in terms of this, the place provided is in accordance with the criteria of the Islamic marketing concept which provides a clean and adequate place.

4. CONCLUSION

Based on the results of research that has been conducted in various halal food business actors from the Minang region in Padangsidempuan City, the conclusions of this study are as follows: Regarding the segmentation strategy, this segment is more directed to all people, be it small or medium economic levels. The target market is still not maximized. Related to the positioning strategy, this strategy focuses on improving service quality, by ensuring that restaurant waiters are able to provide fast, friendly and high-quality service to every consumer.

As for the elements of the sharia marketing mix strategy, the implementation of this marketing mix is quite good. Regarding the product strategy, they business actors have produced halal food and drinks, it can be clearly proven that the ingredients used, in the manufacturing process do not disturb the environment.

As for the price strategy, the price offered by the producer is a competitive price, there is no element of price discrimination and no element of fraud. Regarding promotion, halal food business actors from Minang never provide excessive information, instead they provide information as it is. They promote their goods by word of mouth or Word of Mouth (WOM). Some halal food business actors from Minang use strategic places with many residents and provide a comfortable, spacious, and always clean place.

Of course, in reaching a wider target market, especially in an area like Padangsidempuan, there are some challenges or obstacles that businesses offering Minangkabau food can face, either directly in the restaurant or through an online ordering system. Some of these challenges include: Despite the growing use of the internet and mobile applications, in some areas such as Padangsidempuan, there are still limitations in terms of digital infrastructure. Unstable internet speeds or limited access to online ordering platforms can be a major obstacle, both for consumers who want to order food online and for entrepreneurs who want to market their products through digital channels. Minangkabau food is closely tied to local culture and traditions that value eating together in a dining venue. Many people prefer to enjoy a meal in person at a restaurant as they feel it is part of their cultural experience. A change in eating patterns to be more “practical” through online ordering may not be easily accepted by market segments that are older or more conservative in their eating habits. For restaurants that offer online delivery services, logistics are often a major obstacle, especially in areas that do not have good delivery infrastructure. Challenges such as delivery delays, food quality degradation during transit, or high delivery costs can be barriers to expanding the market. In areas like Padangsidempuan, many local restaurants already have a loyal customer base. These restaurants may already be well known for the quality and taste of their cuisine, so newcomers or entrepreneurs who want to offer Minangkabau food will have to work harder to build trust and attract customers from local competitors. In addition, traditional food from other regions or more accessible fast food can also be a competitor. Minangkabau food is often perceived as more “premium” due to the use of quality ingredients and complex cooking processes. For some consumers, especially in more rural areas or with lower purchasing power, Minangkabau food can be perceived as relatively expensive compared to fast food or simpler local food. Therefore, adjusting prices and marketing strategies to suit the purchasing power of local consumers is essential.

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