

The Religious Dimension in Marketing Development: Challenges in the Reconstruction of Responsible Business Concepts

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Abstract: The concept of conventional marketing today has shifted to the marketing concept of the spiritual which is indicated by the emergence of companies that apply the concept of honesty, trustworthy, intelligent and communicative in developing its business. Conventional marketing is actually translating the business into the activities of profit-oriented, make consumers and customers, to bring the conduct of business that is exploitative irrational and manipulative. So, in the end, the activities of conventional marketing are often absurd and bring a negative impact, not only to stakeholders but to the overall environment. On the other hand, the high public awareness of the company's products is related to health and well-being and safety both for themselves and to the environment, making the community and users become more critical and logical in determining the purchase decision and using the product. This is a challenge for the existence of the long-term business of the company. So the manifestation of business and modern marketing today is not enough to just rely on customer satisfaction, quality, competitive price, strategic location. This paper explains the concept of marketing the spiritual dimension of religious who taught that whatever we do must produce added value, not only for yourself but also for others and the environment around. Based on that, then aspects should be the runway in the marketing activities of the spiritual from the four pillars of marketing (product, price, promotion, place) should be able to produce added value based on the value of the God's across the board. These papers are made with the method of the study literature descriptive, qualitative.

1 INTRODUCTION

Limitations of access to natural resources and the environment make a problem for living things. This condition creates a structural problem which is characterized by a decrease in the capacity of social, economic and ecological systems to provide for human needs (Shohibuddin, 2016). Through the sense of the human mind trying to find a way out of the problem of limited resources by utilizing existing resources efficiently. The efficiency of natural resource management to meet the needs of human life become ineffective when the nature of the greedy and exploitative behavior has dominated man that ultimately bring negative impact on the self and the environment in surroundings, both natural and social.

Every company strives to gain the largest market share and highest profits in the history of his journey. the goal is not only to maintain the company's presence in the dynamics of the wave business, but also to dominate all areas of business and marketing for the sake of profit

absolute. Intense competition, in the end, has to lead to pressure for the company, so that the behavior of business and marketing that does not even healthy be a prerequisite, where the development of the business world and the competition it will not be able to regardless the concept of economic, social and political (Basci, 2015)

On the other hand, consumers, community, and stakeholders which are increasingly enlightened with the level of education that is increasingly well-established and information and knowledge currently has in hand, start being critical and rational, and emotional. They began to be able to compare measured and logical not only from the side of the product functionally but also from other aspects, such as value-added (added value), ethics, aesthetics so that aspects of the religious began to get position in the frame of business development (Kuzma et al, 2010)

Based on the various problems encountered in the process of fulfilling those needs then the following review aims to: 1) know the Spiritual marketing

concepts in Islamic Perspectives, 2) know the General provisions informing spiritual marketing activities according to Islamic studies and 3) looking for the link between marketing efforts with religious values.

2 DISCUSSION

2.1 The Concept of Conventional Marketing in Business Development

Any text or material outside the aforementioned margins will not be printed.

In the theory of marketing, product, price, promotion, and place, often known as the marketing mix that is a pillar of marketing strategy. As described by Jefkins (1995), "the marketing mix, or the marketing strategy, is the combination of the elements necessary to the planning and execution of the total marketing operation." In other words, the four components of the marketing mix are part and parcel and integrated into a company's marketing strategy is effective in order to win business competition.

Marketing is simple and intuitively an interesting philosophy. This concept states that the reason for the existence of socio-economic for an organization is to satisfy the needs of consumers and the desire is in accordance with corporate goals. In business organizations, the existence of marketing has a dominant role (Untari et al, 2017).

Marketing is one of the factors that can support sustainability a business both in macro or micro scale (Yoestini, 2009, Novalina, 2008). The right marketing will increase customer satisfaction and loyalty of consumers (Roostika, 2010). General marketing concepts is a systematic adjustment and t coordinated about the policy from top to bottom or bottom-up policy within the company, in order to achieve a point of satisfaction is optimal for the needs of a specific group of customers who have fixed in advance, at the same time to achieve adequate profit levels. (Wahab, 1989).

2.2 The Religious Dimension in Business Development

For papers accepted for publication, it is essential that the electronic version of the manuscript and artwork match the hardcopy exactly! The quality and accuracy of the content of the electronic material submitted is crucial since the content is not recreated, but rather converted into the final published version.

Kartajaya (2006) explains that spiritual marketing is

a form of marketing that is imbued with spiritual values in all its processes and transactions, until it comes to a level when all the major stakeholders in the business (customers, employees, and shareholders), suppliers, distributors, and even competitors even gain happiness. Where spiritual marketing aims to achieve a fair and transparent solution for all parties involved. In it embedded moral values and honesty. No party involved in it feels aggrieved. There will be no worse parties. Spiritual values in business will also improve our inner-side. Hermawan emphasizes that the more spiritual a person is he will be better able to run his business without always be oriented to money and everything about worldliness and loved by all parties.

Vitale (2001), describes some of the spiritual aspects of marketing in different perspectives. Vitale said that we must know the complaints we (knowing what you don't want). According to Vitale, knowing what you don't want is the springboard to your miracles. It is simply current reality. And current reality is can change. According to Joe, most people often express their grievances to various media, but few of us really focus on what solutions should be made to the complaints. In other words, Joe wants to teach us that it is very important for companies to know in advance what complaints arise from consumers, not just look at the side of consumer needs only. This is what can actually give power to the company. Knowing well the customer's complaints and not just understanding the needs of consumers, shows that the company has a high concern for consumers and customers as a whole.

Next, Joe Vitale says that perception and focus are two important elements that are interconnected in spiritual marketing. He said that '..the tricks is in turning every one of your complaints around to something you do want. Joe Vitale says, 'if we focus on lack, we get more deficiency. If we focus on riches, we get more riches. Our perception becomes a magnet that pulls us in the direction of where we want to go. 'Based on that, Joe wanted to say that what we think will then become a reality. For that, Joe taught me that if enterprises want to create a dream, then the enterprise should focus on the achievement of the target and aim well. Based on what was said by Joe Vitale, then can be interpreted that most of the enterprises are very often trying to avoid problems than to face and find a solution from the problem. Until Joe wanted to teach us that enterprises should face the problem and the challenge.

Beliefs is the next aspect of Joe Vitale. According to him, belief is a strength that we must have to be able to create reality, in the midst of the conditions of the people who live in confusion and full of a crisis of confidence. Most people at this time, according to him, living in conditions of lack of awareness, lack of recognition of

something. So it raises the uncertain condition. Uncertainty is what ultimately makes a human being greedy.

According to Joe Vitale, the man feels that what has been gained should not be owned by other people, this is what he said as greedy. Based on this, the Joe Vitale stressed that beliefs are very important in the company's business, which can further be translated as faith. Because according to him, if you change the beliefs, you change the situation. In other words, Joe Vitale wants to say that, the conditions full of uncertainty at this time is the result of humans who do not have beliefs (faith). So, in the end, came the greedy and exploitative of natural resources and other human beings. So from this, beliefs are things that can create the certainty of the condition itself.

Gratitude. It is one of the most important aspects of other spiritual marketing from Joe Vitale. According to him, one of the most powerful energies you can ever experience is gratitude. Feel the gratefulness for anything and you shift the way you feel. feel thank full for your life, your home ... once you feel grateful, you are in the energy that can create miracles. One of the most important aspects of spiritual marketing is grateful to whatever God has given to us. Joe Vitale wanted to say that with a grateful, then we will have great power to create amazing things. A miracle that has never been owned by other companies, i.e., be thankful. As the word of Allah SWT, 'Verily if ye are grateful, I will add more (favours) unto you, and if you deny (My blessings), Then Surely My punishment is very painful'. (QS. Ibrahim:7). In the letter and verse of others, God ALMIGHTY also said, "therefore, remember you told Me surely I remember (anyway) to you, and be thankful to Me, and do not deny Me." (QS. Al Baqarah: 152). It is also asserted by the Holy Prophet, "be Thankful for the blessings God will preserve the favor." (HR. Ad Dailami).

2.3 Spiritual Marketing, the Perspective of Islam

As described in the previous section, that the marketing mix (product, price, promotion, and place) is the main pillar of the marketing concept. In the Islamic perspective approach using the concept of spiritual marketing, then the fourth component of the marketing mix can be examined as follows:

2.3.1 Product

As described in the previous section, that the marketing mix (product

In the previous description, the product is a solution

to a need. So it is expected the product must have excellent performance in meeting the needs of users. Disadvantages that often occur over the use of a particular product cause consumers do not believe in the product concerned and ultimately increasingly selective consumers in choosing products. This rigid attitude of the consumer is due to the promise of a solution of the needs delivered by the previous manufacturer through its products to the consumer. Often the product is manipulated and packaged in such a way, and on the other hand, the product does not actually reflect the true quality. This is then mentioned as a product that is not qualified. In the spiritual dimensions of marketing, this is what is meant by Hermawan Kartajaya as Realistic and Humanistic. Realistic means, the company is required to produce in a professional manner, do not be tempted to the achievement of momentary advantage by forgetting the nature of the business long-term. Humanistic, in relation to the product, then companies often ignore the important things that basically the company should honor their customers. Products that are not qualified with a misrepresentation to the consumer, in order to denigrate the degree and dignity of the consumer because the consumer has obtained a treat that is not fair from the manufacturer, either directly or indirectly. On the other hand, it is certainly dropping the bargaining position of the company in the eyes of the consumer. In the Islamic perspective, Allah SWT has said in Holy Quran Surat Al-Muddatstsir (38), "...every person responsible for what he did." And related to this, Allah ALMIGHTY says in the holy Quran surat AL-Maidah verse 8, "O those who believe, you shall be the people who always uphold the (truth) because God, being a witness to the fair. And let not your hatred towards people encourage you to apply unfairly. Be fair, because fair it is nearer to piety and fear Allah, Verily Allah is informed of what ye do."

2.3.2 Price

It has been described previously by Kotler that price is very important towards the positioning of the product. Price is also closely related to the financing and quality factors of a product. Likewise on some goals and reasons companies in setting strategy, among others, is for the survival of the company, to maximize short-term profit, maximize sales growth, maximize skimming price, and become the market leader in terms of quality. In reality, often misguided company encountered in interpreting the function and the role of price in determining its marketing strategy. Most companies are not transparent to cost of goods sold its products to consumers. On the other hand, enterprises often apply discriminatory price on a certain product contextually the content is no

different. Until consumers often ask what is the price of a product the fast or not with the quality and its functions. For the products with the quality of the premiere, the producers often sell with a high price in the early by scooping up short-term profits at the moment of the product launch prime. With reason limited edition, enterprises are trying to push the market psychologically to immediately buy the product with the price already set. Nevertheless the time a certain time, the product back at a price than normal.

On the other hand, some companies deliberately sell their products cheaply but not accompanied by excellent service. Or impressed cheap, but apparently, the price per unit is much more expensive. In order to increase the turn over of high products, companies often apply a large discount (discount) on products that are not worth selling or unfit for use. It is unfortunate that manufacturers often hide the actual product quality in cheap packaging. Most producers are not transparent to the performance of products offered to consumers, but on the other hand, manufacturers are trying to attract consumers with a low product price offer strategy.

The emotional side, style of life, welfare, wealth and health, fear, pride, making companies can exploit the product price in such a way so as to make sure consumers against these products, even if when they are a functional performance that is no different. Price then become irrational when touching the sides of humanity. By reason of added value and exclusivity of the product, the company deliberately toss price so high and scooped up a huge profit in a short time. And uniquely, the product is sold and considered something reasonable, recognized by consumers and accepted as something worthy. The telecommunications service provider company internet package is one example that often utilizes these.

In the context of price, Kartajaya (1997) argues that the current price is determined by the value perceived or owned by each buyer. A buyer who has had a long-term relationship and has given a turnover in the past may have to be more valued compared to other customers. No wonder many companies are currently designing a pricing program or strategy in order to appreciate the existing relationships with loyal customers. With this kind of program, both parties, both service providers, and customers feel they are getting high marks from the relationships they maintain over the years.

2.3.3 Promotion

Referring to what Willian and McCarthy state, that promotion is concerned with telling the target market about the 'right' product. That is, a company is required to submit its product information correctly. In Islam, the

promotion category can be translated as *tabligh*. The *tabligh* nature is communicative and argumentative. Companies with *tabligh* properties, will deliver their product message properly (weighted) and with the correct word (*bi al-hikmah*). The claim for the company in this *tabligh* nature is to convey its product advantages honestly, without having to lie and deceive the customer, let alone expose sentences that have the impression of dropping other company products. Companies should be good communicators who can speak right to their business partners.

Each message promotion that is delivered should have a meaning and the meaning of a true, well mannered, not wasted. This is mentioned in the Qur'an as *Qoulan sadiidan* (talk of which is true and beneficial), as the word of ALMIGHTY Allah, in the Qur'an Surat Al Ahzab verses 70-71, "O ye who believe, fear Allah and say the right words (*qaulan sadiidan*), niscaya Allah improve for you to charity corporations and forgive you your sins. And whoever obeys Allah and His Messenger, then surely it has gained a great victory." In another verse mentioned, "...therefore, let them fear Allah and let them speak right words (*qaulan sadiidan*)." (QS: An Nisa: 9). More than just the meaning of *qaulan sadiidan*, Hermawan Kartajaya said that the enterprise is able to convey the message the promotion is true, the businesslike, and means, is the enterprise which owns the "hidayah" from Allah SWT. Each message can be a reference and be heard because they contain the truth and have to mean it. In the perspective of spiritual marketing, the thing is that included in the dimensions Teistis, Ethical, Realistic and Humanist, in spiritual marketing. in the dimension of the Teistis, message promotion presented should be based on the values taught by the Lord. That is honest, not lie and hide the truth. Ethical, means that the message promotion presented should be based on morality and morals, among others-mannered and polite, not to offend the other even dropping the image of other enterprises by way of a black campaign. Realistic means that the message of the promotion that is done the company should be able to be held accountable to the truth, easily understandable by each community, as the hadith narrated by Imam Bukhari from Ali r.a., "Just take a human talking to something they understand, and leave what they don't understand. Do you want Allah and His Messenger denied?"

Humanistic, meaning promotional messages from companies must maintain the dignity and human dignity. Not just denounce and tarnish the good name of certain parties (competitors). This is what Hermawan Kartajaya said as marketing is a good news.

2.3.4 Place

A good place not only within, but also can provide added value for the consumer. In other words, the location of the business a company should have to be strategically valuable. So consumers are not only able to reach the location of the company, but also enjoyed a side other than just the ease of obtaining the product. In fact, the concept of place teaches companies to always be available and assertable. In marketing, the concept of place teaches companies to provide product availability sufficient for the needs of the consumer. The company is obligated to create a product distribution network in such a way so that the product can be affordable and easy to obtain. In fact, some companies often sell the products without providing the means and infrastructure good after-sales. When the product in question starts favored by the market, the consumer will be disappointed because the products available are not able to meet the needs or the products that are available, it is very difficult to obtain. In some specific conditions can be understood that the company has a limited distribution network of its products. However, if it is left continuous, then the company has indirectly let the consumer rights are abandoned. In Islam, this is called with the importance of the Amanah.

Amanah means trustworthy, responsible, and credible. Amanah can also mean the desire to fulfill something in accordance with the provisions. The consequence of the trust is to return or grant the rights of the owner, whether small or large, not take more than he has, and not diminish the rights of others. Amanah also means having a responsibility for performing the duties and obligations given to it. Amanah can be displayed in the openness, honesty and optimal service to consumers. In this case, God Almighty says, 'Verily, Allah commands you to convey the message to the one who deserves it and to judge mankind so that you may be justified. Allah is the Best of you. Allah is the Hearer, the Seer.' (QS An Nisaa ': 58). Rasulullah SAW said, 'That the trust will attract sustenance, and vice versa will cause misery.' (HR Ad Dailami). Ultimately the trusting nature will bring high corporate credibility and full-fledged responsibility to consumers and customers. The integrity of a company can be seen from how the company is able to safeguard the trust given to it.

3 CONCLUSIONS

The dynamics of business and globalization have in reality demanded the company to adapt to the changes. But it is unfortunate that some companies are stuck in a business paradigm that assumes that business and

marketing can do anything to gain profit for the company. So then came the attitude of greedy, selfish, wanting to master, cheating, insecure, manipulative, exploitative, which ultimately not only harm the consumer on the one hand but also dropped the credibility of the company in the public eye and weaken competitiveness. When companies want absolute control of resources, then that's where individualistic greed looks. If it is left unchecked, it will lead to business attitudes and behavior that are very detrimental to others and the environment as a whole.

Spiritual marketing teaches us to do all aspects of the marketing based on heart and conscience. The doctrine contained in the spiritual marketing has shifted so much in the concept of conventional marketing always emphasizes to win the competition and achieve superiority absolutely. Wisdom and the social welfare is always a doctrine of the essence in the exercise of spiritual marketing. A clean soul, a heart always full of love to each other and to the environment, honest and transparent as well as share the happiness to others, is to exist the end in the spiritual teachings of the be affirmed in every aspect of the marketing activities then.

Islam perfected the teachings. The perspective of Islam taught that everlasting life is in the hereafter, so what is done in the world today will basically serve as a knapsack and preparations to cope with life in the hereafter. What it means is, all the aspects of life that we do should be based on the values of worship. In Islam, worship is devotion absolute to The Creator, that is God ALMIGHTY. Until the orders and prohibitions of God, the absolute should be observed. Because basically what is already determined by God will have an impact the consequences of its own. So also with the marketing activities. In maintaining the four pillars of marketing (product, price, place, promotion) in business, her true the company should be always based on the values of the To-the Lord's.

In the end, there is not a thing that can be a happier we in the business in addition to being able to share with others. And none of the activities in this world that is beautiful in addition to making every aspect of our lives is worth the worship.

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