

THE STRATEGY OF MARKETING COMMUNICATIONS LA-TANSA BAKERY IN ISLAMIC PERSPECTIVE

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Abstract

La-Tansa bakery factory is one of the cooperative existing in Modern Islamic Boarding School Darussalam Gontor. And, this factory was established since 2003. Although it has been established for 15 years, there is no standard marketing strategy in doing a market for the bread. As for the ingredients used in bread making are the ingredients without preservatives contents so that the expiration is faster. Consequently, it is required a standard strategy in doing a market for the bread. The purpose of this research is to know the strategy that used by La-Tansa Bakery in marketing the bread and the factors inhibiting La-Tansa Bakery in marketing the bread. To achieve results in this study, the researchers used a qualitative descriptive research method and the aim is to describe things that relate to the phenomena and events that existed during the research as deep as possible by collecting the detailed data and does not emphasize the population of the study but deepens the source in obtaining the data. As for the results of this study, researchers find that some strategies that had already been done by La-Tansa Bakery in the market of bread is already in accordance with the theory in mix marketing, but the form of activities is still relatively minimal. This is due to the lack of skilled human resources in the marketing strategy. Therefore, this research provides an input to La-Tansa Bakery to develop a mix marketing strategy in doing market for the bread.

Keywords: *Communications, Marketing, La-Tansa Bakery.*

Introduction

In developing the marketing activities that occur in the business world, as well as facing competition, it is necessary to develop appropriate and effective marketing communication strategy (Lukitaningsih 2016). The right and effective marketing strategy can lead to positive aspects in the development of the marketing world.

The new integrated marketing concept was introduced in 1990 and experienced scientific development in the 21st century (Gunawan, 2003). Good marketing must pay attention to aspects that influence it, including aspects of the product, price, place, and promotion (Algriana, 2013). Every aspect of the marketing elements above interdependent with each other in the creation of integrated marketing communication.

Marketing communications can be summed up as a series of activities that present and combine elements of the marketing mix by paying attention to the state of the field and facilitating the occurrence of exchange resulting in a good reciprocal relationship (Charismardani, 2014). A principal marketing can determine what element of the mix marketing that are needed to market the industrial products by looking at possible market factors.

Innovation in industrial enterprises is a great solution in understanding the complexity of the situation of environment as well as the state of the environment is often fickle. Environmental

conditions within the scope of marketing can be one of the factors for selecting a method for marketing a product (Rizali, 2002). By knowing the market conditions, a marketing communicator can determine the form of a strategy that is in accordance with the market flow. William j. stated that there are three important factors to be aware of from the market conditions, namely; the needs of consumers, purchasing power and consumer behavior (Rizali, 2002).

In addition to the components of the strategy in the marketing of products, good marketing should be based on norms in carrying out economic activities. One of the norms of Islamic teachings is to trade by not taking profit of the buyer through the wrong way and with the acceptance or agreement between consumers and manufacturers. (Jamarudin 2017:4). As written in the Holly Quran, An-Nisa verse 29:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ
بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ
وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

"O ye who believe! Eat not up your property among your selves in vanities: but let there be amongs you traffic and trade by mutual good will : nor kill (or destroy) yourselves; for verily God hath been to you most merciful" (Q.S. An-nisa : 29)

From the above verses, it can be concluded that the Allah SWT exhorts the faithful to humanity in order to seek the provision in a good way, that is by doing the fair trade. Truthful trade means the willingness of consumers and manufacturers that comply with the norms in religion (Zulfikar, 2017).

La-Tansa Bakery is one of the industry from the cooperative in Modern Islamic boarding school Darussalam Gontor. La-Tansa Bakery food-producing industry with a focus on the production of bread that has been established since 2003. Until 2018, this bakery factory has been established for 10 years, but despite standing for 10 years, there is no standard marketing communication strategy in this factory. Bread produced from La-Tansa Bakery is priority halal ingredients and do not use preservatives so that the expiration period tends to be fast which is in the range of three to four days. (Okvian, interview, November 15, 2017). Then addressing the above problems requires the right marketing communications strategy in order to make sales that took place in La-Tansa Bakery runs optimally.

Research Methods

The method used is descriptive qualitative methods. The authors describe the things that relate to the phenomena and events that existed during the research as deep as possible by collecting data in detail and did not emphasize the population of the research exploring the source in obtaining data. The source is obtained from interviews and documentation. In order to test the validity of the data, the researchers used a method of triangulation source, ie by interviewing the parties concerned with research data.

Result & Discussion

Advertising activity of La-Tansa Bakery.

Advertising is the idea of the persuasive ideas as well as messages to customers and prospective customers through the media (Rachmawati, 2011). The form as well as an advertising model can be formed by the author of the ad to suit the interests of the commercials maker, but in the Islamic

perspective, taught that an advertiser needs to pay attention to the ethics in making ads, thus avoiding factors that detrimental to the company.

In a verse of the Qur'an, Allah had written about the existing ethics in advertising, an ad should avoid anything that contains element of lies and do not harm others. In Q. S Ali Imran verse 77 stated:

إِنَّ الَّذِينَ يَشْتَرُونَ بِعَهْدِ اللَّهِ وَأَيْمَانِهِمْ ثَمَنًا قَلِيلًا
أُولَئِكَ لَا خَلَاقَ لَهُمْ فِي الْآخِرَةِ وَلَا يُكَلِّمُهُمُ اللَّهُ
وَلَا يَنْظُرُ إِلَيْهِمْ يَوْمَ الْقِيَامَةِ وَلَا يُزَكِّيهِمْ وَلَهُمْ
عَذَابٌ أَلِيمٌ

"As for those who sell the faith they owe to God and their own plighted word for a small price, they shall have no portion in the here after: Nor will God (deign to) speak to them or look at them on the day of judgment, nor will He cleanse them (or sin) : they shall have a grievous penalty" (Q.S. Ali-Imron : 77)

From the definition and advertising in general and Islamic prespective in advertising the goods, an advertiser needs to create inovatif ideas to able to compete, but the ads also should pay attention to the Islamic perception by presenting in accordance with the state of the goods and not exaggerate so as not to harm consumers.

In introducing its products, La-Tansa Bakery had been using Gontor FM, Himmah Magazine and Bread distribution boxes. The reason is the media voice of Gontor FM radio is owned by Modern Islamic Boarding School Darussalam Gontor itself and the required cost of the service usage i.e. Rp. 200,000 every month, so there is no need to pay expensive fees for advertising. In addition to the low in

the use of this media La-Tansa Bakery does not need to be bother to create advertising content because it is directly produced by the staff of the voice of Gontor FM itself.

From the observations made by researchers during the research, advertising content that is in La-Tansa Bakery already contains Islamic content, i.e. with the slogan of the halal ingredients and the taste of delicious bread. This is evidenced by researchers in doing the observation that La-Tansa Bakery uses halal ingredients and without the use of preservatives in the production of bread.

The presence of advertising in La-Tansa Bakery along these years, there has no good coordination between La-Tansa Bakery and Suargo FM staff, this is in accordance with the results of the interviews revealed by Hasan (March 6, 2018) as the marketing of two:

"Selama ini iklan kami serahkan sepenuhnya kepada staff Suargo. Kalau isinya kami memang kurang memberikan informasi terbaru mengenai program-program La-Tansa Bakery kepada staff Suargo FM. Karena kekurang-aktifan kami dalam hal itu"

"All this time, our ads are fully submitted to Suargo staff. Everything concerning its contents including the new programs about La-Tansa Bakery are still less updated due to our lack of activism in that regard"

From observations made during field researcher, advertising conducted by La-Tansa Bakery rated less compliance with advertising in general, that is the absence of a coordination between La-Tansa Bakery and Suargo FM companies in the advertising process. This has led to the underdevelopment of the La Tansa Bakery company in marketing its products through advertising. In broadcasting the voice

of Gontor FM prime time divide into two parts: in the morning at 7am BST until 9am and in the afternoon at 1pm until 2pm.

Sales promotion activities of La-Tansa Gontor Bakery.

Sales promotion is a form of stimulus that is given by the manufacturer to the consumer in the short term in order to increase company sales (Rachmawati, 2011). In the context of Sharia Islamiyah, sales promotions must be in accordance with the principle of sharia compliance which contain elements of truth, justice and honesty to the public (Tamamudin, 2012). The promotion that creates a purchase in a way that is not good to consumers, namely the existence of a lie in promoting consumer goods will have an impact on the shift of consumer to other products.

Sales promotions in La-Tansa Bakery is done by spreading flyers which contained the discount prices of bread and a bonus for the consumer or prospective consumer as a form of stimulus to evoke a sense of the trend of buying.

The stimulus created by La-Tansa Bakery is rightly done and there is no lie to consumers. Based on the exposure one of the students (7 March 2018) in the bazaar stating that La-Tansa Bakery discount activities in the form of price discount bread says as follows:

“Benar pabrik roti pernah melakukan bazaar Zakir Naik, dan ketika itu harga roti yang dijual ketika acara lebih murah dibandingkan dengan harga roti pada umumnya yang dijual di pondok”.

“It is true that the Bakery once did the Zakir Naik Bazaar, and that time the price of bread sold at the event was cheaper than the price of the bread generally sold in the boarding school”.

From the above exposure, researchers believe that La-Tansa Bakery does not lie in conducting sales promotion activities, because what is promoted and performed is in compliance with *sharia*.

However, promotion is not often done due to the factory's location that located in rural areas and the lack of people who buy and order the bread, even though sometimes there are some residents from the city who come and buy the bread.

Personal sales activities of La-Tansa Bakery.

The personal sales activities is done by delivering presentations, answering questions and persuading potential customers on the spot (Morisan, 2012). A personal seller s to do some stage so that his business is doing well and be accepted by consumers, among those stages is to approach. This stage is the stage of the nucleus in order to determine whether a lasting cooperation will take place or not. Prophet Muhammad taught his people to do a social approach by giving a smile and polite manners.

As mentioned in a Hadith:

تَبَسُّمُكَ فِي وَجْهِ أَخِيكَ صَدَقَةٌ

«Your smile on the face of your brother is charity for you» (HR. Bukhari)

La-Tansa Bakery has not used the personal sales activities to market its bread, this is because some of the obstacles presented by Jibril (the interview has been done by researchers on March 6, 2018) as:

“Kalau personal marketing di La-Tansa bakery belum ada, karena terkandala oleh minimnya tenaga kerja di La-Tansa Bakery, kemudian produk roti ini kan tidak menggunakan pengawet jadi lebih cepat basi, jadi kalau misalkan ada permintaan roti

keluar kota yang membutuhkan pengiriman jangka lama, nanti basi di jalan. Kemudian harga roti juga tergolong murah dan nanti rugi di ongkos transportasi”.

“If personal marketing does not yet exist, it is because the lack of labor at La-Tansa Bakery. Even less this bread product does not use preservatives, so it becomes stale faster. And if there is a demand for bread out of town that will require long-term delivery, so it will stale on the way. Moreover, the price of bread is also relatively cheap and later the loss in transportation costs”.

From the above informant’s explanation, researchers concluded that personal marketing activities in La-Tansa Bakery has not been done, because it is hampered by a bread price cheap and fast expiration period. Besides, a cheap price of bread makes these activities are not effective due to unequal operational costs required if the marketing carried out by La-Tansa Bakery is through personal marketing.

The role of public relations in La-Tansa Bakery.

Public relations is a corporate strategy that is used to get the attention of a wider audience by means of disseminating information products company through non-commercial news (publicity) (Hermawan 2012:4) Implementation of public relations based on *Amar ma’ruf nahiy munkar* so it must be humanize. From Abû Huraira, the Prophet said:

“The right of a muslim towards his fellow man there were six, then a friend asked him what he meant Yes Messenger, the Prophet then said,“ If met should greet, when you invited then please, if you need counmarketing then advice, when sneezing, praising God then let replied, if pain be visited, and when dead escort to his grave

“(H.R by Muslim)

From the description above, it is understood that public relations activity is an activity to get the attention of a wider audience with a good way i.e. by observing the value of humane and no lie.

The form of public relations marketing strategies that have been implemented by La-Tansa Bakery in the market of bread was distributed to a number of loaves of bread to the people who lived around the plant every six months. This is done as a form of *shodaqoh* given by La-Tansa Bakery and also efforts to create community support (goodwill). The existence of these activities cause a positive impact which characterized by the presence of some of the people who order the bread for celebration. But the intensity of the booker bread from this society is still minimal, according to the author’s observation during the study, this is due to the lack of socialization of La-Tansa bakery in informing the draft price of bread to the people around so that they feel hesitate in ordering bread and thought that the price of the bread is expensive.

The majority of communities that exist around La-Tansa Bakery responds to the presence of La-Tansa Bakery with a positive response, but there were also people who responded negatively. This was conveyed by one of the residents who lived behind the bread factory (March 6, 2018) says that:

“Tanggapan warga sekitar sini macam – macam. Ada yang merespon positif dan ada juga yang merespon negatif. Tanggapan negatifnya karena adanya kecemburuan sosial dari masyarakat, sebenarnya gak cuma di pabrik roti aja, tapi di pabrik yang lain di Gontor yang karyawannya kebanyakan tidak dari masyarakat sekitar. Kalau sisi positifnya masyarakat biasanya yang beli roti ke La-Tansa ada bonusnya dan semenjak

dikasih roti setiap tutup semester juga lebih baik responnya dibandingkan yang dulu”

From the results of the interview above can also note that turned out to be the response of the community with the presence of La-Tansa Bakery in their neighborhood is divided into two aspects, namely the aspects that respond with positive feedback due to discounts and bonuses that they get when buying bread to La-Tansa Bakery. It also raises positive image among the public who previously looked at with a negative view.

Whereas the negative aspects caused by their social jealousy against the majority of the jobs are given to people that are not based around the La-Tansa factory bread.

The publicity that exists in La-Tansa Bakery was held with bread making presentations when University of Darussalam social activities. This is a form of responsibility La-Tansa Bakery for bread making to teach the making of the bread. From the results of the researcher and informant interviews marketing two (Hasan 6 March 2018) States:

“Kegiatan publisitasnya dengan mengadakan kegiatan presentasi pelatihan roti ditempat tertentu, tergantung undangan yang diberikan oleh panitia. Selama ini sudah beberapa kali mengadakan kegiatan itu, yang mengundang dalam acara ini selama ini dari UNIDA, bentuk kegiatannya bhakti sosial (baksos) dan kuliah kerja nyata (KKN)”.

The form of public relations strategy La-Tansa bakery in terms of publicity, done by holding a seminar on bread making in the village or town in Ponorogo. Among the activities already carried out was in the sub-district office of Babadan, Kambeng village Slahung sub-district, Ngrogung village Ngebel sub-district and also in the sub-district

office of Sooko. This partnership benefits La-Tansa Bakery because it can directly promote bakery products to a wider audience who attend the bread-making seminar. Working is an obligation for Muslims who have a dependent life. Allah has created this earth with variety of conveniences. One of which is to search for the sustenance as written in the Holly Qura'n, Al-Mulk verse 15:

هُوَ الَّذِي جَعَلَ لَكُمُ الْأَرْضَ ذَلُولًا فَامْشُوا فِي مَنَاكِبِهَا وَكُلُوا مِنْ رِزْقِهِ وَإِلَيْهِ النُّشُورُ

It is Who has made the earth manageable for you, so traverse ye through its tracts and enjoy of the sustenance which he furnishes : but unto Him is the Resurrection (Q.S. Al-Mulk : 15)

Direct marketing activities of La-Tansa Bakery.

In the market of bread, La-Tansa Bakery already used direct marketing strategies, namely in the form of marketing via the stall, which consists toast sales six days a week and also bazaar events. Tulus as the 1st marketing (March 6, 2018) says:

“Direct marketing di La-Tansa Bakery ini masih tergolong minim, karena pengadaannya masih belum terorganisir dengan baik, kita biasanya dari staffnya menjual roti bakar setiap habis sholat maghrib sampai isyak dengan menggunakan gerobak. Selain itu kita juga mengadakan bazaar rutin dan tidak rutin”

Sale of toast

The sale of the toast that is held six days a week from Saturday to Thursday and this was done after maghrib prayer until before Isya' prayer. The results of the interviews conducted by researchers with the marketing

of one (Tulus, 6 March 2018) reveals:

“Kami menjual roti bakar setiap hari sabtu sampai Kamis selepas sholat maghrib hingga menjelang isyak, karena setelah isyak mereka belajar malam. Dan di hari jum’at tidak jualan karena pabrik libur. Tapi biasanya kalau tidak habis kita lanjutkan setelah santri belajar malam jam 21.30 dan kami menjualnya ditempat yang strategis, tempat banyak santri berlalu-lalang. Kita belum menjual roti yang lain selain roti bakar”.

The majority of buyers in this activity is the students from the boarding school themselves, besides there are also guardian of the students who often visit their children then buy the toast. The sale of the toast itself was carried out by the staff of La-Tansa Bakery which is usually aided by the power of two employees. Dressed neatly and wearing a special marketing carts to sell bread. any buyer among the students are required to speak official languages, namely Arabic and English as a condition to buy toast. In this sales, the sales intensity is quite high enough, seen from the sales of bread are often depleted before closing the sale of toast. The reason for not marketing bread other than toast is because the bread other than toast already exists in the outlets, but based on observations made by researchers, other bread sales other than toast are possible because of the large number of consumers that exist when marketing the toast.

Bazaar. The activities of the bazaar is a precious opportunity in La-Tansa Bakery because it is an opportunity for La-Tansa Bakery staff to show off promoting their products to consumers nationwide even internationally. Consumers who attend include consisting of *wali santri* who come from out of town, outside of Java even overseas. According to the marketing exposure one (March 6, 2018):

“Kegiatan ini kami manfaatkan untuk mempromosikan roti – roti baru kepada khalayak luas. Kalau di roti bakarkan mayoritas pembelinya santri, kalau bazaar ini gak cuma santri tapi wali santri yang gak dari Ponorogo saja tapi banyak juga yang dari luar kota, luar Jawa dan luar negeri”

There are two potential events in Modern Islamic Boarding School Darussalam Gontor that support the occurrence of target marketing with consumers, which is the students' reverse flow after the holiday semester. In general, in the students' reverse flow, the *wali santri* undertook to deliver their sons to the boarding school. The *wali santri* who are present in this event are varied, some are from Ponorogo, outside Ponorogo, other cities, outside Java and even from abroad. In this occasion, many *wali santri* as well as students need the simple snack and heavy meals. This event is an important moment in direct marketing and La-Tansa Bakery utilize this event to hold a sale of bread with established stand which ornamented with banners to attract the attention of consumers.

Bazaar activities that have been done by La-Tansa Bakery is divided into two, namely regular bazaar and non regular bazaar. The regular bazaar included: bazaar for welcoming students earlier in the year and the end of the year, bazaar in Enforcement Camp Penggalang Race (LP3), bazaar in Performance Art Festival Panggung Gembira (PG) of students' graduation from KMI and Drama Arena (DA) from fifth grader of KMI. Then, non regular bazaar which is not routine such as: bazaar for Zakir Naik Public Lecture, bazaar tournaments of 90 years Gontor Gontor and other bazaar has been implemented by the previous caretakers.

The strategy committed by bread factory in increasing sales through this Bazaar

activities by established a stand for marketing look attractive, i.e. by creating some new breads that is decorated in such a way so it will attract buyers to try and put some banners on the right – left side and it is done by students with the labors.

Based on observations by researchers in direct marketing activities of La-Tansa Bakery, this activity can be said it is already suitable with operational standards, however this type of activity is still classified as minimal and limited sales activities of toast marketing with the majority of consumers from the internal boarding school and also regular bazaar which held once in six months.

Marketing activities interaktif La-Tansa Bakery.

One of the efforts done by La-Tansa bakery in following the development of economic globalization, especially in terms of interactive marketing is to create account in some free online media. According to Hasan as the marketing exposure two (March 6, 2018) says:

“Sekarang udah pada maju ya, dalam pemasaran kita juga udah pakai pemasaran berbasis internet yaitu ada facebook, WA dan instagram. Kita upload disitu foto-foto roti sama kegiatan karyawan ketika memproduksi roti”

Based on observation done by researchers in online media of La-Tansa Bakery, the researchers found that the online media is rarely used and very minimal consumer engaged interaction with La-Tansa Bakery to ask information about Tansa La-bread or do transaction to buy the bread. It can be seen by the minimum consumers who respond to uploaded photos in media facebook and instagram. The researchers also concluded that the lack of consumers' respond toward La-Tansa bakery social media is because it is

not interesting media in the consumers' eye.

From the interview above, researchers divided the form of interactive marketing La-Tansa Bakery into two parts based on the usage of the medium:

Online Media Whatsapp. One of the applications of interactive marketing strategy that already done by La-Tansa Bakery is using Whatsapp as an interactive marketing media. The results of the interview are delivered by the marketing one (Tulus, March 6, 2018):

“Media yang sering dipakai dalam pemesanan adalah whatsapp, tapi biasanya whatsapp yang dipakai bukan hanya whatsapp nomor hp La-Tansa, melainkan whatsapp masing – masing staff. Kebanyakan yang mesen roti lewat wa dari kalangan guru – guru di Gontor”.

The final results obtained from strategies in promoting products is a powerful advertising and the amount of the reservation (Shim, 2003). The order can be made by La-Tansa Bakery consumers is a result from the strategy that is done by La-Tansa Bakery through the selected media. The majority of the order through whatsapp is from teachers in Gontor for Monday and Thursday Iftar and also for activities that need consumption. This is because the La-Tansa products are familiar among the teachers in Gontor. Beside ordering, other forms that can be used but it has not been done by La-Tansa Bakery is to spread information to contacts that usually called by block contact.

Instagram and Facebook Media. The rise of interactive marketing through social media is not left by La-Tansa Bakery. Social media the next selected La-Tansa Bakery as a means of promoting their products through interactive marketing is to use instagram and facebook media. From the researchers

interview with the marketing two (Hasan, 6 March 2018) states that:

“Media sosial yang kami pakai dalam memasarkan roti adalah facebook dan instagram, tapi media ini jarang digunakan, karena keterbatasan dalam waktu untuk mengurus hal seperti itu, tapi kedepannya kita akan gunakan media sosial ini. Dalam media yang ada sekarang ada foto - foto roti La-Tansa dan beberapa kegiatan dalam membuat roti”.

Strategies that are used to get the consumers of interactive marketing by La-Tansa Bakery is to upload all at once several processes of bread production. The staff lack of time in La-Tansa Bakery, resulted in a lack of attention to this social media marketing, as the consequences it is rarely found the bread ordering through social media. The rise of community and trading forum on facebook and instagram also make marketing through social media is much sought after by the majority of *UKM (Usaha Kecil Menengah)*. Moreover, social media is the economical media because the user does not have to spend money to use this media.

Conclusion

From the results of the analysis of data that the researchers describe in Chapter 4, the conclusions can be drawn as follows:

1. The strategy of La-Tansa Bakery in advertising using some media such as Suara Gontro FM, Himmah Magazine and uses the existing sticker in the box of La-Tansa Bakery car. The constraints in advertising is there is no coordination between La-Tansa Bakery staff with Suara Gontor FM so that messages broadcasted by Suara Gontor FM yet in accordance with existing programs at La-Tansa Bakery.

2. The strategy in a sales promotion is by giving bread as a bonus to the outlets which able to sell bread with specific targets, giving bonus to consumers who buy bread directly into the factory and discount prices in bazaar event. Sales promotions haven't been maximise because there is no information to the consumers about the price of bread and ordering promotion programs in large quantities
3. La-Tansa Bakery has not been making personal marketing activities, because La-Tansa Bakery including cheap products as well as fast expired time, so required accomodation cost is not appropriate with the benefit.
4. Strategies through public relations is done by holding trainings bread in the villages in Ponorogo and also gives a number of breads to the society around the factories as a form of imaging a good name in the eyes of the society. The lack of skilled human resources in conducting public relations marketing makes this strategy has not been maximal.
5. Strategies through direct marketing to sell toast and to hold a regular bazaar every twice a year and non regular bazaar. The majority of sales through outlets and there is no stand owned by the bread factory make sales through direct marketing strategy is not yet maximum.
6. Interactive marketing strategies by using social media for selling the bread to the consumers or prospective consumers. Social media used is Facebook and Instagram, Whatsaapn but has not been maximum used so it results in less interesting products for consumers.

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