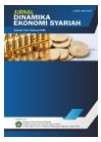
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ANALYSIS OF ISLAMIC MARKETING STRATEGIES IN INCREASING THE VOLUME OF SALES OF YOUNG ENTREPRENEURS IN BIMA CITY

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ABSTRACT

The purpose of this research is to find out about how the application of Islamic economic principles in marketing strategies carried out by young entrepreneurs in Bima City. As well as to understand how the application of SWOT Analysis on Islamic marketing. The method used in this research is qualitative method. The data sources used in this study are primary data sources and secondary data sources, where primary data sources are obtained directly from the object of research by conducting interviews, in this case the owner of the Yuank Canteen is the object of research. while secondary data sources are obtained from sources directly related to research such as journals, books, reports and so on. The results showed that the study of the Yuank Canteen in Bima City showed that Islamic economic principles (justice, honesty, prohibition of usury / gharar) were successfully integrated into marketing strategies through innovations such as "Transparent Menu" and alms promotion. SWOT analysis proved effective despite the challenges of competition and consumer literacy. The success of the Yuank Canteen proves that sharia marketing can be a competitive advantage, but it needs stronger ecosystem support. Business success in Islam is not only judged by profit, but also blessings and social impact, making it spiritually and practically relevant.

Keywords: *Marketing Strategy Analysis, Islamic Marketing, Sales Volume, Young Entrepreneurs, Bima City*

INTRODUCTION

In recent decades, the global economy has undergone significant changes, especially in terms of applying a more inclusive and ethical economic concept. Amidst the challenges of globalization, the concept of Islamic economics is increasingly gaining attention as an alternative that is able to provide a balance between material and spiritual goals. Islamic economics emphasizes the principles of justice, sustainability and blessings that are not only relevant for Muslims but also appreciated by the international community. With its universal values, Islamic economics has the

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potential to be a solution to modern economic problems such as social inequality, unfair business practices and exploitation of natural resources.[1]

Indonesia, as a country with the largest Muslim population in the world, has a strategic role in the development of Islamic economics. This is shown by the development of sharia-based sectors such as banking, insurance, halal tourism and Micro, Small and Medium Enterprises (MSMEs) that carry out sharia principles. At the national level, the government and various private institutions continue to encourage the growth of the Islamic economy through regulation, education and technological innovation. However, the successful implementation of the Islamic economy also relies heavily on the active role of business actors, especially the younger generation, who have great potential to create innovations and encourage sharia-based economic growth[2].

Strategy is a series of grand designs that describe how a company should operate to achieve its goals while marketing is an effort to provide and deliver the right goods and services to the right people at the right place and time and the right price with the right promotion and communication. The relationship between strategy and marketing is important in business affairs because in essence this relationship is a continuous creative step pursued by a company to achieve the best marketing targets in order to realize maximum customer satisfaction. Marketing strategy is needed to prevent the decline in the number of consumers and the fall in the competitiveness of business products in the market. Without a proven marketing strategy, it is certain that marketing will fall especially when there are various competitive products issued by business rivals.[3]

Marketing strategies are not only for large-scale businesses. Small businesses also need a marketing strategy for their business because often in times of critical conditions it is small businesses that are able to provide growth to people's income. As for one of the marketing strategies that is often carried out by a company is by distributing the marketing itself or what we commonly know as the marketing mix.[4] Young entrepreneurs play a strategic role in the Indonesian economy, both as innovators and as agents of change. They are often the pioneers in adopting technology and implementing creative business strategies. On the other hand, the increasingly fierce market competition requires them to focus not only on profits but also on ethical values that can create consumer trust. Marketing strategies based on Islamic economics offer a relevant approach to this challenge, emphasizing the principles of transparency, fairness and social responsibility.

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[1] Kurniawan, "Strategi Pemasaran Ekonomi Islam Dalam Era Digital," Ekonomi Dan Bisnis Islam, 2020, 23–36.

[2] Antonio, "Bank Syariah: Dari Teori Ke Praktik" (2021).

[3] Zuhairini, "Strategi Pemasaran Petani Kopra Dalam Meningkatkan Pendapatan Prespektif Ekonomi Islam (Studi Kasus: Desa Tahibua Kecematan Tiwu, Kabupaten Kolaka Utara)" (2021).

[4] Kurniawan, "Strategi Pemasaran Ekonomi Islam Dalam Era Digital."

Bima City, as one of the regions in Indonesia with a dominant Muslim population, has great potential in the application of Islamic economics. In addition to having a strong Islamic cultural heritage and tradition, Bima City is also known as an area that produces many creative and innovative young entrepreneurs. In this context, young entrepreneurs in Bima City have the opportunity to integrate Islamic values in their marketing strategies. However, this potential needs to be supported by an in-depth understanding of how Islamic economic marketing strategies can be applied effectively and how they affect the increase in sales volume of products and services.

Yuank Canteen is one of the famous cafes and is in great demand among young people. Yuank Canteen is located in the city of Bima, Jalan Kartini, Paruga village. Yuank Canteen has various facilities that can attract consumers, namely wifi, tv, live music, antique displays and classic room arrangements. As the name implies, the Yuank canteen, the food and beverage menu served by Yuank canteen employees who are experts and trained in producing the right menu composition so as to get a taste that suits consumer tastes. The problem that occurs in this study is the price increase applied by the Yuank canteen, which has an impact on the decline in daily transactions. This is happening in the midst of the emergence of new cafes in Bima. Lifestyle and price are now strongly influencing purchasing decisions, as Yuank Canteen has fewer visitors, given the number of new cafés with much more affordable prices. As a result, consumers who usually enjoy food and drinks at Yuank canteen are switching to other places, perhaps because they want to try a new atmosphere.

This study aims to explore the Islamic economic marketing strategies applied by young entrepreneurs in Bima City at Yuank Canteen. In addition, this study also seeks to analyze the impact of the implementation of the strategy analysis on increasing sales volume. Thus, this study not only provides a theoretical contribution to the development of sharia-based marketing science but also provides practical recommendations for young business actors in facing increasingly competitive market competition.

RESEARCH METHOD

This research adopts a descriptive qualitative approach to explore social phenomena in depth. Bogdan and Biklen, explained that qualitative research is one of the research procedures that produces descriptive data in the form of speech or writing and the behavior of people observed.[5] This method aims to present a holistic understanding through verbal narratives obtained from

[5] Agus Sugiarto and Diana Ayu Gabriella, "Teknik Pengembangan Instrumen Penelitian Ilmiah di Perguruan Tinggi Keagamaan Islam," *Metode Pengumpulan Data dan Instrumen* 9, No. 2 (2020): 260.

various data sources, including participatory observation, in-depth interviews, document analysis, and field notes, without using numerical representations. As field research, this study does not focus on hypothesis testing, but rather on systematically documenting empirical facts in accordance with the reality that occurs at the research site.

The data sources in this research are divided into two, namely primary data sources and secondary data sources. Primary data is the main data obtained directly from research subjects or first sources. This data is authentic, objective, and reliable because it is used as a basis for solving problems.[6] Examples of primary data include the results of interviews with subjects, questionnaire results, test results, and others. Meanwhile, secondary data sources are obtained from various reading sources such as books, journals, articles and other sources related to the research. The data collection techniques in this study are using the observation method, interview method and documentation method, where the three methods are closely related in the research process. Data analysis in this study has several stages, namely the data collection stage, data reduction stage, data presentation stage and data verification or conclusion drawing stage.

RESULTS AND DISCUSSION

Application of Islamic Economic Principles in Marketing Strategies Conducted by Young Entrepreneurs in Bima City

Economics has Greek roots, with "oikos" meaning household and "nomos" meaning to organize. In a broad sense, economics is not just about managing household finances, but also includes managing resources at a larger level, such as a village, government, or country.[7] Marketing strategy is a comprehensive plan that includes objectives, policies, and rules to direct the company's marketing efforts over a period of time. This strategy is designed to respond to changes in the market and competitive environment, and to allocate resources effectively.[8]

The world of marketing is likened to a battlefield for producers and traders engaged in the same commodity so it is necessary to create a marketing strategy in order to win the war. And according to experts, the definition of marketing strategy is as follows:[9]

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[6] A. F. Nasution, *Metode Penelitian Kualitatif*, 2023.

[7] Fitriani, "Pengembangan Usaha Pada Pembuatan Gula Merah Kelapa Desa Jojjolo, Kec.Bulukumpa, Kab.Bulukumba," *Jurnal Panrita: Jurnal Pengabidan Kepada Masyarakat* Vol. 1, No (2023).

[8] Tati Hartati, Imam Sucipto, and Bambang Sutrisno, "Strategi Pemasaran Islami Dalam Meningkatkan Penjualan Produk Vegetables al-Muhajirin Farm," *Jammiah (Jurnal Ilmiah Mahasiswa Ekonomi Syariah)* 3, No. 1 (March 20, 2023): 7,

[9] *Ibid*., 8.

a. According to Tjiptono, marketing strategy is a fundamental tool designed or planned to achieve the goals of a company by developing a sustainable competitive advantage through the markets it enters and the programs it uses to serve its target markets.
b. According to Philip Kotler, marketing strategy is a mindset that will be used to achieve marketing goals in a company, it can be about specific strategies for target markets, positioning, marketing mix (Marketingmix), and the amount of marketing expenditure.
c. According to Guiltinan and Paul, marketing strategy is the main statement regarding the impact or effect that is expected to achieve demand in a predetermined target market.

In the era of globalization, young entrepreneurs in Bima City are required to have an effective marketing strategy that is in accordance with the principles of Islamic economics. However, there are still many young entrepreneurs who do not understand how to apply the principles of Islamic economics in their marketing strategies. According to Joseph Schumpeter in Nadia Frili Sheril, entrepreneurs are individuals who create changes in the economic system by introducing new products or services, creating new organizations, or processing new raw materials. An entrepreneur is a person who identifies opportunities and creates organizations to take advantage of them. This definition emphasizes the creation of something new and taking risks.[10]

In the context of *muamalah*, transactional marketing must be evaluated to ensure its conformity with sharia values. Transactions must not only be halal, but must also be beneficial and good in execution. By applying Islamic ethics, marketing strategies can build harmonious relationships between sellers and buyers, and have a positive impact on society.[11] In connection with this, the researcher interviewed one of the café owners in Bima City, namely Café Yuank, Naomira Anjani Ramadani, she explained her understanding of the principles of Islamic economics, she explained that;

> *"In my opinion, the principles of Islamic economics are based on justice and honesty. Transactions must be done voluntarily, and there must be no elements of usury, gharar, or maysir. In addition, in buying and selling there must be clarity, transparency, and avoid all forms of fraud".*[12]

Furthermore, he also said that in his business he had applied the principles of Islamic economics, as he explained that;

[10] Nadia Frili Sherill Supit, "Wirausaha Mahasiswa Universitas Sam Ratulangi Manado Pada Masa Pandemi Covid 19," *Jurnal Ilmiah Society* Volume 2 No.3 (2022).
[11] Achmad Ilham Syiham Muzakky, "Strategi Pemasaran Transaksional Perspektif Islam," *Jurnal Rumpun Manajemen dan Ekonomi* Vol.2, No. (2025).
[12] Naomira Anjani Ramadani, "Wawancara Dengan Owner Cafe Yuank Kota Bima," 2025.

> *"Yes, I try to apply it. For example, in setting the price, I adjust it to the capital and reasonable profit. I do not take excessive profits and am always open when there is an increase in raw materials. If the goods run out or there is a shortage, I inform the customer directly".*

Based on this statement, it can be concluded that the principles of Islamic economics emphasize the values of fairness, honesty, and transparency in every transaction. The main requirements that must be met are voluntary (without coercion), free of usury, gharar (uncertainty), and maysir (gambling). In addition, it is also important to ensure the clarity of the product or service and avoid fraudulent practices in order to create a business relationship that is in accordance with Islamic law.

Islam has basic principles and rules of muamalah fiqh that regulate economic and social activities, including: muamalah activities are basically permissible; transactions must be carried out voluntarily without coercion; activities must bring benefits and avoid losses; the values of justice must be upheld and persecution must be avoided; and prohibitions against practices such as ihtikar, gharar, maisir, and usury.[13] In Islam, customer satisfaction is measured based on sharia standards, which consider the conformity between expectations and reality with sharia values.[14] The sharia view emphasizes the importance of complying with Islamic principles in assessing the quality of products or services. This has also been explained in the Qur'an, where Allah SWT says in surah Al-Zalzalah verses 7-8;

> *"Meaning: Whoever does even a dharrah's weight of good will see it. And whoever does an evil deed of even a dharrah, he will also see its reward".* (Al-Zalzalah verses 7-8)

The verse reminds us that all our actions will be accountable to Allah SWT, both in relationships with humans and with Him. In interacting with humans, we are encouraged to adhere to the Shari'ah and act in accordance with the teachings of Islam. This verse serves as a theological foundation for ethical conduct in all aspects of life, including economic transactions and service delivery. It underscores the Islamic principle that even the smallest deeds whether good or bad will not escape divine accountability. In the context of business and consumer relations, this reinforces the obligation for entrepreneurs and service providers to act with integrity, fairness, and full compliance with Islamic ethical guidelines. Ensuring that goods and services meet sharia standards

[13] Norwili Syaikhu, Ariyadi, *Fikih Muamalah: Memahami Konsep Dan Dialektika Kontemporer* (K-Media., 2020).

[14] Ichwan Arifin, "Prinsip-Prinsip Dalam Pemasaran Syariah," *Misykat Al-Anwar: Jurnal Kajian Islam dan Masyarakat* Volume 5, No. 2 (2022).

is not only a matter of legal adherence but also of spiritual responsibility. Therefore, in Islamic marketing and business ethics, delivering products or services that fulfill both customer expectations and Islamic values is essential in achieving holistic satisfaction—both in this world and the hereafter.

This is also in line with the theory put forward by Abdullah Gymnastiar and Hermawan Kertajaya in Harya Desman, that the principles of Islamic marketing there are several principles that must be applied, including being fair by understanding that competitors can enlarge the market and need to be followed to find out which ones are good and which ones are bad.[15] In addition, it is necessary to be responsive to changes in industrial activities and always adjust business steps to the market. Islamic marketing also emphasizes the importance of doing the best in terms of products and prices, by not selling bad goods at high prices and making sure the price is in line with the product. In addition, it is important to be willing and give buyers the right to khiyar, and maintain good relationships with customers. Islamic marketing also prohibits deception and cheating, such as tadlis concerning the quantity, quality, and timing of delivery of goods and prices. Finally, Islamic marketing is quality-oriented by improving QCD (quality, cost, and delivery) to retain customers.[16]

In applying Islamic economic principles in the competitive business world, there are bound to be various obstacles. Sharia values that prioritize justice, honesty, and the prohibition of usury often have to deal with market practices that prioritize instant profits. As the information provided by the owner of yuank café, he explained that;

> *"Many consumers are more interested in big promos or discounts from ordinary shops that sometimes use the usury system. We have to be extra creative in offering more value in terms of halalness and price fairness. Alhamdulillah, we avoid lottery or cashback models that can lead to speculation. We prefer direct discounts that are clear in value, or transparent product bundling promotions."* [17]

This is in line with the results of research conducted by Ary Dean Amry, that Muslim business people need to prepare a 4P strategy (Products, Price, Place, and Promotion) to compete in the digital economy era. First, products are very important because they will affect other marketing and consumers want products that match their desires. Therefore, products must be well designed to increase the feasibility of the products being sold. Second, price is also very influential on consumer interest and must be adjusted to consumer desires, but still based on production costs. Third, the

[15] A. Arifin & B. Prawiro, *Prinsip-Prinsip dalam Pemasaran Syariah*, *Misykat al-Anwar: Jurnal Kajian Islam dan Masyarakat*, *5*(2), (2022)

[16] Harya Desman, "Pengaruh Leadership dan Pemasaran Terhadap Perkembangan Bisnis Hotel Syariah di Kota Padang Sidimpuan (Studi Pada Hotel Natama Syariah Di Kota Padang Sidimpuan)," *Jurnal Hukum Islam* Vol. 4 No (2021).

[17] Ramadani, "Wawancara Dengan Owner Cafe Yuank Kota Bima."

location of the business in the digital era must be in accordance with customer needs, both online and offline. Finally, promotion is the best way to market and must be done in accordance with technological advances and consumer needs. In running a business, Islamic business ethics should still be used as a guideline to ensure conformity with sharia norms. Therefore, business people must be innovative, creative, and able to take advantage of opportunities that arise from the times.[18]

Islamic marketing is a marketing approach based on Islamic religious values, emphasizing fairness, ethics, and moral principles in all aspects of the marketing process. This concept ensures the integrity of the company by avoiding practices that are incompatible with religious principles and offering products and services that are fair to consumers.[19] Islamic marketing offers an approach that focuses on ethics, fairness, and moral principles in accordance with Islamic teachings. In an era where consumers are increasingly concerned with corporate values, Islamic marketing can be a powerful differentiator and provide a competitive advantage. By applying Islamic marketing principles, companies can build a positive image, increase consumer confidence, and achieve sustainable business success.

Based on the literature review and interviews with Café Yuank business owners in Bima City, it appears that the application of Islamic economic principles in marketing strategies faces complex challenges. On the one hand, sharia values such as price fairness, product transparency, and avoidance of usury are the ideal foundation. But on the other hand, business practices in the field often clash with market culture that prioritizes instant profits and intense price competition. The owner of Café Yuank revealed the difficulty in maintaining sharia principles when having to compete with massive discounts from competitors who use conventional systems.

Observation of Yuank Canteen's marketing communication practices reveals a strong commitment to applying Islamic values. Abdurrahim as a waiter applies the culture of greetings in every interaction with customers, creating a polite and non-pushy atmosphere. Owner Naomira Anjani Ramadani builds a supporting ecosystem through participation in the young Muslim entrepreneur community and training from the National Amil Zakat Agency (BAZNAS), showing systematic efforts in developing sharia business competencies. However, there are significant challenges in dealing with unethical marketing practices from competitors, such as price

[18] Ary Dean Amry et al., "Tantangan Dan Peluang Etika Bisnis Islam Dalam Strategi Pemasaran Pengusaha Muslim Kota Jambi Di Era Digitalisasi Challenges and Oppotrunities Of Islamic Bussines Ethics In The Marketing Strategy Of Muslim Enterprenues In The City Of Jambi In The Era Of Digitalization" 7, no. November (2024): 196–202.

[19] Nur Hidayatul Istiqomah and Latifatul Husniyah, "Pemasaran Islami : Mengoptimalkan Potensi Pasar Dengan Prinsip Keadilan Dan Etika Ekonomi Islam" 07 (2024): 1–14.

manipulation and bombastic advertising, which often attract consumers more than the honest and transparent approach promoted by Kantin Yuank.

The observations also revealed potential solutions through an Islamic values-based marketing approach. Café Yuank has successfully developed creative strategies such as the "Sedekah Kopi" program and transparent promotions without elements of gambling (*maysir*), which actually strengthen customer loyalty. This finding is in line with Islamic marketing theory that emphasizes honesty (*shiddiq*) and social responsibility (*maslahah*). However, the effectiveness of this strategy is still hampered by limited consumer understanding of sharia economics and the lack of supporting infrastructure for sharia-based MSMEs in Bima City.

Implementation of SWOT Analysis in Islamic Marketing Strategy

SWOT analysis is a systematic identification method used to formulate company strategy by considering strengths, weaknesses, opportunities, and threats. The purpose of this analysis is to maximize strengths and opportunities, and minimize weaknesses and threats, so that companies can make the right strategic decisions.[20] The SWOT matrix, as explained by Fredy Rangkuti, is a method to analyze how a company can match internal strengths and weaknesses with external opportunities and threats.[21] This matrix produces four possible strategies that a company can use to achieve its goals, namely:

a) SO (Strengths Opportunities) strategy is a strategy that utilizes the company's internal strengths to take opportunities and take advantage of existing opportunities. This strategy focuses on using the company's strengths to achieve goals and increase competitive advantage.
b) ST (Strengths Threats) strategy is a strategy that utilizes the company's internal strengths to face and overcome external threats. By using its strengths, the company can reduce the negative impact of threats and increase its resilience.
c) WO (Weaknesses Opportunities) strategy is a strategy that takes advantage of existing opportunities by reducing or minimizing the company's internal weaknesses. With this strategy, the company can improve its ability to take advantage of opportunities and reduce the negative impact of weaknesses.

[20] Berliana Pradita Putri and Muhammad Iqbal Fasa, "Implementasi Analisis SWOT Dalam Strategi Pemasaran Pada Pengembangan Perbankan Syariah Di Indonesia" (2016): 209–220.

[21] Hifi Rini Puspita, "Penerapan Analisis SWOT Dalam Menentukan Strategi Pemasaran Syariah Produk Butik Maura Pacet Mojokerto," *Fadzat Jurnal Ekonomi Syariah* (2023).

d) WT (Weaknesses Threats) strategy is a defensive strategy that aims to minimize the company's internal weaknesses and avoid external threats. This strategy focuses on reducing risks and protecting the company from existing threats.

Yuank Canteen in Bima City applies SWOT analysis as the basis for developing marketing strategies that are in line with Islamic economic principles. Through the identification of strengths such as the use of halal ingredients and friendly Islamic services, as well as weaknesses in the form of limited promotional capital, this business is able to develop unique product differentiation. On the external side, opportunities from the growing public awareness of halal consumption are utilized through collaboration with the Muslim community, while threats such as competition with conventional businesses are overcome by strengthening the image as a credible Islamic business.

The application of SWOT analysis at Yuank Canteen is not only profit-oriented, but also considers sharia aspects in every marketing decision. For example, promotional strategies are designed to avoid gharar (uncertainty) by providing transparent product information, while utilizing digital opportunities through Islamic educational content on social media. This approach proves that modern business analysis can be integrated with Islamic values, creating a competitive yet ethical marketing model amidst the market challenges of Bima City. Based on an interview with Naomira Anjani Ramadani, owner of Yuank Canteen, SWOT analysis is translated into a sharia marketing strategy through a strict approach to the principles of the prohibition of gharar, usury, and maysir. *First*, from identifying strengths such as the use of halal ingredients and friendly Islamic services, Kantin Yuank developed a "Transparent Menu" program where all information on ingredients, prices, and processing is explained in detail to customers.

"This is how we avoid gharar. For example, if there is a menu that uses pre-order ingredients, we always inform from the beginning so that there is no uncertainty," Naomira explained.[22]

Second, in responding to opportunities such as the increasing demand for halal products, they avoid the practice of maysir by not holding lucky draws or speculation-based loyalty programs. Instead, Kantin Yuank implements a direct discount system and a "Food Alms" program where customers can donate food to the poor. "We also never manipulate prices and give fake discounts, because that includes usury in buying and selling," he added. For threats such as competition with conventional shops, Yuank Canteen chooses to focus on the strength of sharia differentiation rather than participating in an unhealthy price war. In terms of weaknesses, despite our limited promotional capital, the business has managed to devise unique product differentiation to attract our

[22] Ramadani, "Wawancara Dengan Owner Cafe Yuank Kota Bima."

customers. Without relying on massive advertising or expensive digital campaigns, we rely on the strength of our flavor image and the uniqueness of Bima's local menu that is hard to find elsewhere.

This strategy has been successful in building customer trust. "Even though our promos are simple, customers appreciate this honesty. They know there is no trickery here," Naomira says. However, she admits challenges remain, especially in educating consumers who are used to conventional marketing styles. This is in line with the results of research conducted by Lisa Indryawati in her research that SWOT analysis is a method of analyzing an organization's current situation and identifying opportunities and threats. It is part of organizational planning and is often referred to as "a form of situation analysis". An institution must assess current and future conditions that affect their goals when planning. These circumstances should be considered during a SWOT analysis that assesses a project's strengths, weaknesses, opportunities, and threats. After assessing the external and internal environment, agencies can create a SWOT analysis.[23]

Observation of Yuank Canteen in Bima City shows the implementation of a unique SWOT analysis by integrating Islamic economic principles. This canteen has succeeded in translating the SWOT matrix into a creative sharia marketing strategy, such as turning the strength of halal ingredients into a "Transparent Menu" program to avoid gharar, and taking advantage of opportunities for public halal awareness through collaboration with Muslim communities. Interestingly, limited promotional capital (weakness) actually gave birth to alms-based marketing innovations, while competitive threats were answered by strengthening the differentiation of sharia values rather than participating in unhealthy price wars.

However, observations also revealed challenges in implementing this strategy. Despite the success of building customer trust through transparency and honesty, Yuank Canteen still faces obstacles in educating consumers who are accustomed to conventional promotions. Other challenges arise from limited human resources in mastering sharia digital marketing and difficulties in measuring spiritual impacts (such as blessings) as part of business success. The findings show that while SWOT analysis is effective as a planning tool, its application in micro Islamic businesses requires special adaptation to the local context and Islamic values.

CONCLUSION

Based on the study of the application of Islamic economic principles in the marketing strategy of young entrepreneurs in Bima City, especially at Yuank Canteen, several important things can be

[23] Lisa Indryawati et al., "Analisis Swot Terhadap Strategi Pemasaran Syariah Pada Wm Boutique Di Kabupaten Gowa" 06 (2022): 128–142.

concluded. First, the principles of Islamic economics which include justice, honesty, transparency, and the prohibition of usury, gharar, and maysir have been successfully implemented in marketing strategies through creative approaches such as the "Transparent Menu" program and alms-based promotions. Secondly, SWOT analysis proved to be effective as a strategic planning tool that can be adapted to sharia values, despite facing challenges such as competition with conventional businesses, limited consumer understanding, and human resources.

Third, the success of Yuank Canteen in building customer loyalty through an Islamic marketing approach shows that integrity and consistency in applying sharia principles can be a competitive advantage. However, greater support is needed from various parties, including the government, community, and educational institutions, to strengthen the sharia business ecosystem in Bima City. Finally, this study underlines that business success in an Islamic perspective is not only measured by material gains, but also by the blessings and positive social impacts generated, in accordance with the values taught in the Qur'an and Hadith. Thus, the application of Islamic economics in marketing strategies is not only spiritually relevant, but also practical in building sustainable and ethical businesses.

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