

DA'WAH AS A MARKETING STRATEGY (STUDY ON “*FATHIMAH COLLECTION*” BUSINESS, JOMBANG)

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Abstrak : Dakwah dalam ajaran islam adalah proses penyebaran hal yang baik. Bagitupun saat berbisnis. Bisnis juga harus dilakukan dengan cara yang baik dan jujur agar bisnis tersebut menjadi berkah. Dakwah sebagai strategi pemasaran juga hal yang di perbolehkan asal tidak keluar dari syariat Islam dan harus mengajak orang menuju kebaikan. Hal ini dilakukan oleh Fathimatuz Zahroh pemilik usaha Fathimah Collection menjual pakaian muslim di Jombang yang dikenal dakwah melalui bisnisnya. Tujuan penelitian ini adalah ingin melihat bagaimana bentuk dakwah yang dilakukan Fhatimah untuk bisnisnya dan strategi pemasran apa yang di terapkan di Fathimah Collection. Penelitian ini menggunakan metode kualitatif dengan studi lapangan yang nantinya akan analisis bentuk dakwah serta di perkuat dengan teori pemasaran bauran oleh ¹. Hasil dari penelitian ini adalah dakwah yang dilakukan Fathimah di usahanya Fathimah Collection yakni dakwah Bil-Lisan, dakwah Bil-Qolam, dan dakwah Bil- Hal sedangkan strategi pemasaran bauran yang dilakukan Fathimah Collection meliputi pemilihan produk (product), penetapan harga (price), pemilihan tempat (place), dan pelaksanaan promosi (promotion).

Kata Kunci: *dakwah, strategi pemasaran, pemasran bauran*

¹ Kolter & Armstrong, (2016)

Abstract : Da'wah, in Islamic teachings, is the process of spreading good things. Even when doing business. Business must also be done well and honestly so the company becomes a blessing. Da'wah as a marketing strategy is also permissible as long as it does not go beyond Islamic law and must invite people to goodness. This was done by Fathimatuz Zahroh, the owner of the Fatima Collection business selling Muslim clothing in Jombang, who is known for preaching through his company. This study aims to see how Fatima's form of da'wah is used for her business and what marketing strategies are implemented at the Fathimah Collection. This research uses qualitative methods with field studies which will later analyze the form of da'wah and is strengthened by the marketing mix theory by Kolter & Armstrong (2016). The results of this study are the da'wah carried out by Fatima in her Fathimah Collection business, namely Bil-Lisan preaching, Bil-Qolam preaching, and Bil-Hal preaching. In contrast, the marketing mix strategy carried out by Fathimah Collection includes product selection, price setting, selection of places (place), and implementation of promotions (promotion).

Keywords: Da'wah, Marketing Strategy, Marketing Mix, Fathimah Collection

INTRODUCTION

Da'wah is an obligation for Muslims because it is the breath and source of the Islamic movement. With da'wah, Islamic teachings can spread evenly in society, which began at the time of the Prophet Muhammad—continued to his friends, then on to the next generation until now. The order to carry out da'wah is explained in several texts, both from the Koran and hadith. Commands from the Koran, among others, are said in QS. Ali Imran (3): 104²: Allah Subhanahu wa Ta'ala says:

حُونَ الْمُفْلِ هُمْ وَأَوْلِيكَ ۖ الْمُنْكَرَ عَنِ وَيَنْهَوْنَ بِالْمَعْرُوفِ وَيَأْمُرُونَ بِالْخَيْرِ إِلَى يَدْعُونَ أُمَّةً مِّنْكُمْ وَلَتَكُنَّ

² Muhammad Qadaruddin Abdullah, *Pengantar Ilmu Dakwah*, Qiara Media, 2019.

Let there be a group of people among you who call upon virtue, order (do) what is good, and prevent what is wrong. They are the lucky ones..Āli ‘Imrān [3]:104 ³.

The success of da'wah will also be significantly influenced by personal and external factors, one of which is flight hours or experience. It is essential to have this flying hour. To be called experienced, a preacher (spiritual marketer) must have the courage to try in the early stages. After courage appears, the process of da'wah (marketing) will run continuously and naturally so that it becomes an inseparable part of life. ⁴. Da'wah is only sometimes through oral means, lectures, sermons, or speeches on the pulpit. But there is one that is no less effective, namely Bil-Hal (deeds). Bil-Hal da'wah strategy is undoubtedly carried out by showing the face of Islam that is more applicable, operational, and useful works worthy of being role models for others. Da'wah Bil-Hal is also based on concepts, values, and norms included in muamalah activities, such as the business world, social activities, educational culture, and others. ⁵.

Prophet Muhammad SAW is the most appropriate and perfect example of doing Islamic business. The figure of Muhammad Saw, known by Muslims, is limited to his spiritual teachings and all aspects of his life from birth until death. Allah SWT educated his strength since childhood by living as an orphan. Prophet Muhammad SAW began to hone his entrepreneurial mentality by becoming a

³ Lajnah Pentashihan Mushaf Al-Qur'an, *Qur'an Kemenag, Qur'an Kemenag, Go.Id*, 2023, <https://quran.kemenag.go.id/>.

⁴ Nasrul Syarif, "Marketing Dakwah," *An-Nida": Jurnal Prodi Komunikasi Penyiaran Islam*, 2021, 24–45.

⁵ Kris Nandang and Suciyadi Ramdhani, "Bisnis Sebagai Gerakan Dakwah Dan Dampaknya Bagi Kesejahteraan Sosial Menurut Tafsir Al-Misbah," *Diya Al-Afkar: Jurnal Studi Al-Quran Dan Al-Hadis* 9, no. 01 (2021): 156, <https://doi.org/10.24235/diyaafkar.v9i01.8232>.

shepherd. By becoming a shepherd, Nabi Muhammad SAW got a wage to lighten a bit of the burden on his uncle. He wants to earn and be independent, not just sit around or play.⁶ According to research⁷ His hard work influenced the business success obtained by the Prophet Muhammad SAW. A successful business cannot be separated from aspects of trust related to ethics. Business ethics that are applied by the Shari'ah and guided by the ethics of the Prophet Muhammad SAW will benefit everyone; besides that, business ethics includes five concepts: monotheism, balance, justice, freedom, and accountability. Furthermore, business ethics that are carried out according to the Shari'ah will positively impact various aspects such as legal aspects, environmental aspects, social aspects, financial aspects, marketing aspects, as well as management and human resources (HR) aspects. An essential foundation of the Prophet Muhammad SAW in running a business and daily life is based on the commands contained in the Qur'an. The purpose of the Prophet Muhammad SAW to do business was not to seek profit alone, but he made the company a means of preaching to the business people around him.

Islam also teaches us to do business and seek sustenance. Allah appeals to his servant so that his servant's life will be better and prosperous by seeking care in a good and lawful way. This human will feel happiness and live in peace because of the sustenance that is obtained in a halal way.

Allah Subhanahu wa Ta'ala says:

لِبَاسًا لَّيْلٍ وَجَعَلْنَا

*We make the night a garment. An-Naba' [78]:10*⁸

⁶ Raden Yani Gusriani and Haris Faulidi, "Dakwah Dalam Bisnis Dan Enterpreneur Nabi Muhammad SAW," *Alhadharah: Jurnal Ilmu Dakwah* 11, no. 21 (2017): 17–24, <https://doi.org/10.18592/alhadharah.v11i21.1783>.

⁷ Wahyuningsih et al., (2020)

⁸ Lajnah Pentashihan Mushaf Al-Qur'an, *Qur'an Kemenag*.

We made the day to make a living. An-Naba' [78]:11⁹

Based on the verse above, Allah SWT teaches us to balance seeking sustenance for life and resting. The night is used for sleeping to recover energy, and during the day, working to use power to earn a living by trading or doing business. As Muslims, we must do business according to the religious rules practiced by the Prophet Muhammad SAW. The company exemplified by the Prophet Muhammad SAW is oriented to wealth and seeks Allah SWT's main pleasure. Thus, the sustenance we earn can be a blessing. Moreover, doing business may involve many people, so as much as possible, not to harm other people.¹⁰ According to¹¹ The business concept was applied by the Prophet Muhammad SAW. so that he achieved great success and can be used as a reference for today's business people. These business concepts include Intention as the basis for doing business; The world is a place to find heaven; Trust and honesty in the business world; Strong, innovative, and agile; Balance of heart, thoughts, and actions; And becoming the most helpful human being.

Therefore, the Prophet Muhammad SAW set an example for his people not to order war. Still, he participates in and even leads wars, only order worship if he is a worship expert, not to maintain cleanliness and beauty, but he is the cleanest and most beautiful person. Likewise, in the business world, as a successful, honest, and trusted merchant¹². The description above motivates people to do business without any skewed assumptions about it but instead makes the company a means of Islamic da'wah. Thus the spirit of the Muslim Ummah, such as a work ethic, will become the seeds of economic progress, and the expected prosperity will result.

⁹ Lajnah Pentashihan Mushaf Al-Qur'an.

¹⁰ (Marhari, 2012;Rahim & Rusydi, 2016)

¹¹ Rahim & Rusydi, (2016)

¹² Nandang and Ramdhani, "Bisnis Sebagai Gerakan Dakwah Dan Dampaknya Bagi Kesejahteraan Sosial Menurut Tafsir Al-Misbah."

Islamic business has many principles, all of which can be seen in the Prophet himself. In doing business, the Prophet Muhammad SAW. Always hold on to several things, including honesty, trustworthiness, accurate weighing of merchandise, staying away from Gharar of something whose truth is not yet known, not practicing hoarding of goods (ihtikr), not doing al-ghab (fraud) and tadlis (con by hiding defects))¹³.

Fathimah Collection is a business in Jombang, East Java, which sells accessories from Kokka wood and Muslim clothing. According to the Fathimah Collection owner, Fatimaz Zahroh, selling Kokka and Muslim clothing can help her economy because she sells what she uses. Accessories made from Kokka wood include bracelets, necklaces, prayer beads, and rings. At the same time, Muslim clothing is in robes, Koko shirts, headscarves, and prayer hijab. Initially establishing the Fathimah Collection business, Fatima wanted to have a company that was still within the scope of Islam. In this business, Fatima always applies honesty; for example, some types of clothes are torn or dirty due to a convection error. Fatima provides understanding for her customers before sending her merchandise. In every delivery to her customers, Fathimah always gives Islamic sentences as encouragement. Fatima aimed to sell Muslim clothing to invite Muslims and Muslim women to dress according to Islamic law.

A business needs a marketing strategy. Because marketing strategy is marketing strategy that has an essential role in a company or business because it functions to determine the economic value of the company, be it the price of goods or services. Three factors determine the price value of goods and services¹⁴. To understand the function of marketing, we need to understand a core set of concepts in marketing. Some core marketing concepts include needs, target markets, offers

¹³ Muhammad Saifullah, "Etika Bisnis Islam Praktek Bisnis Rasulullah," *Walisongo* 19, no. 1 (2011), <https://doi.org/10.1088/1751-8113/44/8/085201>.

¹⁴ Marissa Grace Haque Fawzi et al., *STRATEGI PEMASARAN Konsep, Teori Dan Implementasi*, Pascal Books, 2022, <http://repository.ibs.ac.id/id/eprint/4973>.

and brands, value and satisfaction, channels and marketing, relaxed supply, competition, and marketing environment ¹⁵. Undoubtedly, any organization that cannot profit from producing and delivering customer products and services is doomed to failure and decline. Selecting the best marketing strategy requires a sound understanding of the business environment, marketing arrangements, theoretical and practical marketing domains, customer needs and behavior, and competitors' market status and strategies. This is where an organization can find the best sales strategy to make more money. One of the tools used to manage the effectiveness of the marketing strategy is the marketing mix¹⁶. The marketing mix is the foundation of marketing theory that combines various marketing elements and tools to help organizations achieve their marketing goals ¹⁷.

Kotler and Armstrong define marketing as a process by which companies create value for customers and build strong customer relationships to obtain value from customers in return. So, marketing, apart from attracting new customers, as well as building relationships with old customers (after sales) so that these mutually beneficial relationships can be developed built over a long period. After determining its overall marketing strategy, a company is ready to start planning the details of the marketing mix, or marketing mix, as one of the main concepts in modern marketing. The marketing mix is a set of tactical marketing tools consisting

¹⁵ Muhammad Yusuf Saleh and Miah Said, *Konsep Dan Strategi Pemasaran, Analisis Standar Pelayanan Minimal Pada Instalasi Rawat Jalan Di RSUD Kota Semarang*, vol. 3 (Makassar: CV Sah Media 2019, 2019).

¹⁶ Mansour Abedian et al., "A Game Theory Approach to Selecting Marketing-Mix Strategies," *Journal of Advances in Management Research* 19, no. 1 (2022): 139–58, <https://doi.org/10.1108/JAMR-10-2020-0264>.

¹⁷ David Midgley and Sunil Venaik, *Marketing Management in MNC Subsidiaries: An Archetypal Analysis of Heterogeneity in Strategy and Organization*, *SSRN Electronic Journal*, 2019, <https://doi.org/10.2139/ssrn.2120554>.

of product, price, place, and promotion elements, known as the 4Ps, that the company combines to produce the response it wants in the target market. The marketing mix consists of everything the company can do to influence the demand for its product ¹⁸.

From an Islamic economic perspective, marketing is part of muamalah. It is permissible in Islam as long as it is still adhering to Islam's rules and staying away from its prohibitions. Inner honesty trading must be placed within the framework of measurements originating from teachings of Islam, namely Al-Qur'an and As-Sunnah. Therefore, the Islamic value system underlying trading behavior is an important issue to be disclosed. Because Sharia marketing is the highest level of marketing, namely spiritual marketing, where ethics, values, and norms are upheld, these things are often violated in conventional marketing, thus causing, In the end, many consumers to be disappointed with the products or services that have been purchased because it is different from what has been promised by the marketers ¹⁹.

This research examines the form of da'wah through business by Fathimah Collection and how Fathimah Collection carries out the marketing strategy. To analyze marketing strategy, researchers use the marketing mix theory by ²⁰, that the marketing mix includes product, price, place, and promotion.

RESEARCH METHOD

This study uses a descriptive qualitative method with field studies. The qualitative research method is used to examine the condition of natural objects, where the researcher is a crucial instrument, data collection techniques are carried out by triangulation, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. ²¹. Qualitative research deals with

¹⁸ (Kolter&Amstrong 2016;Sulastri et al., 2021)

¹⁹ (Rianto, 2012;Mudir & Rahayu, 2022)

²⁰ Kolter & Armstrong, (2016)

²¹ Zuchri Abdussamad, *Metode Penelitian Kuliitatif*, Syakir Press, 2021.

qualitative phenomena. For example, when we are interested in investigating the reasons for human behavior (i.e., why people think or do certain things), we often speak of 'Motivation Research,' an essential type of qualitative research. Qualitative research is fundamental in the behavioral sciences, where the goal is to discover the underlying motives of human behavior ²². Meanwhile, field research is research whose object is about symptoms or events that occur in community groups. This research can also be called case research or a case study with a qualitative descriptive approach. ²³.

The unit of analysis in this study is the Fathimah Collection Fashion Business, Jombang. Meanwhile, the instruments in this study were Fathimatuz Zahroh as the owner and Zakiyyah and Nuri as consumers or customers of the product. The location of this research is in Jombang, East Java. This research will analyze the form of Da'wah of Fathimatuz Zahroh through business and preaching as a marketing strategy. For the marketing strategy using the marketing mix theory of ²⁴, That is the marketing mix, according to Kotler and Armstrong, namely product, price, place, and promotion.

Data analysis techniques in this study, according to ²⁵ there are three types, namely:

1. Data reduction, researchers obtained data from observations and interviews with the owner of the Fathimah Collection. In data reduction, researchers must be able to sort and classify the data to be analyzed.
2. Presentation of Data, brief outlines, charts, and the like. In this case, Miles and Huberman use a qualitative approach, namely narrative text.

²² Adhi Kusumastuti and Mustamil Ahmad Khoiron, *Metode Penelitian Kualitatif, Metode Penelitian Kualitatif*, 2019.

²³ Suharsimi Arikunto, *Prosedur Penelitian Suatu Pendekatan Praktek*, 15th ed. (Jakarta: Rineka Cipta, 2013).

²⁴ Kotler & Armstrong, (2016)

²⁵ Miles & Huberman, (2014)

The researcher will describe the finding data from Fathimah Collection's observations which will be analyzed in the form of da'wah used as a promotion strategy and use marketing mix theory to analyze the marketing strategy.

3. Data verification or concluding. All the data that has been collected and analyzed; in the last stage, the researcher will make conclusions as findings that have never existed.

RESEARCH RESULTS AND DISCUSSION

a. RESEARCH RESULTS

Fathimah Collection is a Muslim fashion business located in Jombang, East Java. The clothes sold are robes, dresses, Koko shirts, headscarves, and sarongs. Not only Muslim clothing, however, Fathimah Collection also sells accessories made from Kokka wood. Fathimatuz Zahroh, this business's owner, admits to selling to meet economic needs and preaching. This was conveyed in the interview as follows:

Sebenarnya jiwa bisnis itu sejak SMA saya sudah menjual jilbab baju tapi masih ambil-ambil dari orang. Hal ini saya lakukan sampai awal jadi mahasiswa. Nah, mualia berkembangnya bisnis ini berani stok dari tahun 2017 yang awalnya menjual jilbab saja dan Alhamdulillah lama-lama usaha ini berkembang sehingga, saya dapat menjual banyak produk pakaian muslim. Intinya saya menjual masih berkaitan dengan Islam. Saya jualan juga mengikuti jejak Nabi Muhammad SAW dari sejarahnya beliau seorang pedagang yang patut untuk di teladani agar usaha berkah. Kejujuran saya utamakan dalam usaha saya ini. saya kan ikut komunitas dai atau pendakwah. Saya dulu juga sering ikut lomba berdakwah dan saya juga seorang pembawa acara di acara pengajian, lamaran, kegiatan sekolah, dan lainnya. Karena saya kerja juga di depan public maka, hati dan akhlak saya juga harus baik, baik di dalam maupun di luar mbak. Nah, bisnis ini saya inginnnya oh perempuan

itu wajib memakai hijab, harus menutup aurat, mukena yang digunakan pas solat harus yang seperti ini tidak menerawang dan tidak pendek. Begitupun pakaian laki-laki harus sopan, pada umumnya kan solat lebih baik pakai sarung, dan pakai peci. Dan aksesoris kayu Kokka kalau dilihat dari sejarah kayu kokkah ini sudah ada di zaman Nabi. Oh ya Untuk pelanggan baju Alhamdulillah pernah ngirim banyak ke Riau dan Surabaya. Reseller juga ada. (Wawancara dengan Fathimatuz Zahroh selaku pemilik usaha Fathimah Collection, Jombang 18 Juni 2023).²⁶

From the interview above, Fatima already has experience selling headscarves and clothes since high school. However, she still takes goods from other people. Fatima started back with modest capital to stock goods in 2017. Fatima Zahroh, as the Fathimah Collection owner, follows the way of selling the Prophet Muhammad SAW; honesty is the primary key to business success. Activities in the preacher and preacher community made Fatima eager to provide religious knowledge to the broader community by doing business. Moreover, Fatima often hosts events like recitation activities, application events, school activities, and so on. From her activities and profession, Fatima has many relationships and is known by many people. Fatima used this to preach through her business so that it indirectly became a promotion for her business. Fatima's reason for selling Muslim clothing is that she also wears it. Fatima wants to inform her that women are required to wear the hijab according to Islamic law; when praying and using makes that are not see-through, women must cover their genitals. Meanwhile, men who dress politely wear sarongs and caps when praying. At the same time, accessories made from Kokka wood are sold by Fatima because if you look at the history, Kokka wood existed at the time of the Prophet Muhammad SAW.

²⁶ (Zahroh, 2023)

Fatimah also wanted to inspire women that wearing clothes according to Islamic law is very comfortable and still fashionable; this is in the interview as follows.²⁷:

Karena, saya kerjanya dilihat banyak orang sebelum saya memberi contoh ke orang hati saya, prilaku saya, dan pikiran saya harus baik dan bersih. Saya tidak perlu memaksa namun, memperlihatkan saya pakai gamis nyaman dan tetap modis, bukan hanya pakaian saya aja yg sesuai syariat namun prilaku saya juga harus baik dan tulus. Saya sering mengirimkan quotes seperti “jangan lupa semangat dan jangan tinggalkan solat” “jadilah Muslimah yang taat dengan berhijab” seperti itu yang quotes yang saya sisipkan ke paket pelanggan saya. Yang benar ini kita tetap berperilaku baik patuh kepada Allah SWT mengikuti sikap dan sifat Nabi Muhammad SAW maka ketika kita berbisnis InsyaAllah akan berkah. Bonusnya menjadi branding atau image baik sebagai marketing dalam bisnis kita gpp mbak yang penting niatnya cari rejeki halal, memberikan ilmu dan contoh yang baik kepada sesama muslim dan Muslimah. Soal dikatakan :halah jualannya mnegatas namakan islam” itu hal biasa gpp karena tujuan saya bisnis bukan hanya mencari rezeki saja, melainkan menginspirasi dan memberikan contoh berbusana yang baik saya ingin berdakwah melalui bisnis ini. (Wawancara dengan Fathimatuz Zahroh selaku pemilik usaha Fathimah Collection, Jombang ,18 Juni 2023).

From the interview above, it can be said that Fatima intends to say that wearing the hijab and robe is still fashionable. Because the goal is also to preach but not force, Fatima also provides Islamic quotes or words as encouragement to buy her products. Da'wah as a marketing strategy in the Fathimah Collection business. Fatima also always takes care of her words, deeds, and prejudices to keep her heart sound. This is what Fatima believes

²⁷ (Zahroh, 2023)

when she obeys Allah and imitates the behavior of the Prophet Muhammad SAW, then, God willing, the business will be a blessing. Fatima felt this when her preaching became a marketing strategy and built a positive image for the machetes she sold. According to him, da'wah should not be forced and should not burden people²⁸.

Untuk produk yang saya jual itu tadi kalau pakaian muslim terdiri dari gamis, jilbab, mukena, peci, baju kokoh, rok, sarung dan lain sebagainya untuk aksesoris berbahan dasar kayu Kokka ada jam tangan, gelang, kalung, tasbih, dan cincin. Jika pakaian muslim saya ambil dan pesan langsung ke Konveksi dan ada beberapa yang ambil di supplier salah satu brand ternama jadi saya daftar jadi distributor brand tersebut. Untuk bahannya saya pilih yang nyaman dan tidak menerawang misalnya katun, rayon, silk dan mosscrepe yang premium garde terbaik. Untuk Kokkah sendiri saya ambil banyak berkerjasama dengan pengrajin dari kudus. Alhamdulillah bisnis ini lancer. Harganya sendiri bervariasi ada jilbab rata-rata jilbab disini menutup dada ya mulai dari 45ribu sampai 100ribu tergantung bahan dan model jilbabnya. Untuk gamis dan mukena mualia dari 100Ribu begitupun peci mulai dari 60Ribu sedangkan, baju koko mulai dari 100Ribu-350Ribu. Jadi bermacam-macam harganya. Untuk tempat sekarang saya belum ada toko jadi semua barang masih dirumah. Pembelian bisa datang kerumah, COD, atau kirim. Promosi saat ini dari omong ke omong, status WA dan Instagram @fathimahcollection_. Promosi juga karena beberapa teman melihat saya memakai yang saja jual mereka itu memakai. (Wawancara dengan Fathimatuz Zahroh selaku pemilik usaha Fathimah Collection, Jombang 18 Juni 2023).

From the interview above, it can be concluded that the products sold in the Fathimah Collection are robes, headscarves, makes, caps, sturdy clothes, skirts,

²⁸ (Zahroh, 2023)

sarongs, and so on. There are watches, bracelets, necklaces, prayer beads, and so on for accessories made from Kokka wood. Ring. Muslim clothing products, Fatimah collaborates with convection and several well-known Muslim clothing brands—meanwhile, accessories from Kokka woodwork with artisans from Kudus. Da'wah is Fatima's marketing strategy by introducing Muslim and Muslimah fashion products that comply with Islamic law. Promotions currently being carried out by Fatima are through social media, Instagram, word of mouth, namely word of mouth, and advertising via WA status. For this data, Fathimah Collection does not have a shop yet. However, all the goods or products are in Fatima's private home so purchases can be made directly to the house, COD, or sent via package courier. Regarding selling accessories from Kokka wood, Fatima also explained in the interview as follows :

Kayu Kokka yang bener-bener asl ikan langkah ya mbak saya tertarik disitu. Saya beli saya pakai karena manfaatnya itu banyak untuk kesehatan juga. Terus kayu Kookah ini menurut saya adalah wasilah jadi misalnya tasbih dari kayu Kokka kita berikan doa, yang pasti berdoanya kepada Allah SWT. Pada intinya menjadi wasilaj untuk beribada dan berdoa ke[ada Allah SWT. Awalnya saya tmulai bisnis ini dari teman saya yang memberikan kontak pengrajin dari kudus lalu saya kembangkan membuka bisnis ini. Alhamdulillah penjualan sangat banyak apalagi dari keluarga pesantren, santri dan lingkungan pondok itu pelanggan saya karena belau-beliau tahu manfaat kayu Kokka. Selain itu di daerah rumah saya awalnya belum tau menjadi tau Alhamdulillah laku keras. Sekaligus saya terangkan manfaatnya. Saya juga bilang minta dan beribada tetap kepada Allah adanya kayi ini menjadi wasilah. Wasilah kan sesuatu yang menyambung dan mendekatkan sesuatu dengan yang lain atas pengennnya uyang kuat buat mendekati. Bukan perbuatan syirik ya namun wasilah (Wawancara dengan Fathimatuz Zahroh selaku pemilik usaha Fathimah Collection, Jombang 18 Juni 2023).

Fathimah, the Fathimah Collection business owner, said that the Kokkah wood accessories business, because of her own will, started as a private user and then became a business owner of Kokka wood accessories. It cooperated with the Kokka

wood craftsman because he was introduced to it by a friend in junior high school. And until now, many enthusiasts of Kokka wood accessories are from the Islamic boarding school environment and the surrounding community. Kokka wood is believed to have many benefits and is a way to get closer to God. Fatima always gives advice and writings to her customers when buying accessories from Kokka Wood, saying that when given a prayer, God willing, Kokka Wood will provide many benefits. This does not include acts of shirk but is a form of something that connects and brings something closer to another based on a strong desire to get closer. Of course, many ways can be used to get closer to the pleasure of Allah SWT (Wasilah).

One of Fatima's customers, Zakiyyah and Nuri, also said that she first took off her hijab. Because seeing Fatima and Fatima's promotion on WhatsApp regarding the recommendation to wear the hijab in Islam Muslims, she made sure to wear the hijab. Zakiyyah and Nuri conveyed this in the interview:

Bu Fathimah dikenal orang yang santun, pandai mengaji, dan pandai Qiro'ah juga. Penampilannya agamis sekali tapi masih modis. Nah, ini yang membuat saya mencoba untuk berhijab sekaligus tanya-tanya kepada Bu Fathimah menurutku, beliau itu berjualan sekaligus berdakwah. Selama ini sikapnya santun kalau berjualan juga jujur dan membuktikan kejujuran itu mendatangkan keberkahan. Jadi dakwahnya itu kayak tindakan perbuatan Bu Fathimah kita ikuti sehingga, berpengaruh kepada bisnis muslimahnya. Sering juga bikin story dengan jualannya mengenai anjuran menutup aurat, perintah solat, batas aurat Wanita, gitu-gitu jadi saya sebagai pelanggan juga oh iya ya di Al-Qur'an sudah ada di Islam jiga mewajibkan. Dakwahnya mengingatkan jadi adem. (Wawancara dengan Zakiyyah selaku pelanggan di Fathimah Collection, Jombang 18 Juni 2023)²⁹.

²⁹ Zakiyyah, "Wawancara Kepada Pelanggan Fathimah Collection 18 Juni" (Jombang, 2023).

Iya mbak saya sering beli di Ustadzah Fathimah. Harganya murah kualitasnya bagus dan jujur. Kalau jualan adem gitu orangnya positive vibes. Pernah bilang saat saya beli jilbab “ini mbak hijab terbaru mukena terbaru bahannya adem gak nerawang ini juga jilbabnya menutup dada jadi masih syari tapi gaya” karena Ustadzah Fathimah dikenal orang yang agamis beliau juga ikut komunitas dakwah gitu. Jadi saya selalu tanya mengenai menutup aurat dll. Menurut saya ini jadi branding beliau juga dan sering ngasih bomus penutup tangan, sama inner hijab. Orangnya santun suka ngasih quotes pengingat kewajiban kita sebagai umat muslim. (Wawancara dengan Nuri selaku pelanggan di Fathimah Collection, Jombang 18 Juni 2023)³⁰.

From the statements of Zakiyyah and Nuri as customers of the Fathimah Collection when they were met by researchers shopping for Muslim clothes at Fatima's house, it can be concluded that Fatima is known as a polite person and good at reciting the Koran. As well as constantly reminding its customers to obey the commands of Allah SWT. Zakiyyah said Fatima's preaching was peaceful, so it was not forced. Fatima also always gives her opinion when a customer asks how to dress appropriately according to Islam. This was at the customer's request because the customer knows that Fatima understands Islamic teachings and participates in the Da'wah community. Fatima, in her daily life, when she leaves the house, also wears clothes according to Islamic law (wears a headscarf to cover her hair, uses an inner so that her hair is not visible, a headscarf covers her chest, clothes are not tight and not see-through, and uses socks when leaving the house). However, her appearance remains fashionable because of her collection. Clothes that are used to keep up with the times. From interviews with Zakiyyah and Nuri, Fatima's da'wah can make her business more successful and advanced because it indirectly becomes good marketing, namely, building a good image for a business. Because of her

³⁰ Nuri, “Wawancara Kepada Pelanggan Fathimah Collection 18 Juni” (Jombang, 2023).

honesty, kindness, and intention to preach every purchase, Fatima sometimes gives her customers bonuses in the form of inner and hand covers.

b. DISCUSSION

1. Forms of Da'wah Carried Out in the Fathimah Collection Jombang Business.

According to Moh. Ali Aziz, in the book *Science of Da'wah*, broadly speaking, there are three types of da'wah: Bil-Lisan da'wah, Bil-Qolam da'wah, and Bil-Hal da'wah.³¹ In Fatima's Da'wah, her efforts, the Fathimah Collection forms her da'wah as follows.

First, Bil-Lisan da'wah is religious lectures conducted by preachers that have tangible benefits or are just verbal information that has little influence on the object of da'wah. Bilisan da'wah can be effective, but it can also be ineffective or less effective. Da'wah with words, for example, debates, speeches, lectures, and so on³². The owner of the Fathimah Collection business carries out Da'wah Bil-Lisan; this is proven when her customers ask questions and ask for opinions on the issue of how to dress and cover their genitals according to Islam, and Fatima also answers in detail what she knows according to the Al-Qur'an and Hadith. As well as Fatima also reminds her customers always to obey Allah SWT. Meanwhile, for the sale of accessories made from Kokka wood, Fatima also emphasized that Kokka wood is only *wasilah*; the rest must ask and pray to Allah SWT.

Second, the Bil-Qolam da'wah efficiently delivers activities to a broad audience. Scholars and leaders use journalistic knowledge to design so that, finally, readers of a book, newspaper, magazine, or other written work can be penetrated by elements of Islam and

³¹ Moh. Ali Aziz, *Ilmu Dakwah*, ed. Pranadamedia Group (Jakarta, 2004).

³² (Suparta., 2013;Fahrurrozi et al., 2019)

da'wah in the form of writing ³³. Fatima always inserts Da'wah's writings as a reminder for her customers. Fatima inserted the report in the package of clothes she was going to send and the clothes she had packed for her customers. The inscription reads, "don't forget to keep your spirits up and don't leave your prayers," "be a devout Muslim woman wearing a hijab," and so on. And according to her customers, Fatima trades with promotions on WhatsApp status with Islamic captions. Her customers very well receive Fatima's da'wah. Because Da'wah is not forced. Meanwhile, in selling Kokka wood, Fatimah also provided knowledge about the history of Kokka wood and its benefits.

Third, Da'wah Bil Hal is Da'wah carried out by direct actions or actions ³⁴. Da'wah's efforts by carrying out actual deeds have various forms, which can be in the form of assistance given to others both morally and materially ³⁵. Bil Hal da'wah was also indirectly implemented by Fatima to make her business more profitable. Fatima is known as a person who maintains morals and is verbal. Fatima is also good at reading the Koran, covering her genitals with Muslim clothing according to Islamic law, and likes to give customers inner and hijab gloves as bonuses. So, customers want to be as personal as Fatima, namely understanding religion, being polite, and covering their genitals. This absolute deed sets an excellent example for every human being. The bonus inner hijab and hijab gloves are also a form of Bil-Hal preaching indirectly.

³³ (AlHasjmi., 1974;Fitria & Aditia, 2019)

³⁴ Fahrurrozi, Faizah, and Kadri, *Ilmu Dakwah*.

³⁵ Akhmad Sagir, "Dakwah Bil-Hal: Prospek Dan Tantangan Da'i," *Alhadharah* Vol. 14, no. 27 (2015): 18.

2. 4P Marketing Mix Strategy with Kolter & Armstrong Theory (2016)

Marketing Mix is defined as follows: "Marketing Mix is a set of marketing tools used by companies to pursue their company goals." A marketing mix is a device consisting of product, price, promotion, and distribution, which will determine the level of marketing success, and all of that is aimed at getting the desired response from the target market³⁶. According to the mixed marketing theory from³⁷, that, the marketing mix consists of product, price, place, and promotion. In this research, the marketing mix applied by Fathima Collection includes the following:

First, products, actually customers do not buy goods or services but purchase the benefits of something that is offered³⁸. The Fathimah Collection products are robes, headscarves, makes, caps, sturdy clothes, skirts, sarongs, etc. There are watches, bracelets, necklaces, tasbih, and rings for accessories made from Kokka wood. Muslim clothing products, Fatimah collaborates with convection and several well-known Muslim clothing brands—meanwhile, accessories from Kokka woodwork with artisans from Kudus. The best high-grade clothing materials for sale, for example, cotton, silk, and rayon, are thick, not hot, and cool when worn. Certainly not dreamy. This was done by Fatima so that her customers would not feel hot when wearing hijab and long clothes. And when using prayer hijab for worship, remain solemn without feeling hot and itchy when using the product. In cooperation with other brands, Fatimah also chose to cooperate by becoming a

³⁶ (Kolter., 2007;Mas'ari et al., 2019)

³⁷ Kolter & Amstrong, (2016)

³⁸ Eka Hendrayani et al., *Konsep Bauran Pemasaran 4P Dan 7P, Manajemen Pemasaran: Dasar Dan Konsep* (Bandung: Media Sains Indonesia, 2021).

distributor of a large and well-known Muslim fashion brand because she wanted to maintain the quality of the materials being sold.

Second, the pricing price will be able to affect the total revenue and costs offered ³⁹. The price is known to be inexpensive, and the price also varies according to the quality and model of the material. The price itself varies; there are headscarves; the average hijab here covers the chest, starting from IDR 45,000 to IDR 100,000, depending on the material and the model of the hijab. For robes and prayer hijab starting from Rp. 100,000, as well as caps starting from Rp. 60,000 while koko clothes start from Rp. 100,000 to Rp. 350,000. So the sale proceeds do not make Fatima a loss because it has been calculated.

Third, a strategic location will be one of the advantages for the company because it is easily accessible to consumers ⁴⁰. The Fathimah Collection business is located in Jombang, East Java, more precisely at Fatima's house; Fatima still needs a permanent shop. Items for sale are neatly arranged at home. So, if anyone wants to buy, please come to the house to choose and see. Fatima also carries out cash on Delivery (COD), and Fatima also accepts Delivery via package courier services.

Fourth, Promotion, communicating persuasive information that attracts consumers about the products offered by the seller/manufacturer ⁴¹. Fatima carried out the Promotion for her business, namely, the Fathimah Collection is still very basic because it still uses the word of mouth method, utilizes Instagram social media with the @fatimahcollection_ account, and posts its wares on the WhatsApp story. However, this makes the business turnover of Muslim clothing and accessories from Kokka wood in great demand in various circles.

³⁹ Hendrayani et al.

⁴⁰ Hendrayani et al.

⁴¹ Hendrayani et al.

CONCLUSION

Da'wah is inviting you to do good. Da'wah is not only done during lectures at mosques or at recitation events. Da'wah can be done while doing business. As did the Prophet Muhammad SAW. The business attitude of the Prophet Muhammad SAW should be exemplified and emulated because of his honesty and generosity. One of the businesses in Jombang, East Java, is Fathimah Collection, which always advises and reminds its customers to obey Allah SWT.

Fathimah Collection is a business of Muslim clothing and accessories from Kokkah wood. This business is exciting; Fathimatuz Zahroh, the company's owner, admits that his goal is to help his economy and preach. The da'wah being carried out is to show and inspire that wearing Muslim clothes, long clothes, covering the genitals, and using the headscarf does not interfere with appearance but will be more fashionable and up to date. Fatima also always writes quotes for her customers, which are included in the packaging of her products. These quotes contain Islamic sentences.

Another thing that makes her customers interested in her creations is Fatima's polite attitude and always giving customers bonuses. Meanwhile, for selling wooden accessories from Kokka wood, Fatima also provides paper containing the history of Kokka wood and its uses, as well as giving an understanding that Kokka wood is only wise if you want to ask for it. Ask for help only from Allah SWT.

The marketing strategy for Fathimah Collection Jombang consists of 4P Strategy, namely, products sold with the best quality selection, the price determined has been calculated so that there is income, a place in a private house that does not have a shop, and promotions (promotion) using word of mouth promotions, using Instagram, and story on Whatsapp. Even though the rise is still essential, your turnover is significant.

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