

# Analysis of Marketing Strategy of Muslim Street Vendors at Day Night in Efforts to Improve Community Economy in Binjai City

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## Abstract

*The obstacles faced by Muslim street vendors at night in an effort to improve the economy of the people in Binjai City, among others evictions occur, considering that evicted street vendors are usually without compensation because they are considered illegal. Some of the obstacles faced by street vendors in Binjai City include the weather that is easy to change like rain, the need to find a bright location, at least have personal lights, and often thuggery comes at night. As well as people who think that the existence of street vendors in urban areas can be said to be irregular, in general they are not orderly and dirty because they sell on sidewalks, in city parks, even on roads, so that they become or cause traffic jams or damage the beauty of the city. The solution made by Muslim street vendors at night in an effort to improve the community's economy in Binjai City Street vendors in Binjai City from the results of the SWOT analysis found that street vendors are in the growth quadrant with a total score of internal business strength having a number of 3.39 and a total power score the industrial attractiveness is 3.34 where the quadrant shows a very favorable situation. Traders have opportunities and strengths so they can take advantage of the opportunities that exist.*

## Keywords

community economy; marketing strategy planning; muslim street vendors



## I. Introduction

Planning a marketing program includes packaging, designing strategy/ pricing processes, managing new lines, branding, selecting or managing marketing channels, designing and managing integrated marketing communications, managing advertising, sales promotion, public relations, and managing a sales force.

Furthermore, based on previous research as material for consideration written by Fakhriyan Sefti Adhaghassani with the descriptive method of the research results obtained that the marketing strategy (marketing mix) carried out at Cherryka Bakery obtained the following results.

**Table 1.** Research results by Fakhriyan Sefti Adhaghassani

No.	Indicator	Average	Category
1	Product	3.75	Very good
2	Price	4.0	Very good
3	Place	3,3	Very good
4	Promotion	2.0	Not good
5	Human (people)	2.67	Very nice
6	Process	3.5	Very good
7	Physical evidence	3,6	Very good

**Table 2.** UMKM Data of Binjai City

No.	Districts	Sub-district	Number of Enterprises
1	Binjai Barat	Bandar Senembah	184
		Limau Mungkur	126
		Limau Sundai	222
		Paya Roba	282
		Suka Maju	140
		Suka Ramai	172
2	Binjai Kota	Berngam	191
		Binjai	51
		Kartini	185
		Pekan Binjai	89
		Satria	53
		Setia	142
3	Binjai Selatan	Tangsi	355
		Bakti Karya	307
		Binjai Estate	405
		Pujidadi	338
		Rambung Barat	211
		Rambung Dalam	119
4	Binjai Timur	Rambung Timur	133
		Tanah Merah	396
		Tanah Seribu	253
		Daratan Tinggi	177
		Mencirim	239
		Sm Rejo	224
5	Binjai Utara	Sumber Karya	282
		Timbangan Langkat	169
		Tunggurono	247
		Tanah Tinggi	137
		Cengkeh Turi	778
		Damai	184
		Jati Karya	323
		Jati Makmur	132
Jati Negara	171		
Jati Utomo	177		
Kebun Lada	194		
Nangka	306		
Pahlawan	104		
Amount			8189

Source: Binjai City UMKM Office, Data processed (2020)

SWOT analysis can help business actors to analyze how the marketing strategy in their business should be carried out. Business actors must be able to determine their strenghts or strengths so that they can be used as keys in carrying out their business activities, weaknesses are things that business actors need to watch out for so that they are not easily read by competitors. Every business activity must have weaknesses and this

must be minimized so that it does not become an obstacle in the future for business people who will also have opportunities in their business. If this opportunity is obtained, business actors can immediately take advantage of this opportunity to attract more consumer interest. Threats or threats are the main obstacles for business actors in carrying out their business activities. The threat can be in the form of a large number of competitors and also the start of customers to competitors who are around the location of business activities.

Based on previous research conducted by Eko Budi Sulistio, the existence of street vendors is considered illegal in several cities in Indonesia. But on the other hand, street vendors are considered to reduce unemployment and poverty as the government wishes. In fact, street vendors are considered a problem by several municipalities in Indonesia. With the results of research that the phenomenon of street vendors in the city of Bandar Lampung is caused by several factors such as a fighting spirit for life, educational factors, as a temporary job, complex government biocracy, inheritance from generation to generation, lack of capital, lack of employment opportunities, and as a profession.

In the verse, it has an explanation regarding the time to earn a living or work. God said in his word that day was used as a time to earn a living or work while at night he was ordered to rest. However, the fact is that what is happening now in urban areas, especially in Binjai City, is that many people carry out activities to earn a living or sell at night, such as street vendors selling at night in Binjai City. So this fact is not in accordance with the argument that Allah has said. This can occur due to the development of a country or region and also due to globalization factors.

**Table 3.** Types of Business in Binjai City at Night

No.	Type of Business	Total
1	Clothing Trader	61
2	Shoe / Sandal Trader	23
3	Hat Trader	6
4	Watch Trader	8
5	Beverage Trader	55
6	Food Trader	147
Amount		300

Source: Research Results, Data processed (2019)

From the table 3, the total number of street vendors in Binjai City at night is 300 traders. This number was obtained based on the results of a survey conducted by researchers on June 7, 2020 at 21.00 WIB. It is likely that the number of street vendors in Binjai City could increase and decrease in a certain period of time (this number is not fixed). This is because the traders are not constantly selling every day, for several reasons, namely weather factors, availability of raw materials, and other conditions.

Muslim street vendors at night in the city of Binjai open job opportunities for other actors to work. In addition, the merchandise sold is very helpful for middle class young people, because the price is relatively cheap for street vendors selling clothes, shoes, hats, watches. While the traders who sell food and drinks are also very helpful for the people of Binjai city in fulfilling their food needs at night. Not only for the independent life of Muslim street vendors, but in practice are street vendors one of the contributors to economic turnover in an area. Even though the business unit is small, if the street vendors are gathered, it will have a high value for regional economic development. As a form of business that is run by the community. The street vendors have characteristics including small business capital, irregular time, non-permanent place, generally middle to lower class customers.

## **II. Review of Literature**

### **2.1 Definition of Small Business**

Based on Law no. 9/1995 concerning Small Business, what is meant by small business is a small scale economic activity of the people in meeting the criteria for net assets or annual yields, such as ownership, as regulated in this Law. The small business referred to here includes traditional small businesses and informal small businesses. Traditional small businesses are businesses that use simple means of production that have been used from generation to generation, or are related to arts and culture. Meanwhile, informal small businesses are various businesses that have not been registered, have not been registered, and are not yet legally incorporated, including smallholders, home industries, hawkers, mobile traders, street vendors and scavengers.

Small business is a business activity that has a small initial capital, or a small asset value and a small number of workers. It can be said that a small business is an individual business or legal entity that carries out activities in the economic sector which are carried out simply with the aim of obtaining profits with certain limitations.

For small business development, the problem of capital is the biggest obstacle. There are several alternatives that small businesses can do to get financing for basic capital and for steps to develop their business, namely through bank credit, non-bank institution loans, venture capital, loans from funds set aside for a portion of the profits of State-Owned Enterprises (BUMN), grants, and other types of financing.

### **2.2 Definition of Strategy and Marketing**

In general, strategy is a process or method used to achieve an intended goal. Strategy is an action that is incremental (always increasing) continuously, which is carried out based on the point of view of the expected goals.

Some experts provide various definitions of strategy, as stated by Skinner that what is meant by strategy is a philosophy related to the means to achieve goals. Meanwhile, Hayes said that strategy is all activities that exist within the scope of the company. Strategy is the art of using organizational skills and resources (including human resources) to achieve goals through effective relationships with the environment in the most favorable conditions. Strategy is a big and important plan, where every well-managed organization must have a strategy even though it is not stated explicitly. Given the importance of strategy, companies must be able to choose the most appropriate strategy to implement.

The purpose of strategy analysis is not to provide answers, but to help better understand the issues at hand, especially those related to external opportunities and threats (general and industry environment) and internal opportunities and limitations (direct competitors and management performance). So in brief it can be stated that the strategy is the overall action taken by an organization to achieve its goals. In competitive contact, associated with marketing activities and marketing objectives.

### **2.3 Marketing Strategy Planning**

The term strategic planning refers to the process of selecting organizational goals, determining policies and programs needed to achieve certain goals in order to achieve goals, and determining the methods needed to ensure that strategic policies and programs can be implemented in accordance with the capabilities and conditions required. developing. Planning is the most crucial management activity, even planning is the first step to managing a job. Planning greatly influences other elements of management, such as realizing planning and monitoring in order to achieve planned goals.

## 2.4 Marketing Concept in Islam

The basic concept of spiritualization *marketing* is an arrangement of creativity, feeling, heart, and intention (implementation) which is guided by the integrity of faith, piety, and obedience to the shari'a of Allah SWT. If all of this faith, piety, and compliance with sharia, then the marketing activities carried out have nothing to do with Islamic law. In the Qur'an and hadith we can see how Islamic teachings govern the business life (marketing) of a Muslim.

Islamic marketing is a business strategy that must cover all activities in a company, covering the entire process, creating, offering, exchanging value, from a producer or a company or individual in accordance with Islamic teachings.

In trading, marketing is a strategic business discipline that directs the process of creating, offering and changing the values of an initiator to its stakeholders. According to sharia principles, marketing activities must be based on the spirit of worshiping God the Almighty Creator, trying as much as possible for the common welfare, not for the interests of groups let alone self-interest. We should apply ethical principles of marketing. Moreover, moral, moral and ethical values have been neglected. It is very worrying if it becomes a community culture. Marketing perspective in Islam is Rabbani economy (divinity), realistic, humanist, and balance. This is what distinguishes the Islamic economic system from conventional economics. Marketing according to Islam has interesting values and characteristics. Islamic marketing believes, someone's actions will be held accountable later. In addition, Islamic marketing prioritizes moral values and moral ethics in its implementation. Therefore, sharia marketing is important for marketers to penetrate the market.

Currently, there are many unethical, fraudulent and unprofessional marketing methods encountered. It is necessary to study how our morals are in economic activity as a whole. Or more specifically morals in marketing to the public from the point of view Islam. Marketing activities should be returned to their true characteristics. Namely religious, ethical, realistic and upholding human values. This is what is called sharia marketing. And this is the best concept of marketing for today and the future. In initiating an Islamic business, one must pay attention to the implementation of the Sharia in the marketing mix. The implementation of sharia can be applied in the marketing mix variables, namely product, price, place, and promotion.

Description In that paragraph it is very clear that the law of selling defective and hidden products is haram. This means that products including goods and services offered to prospective buyers must be of the quality as promised. Buyer satisfaction when the item is perfectly received. An absolute requirement that must also be present in a product is that it must meet halal criteria. As the following verse in the Qur'an.

*It means: "And do not tell what your tongue is telling a lie" This is lawful and this is haram ", to fabricate lies against Allah. Surely those who fabricate lies against Allah are not lucky".(Surah An-Nahl: 116)*

## III. Research Methods

This research is a qualitative field research method with SWOT analysis (strengths, weaknesses, opportunities, threats). Literally, as the name implies, qualitative research is a type of research where the findings are not obtained through quantification procedures, statistical calculations, or other methods that use numerical measures. Qualitative means something related to aspects of quality, value, or meaning behind the facts. Quality, value or meaning can only be expressed and explained through linguistics, language or words.

The qualitative approach in question is a research procedure that produces descriptive data in the form of words or verbally from people and observable behavior. This qualitative approach aims to gain a deep understanding of certain phenomena through inductive thought processes.

The reason the researcher uses descriptive qualitative research in this research is that the researcher examines a problem that requires a more in-depth study, such as the marketing strategy of Muslim street vendors at night in Binjai City. Observation and interview data were presented in accordance with what was informed to the researcher.

Research locations are areas or places that will be used as research targets. This research was conducted in Binjai City, North Sumatra. The reason for taking this place as a research location is because the area is the center of the city of Binjai and the sale and purchase activities are carried out at night.

## **IV. Discussion**

The product strategy is the most important strategy to be applied by street vendors related to the product to be sold. If consumers feel dissatisfied with the first product purchased, they will be reluctant to buy back. On the other hand, if consumers are happy with a product that has been purchased, it is likely that consumers will return to buy again. So customer satisfaction is the main key for product strategy planning. Based on the results of interviews with Muslim street vendors in Binjai City, there are several product strategies implemented by street vendors in Binjai City, namely:

### **4.1 Quality**

The products marketed by street vendors are generally products that are often found. For example clothes, shoes, watches, hats, eating and drinking. So the first thing the street vendors pay attention to is how the quality of the products they market looks good at a slightly cheaper selling price when compared to sellers in stores. The method used by street vendors who sell shoes, clothes, hats, and watches is to take the products directly to be sold to distributors without intermediaries. In this way, the street vendors can get better profits. In addition, the products sold are generally also used by these traders, so that consumers feel interested because they see directly the product they are going to buy looks good or not. Unlike the street vendors who sell food and drinks. Generally, the street vendors who sell their food and drinks are looking for ways to make the products they sell taste right on the tongue of consumers while still paying attention to the cleanliness of the place of sale, as well as the cleanliness of the materials used. In addition, food traders buy staple goods for products they sell directly to the tawip market because the price is standard. When compared to those shopping for raw materials at the mall, they will be subject to more taxes.

### **4.2 The Hallmark of the Product**

After prioritizing product quality, street vendors have the characteristics of the products being marketed in order to increase the buying interest of new customers or consumers. For street vendors who sell shoes, it is generally the same as other shoe traders, namely following the models or types that are in season or in demand. For example, the shoes that are sold today are the most sold casual sneakers with different motifs or colors. For traders who sell clothes, generally the characteristics of the products sold are based on the fabric material. In order for consumers to feel interested, the fabrics that are sold are those that are commonly used by consumers. For example, clothes made of t-shirts, shirts

made of cotton, and jeans or semi jeans. In addition, clothing traders when marketing products that are sold are in accordance with existing trends.

Furthermore, traders who sell hats have the characteristics of products that are marketed according to the times, for example, hats that are commonly sold are baseball caps with good color combinations or cool motifs. Meanwhile, traders who sell watches do not pay attention to the characteristics of the products being sold, because when researchers survey the field, the hours sold can be categorized as old models and there are not many variations of the hours. So that it is less attractive to consumers to buy it.

In the previous paragraph, the characteristics of products sold by traders of shoes, clothes, watches and hats have been explained. Meanwhile, for traders who sell food, the survey researchers stated that the characteristics of the products being sold have a different taste when compared to other traders who sell the same product. For example, Martabak King 99 has a different taste from other martabak sellers. Its trademark is the martabak which is sold more crispy and the taste of the meat is more pronounced for Martabak Mesir. As for the Martabak Bangka / manis topping, it was seen more so that it attracted the purchasing power of customers or consumers. For traders who sell a variety of drinks, but currently what is really busy is coffee with unique packaging designs. Even though using a place on the side of the road the coffee sold by traders is no less in taste than the coffee sold in malls or cafes.

#### **a. Price**

Price is one of the most flexible marketing mix variables. The price policy must pay attention to the price level imposed on a product, the structure of price cuts, payment times, differences in prices for different consumer groups. Pricing can be done using the penetration pricing method (the lowest possible price with the aim of increasing the number of buyers and obtaining a larger market share) without any zholim element. Although pricing is an important issue, obtaining the maximum profit, one of the most common objectives in pricing is to obtain the maximum short-term profit yield. The achievement of this goal is done by determining the total sales revenue and the total costs.

For the price given by street vendors, it can generally be categorized as a standard price, not too expensive in order to attract consumers or customers to buy. Traders who sell shoes, clothes, watches and hats generally take a profit of between Rp. 30,000 to Rp. 10,000 depending on the product being sold. Meanwhile, for traders who sell food or drinks, the profits obtained are not much different from other traders, ranging from Rp. 15,000 to Rp. 5,000.

#### **b. Place**

Place as an element of the marketing mix can be interpreted as distribution and place of business that can determine the success of a marketing strategy effectively. Place can be said to be the main concern of potential customers, especially prospective customers who are in Binjai City. Based on the results of interviews with Muslim street vendors at night in the City of Binjai, it can be concluded that the strategy of the place is carried out by Muslim street vendors in Binjai City.

#### **Strategic location**

Street vendors who sell clothes, shoes, watches, hats, and food or drinks at night in Binjai City have a strategic location because it is a downtown area that is often traversed by people both from Binjai and from outside Binjai. Generally, street vendors who sell clothes, shoes, watches, and hats are often found on Jalan Jendral Sudirman Binjai where

they sell using shop terraces. As for the food that is often found, it is located in the Shock Market, precisely on Ahmad Yani Street, east of Jalan Jendral Sudirman Binjai. Generally, this shock market located in Binjai is open from 19.00 WIB until early morning. For food or drinks that are sold a variety of, such as martabak mesir, martabak bangka, fried rice, nasi padang, satay and others. This place is always crowded with people from Binjai and outside Binjai, even if it's just to hang out or eat.

### **c. Promotion**

Promotion is an activity that is as important as the other three activities such as product, price and place. In this activity, every business tries to promote all its products and services, either directly or indirectly. Without promotion, customers cannot recognize the product they want to sell. Therefore promotion is the most powerful means of attracting and retaining customers. The purpose of merchant promotion is to inform all types of products offered, remind and try to attract new potential customers. All messages in advertising or promotion that follow Islamic teachings will spread good morals, such as women in appropriate attitudes and clothes, which assume the message plays a role as positive contributions to the family and society as a whole. According to Maliki in Martinelli et al (2019), the economic problem is not the lack of available resources, because those resources are sufficiently provided by Allah SWT, but lies in how to distribute those resources to all people. Sukirno in Hakim et al (2021) stated that Economic growth is generally defined as the development of activities in the economy that causes goods and services produced in society to increase and the prosperity of society increases.

Marketers or advertising producers in the Muslim world will benefit from enhancing and understanding Islamic values. Thus, prospective Muslim buyers will feel an emotional connection. Based on the results of interviews and observations on street vendors in Binjai City, the following promotional strategies are carried out:

In implementing the promotional strategy carried out by several street vendors in Binjai City, they do not use leaflets or salespeople who usually promote products. However, traders do it more by way of direct contact with potential customers or more commonly known as (personal selling) and usually provide discount facilities. That way, it will be closer to the buyer so that a family relationship between the buyer and the seller will be established. Promotions that have been carried out by street vendors in Binjai City are innovative and varied, where most traders have been able to take advantage of technology, namely digital marketing such as through social media Facebook, Instagram and WhatsApp. But there is also a traditional way, namely by telling customers to invite friends. In addition, by promoting the merchandise while making a voice, introducing what kind of product and price.

### **d. Human**

In marketing practice, humans or people play an important role as both producers and consumers. Honest and responsibility must be on the Marketer for the products that market it. Providing attention and protection to suppliers, employees, business partners, consumers, and the community must be owned by Muslim marketers. Consumer needs for high-performing employees will cause consumers to be satisfied and loyal. People here refer to how the performance of traders / sellers in a sale and purchase. Do the traders / sellers have high performance or vice versa.

Based on the results of interviews and observations made directly to Muslim street vendors in the city of Binjai. Street vendors or employees provide polite and friendly service. For example, for traders who sell food, consumers are welcome to sit down first.

Furthermore, in the people aspect, business owners behave fairly to all their employees without being differentiated. All work in accordance with the duties and responsibilities of each worker or employee. For traders of clothes, shoes, watches and hats also behave fairly. Generally, these traders employ only one or two employees. Then the attitude of responsibility towards the environment is also applied by the traders, for example the garbage around the traders is not scattered so that the selling environment remains clean so that consumers feel comfortable in the selling location.

#### **e. Process**

The process is also an important part of the marketing mix. The process shows how the product or service is presented to the end user. A higher level of awareness and integrity traits must be possessed by marketers. To increase consumer / buyer trust, a marketer must cultivate trust, communicate well and practice ethical values, such as honesty, respect, fairness and openness.

Based on the results of interviews and observations with marketing strategy traders with process indicators carried out by traders, namely the buying and selling process is attempted quickly so that customers do not feel disappointed and use queues when many customers come. For example, in this case, for traders who sell food, the process of preparing food is made as fast as possible while still paying attention to the quality of the food so that consumers / buyers do not wait too long. Meanwhile, traders of clothes, shoes, watches and hats provide services by standing right up when a consumer wants to buy or preview the products on display. And invite buyers to try first, if the selling price has been mutually agreed (bargaining) then the trader / employee prepares the goods to be purchased (packing). However, if consumers do not buy the merchants, they will remain friendly and polite.

#### **f. Physical Evidence**

Physical evidence can explain how the building arrangement of a sales place is. Does the merchant use a unique interior, an attractive lightening system, a room design that attracts the attention of consumers, and so on. The interior design that seems messy will certainly make consumers feel a little less comfortable being in a selling location. Traders in Binjai City themselves have tried to maximize physical evidence. Where the traders make in order to attract customers' buying interest with the appearance of the place of sale, for example in terms of grobak that sells drinks and food. Then in terms of the interior, it is like arranging products that are marketed in a neat arrangement using shelves and providing seating. For traders who sell clothes from the observations, the researcher found that in the physical evidence strategy the way traders selling clothes are by displaying the products being sold in an organized and neat way, hanging the products being sold as a whole so that it can make it easier for consumers to see even from the vehicle, and display the items that are sold changing every day.

## **V. Conclusion**

The obstacles faced by Muslim street vendors at night in an effort to improve the economy of the people in Binjai City, among others evictions occur, considering that evicted street vendors are usually without compensation because they are considered illegal. Some of the obstacles faced by street vendors in Binjai City include the weather that is easy to change like rain, the need to find a bright location, at least have personal lights, and often thuggery comes at night. As well as people who think that the existence of

street vendors in urban areas can be said to be irregular, in general they are not orderly and dirty because they sell on sidewalks, in city parks, even on roads, so that they become or cause traffic jams or damage the beauty of the city.

The solution made by Muslim street vendors at night in an effort to improve the community's economy in Binjai City Street vendors in Binjai City from the results of the SWOT analysis found that street vendors are in the growth quadrant with a total score of internal business strength having a number of 3.39 and a total power score. the industrial attractiveness is 3.34 where the quadrant shows a very favorable situation. Traders have opportunities and strengths so they can take advantage of the opportunities that exist. The strategy that must be applied in this condition is to support an aggressive growth policy (Growth Oriented Strategy) or with recommendations for progressive strategies, meaning that traders are in the right conditions so it is highly recommended to continue to innovate, for example in terms of maintaining product quality, prices are not too high, in order to obtain maximum progress.

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