

Analysis of Sharia Marketing Mix in Increasing Business Income of Laying Duck Farmers in East Lebeng Pasongsongan

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Abstract

Currently being a laying duck farmer is a profession that is in demand by the villagers to increase their income so that they can meet their daily needs. However, due to their incompetence in marketing their products, the farmers didn't get the expected profit and even suffered loss, while marketing is the key to success in a business. Therefore, in this study, we analyzed the Islamic marketing mix factor as a determining factor in increasing income. This study used qualitative method to explore the Islamic marketing mix in increasing the income of the laying duck business in Lebeng Timur, Pasongsongan, Sumenep. The data is collected through observation, interviews, documentation, while the method of analysis used descriptive analysis. This research showed that before the pandemic the income of farmers was very good, so they could meet their needs, but due the covid-19 pandemic, the price of duck eggs has decreased and the price of animal feed has increased. It made the marketing was low and made their income so small. Using an Islamic marketing mix that applies the four properties of the Prophet, namely *Shiddiq*, *Amanah*, *Fathonah* and *Tabligh* can help farmers in marketing, namely the products are taken by subscription or continuous by the collector, making it easier for farmers in selling even in pandemic Covid-19 condition.

Keywords: *marketing mix; Islamic marketing; income*

Abstrak

Saat ini menjadi peternak itik petelur merupakan profesi yang diminati oleh masyarakat desa untuk menambah penghasilan sehingga dapat memenuhi kebutuhan sehari-hari. Namun karena ketidakmampuan mereka dalam memasarkan produknya, para petani tidak mendapatkan keuntungan yang diharapkan bahkan mengalami kerugian, padahal pemasaran merupakan kunci sukses dalam sebuah usaha. Oleh karena itu, dalam penelitian ini kami menganalisis faktor bauran pemasaran syariah sebagai faktor penentu dalam meningkatkan pendapatan. Penelitian ini menggunakan metode kualitatif untuk menggali bauran pemasaran syariah dalam meningkatkan pendapatan usaha itik petelur di Lebeng Timur, Pasongsongan, Sumenep. Pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, sedangkan metode analisis yang digunakan adalah analisis deskriptif. Penelitian ini menunjukkan bahwa sebelum pandemi pendapatan peternak sangat baik sehingga dapat memenuhi kebutuhannya, namun akibat pandemi covid-19 harga telur itik mengalami penurunan dan harga pakan ternak mengalami kenaikan. Itu membuat pemasarannya rendah dan membuat pendapatan mereka sangat kecil. Menggunakan bauran pemasaran Islami yang menerapkan empat sifat Nabi yaitu Shiddiq, Amanah, Fathonah dan Tabligh dapat membantu petani dalam pemasaran yaitu produk diambil secara langganan atau terus menerus oleh pengepul, sehingga memudahkan petani untuk menjual bahkan dalam kondisi pandemi Covid-19.

Kata Kunci: *bauran pemasaran; bauran pemasaran Islami; penghasilan*

Introduction

Marketing is an activity of determining the type of product produced, the amount marketed, the price set, how to distribute, the form of promotion, and so on. So in the marketing process, there is a reciprocal process in which employers provide goods and services to the community or consumers to benefit, while consumers submit money in return for the fulfillment of their needs quickly and satisfactorily. The marketing process from the entrepreneur's point of view is a process of how employers can influence profits so that these profits become interested, happy, then buy, and finally satisfied with the products that are marketed (Gitosudarmo, 2000). Marketing aims to achieve the target by meeting the needs and desires of consumers in various ways, namely by designing products, determining prices, promoting, building relationships with customers, providing satisfaction for consumers, and benefiting from the organization (Amstrong, 2016).

The marketing mix includes four main things that can be controlled by employers including products, price, places, and promotion. The strategy used to pursue profit with the maximum use of all marketing tools in entrepreneurs is known as the concept of the four P, namely Product, Price, Place, and Promotion (Nurhadi, 2019). The strict business competition requires entrepreneurs to further

improve the quality of goods or services, promotion, price, and service to consumers by understanding consumer desires and needs. Business competitors will do their best to realize all ways to achieve goals in increasing income and achieving maximum profit (Assauri, 2007).

Marketing in Islam has a marketing strategy based on the Qur'an and the Sunnah of the Prophet, Islamic marketing is a business discipline that leads to the process of creation, supply and change value of one initiator to stakeholders in the entire process in accordance with the contract (Rozali, 2014), so in the strategy of this marketing there is in (QS. An-Nisa ayat 29):

“you who believe, do not eat each other's property in a vanity way, except by way of commerce, which acts with mutual consent between you do not kill yourselves, verily Allah is most merciful to you ”.

This verse explains that God has forbidden to eat other people's assets without replacing and this is the basis of the vague, based on the consensus among muslim scholars (*ijma'*) and includes all types of four damaged contracts forbidden by syara', either because of the elements of usury or because of unauthorized replacement goods such as liquor, pigs, and others, or the replacement goods are treasure trade (Swastha, 2010).

The Islamic marketing mix for increasing economic income is very important for every entrepreneur, including laying duck farmers. The intense competition in the field of livestock makes entrepreneurs work harder to win the competition. Laying duck farming is one of the growing business sector, the need for foods such as eggs and ducks is one of the needs of every home and employers (Zaky Maulana & Putryanda, 2018). The increasing market demand for ducks or eggs has led to the emergence of new businesses in the livestock sector, thus making the competition even tougher (Ririn, 2011). Laying duck farmer as one of the largest efforts in Lebeng Timur village, is pursued to have a separate marketing mix strategy to improve the quality, income and competitiveness so that the community can be accepted.

The Theoretical Framework

Marketing Mix

Marketing is one of the main activities carried out by entrepreneurs in his business to maintain their lives and to develop and get many profit (Bukhari & Priansa, 2012). Marketing includes activities that can be useful in creating, developing, distributing, goods generated in accordance with the request of prospective buyers based on the ability to produce an item (Lidya Y. & Manese, 2020).

Marketing mix is a set of marketing tools that can be controlled and also combined by companies to produce the response desired by the target market, the

marketing mix consists of everything that companies can do to influence the demand for its products (Kotler & Kevin Lane, 2001). The marketing mix is also interpreted as a number of marketing tools that entrepreneurs use to convince marketing objects or target markets that are intended. To support these needs, employers can carry out policies consisting of: products, price, place, and promotion (Gitosudarmo, 2000).

The marketing mix a series of controlled marketing variables used by the entrepreneur to produce a response controlled by the entrepreneur from the target, the marketing mix consists of all things entrepreneurs can do to influence their product demand, which is known as "Four P", namely Product, Price, Place, and Promotion (Kotler & Kevin Lane, 2001), the four strategy variables greatly affects marketing, so that everything is important as a unity of the referenceor mix strategy to achieve entrepreneurs goals in the field of marketing. So that, the marketing strategy that uses the fourth variable element is very much needed in marketing activities (Sula, 2006).

The marketing mix can increase sales volume. Therefore, it is necessary to reformulate marketing strategies that can be applied, namely market penetration strategies, market development, and product technology development (Nofiar, 2017). In addition, the marketing mix is also able to increase consumer interest in a product and service offered (Diana Sarah Dhiba, 2016 and Rofiul Ulum et al., 2017).

The marketing mix is a combination of variables or activities in the form of the core of the marketing system, variables that can be controlled by the company to influence the reaction of buyers or consumers (Gitosudarmo, 2000). Marketing strategy is a fundamental tool that is planned to achieve company goals by developing a sustainable competitive advantage through the market entered and the marketing program used to serve the targeted market (Tjiptono, 2000). The marketing mix, which is a variable used by entrepreneurs to guide entrepreneurs to achieve their goals of satisfying consumers and for the success of a business, there are four elements of the marketing mix (Marketing Mix-four P), namely: Product, Price, Place and Promotion.

1. Product

Product is something that can be offered to the market to get attention, purchase, use, or consumption that can satisfy a want or need (Kotler & Kevin Lane, 2001).

- a) Branding

Brand is a name, term, sign, symbol, or design, or a combination to identify the products or services of one seller or group of sellers and differentiate them from those of competitors.

- b) Packing

Packaging is an activity of designing and making containers or wrappers of a product to make consumers more interested.

- c) Product Quality

Product Quality is an ability of product to carry out its functions which include durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes (Saladin, 2009).

2. Price

Price is a determining factor in purchasing and becomes one of the important elements in determining the market share and the company's profit level. In deciding the pricing strategy, the goals must be considered, while the goals of pricing are: a) Survival, b) Maximizing profit, c) Maximizing sales, d) Prestige, e) Return on investment (ROI) (Kotler & Keller, 2009).

3. Location

Place is the location of all product distribution activities in the form of goods or services from producers to consumers (distribution). Various activities are carried out by companies to make their products easy to obtain and available to targeted consumers (Kotler & Kavin Lane, 2001).

4. Promotion

Promotion is a communication of information between sellers and buyers that aims to change the attitudes and behavior of buyers, so that they can recognize the product as a buyer and remember the product (Saladin, 2009). The following is the various promotion (Tjiptono, 2000).

a. Advertising

Advertising is a form of promotion of the presentation of ideas, products and services on a non-personal basis, to sponsors who require payment. So it can be said that the form of advertising promotion is a form of non-personal promotion to stimulate the purchase or use of services.

b. Personal selling

Personal selling is a form of promotion that is generally carried out individually with an oral presentation method in front of prospective buyers to stimulate transactions such as explaining every detail of the characteristics of the products offered.

c. Sales promotion

Sales promotion is a form of direct promotion by using various incentives that can be arranged to stimulate the purchase of products or the use of services.

d. Publishing

Publishing is a form of non-personal promotion by collaborating with a service that can provide detailed information or news about the products and services owned which aims to stimulate demand for goods and services.

e. Direct marketing

Direct marketing is a marketing system that uses communication and advertising media to interact directly with potential buyers who want to be targeted.

Islamic Marketing Mix

Islamic Marketing is a marketing that contains sharia elements because there are more values in Islamic Marketing, but furthermore, marketing plays a role in Islam, and Islam plays a role in marketing. Marketing plays a role in Islam Means Islamic-based companies are expected to work and behave professionally in the business world (Khozin, 2020). Marketing targets are defined as a statement to be achieved through marketing activities, while the marketing mix is defined as a unique combination of product distribution, promotion and pricing strategies designed to produce mutually satisfying exchanges with the target market (Mohamad & Endang, 2021).

Islamic marketing mix is not much different from the marketing mix in general, the difference only lies in its implementation, because every variable in the Islamic marketing mix is based on an Islamic perspective (Adiyana & Darma, 2015). The Islamic marketing mix Variable is a strategic business discipline that directs the process of creation, supply, and changes in the value of an initiator to its stakeholders, which in the entire process with the crowd and principles of business in Islam (Sula, 2006).

The implementation of marketing strategy in the Islamic economy in managing a business and business management ethics must be based on the general norms and morality that applies in the community. The assessment of business success is not only determined by the increase in economic and financial achievement but the success must be measured by the morality and ethical value of based on social values in religion, the implementation or application of islamic marketing (Bukhari & Priansa, 2012) include:

1. *Shiddiq* (true and honest)

If an entrepreneur behaves correctly and honestly throughout his activities, in dealing with customers, in transactions with consumers, and in entering into agreements with its business partners.

2. *Amanah* (trusted, credible)

Amanah means trustworthy, responsible, and credible. *Amanah* can also mean the desire to fulfill something in accordance with the provisions.

3. *Fathanah* (intelligent)

Fathanah can be interpreted as intellectual, intelligence or wisdom. In business, the implication of the nature of *fathanah* is that all activities in the management of a company must be intelligent, by optimizing all of the potential of knowledge exists to achieve goals.

4. *Tabligh* (communicative)

Tabligh means communicative and argumentative, a marketer must be able to convey in accordance with the circumstances of his product advantages honestly and not have to lie and deceive customers.

Income

Income is the result of work, business or other whereas income in the management dictionary is money received by individuals, companies and organizations in the form of wages, salaries, rent, interest, commissions, fees, and profits (KBBI, 1998).

Livestock business income is determined by the sales capacity of the production in a certain period. The more sales, the greater the income from the livestock business, the high and low income obtained by farmers in running their livestock business is influenced by the number of livestock kept, the more profits will be received by farmers (Dwi Putra et al., 2018).

Income is a reward for the use of production factors, operating income is the difference between revenues and all costs, that the difference between business revenues and business cash expenditures is called farm net cash flow and is a measure of the ability of businesses to generate cash. Operating income is divided into income on cash costs and income on total costs, where income on cash costs is income earned on costs that are actually incurred by farmers. Meanwhile, income on total costs is income after deducting cash costs and calculated costs (Dwi Putra et al., 2018).

$$Pd = TR - TC$$

Description:

Π = Revenue

TR = Total *Revenue*

TC = Total *Cost*

1. Revenue is the result of multiplying the total production with the unit cost. Total production is the main and by-product, while the price is the price at the livestock business level or the selling price of livestock (Lidya Y. & Manese, 2020). Total revenue can be formulated as follows:

$$TR = Q \times P$$

Description:

TR (*Total Revenue*) = revenue total

Q (*Quantity*) = the number of products produced

P (*Price*) = the price of each unit of goods

2. Production cost is a sacrifice of economic resources measured in units of money, to obtain goods or services that are expected to provide benefits at this time or the future (Noviyanto et al., 2016). Costs can be divided based on their nature, meaning that they relate the expenses that must be paid (Dwi Putra et al., 2018):
 - a) Fixed Costs are obligations that must be paid by a company per unit of time for the purpose of paying for all fixed inputs and The amount does not depend on the number of products produced.

- b) Variable Costs are obligations that must be paid by a company at a certain time to pay for all variable inputs used in the production process, for payment of all variable inputs used in the production process.
- c) Total Cost is the sum of fixed costs and variable costs in the production process.

$$TC = FC + VC$$

Keterangan :

TC = Total Cost (Rp)

VC = Variable Cost (Rp)

FC = Fixed Cost (Rp)

Research Method

This type of research is a field research, which is a research that carried out at the research location by observing a phenomenon in a natural state (Moleong, 2017). In this study the authors conducted research with qualitative methods. Research that uses a qualitative approach aims to explore or build a proposition or explain the meaning behind reality. Researchers are based on reality or events that take place in the field (Sugiyono, 2009).

Data were obtained due to the existence of relevant data sources, there are two data sources in data collection techniques, namely primary data and secondary data (Bungin, 2014). The primary data in this study were obtained from three informants through observation, interviews, and documentation with three laying duck business owners. Meanwhile, the secondary data obtained in this study are the financial statements of the laying duck farmers.

Data collection method is the most important step in research, because the purpose of research is to obtain data. The techniques used by researchers to collect data in this study were interviews, observations, and documentation (Sangadji, 2010) as follows: observation. The observations used in this study were participant observation, where the researcher was involved in the activity, and the researcher came to the place where the activity was observed. In observation, the research was conducted by direct observation of the application of the Islamic marketing mix in increasing the income of the laying duck business, the data obtained based on the observation technique were real data based on the author's observations. *Second*, interview. The type of interview used in this study is a semi-structured interview. Semi-structured interviews are interviews that are free but the researcher uses interview guidelines that have been arranged systematically and completely for data collection. This type of semi-structured interview can make it easier for researchers to get more information about respondents, and researchers know for sure the data to be obtained, so that researchers and respondents are balanced in carrying out conversations, researchers can ask various questions that are directed at a particular subject goals. The interview was conducted with the agreement between the informant and the researcher, the informants interviewed

were several business owners of laying ducks in the village of Lebeng Timur. *Third*, documentation. The documentation used in this research is in the form of financial reports of the farmers as informants. This technique aims to obtain information or data needed by researchers for the sake of writing research research.

Descriptive analysis is a method that serves to describe or provide an overview of the object under study through data or samples that have been collected as they are without analyzing and making conclusions that apply to the public and the results of this study are processed and analyzed to draw conclusions (Sugiyono, 2009).

Research Results and Discussion

Implementation of the Marketing Mix Strategy for Layer Duck Farmers in Lebeng Timur Village

1. Product

Laying duck farmers do not have a brand yet which is name, term, sign, symbol, or design, or a combination to identify products or services of one seller or group of sellers and differentiate them from those of competitors. The farmers also don't have Packaging, which is an activity of designing and making containers or wrappers of a product to make consumers more interested, as well as Product Quality of a product to carry out its functions which include durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. The farmers have egg products, there are some farmers who market rejected ducks for sale in restaurants as one of the food menus and they market their products through collectors and nearby shops, good products or not differentiated in sales for good products are taken by collectors with high prices while bad or poor products are taken by collectors at low prices, because collectors sell products of poor quality as herbal medicine for livestock such as cattle. In delivering products to consumers, namely collectors, the majority of farmers have differentiated eggs with good quality from poor quality and every transaction between farmers and collectors has gone through a check on eggs so that goods sold or taken by collectors do not need to be returned because these goods This is a good item, the collectors take eggs every three days so that this duck egg product is new and there are no rotten eggs (Zaini, personal communication, September 24, 2021).

There is no product innovation in marketing because the egg products marketed are only raw eggs that have not been processed into salted eggs so the selling price is only limited to the price of raw eggs taken by collectors, egg products marketed by laying duck farmers in East Lebeng Village have a fairly large shape compared to egg farmers in other villages, making collectors prefer egg products produced by farmers in East Lebeng village, egg products

sold by farmers can increase the income of farmers in exchange for feed ingredients such as bran and medicine and they use this income as an addition to the family economy (Zaini, personal communication, September 24, 2021).

2. Price

The purpose of the price is to survive, maximize profit, maximize sales, prestige, return on investment (ROI). Determination of the price in the sale of egg products, if taken by the collector, it will be determined by the collector, but if it is sold to the nearest shops, there will be negotiations between the laying duck farmer and the shop owner. Sales of duck eggs are sold by the grain because if they are sold per kilogram, the farmers suffer losses so they choose to sell the eggs by the grain to both collectors and to the nearest shops, because the egg products are taken by the collectors, so the farmers do not know what the price situation is in the market and the pandemic Covid-19 made the price of egg products decrease and farmers complained, price increases occurred from October to May and prices during the fasting month are often unstable and even often decline (F. Rahman, personal communication, September 26, 2016). 2021).

3. Place

The place or cage for laying ducks in Lebeng Timur village is clean so that the eggs produced are good and the ducks do not experience stress (Juhe, personal communication, September 24, 2021).

4. Promotion

Products that are marketed should use advertising, direct marketing, publishing, sales promotion, personal selling methods, but because in Lebeng Timur village farms, they do not go through promotions because they are taken directly by collectors to farmers and the nearest store already knows about egg products, so there is no promotion and farmers do not want to supply their products to direct markets or restaurants because they think the prices taken by collectors are not much different from the prices taken by consumers in the market or restaurant owners, this makes the farmers of Lebeng Timur village choose sell it to collectors or local shops (Pardi, personal communication, September 24, 2021).

Implementation of the Marketing Mix of Layer Duck Farmers in Lebeng Timur Village in the Islamic Economic Perspective Has Been Widely Implemented (Zaini, personal communication, September 24, 2021).

1. *Shiddiq* (true and honest)

Layer duck farmers behave properly and be honest in all activities, in dealing with customers, in transactions with consumers, and in making agreements with business partners. Like when bad or defective products are not hidden so that consumers, be it collectors or others, have full trust because of the honesty that farmers have.

2. *Amanah* (trusted, credible)

Responsible and credible. The farmers provide products that are in accordance with the wishes of consumers to meet consumer needs, meaning that the products provided are indeed products that consumers want so that consumers do not experience disappointment with egg farmers, consumer trust is a priority for farmers because if farmers do not have the trust of consumers, the goods marketed will not be saleable and the farmers will suffer losses.

3. *Fathanah* (intelligent)

The activities of farmers in business management with intelligence, by optimizing all potential sense to increase income, initially only sell products in the form of eggs but after a workshop by the department they have the initiative to make salted eggs, with the existence of it can provide added value to the product, meaning that there will be an increase in the price of the product and make the product able to increase the income of laying duck farmers in Lebeng Timur village.

4. *Tabligh* (communicative)

The farmers have been able to convey the advantages of their products honestly and do not lie and cheat to consumers so that with the agility of farmers and the knowledge of farmers about the products they have, in delivering the product, consumers are more interested in the product and can make consumers more aware of the product clearly.

Impact of the Islamic Marketing Mix on Increasing the Business Income of Layer Duck Farmers in Lebeng Timur Village

The Islamic marketing mix has an impact on increasing the business income of laying duck farmers because trust has been built between consumers and laying duck farmers so that this business runs smoothly and the farmers have income through this endeavor. However, under normal conditions and during a pandemic, there are differences in the income of laying duck farmers from the three informants who have been interviewed.

Table 1
Income of Mr. Pardi's Farmer in 2019, 2020, and 2021

Information	Juli- Desember 2019	Januari-Juni 2020	Juli- Desember 2020	Januari-Juni 2021
Income				
Sale of goods	72.000.000	69.000.000	63.000.000	54.000.000
Net income	72.000.000	69.000.000	63.000.000	54.000.000
Cost of goods sold				
Gross profit/ loss	72.000.000	69.000.000	63.000.000	54.000.000

Sales cost				
Total sales costs	(0)	(0)	(0)	(0)
Admin and general costs				
Meal and drinking costs	(33.000.000)	(33.000.000)	(33.000.000)	(36.000.000)
Total Admin and general	(33.000.000)	(33.000.000)	(33.000.000)	(36.000.000)
revenue outside the business				
Total revenue outside the business	0	0	0	0
Non business expenses				
Totally out of business	(0)	(0)	(0)	(0)
Net profit/ loss	39. 000.000	36. 000.000	30. 000.000	18.000.000
Total Net profit/ loss	39. 000.000	36. 000.000	30. 000.000	18.000.000
Average Net profit/ loss	39. 000.000	36. 000.000	30. 000.000	18.000.000

Source:(Pardi, personal communication, September 24, 2021).

Mr. Pardi's income in 2019 got the maximum profit caused by normal conditions or before the covid-19 pandemic so that the market price of duck eggs was high, while the price of feed ingredients was cheap and the activities of taking products or duck eggs by collectors ran smoothly so that farmers benefited or significant income so that it can meet the economic needs of the farmer's family.

Meanwhile, the income of farmers during the pandemic in 2020 and the first half of 2021 decreased due to irregular picking of goods by collectors, high feed prices, and declining egg prices, which was due to falling demand caused by unstable economic factors due to the pandemic, so that the impact, farmers experience a decrease in income. The same condition was experienced by Mr. Juhe and Mr. Zaini (Pardi dan Juhe, personal communication, September 24, 2021). following is the comparison with Mr. Juhe's income.

Table 2
Income of Mr. Juhe's Farmer in 2019, 2020, and 2021

Information	Juli- Desember 2019	Januari-Juni 2020	Juli- Desember 2020	Januari-Juni 2021
Income				

Sale of goods	60.000.000	57.000.000	51.000.000	48.000.000
Net income	60.000.000	57.000.000	51.000.000	48.000.000
Cost of goods sold				
Gross profit/ loss	60.000.000	57.000.000	51.000.000	48.000.000
Sales cost				
Total sales costs	(0)	(0)	(0)	(0)
Admin and general costs				
Meal and drinking costs	(33.000.000)	(33.000.000)	(33.000.000)	(38.000.000)
Total Admin and general	(33.000.000)	(33.000.000)	(33.000.000)	(38.000.000)
revenue outside the business				
Total revenue outside the business	0	0	0	0
Non business expenses				
Totally out of business	(0)	(0)	(0)	(0)
Net profit/ loss	27. 000.000	24. 000.000	18.000.000	10.000.000
Total Net profit/ loss	27. 000.000	24. 000.000	18.000.000	10.000.000
Average Net profit/ loss	27. 000.000	24. 000.000	18.000.000	10.000.000

Source: (Juhe, personal communication, September 24, 2021)

As has happened to Mr. Pardi and Mr. Juhe, the same condition is also experienced by Mr. Zaini, namely income from year to year from 2019 to 2021 continues to decline due to pandemic conditions which cause consumer buying interest to decline.

Table 3
Income of Farmer Mr. Zaini in 2019, 2020, and 2021

Information	Juli- Desember 2019	Januari-Juni 2020	Juli- Desember 2020	Januari-Juni 2021
Income				
Sale of goods	84.000.000	84.000.000	81.000.000	72.000.000
Net income	84.000.000	84.000.000	81.000.000	72.000.000
Cost of goods sold				
Gross profit/ loss	84.000.000	84.000.000	81.000.000	72.000.000
Sales cost				
Total sales costs	(0)	(0)	(0)	(0)

Admin and general costs				
Meal and drinking costs	(42.000.000)	(45.000.000)	(48.000.000)	(51.000.000)
Total Admin and general	(42.000.000)	(45.000.000)	(48.000.000)	(51.000.000)
revenue outside the business				
Total revenue outside the business	0	0	0	0
Non business expenses				
Totally out of business	(0)	(0)	(0)	(0)
Net profit/ loss	42. 000.000	39. 000.000	33.000.000	10.000.000
Total Net profit/ loss	42. 000.000	39. 000.000	33.000.000	10.000.000
Average Net profit/ loss	42. 000.000	39. 000.000	33.000.000	20.500.000

Source: (Zaini, personal communication, September 24, 2021)

Description of income from the three farmers in Lebeng Timur village, it can be concluded that there is a difference in income every year in the farmers' businesses due to the uncertain condition of the ducks in laying eggs, the price of feed such as bran or medicine is also unstable and people's purchasing power is decreasing due to the pandemic. Unlike the case before the pandemic, the business conditions of farmers experienced promising profits or income and had good business prospects for the future. This happens because the farmers have implemented a marketing mix based on Islamic values, such as being honest, reliable, transparent, and understanding duck farming techniques so that product sales have increased, prices are competitive, using promotional methods that are in demand by consumers, and use the promotion method that is demanded by consumers, and places that are easily accessible by consumers.

The impact of pandemic Covid-19 is felt by the farmers. This is proven that their businesses are constantly experiencing a decrease in income, the declining market prices and business partners, namely collectors as consumers still experience a decrease in demand, although laying duck farmers in the village of Lebeng Timur have implemented Islamic marketing mixes both in raising or marketing The fourth.

Conclusions

The marketing mix strategy carried out by laying duck farmers in the village of Lebeng Timur, namely Product, Price, Place, and Promotion. The

product is duck eggs, the price taken is determined by the collector, for distribution, namely to the nearest store, the promotion made is not there because there is direct cooperation with a collector.

Marketing mix strategies in increasing business income, namely in terms of products focused on eggs, the implementation of the marketing mix of laying duck businesses in the village of Lebeng Timur is in accordance with the Islamic marketing. Most of the concept of Islamic marketing is suitable, namely in terms of products, it is always sold honestly and put forward product quality. In terms of price setting prices according to product quality, then from the place / distribution channel, it provides comfort and access that is easily accessible by consumers, and in terms of promotion always emphasize ethics in business, not cheating which is easy for consumers to reach, and from a promotional point of view, it always emphasizes ethics in business, does not commit fraud, does not sell products that are forbidden by religion, never forces consumers to buy their products and does not vilify other people's businesses in marketing their products.

The income of farmers every quarter experiences differences and decreases due to the uncertain condition of the ducks in laying eggs, meaning the same amount every day and when the price of feed such as bran or medicine is also unstable, the Covid-19 pandemic is behind the declining egg prices and becomes a complaint, for farmers in product marketing, however, laying duck farmers in the village of Lebeng Timur have 80% implemented an Islamic marketing mix in raising or doing marketing so as to make the income of laying duck farmers more profitable than the conventional marketing mix and the farmers will not experience losses because they are trusted by consumers, so that the farmers also do not get a loss as long as the farmers apply the characteristics of the four Apostles in doing business.

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