

## AN ANALYSIS OF ISLAMIC BUSINESS ETHICS ON MARKETING STRATEGIES FOR MAMA IRUS' LEGIT LAYER CAKE BUSINESS IN MARTAPURA

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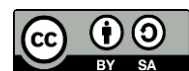
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### Abstract

In the face of increasingly fierce business competition, implementing effective marketing strategies in accordance with Islamic values is crucial for achieving blessings and business sustainability. This study aims to analyze the implementation of marketing strategies in the Kue Lapis Legit Mama Irus business and assess their compliance with the principles of Islamic business ethics. The type of research used is descriptive qualitative with field research. Data were collected through in-depth interviews with the business owner, direct observation of the production and marketing processes, and related documentation. Data analysis was carried out using data reduction, data presentation, and conclusion drawing techniques. The results show that the Kue Lapis Legit Mama Irus business implements a marketing strategy that includes the 4P marketing mix (product, price, place, promotion). The products offered are of good quality and use halal ingredients. The prices are set competitively and in accordance with product quality. Placement and distribution are carried out in an efficient manner and reach consumers well. Promotion is carried out through social media and word of mouth with a communicative and honest approach. From an Islamic business ethics perspective, this business has implemented principles such as shiddiq (honesty), amanah (trustworthiness), and tabligh (communication) in every aspect of its marketing strategy. No practices contrary to Islamic teachings, such as fraud, cheating, or undercutting, were found.

**Keywords:** Islamic Business Ethics, Mama Irus' Legit Layer Cake, Marketing Strategy



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## INTRODUCTION

In recent years, the development of the halal industry in Indonesia has shown an increasingly positive trend, particularly in the food and beverage sector (Jauhari, 2024; Kamiliyah, 2024; Wulandari & Pradesyah, 2023). As a country with the largest Muslim population in the world, the public demand for products that are not only high-quality but also halal and compliant with Islamic principles is increasingly significant. Amidst growing Muslim consumer awareness of the values of halal and honesty in business, the application of Islamic business ethics in marketing practices has become an issue that cannot be ignored. Islamic business ethics, which encompass values such as honesty (siddiq), justice ('adl), trustworthiness (amanah), and responsibility, are essential foundations for building a business that is oriented not only toward profit but also toward blessings and benefits (Andrianto, 2024; Saputri dkk., 2025; Wati & Luayyin, 2025).

Therefore, studies on the application of Islamic business ethics in marketing strategies at the micro, small, and medium enterprise (MSME) level, particularly in the traditional culinary sector, are still relatively limited. Most research focuses on large-scale companies or formal institutions, resulting in the limited scientific documentation of MSMEs' practices that integrate Islamic values into their daily business activities (Abrori & Sakinah, 2024; Gunawan dkk., 2025; Purwandari & Mukmin, 2025). In fact, Micro, Small, and Medium Enterprises (MSMEs) are the backbone of the Indonesian economy and hold significant potential for implementing Sharia principles in a contextual and practical manner.

One interesting business example to study is Mama Irus's layered cake, a family-based culinary micro, small, and medium enterprise that upholds Islamic ethical values in every aspect of its business, including its marketing strategy. This business consistently demonstrates efforts to maintain halal ingredients, transparency of product information, a return policy as a form of moral responsibility, and customer involvement in flavor innovation as a manifestation of fairness and concern for consumer needs. The marketing strategy implemented emphasizes not only increasing sales but also conveying spiritual and ethical values aligned with Islamic teachings. Research into business practices such as Mama Irus' layered cake is important to demonstrate that the integration of Islamic business ethics and marketing strategy is not contradictory but can instead provide a competitive advantage in an increasingly value-conscious and selective market. Furthermore, the results of this study are expected to contribute significantly to the development of applicable Sharia marketing models for other Micro, Small, and Medium Enterprises (MSMEs), as well as to enrich the literature on Islamic business ethics in the context of microeconomics and family businesses.

This research took place at Jl. Sekumpul Gang Madrasah No. 4, RT. 03/RW. 03, Sekumpul Village. This study also analyzed the marketing strategies implemented by Mama Irus's layered cake products in production, marketing, and promotion. The results indicate that the marketing strategy for Mama Irus' layered cake products aligns with the values and principles of Islamic business ethics, such as honesty, fairness, and responsibility.

The purpose of this study is to determine the application of Islamic business ethics principles in the marketing strategy of Mama Irus's layered cake in Martapura, and to determine the impact of the application of Islamic business ethics on the marketing success of Mama Irus' layered cake in Martapura.

Based on the research conducted by the researcher, several relevant studies related to this research have been identified. One such study is Andi Umrul Hattab suhab's thesis entitled "Analisis Etika Bisnis Islam Terhadap Strategi Bisnis di Pasir Putih Tonrangeng Tourism Kota Parepare." (Suhad, 2021) This study discusses Sinar Terang Store's marketing strategy for producing Mantao Bread in Parepare. Analyzing this research from an Islamic business ethics perspective, Sinar Terang Store uses a marketing mix strategy with the 4Ps: product, price, place, and promotion, which aligns with the values or principles of Islamic business ethics: justice ('adl) and mutual protection/help (takaful). Similar to my research, it focuses on analyzing Islamic business ethics in the marketing strategy of a business. The difference with my research is that it focuses on the 4P marketing mix and Islamic economics, specifically for Roti Mantao (a study of the Sinar Terang Store in Parepare).

Furthermore, Nurmeiny Putri Ramadhany, Havis Aravik, and Choirunnisak's research is titled "Analysis of the Application of Islamic Business Ethics Principles to Micro, Small, and Medium Enterprises (MSMEs) at Rozza Bakery, Palembang." (Ramadhany dkk., 2023) This research analyzes the application and consumer response to the application of Islamic business ethics principles at Rozza Bakery, Palembang, which implements five principles of Islamic business ethics: unity, justice, free will, responsibility, and truth. Similar to my research, it focuses on analyzing Islamic business ethics in marketing strategies within a business. The difference with my research is that it focuses on Islamic business ethics principles in relation to the MSME at Rozza Bakery, Palembang.

Furthermore, Nur Azizah Hawise's research is titled "Analysis of Islamic Business Ethics in Marketing Strategies at the Home Cake Shop in Soreang, Parepare City." (Hawise, 2024) This study discusses marketing strategies within Islamic business ethics applied at Home Cake Soreang, Parepare City. The results show that Home Cake Soreang, Parepare City, uses the marketing mix, targeting, and positioning concepts to increase sales volume. The implementation of Islamic business ethics at Home Cake Soreang, Parepare City, includes unity, equilibrium, free will, and responsibility. Similar to my research, it focuses on analyzing Islamic business ethics in marketing strategies within a business. The difference lies in the focus on the marketing mix, targeting, and positioning to increase sales volume at Home Cake Soreang, Parepare City.

Furthermore, Nadia Adhianti's research, entitled "Analysis of Islamic Business Ethics on the Culinary Marketing Strategy of Sawung Bambu Koki Aceh Cafe & Resto, South Aceh," is presented (Adhianti, 2023). This study discusses the implementation of marketing strategies and their compliance with Islamic business ethics applied at Sawung Bambu Koki Aceh Cafe & Resto. The results show that Sawung Bambu Koki Aceh Cafe & Resto, viewed from an Islamic business ethics perspective, and its marketing strategy aligns with the values of justice ('adl), honesty, responsibility, and trustworthiness, free from haram elements such as usury or fraud. Similar to my research, it focuses on analyzing Islamic business ethics in relation to marketing strategies within a business. The difference is that my research focuses on the culinary marketing strategy of Sawung Bambu Koki Aceh Cafe & Resto from an Islamic business ethics perspective.

Finally, Novi Nur Hasanah's research is entitled "Analysis of N'Bakery Sukadana East Lampung's Product Marketing Strategy from an Islamic Business Ethics Perspective." (Hasanah, 2023) This study discusses the marketing strategy of N'Bakery Sukadana East Lampung products in terms of Islamic business ethics, the results of which N'Bakery uses a marketing mix marketing strategy with 7Ps, namely product, price, place, promotion, people, process, and physical evidence and the review of Islamic business ethics has been running accordingly. The similarity with my research is that it focuses on the analysis of Islamic business ethics towards marketing strategies in a business. The difference with my research is that it focuses on the marketing strategy of N'Bakery Sukadana East Lampung products in terms of Islamic business ethics.

## RESEARCH METHOD

This type of research is field research, conducted to intensively study the interaction of the environment, location, and field conditions of a research unit as they are (Harahap, 2020). This study uses a qualitative research approach, namely research that aims to understand the phenomena experienced by the research subjects, including behavior, perceptions, motivations, and actions (Lexy, 2002).

The research location was a production house located at Jl. Sekumpul Gang Madrasah No. 4, RT. 03/RW. 03, Sekumpul Village, Martapura District (behind Bustanul Furqon Kindergarten), Banjar Regency. The subjects in this study were the owners of the Mama Irus layer cake business: Mrs. Hj. Rusmiati, Mr. H. Wildan, and Hasbi (son). The object of this study was Islamic business ethics and the marketing strategies implemented in the Mama Irus layer cake business.

The primary data source consisted of authentic, objective, and reliable data, as this data would be used as the basis for problem-solving. Primary data can include interviews with subjects, questionnaires, test results, and so on. In this study, the primary data were direct interviews with the owner of the Kue Lapis Legit Mama Irus business.

Data collection techniques included observational studies, interviews, and documentation conducted in the field. Data processing techniques included data editing, coding, and transformation to obtain complete data for each object for each variable studied. The data analysis technique in this study, using the Miles and Huberman model, can be conducted in three stages: data reduction, data display, and conclusion drawing/verification.

## RESULTS AND DISCUSSION

The marketing strategy implemented by Kue Lapis Legit Mama Irus adheres to the principles of Islamic business ethics, including honesty (*siddiq*), which guarantees product quality and provides clear information to customers. Honesty is the foundation of every business transaction. Islam emphasizes the importance of being truthful in all matters, including information provided to consumers, product quality, and pricing. Furthermore, trustworthiness (*amanah*) refers to keeping promises regarding quality and delivery time. *Amanah* means maintaining the trust placed in others, whether customers, partners, or investors. A Muslim trader must be accountable for their promises and commitments, as well as safeguarding the assets entrusted to them.

Furthermore, the principle of justice (*'adl*) involves establishing fair and transparent pricing. Justice in Islamic business requires that every individual involved in the business be treated according to their rights. No one should be disadvantaged in business activities. In Islam, justice is a highly emphasized value, even in small matters, such as weighing and measuring goods, which must be carried out accurately and without cheating. Furthermore, social responsibility benefits the surrounding community through empowerment. Social responsibility in business according to Islam includes contributing to the welfare of society. This includes charity and almsgiving, economic empowerment, and environmental stewardship. Islam emphasizes the importance of preserving and protecting the environment, as well as playing an active role in society to make positive contributions.

The impact of implementing Islamic business ethics on the marketing success of Kue Lapis Legit Mama Irus is evident in increased sales volume, particularly around the holidays. Furthermore, high customer loyalty, through the application of principles of fairness and social responsibility, creates harmonious relationships with customers, increasing loyalty and word-of-mouth recommendations. Furthermore, a positive corporate image, consistent with the application of Islamic principles, builds a professional and trustworthy image. This also contributes to increased customer satisfaction, as reflected in the positive feedback received.

This aligns with my 2025 research findings, which found that Mama Irus's layered cake business consistently employs a 4P marketing mix that is not only commercially effective but also aligns with Islamic business ethics: honesty, trustworthiness, fairness, and responsibility. By implementing these ethics, businesses not only gain material benefits but also blessings, consumer trust, and the potential for long-term loyalty. Increasing digital promotions while maintaining ethical values is crucial to expand market share and attract new, younger consumers, without sacrificing honesty and fairness. Furthermore, a 2024 study by Dea Rodiah Luthfy and Oyo Sunaryo Mukhlis also demonstrated that honesty in digital business involves presenting product or service information that is accurate, without any elements of deception or manipulation. Therefore, in digital transformation, Micro, Small, and Medium Enterprises must ensure that they provide accurate product descriptions, list transparent prices, and do not conceal important information that could influence buyer decisions. In digital transactions, the implementation of justice ('adl) is essential, especially in pricing and payment systems. Islam prohibits usury and exploitation in business, so Sharia-compliant Micro, Small, and Medium Enterprises (MSMEs) need to implement a fair and reasonable pricing system. Furthermore, the use of Sharia-compliant financial systems, such as murabahah or musharaka contracts, can be an alternative for digitalizing MSMEs to maintain compliance with Islamic economic principles. The principles of trustworthiness and responsibility are also crucial in digital business. MSMEs must maintain customer trust, for example, by delivering products as ordered and ensuring their quality remains high. From an Islamic perspective, fraud in online commerce can diminish the blessings of sustenance. Therefore, Sharia-compliant MSMEs must commit to running their businesses with integrity, both in interactions with customers and business partners, and in managing financial transactions (Luthfy & Mukhlis, 2024).

This aligns with my 2025 research, which found that Mama Irus's layered cake business provides friendly service, an approach centered on honesty and responsibility, consumer freedom, and the use of halal ingredients, reflecting ethical principles in every aspect of its business. In addition, the results of research by Yosi Apriliani and Mira Purnamasari Safar in 2024 also stated that the principle of Islamic business ethics, responsibility, which can be seen in running their business if there is an error in their order, the seller immediately takes responsibility and apologizes, in this case they have implemented the principle of responsibility (Apriliani & Mira, 2024).

## CONCLUSION

Mama Irus's layered cake implements the principle of honesty (shiddiq) by providing accurate and transparent product information. Pricing is based on the principle of justice ('adl), ensuring that the price offered reflects the product's quality and does not burden consumers. Prioritizing friendly and professional service reflects the principle of ihsan (goodness) in interactions with consumers. As part of its social responsibility, Mama Irus's layered cake contributes positively to society and the environment.

The application of Islamic business ethics in Mama Irus's layered cake marketing strategy has had a significant positive impact on business success. Principles such as honesty, trustworthiness, fairness, and social responsibility are not only in line with Islamic teachings but also serve as key pillars in building long-term relationships with consumers and enhancing business competitiveness. Thus, Islamic business ethics plays a crucial role in achieving sustainable marketing success.



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