




Implementation of Sharia Marketing in Crystal Guava Sales at PT. Fresh Kristal Lumajang Regency

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ABSTRACT

This article describes the implementation of Sharia marketing in the sale of crystal guava at PT. Fresh Kristal Labruk, Lumajang Regency to review of marketing syari'a activities is necessary by analyzing the marketing mix, including product, price, promotion, and distribution. This study uses a qualitative research type with a case study approach. Primary data sources in this study include the head of the marketing division, as well as goods delivery and sales data. Data collection methods include interviews, observation, and documentation. The results of the study continue with data analysis, including data reduction, data presentation, and drawing conclusions. The results of the study can be concluded that PT. Fresh Kristal conducts marketing activities that can be analyzed using the 4Ps of the marketing mix: product, price, promotion, and distribution. The overall sub-mix implemented includes product (quality, packaging, and brand name); price (low and high prices); promotion (sales promotion, direct marketing, and personal selling); and distribution (direct and indirect channels)..

Keywords:

*Sharia Marketing
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Implementasi Pemasaran Syariah Pada Penjualan Buah Jambu Kristal PT. Fresh Kristal Labruk Kabupaten Lumajang

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Abstrak

Artikel ini untuk mendeskripsikan implementasi pemasaran syariah pada penjualan buah jambu kristal PT. Fresh Kristal Labruk Kabupaten Lumajang dalam upaya mempertahankan eksistensi perusahaan dan meningkatkan pendapatan petani jambu kristal, dengan menganalisis bauran pemasaran syaria'ah yang meliputi produk, harga, promosi, dan distribusi. Penelitian ini menggunakan jenis penelitian kualitatif dengan pendekatan studi kasus, sumber data primer dalam penelitian ini antara lain kepala bidang pemasaran, pengiriman barang dan data penjualan, metode pengumpulan datanya melalui wawancara, observasi dan dokumentasi, hasil penelitian dilanjutkan dengan analisis data dengan tahapan reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian dapat disimpulkan bahwa menunjukkan PT. Fresh Kristal dalam menjalankan kegiatan pemasaran yang dapat dianalisis melalui bauran pemasaran 4P yaitu produk, harga, promosi, dan pemilika lokasi penjuan. Keseluruhan sub bauran yang dijalankan diantaranya produk (kualitas, kemasan, dan nama merek); harga (harga rendah dan harga tinggi); promosi (promosi penjualan, pemasaran langsung dan penjualan personal); distribusi (saluran langsung dan saluran tidak langsung).

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Introduction

According to data from the Central Statistics Agency (2023), fruit exports reached 354,508.9 tons in 2023, an increase from 299,104.3 tons the previous year, representing an 18.52% growth rate in Indonesian fruit exports (Muqorrobin, 2025). This data demonstrates that fruit is a viable horticultural commodity for development. This is evident in the numerous crystal guava plantations, a superior fruit widely cultivated in various regions (Mirnawati, 2023). Crystal guava is distributed throughout West Java and Central Java, particularly in East Java, where Lumajang Regency is known as the center of crystal guava production.

Lumajang City, East Java Province, is a center of agricultural production, covering 4,546 hectares. Labruk Lor Village, Lumajang District, covers an area of 2,565 hectares and has a population of 56,642. Bumiaji District, covering an area of 12,798 hectares and a population of 61,822, is also a key area (BPS, 2022). Furthermore, favorable climatic conditions and abundant natural resources support the development of a range of agricultural products, including food crops, horticulture, fisheries, livestock, and forestry. The three districts, with a population of 216,735, are located in Batu District, with a population of 98,271 (Alfiyanto et al., 2022).

Although the development of crystal guava continues to increase across various regions, crystal guava cultivation in Batu City has not been optimal. Most farmers still use conventional cultivation methods. The weakness of unintegrated land management can make plants vulnerable to pests and diseases and reduce the quantity and quality of production (Sudirjo, 2023). Furthermore, conventional methods sometimes disproportionately offset the profits obtained.

PT. Fresh Kristal is an agro-tourism company producing strawberries in the Labruk Lor area of Lumajang Regency. The company has marketed crystal guava fruit to several regions in East Java. However, in 2021-2022, PT. Fresh Kristal's crystal guava production fluctuated, declined, and failed to meet sales targets. Sales declined in 2021, with crystal guava sales falling short of the target of 1,003.6 kg. In 2022, sales fell short of the target of 911.18 kg. However, in 2023, sales reached the target of 1,607.93 kg (Issn et al., 2021).

This indicates a significant gap between actual and targeted crystal guava sales, resulting in losses for PT. Fresh Kristal. Furthermore, competition from similar companies is intensifying, requiring PT. Fresh Kristal to maintain its competitive edge. PT. Fresh Kristal's main competitors are companies from Jember, Bondowoso, Banyuwangi, and Bali. This indicates that the emergence of competitors affects PT. Fresh Kristal's guava sales require the company to take steps to compete with similar companies.

Marketing mix analysis is crucial for aligning market demand with the products it sells. These possibilities can be grouped into four variables, known as the 4Ps: product, price, promotion, and place/distribution (Mardasari, 2020). Given the challenges, including declining sales and under-target sales, and the presence of competitors in the crystal guava products market, the increasingly fierce competition has impacted PT's performance and sustainability. Fresh Kristal is a producer of crystal guava. Product marketing development is necessary to enhance the guava product's ability to expand into new markets.

To maintain the company's existence and increase the income of crystal guava farmers, a review of marketing activities is necessary by analyzing the marketing mix, including product, price, promotion, and distribution. From an Islamic perspective, business as part of an enterprise is a necessity, even an obligation, that every devout individual must fulfill to prepare for a better life in the future. This is achieved by implementing Sharia marketing through the development of a business strategy plan aligned with Islamic values (Kano, 2022).

This strategy must encompass all activities within a company, including the processes of creating, offering, and exchanging value, whether by a producer, a company, or an individual (Fajaruddin, 2025). These foundations and values constitute the sharia and law for conducting business fairly, correctly, and sustainably within society. The implementation of mumalah transactions in accordance with Sharia principles must be guided by principles of justice, honesty, transparency, ethics, and morality (Azhar, 2024). Sharia marketing strategies are expected to develop within the community to develop the businesses they run. The strategy aims to "win the market."

Literature Review

Sharia marketing is the application of a strategic business discipline that aligns with Sharia values and principles. According to Hermawan Kartajaya, Sharia marketing is a strategic business discipline that directs the process of creating, offering, and transforming value from an initiator to its stakeholders, all in accordance with Islamic business contracts and principles (Fadilah, 2020).

The marketing strategy that will be key to a product's success in the Sharia marketing mix, according to (Nazara, 2025), is: First, the product must be different (differentiated): this is the most important element that creates its uniqueness. From a Sharia perspective, products are essential. The Quran uses the concept of goods production in a comprehensive sense. The Quranic emphasis is directed at the benefits of the goods produced. The production of a good must be related to human needs. This means that goods must be produced to meet human needs, not to produce excessive luxury goods that are not in line with human needs. This is emphasized in the Qur'an, which prohibits production under any circumstances (Purwanti, 2024).

Furthermore, according to (Sintani, 2023a), the marketing mix in Islam prohibits setting low prices below market prices. These price changes are not balanced with product quantity or quality; fraud is prohibited solely for profit; price controls and hoarding that will result in supply shortages are prohibited; and hoarding of any product is prohibited in Islam. In Islamic jurisprudence, pricing falls in the middle, neither excessive nor undervalued. This means pricing must be proportional. (Sari & Gultom, 2020) argues that pricing policy in Islam includes: a) Sellers may not provide false information to customers; b) Sellers are prohibited from obtaining something without hard work or using terms (*maisir*); c) Sellers may not change prices without corresponding changes in product quantity and quality.

The third dimension of the Islamic marketing mix, according to (Faez, 2023), is implemented through promotion. In principle, promoting a product is permissible in Islam. However, such promotion must prioritize honesty and avoid deception. Furthermore, the methods used in promotion must not conflict with Islamic law. Islamic teachings prohibit insulting race, ethnicity, religion, or country, exploiting women in advertising, using

excessive language, and using women as bait to lure and attract customers (Moghaddam et al., 2020).

In addition to these three dimensions of the marketing mix, a fourth dimension is product placement. Closely related to this position are transportation and freight. The Prophet strictly forbade cutting off distribution channels to raise prices (Sintani, 2023b). The Prophet Muhammad (peace be upon him) said, "Do not buy goods from a caravan that has not yet arrived at the market, and do not buy goods that are not yet available." This can be interpreted as never buying from a seller who does not know the market price. This is intended to protect sellers from being deceived about the actual price.

Methods, Data, and Analysis

This research is qualitative and descriptive-analytical. The author employed a case study approach, a systematic research method used to examine an object in a natural setting without manipulation or hypothesis testing (Brailas & Tragou, 2023). Data collection techniques used in-depth interviews with business owners, heads of marketing units, product packaging departments, and distributors (Williams, 2022).

Data were strengthened through passive participant observation, in which the researcher attended the activity but did not participate. The researcher also reviewed records of past events, including writings, drawings, and sales recaps (Creswell, 2023). The stages of qualitative data analysis include data collection, data reduction, data presentation, conclusion, and verification (Arikunto, 2017). This involves simplifying and organizing the data, presenting it in narrative or diagram form, and finally drawing verified conclusions from the findings.

Research Results and Discussion

In marketing its crystal guava products, PT. Fresh Kristal has endeavored to create marketing activities that are expected to increase profits, which is the primary goal of every company to ensure its continued existence. The marketing management system identified four marketing models: product, price, promotion, and place, as detailed below:

1. Product

A product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, properties,

organizations, information, and ideas. PT. Fresh Kristal markets fresh crystal guava in line with market demand. Crystal guava that meets market criteria is grade A or B, with a ripeness level of 80%, a bright green color, and an unblemished fruit texture—the crystal guava is marketed by PT. Fresh Kristal consists of two varieties: one with red flesh and the other with white flesh. These varieties were chosen for their strong, fragrant aroma and high productivity (Sudirjo, 2023).

Some of the advantages of this guava include a seed count of less than 3%, a thick waxy coating, large fruit size, and a crisp texture. The sub-mixes included in PT. Fresh Kristal's product strategy includes quality, Packaging, and brand name, which are produced within the following scope:

a. Quality

Product quality is one of the most frequently used tools marketers use to position products. Quality has a direct impact on the product. This will further align marketers with customer values and customer satisfaction (Mardasari, 2020). Consumer perceptions of a product can be determined by the product's quality in meeting specific needs, as well as through mentoring with PT. Fresh Kristal's post-harvest employees consider quality a key consideration in marketing its products. The quality of Crystal Guava is determined by the level of ripeness, color, grade, and texture of the fruit, according to the assistant manager of PT. Fresh Kristal regularly inspects harvesting, sorting, and packaging by directly participating in them. Grade A and B quality products will be marketed to hotels in Lumajang City and to supermarkets in East Java, including Situbondo, Malang, Pasuruan, and Surabaya.

b. Packaging

Packaging not only serves as a container and protects the product, but also communicates important messages to consumers—PT markets the crystal guavas. Fresh Kristal is packaged in mica boxes, each containing 250 grams. Crystal guavas for orders from the restaurant and food & beverage divisions are sold in 1 kg Styrofoam packages. Post-harvest employees carry out packaging and labeling. The label on the Packaging includes the PT. Fresh Kristal logo and product net weight. This labeling activity is

intended to generate interest among potential buyers, as they are generally drawn to purchase after seeing the graphic label on the Packaging (Kano, 2022).

2. Price

Pricing strategy is a marketing strategy. Accurate pricing can enhance overall competitive advantage factors. In determining the selling price, the production cost guideline is combined with the expected profit (Nazara, 2025). PT. Fresh Kristal adjusts the selling price of crystal guava to operational costs, competitive conditions, and general economic conditions. PT. Fresh Kristal maintains a safe price margin to withstand fluctuations in crystal guava prices. However, if the price rises too high above the price margin, it will submit a price revision to the trading team. The sub-mix of the pricing strategy consists of low and high prices.

a. Low Price

The company's low price is aimed at agents, supermarkets, and hotels. The price of crystal guava per kg is IDR 20,000.00. The price per 250g package is IDR 6,000.00. The agent determines the selling price to the end consumer. Payment for products entering supermarkets and hotels is made after the second shipment, or one invoice is paid after the next invoice is submitted (consignment) through the agent using a bank statement.

b. High Price

The company's high price is aimed at sales in fruit markets in tourist areas, at IDR 40,000.00/kg or IDR 10,000.00 for a 250g package. Payment for crystal guava products at local fruit markets is made in cash.

3. Promotion

According to Kotler, promotion is an activity a company undertakes to communicate its products and persuade consumers to purchase them (Sintani, 2023a). PT. Fresh Kristal generally promotes its products by including labels bearing the brands "Fresh" and "Healthy" as its parent company. The labeling of each PT. Fresh Kristal product serves as a branding effort and a distinctive feature of Nice Try Crystal guava . Lovely Try, PT. Fresh Kristal employs three types of promotions:

a. Sales Promotion

Sales promotion involves incentives and prizes to encourage customers to purchase goods, considering that the sale is taking place on that day only. Sales promotion is a short-term tool to stimulate purchases. This sales promotion involves offering bonuses to buyers. Buying two 250g packages of crystal guava will result in receiving one 250g package. Promotions are conducted during the peak crystal guava harvest or during periods of high visitor numbers, thus representing a short-term strategy for the company.

b. Direct Marketing

Direct marketing is a company's effort to communicate directly with potential customers to generate responses and sales. Direct marketing includes database management, direct selling, telemarketing, and direct response advertising. The company conducts direct marketing via telephone (Faez, 2023). BTS (annual plant cultivation) administrative staff will provide consumers with information by telephone when the product is available.

c. Personal Selling

Personal selling is a form of direct communication between a seller and a potential buyer (person-to-person communication). This activity involves the seller's efforts to assist or persuade potential buyers to purchase the product. Personal selling is conducted at fruit markets located in tourist areas (Sintani, 2023).

4. Selection of Distribution Locations

Distribution plays a crucial role in ensuring that marketed products are evenly available across regions. Two parties are involved in distribution: producers and consumers. Producers, as the principal parties, play a role in ensuring that products are distributed evenly. Consumers, as users of the product, can easily obtain it. Ensuring that the product is available at the right time and in the right place is a key role of the distribution function (Purwanti, 2024).

This demonstrates the management of distribution channels, from the initial supply source to the final consumer. The distribution channel for crystal guava fruit consists of direct and indirect channels. Direct channels include zero-level channels, and indirect

channels through intermediaries include one-level and two-level channels. The distribution channel for crystal guava fruit starts from PT. Fresh Kristal reaches consumers.

a. Direct Channel

The direct distribution channel, or zero-level channel, at PT. Fresh Kristal is carried out by the producer, who sells its products directly to end consumers. According to an interview with the Assistant Manager of PT. Fresh Kristal, the zero-level channel, does not require significant distribution costs because the product does not incur shipping costs.

b. Indirect Channel

Indirect channels, through intermediaries, include one-level and two-level channels. A single-tier channel is implemented by a company using a single intermediary, namely, trading. Meanwhile, a company implements a two-tier channel using two intermediaries: trading and supermarkets. The product distribution process through trading occurs when trading requests a product, or when the BTS administration department offers a product to trading. Products will be distributed after meeting specific requirements, such as a price agreement, a delivery note, and an invoice from the company.

Conclusion

Based on the research results, PT. Fresh Kristal has a work ethic and strategy that serve as guidelines for the company: improving the performance of each work unit to generate maximum profits, implementing an integrated coordination system to foster mutually beneficial cooperation between divisions, and developing product diversification through professional management systems and modern technology to become more competitive in the global market.

The marketing system management for crystal guava, as a system, is agribusiness, a set of elements that are regularly interconnected to form a whole. PT. Fresh Kristal conducts marketing activities that can be analyzed using the 4Ps of the marketing mix: product, price, promotion, and distribution. Each marketing mix has operational sub-mix criteria. The overall sub-mix implemented includes product (quality, packaging, and brand name); price (low and high prices); promotion (sales promotion, direct marketing, and personal selling); and distribution (direct and indirect channels).

For further research that is interested in similar studies, namely topics and methods like those used by the researcher, the following things can be considered: For further research, the marketing mix variables can be added to 7P (product, price, promotion, distribution, physical facilities, people, and processes), adjusted to the company's circumstances.

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