

**Marketing Strategy Analysis of Betta Ornamental Fish Farming Business
Perspectives on Islamic Business Ethics (Case Study di Desa Bendiljati
Sumbergempol Tulungagung)**

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Abstract

A well-designed, prepared, and evaluated marketing strategy is the basis for determining the success rate of a business. The purpose of this study is to describe the Marketing Strategy Analysis of Betta Ornamental Fish Farming Business Perspective of Islamic Business Ethics in Bendiljati Sumbergempol Tulungagung Village. Researchers use descriptive qualitative research methods to describe the marketing strategies applied. Data collection techniques in this study include; interviews, observations, and documentation. Data analysis techniques use data source triangulation tests with the stages of data reduction, data presentation, and conclusion drawing. The results of the study stated that Bendiljati Village succeeded in increasing sales of betta ornamental fish with a 7P marketing mix strategy; product, price, place, promotion, people, physical evidence, and process, which are combined with the principles of Islamic business ethics. The products sold are betta ornamental fish with attractive prices and purchase bonuses, clean, comfortable, and easily accessible cultivation places, using offline and online promotion strategies through social media, providing training program facilities for fish farmers in order to maintain and improve the quality of the fish produced, a good cultivation process so that they can produce good fish quality, Beautiful shape, various shades of color and size, so that it can attract consumers and make sales continue to increase every year. There are six principles of Islamic business ethics applied; honest in quantity, selling good quality goods, not using oaths, being loose and generous in serving buyers, building good relations between colleagues by maintaining friendship between sellers and buyers, and setting prices transparently; conveys the price according to the actual state of the fish.

Kata key: Marketing Strategy, Marketing Mix 7P, Islamic Business Ethics

Introduction

Indonesia is one of the largest archipelagic countries and most of its territory is water n, which is 70% of the ocean and 30% of the land, has more than 17,000 islands, with a coastline of more than 99,000 km. Thus, Indonesia's vast sea area makes Indonesia a country with great potential in the marine and fisheries sector (Nation & Politics, 2022).

One of the large fishery potensi is in the Tulungagung Regency area. Tulungagung Regency has the potential for fishery resources in the form of marine, brackish, public waters, and freshwater fish farming. The development of freshwater fish farming is grouped into two businesses, namely ornamental fish farming and consumption fish. The development of ornamental fish farming potential can be done through the fisheries sub-sector and the aquaculture sub-sector. The advantage of the fisheries sub-sector and the aquaculture sub-sector is the ability to better conserve nature, avoid overfishing, and produce sustainably because fish have good breeding conditions (Tulungagung Regency Government, 2022).

One of the developed ornamental fish farming places is located in the

Kecamatan Sumbergempol Tulungagung Regency, precisely in Desa Bendiljati. Most of the people farm fish and rely heavily on it because it is a major source of livelihood for them. Types of ornamental fish kept are very diverse. This is one of the typical ornamental fish farming in Desa Bendiljati where an area inhabited by farmers who raise a wide variety of fish. In addition to farmers or fish farmers, there are also collectors and suppliers. The markets targeted by suppliers include Bali, Surabaya, Central Java, West Java, to outside islands such as Kalimantan where each supplier has its own time to send its ornamental fish.

With a fairly long market distance, initially the suppliers used the trial and error method. This certainly falls into the category of gharar, because there is an element of uncertainty and there is also a slight element of gambling. Kita knows that in Islam prohibits the practice of maisyir, gharar, and usury so that the role of Islamic business ethics is highly considered. Business ethics Islam plays a role in addition to protecting the consumers as well as protecting the producers who will be held accountable abag of everything that has been done.

Etika business Islam is the activity of a Muslim or more in running a

business by handing over all his business activities only to Allah SWT, and not forgetting to be able to have a positive impact on all his created beings in this world without exception (Muthmainnah & Nursyamsu, 2017). This means that a businessman Islam is not allowed to violate the Islam sharia.

Islam business ethics is an ethics in running business in accordance with the values of Islam, so that in running a business there is no need to worry because it is believed to be something good and true. This has also been explained in QS. Al Jumu'ah : 10 and QS. An Nahl : 114 where we as human beings are allowed and required to seek sustenance or treasure because Allah Almighty has sprinkled enjoyment in this world, including sustenance. (Hasan, Sharia Business Management, 2015) Talks about sustenance, in the current context is in the process of doing business. In getting wealth from the process of doing business tentu is not instantaneous, it takes time to get it and is balanced with a very careful planning process as exemplified by the Prophet Muhammad SAW in running a business.

In addition to the Islam business ethics that must be applied, the existence of a market that is quite far

away also allows for a decrease in the quality of fish sent. This will certainly reduce the profits that will be obtained by both suppliers, collectors, and fish farmers. So it is necessary to have the right marketing strategy to be able to achieve the expected target. Pemasaran is the process of planning and executing plans to determine prices, promote and distribute ideas, goods and services to create exchanges that satisfy the goals of individuals and organizations (Anoraga, 2004). Pemasaran is also a social and managerial process in which individuals or groups obtain what they need and want by creating, providing and exchanging products of value with other parties. (Kotler, Marketing Management, 2016) In both theories above, it can be concluded that marketing is the main foundation for starting and developing a business.

The marketing strategy is the basis for determining the company's next number, yakni marketing strategy that is prepared and planned in advance and evaluated in order to make decisions in order to achieve the right goals. General marketing strategies are regulated with rules that are in accordance with Islamic teachings and rules that apply in society

which in this case is also called Islam business ethics as explained above.

Evidence that there is an appropriate marketing strategy implemented by betta ornamental fish farmers in Bendiljati Village, namely the increasing sales volume of betta ornamental fish every year as shown in the table below as follows:

Table 1. Sales data of betta ornamental fish in Bendiljati Village

Year	Fish Sales Data
2018	7 00-800 heads
2019	900-1000 heads
2020	15 00-2000 heads
2021	20 00-2500 heads

Sumber: (Dokumen Catatan Penjualan Ikan Hias Cupang Desa Bendiljati, 2022)

From the sales data of the last four years above, it can be seen that there is an increase in betta fish sales from year to year. The betta fish business in Bendiljati Village continues to increase, especially in 2021 the fish sold reached 2500 heads. This is certainly inseparable from the marketing strategy applied.

This research focused on the marketing strategy implemented by the

betta ornamental fish in Bendiljati Village based on the perspective of business ethics Islam. The application of Islamic business ethics in Bendiljati Village is based on business people who are predominantly Muslim so that it should also be necessary to apply Islamic business ethics in doing business. The marketing strategy that researchers observed in this study was marketing mix 7P. Meanwhile, the principles of business ethics Islam that researchers observe, namely the principle of being honest, selling good quality goods, not using oaths, being loose and generous, building good relations between colleagues, orderly administration, and setting prices transparently (Djakfar, Business Ethics, 2015). Researcher focused on the marketing strategy implemented by the betta ornamental fish farming in Desa Bendiljati because the strategy implemented there has been running well and can increase the sales volume of betta fish. Masyarakat Desa Bendiljati has also understood the limitations that can be done in buying and selling activities and the prohibitions in buying and selling that cannot be carried out in accordance with Islamic law and the principles of business ethics Islam, so that researchers are interested in conducting research, in order to be

able to review more deeply about the pem strategy asaran perspective of business ethics Islam yang applied by the community Desa Bendiljati, dengan hope, the existence of a good marketing strategy can be an example or inspiration for other business people who do not fully understand related to the principles of business ethics Islam in business activities.

THEORETICAL FRAMEWORK

1. Marketing Strategy

Strategy is a fundamental pattern of current goals and planned goals, the allocation of resources, and the interaction between the organization and the market, competitors, and other environmental factors (Walker & Larreche, 2000). Meanwhile, marketing is an activity that is regulated in an institution and the process of creating, communicating, providing and exchanging offers that provide value to customers, clients, colleagues, and society in general. (Kotler & Keller, Marketing Management, 2016)

Marketing strategy is a mindset used to achieve marketing goals in a company regarding the specifics of the strategy for the target market, position setting, marketing mix and the amount of

marketing expenses (Kotler & Keller, Marketing Management, 2016). There are two types of marketing environments, namely the external environment and the internal environment. The external environment is divided into macro- and microenvironments. While the internal environment has two scopes, namely marketing and non-marketing. The internal environment (company) is known as the marketing mix. A marketing mix is a set of tactical marketing tools that a company combines to generate the desired response in its intended market (Kotler & Armstrong, Principle of Marketing, 2014).

According to the marketing mix, (Tjiptono, 2017) there are four, namely as follows,

a. Product

Produk is everything that can be offered by a manufacturer to be noticed, requested, sought after, purchased, used, or consumed as a fulfillment of the needs or desires of the market in question (Tjiptono, 2017). The main goal in product strategy is to achieve the intended target market as well as improve the ability to compete or overcome competition. There are several

factors that exist in a product, including: quality and quality, appearance, options, styles, brand names, packaging, size, product lines, product items, warranties, and service (services).

b. Price

Price is the sum of all the value provided by the customer to benefit from owning or using a product or service. Price is an element of the marketing mix that generates sales receipts. Price also includes elements of the marketing mix that have flexible properties, which means they can change quickly.

c. Place

Place or place can be interpreted as a distribution or distribution process that includes products/services from the company that are available to target customers. Distribusi is a marketing activity that seeks to facilitate and facilitate the delivery of goods and services from producers, so that their use is in accordance with the necessary (type, quantity, price, and place when needed) (Tjiptono, 2017).

d. Promotion

Promotionisan activity that communicates the advantages of the product and also persuades the intended customer. Promosi is a one-way flow of

information or persuasion that is made to lead a person or organization to an action that creates an exchange or marketing (Tjiptono, 2017).

Overtime, in the service sector, the 4P mix marketing strategy was deemed less effective, so it was developed again into a broader and effective strategy, namely to become a 7P marketing mix with additional 3P, namely people, physical evidence, and process. Decisions regarding the addition of such strategies remain interrelated with each other. So that the level of importance emphasized in each element tends to vary between services(Tjiptono, 2017) . Adapun the three elements are,

e. People

People are people who are directly involved in carrying out the company's activities, and are a factor that plays an important role for all organizations. The people strategy contains everything related to the human resources of employees, ranging from recruitment, expertise, and training.

f. Physical Evidence

Physical evidence includes servicecapes, namely the appearance of the building, interior, tools, employee

appearance, and all things that can be seen by the eye (Hamdani & Melinda, 2021). Thus, physical evidence can be concluded as a situation or condition related to the environment, decoration, interior, and layout of the company in providing services to consumers.

g. Process

The process in marketing is a whole system that takes place in the implementation and determines the quality of smooth service delivery that can provide satisfaction to its users (Christine & Budiawan, 2017). The strategy process is related to all forms of activities carried out by the company to make consumers happy and satisfied with the products or services provided.

Thus, the marketing mix is important in a marketing strategy because it contains the design of determining the product, price, place, promotion, people, physical evidence, and also the process.

2. Islamic Business Ethics

Business ethics Islam is the ethical behavior of business (akhlaq al-islamiyah) wrapped in sharia values with regard to halal and haram. So, ethical behavior is behavior that follows the

commands of Allah Almighty and stays away from His prohibitions. Etika business Islam are ethical norms based on the Qur'an and Hadith that must be used as a reference by anyone in business activities. (Djakfar, Business Ethics, 2015) Adapun principles of business ethics Islam that must be considered by business people according to Djakfar are,

a. Honest in quantity

Being honest in measure is very important to note as described in his firman QS. Al-Mutaffifin, 83:1-3 that honesty is very important in business. Because Allah Almighty has given a threat to humans who are dishonest or reduce and exaggerate the scale in the process of buying and selling.

b. Selling good quality goods (Quality)

One of the ethical defects in trading is not being transparent in terms of quality, yang means neglecting moral responsibility in the business world. The expected responsibility is a continuous (balance) between obtaining profits (profit) and fulfilling the basic norms of society in the form of law, as well as ethics or customs. Hiding quality

is the same as cheating and lying. This is explained in his word QS. Al-Qasas, 28:37.

c. It is forbidden to use the oath (Al-Qasm)

It is often found among merchants or business people that it is too easy to use the oath with the intention of convincing buyers that the merchandise is really of high quality in the hope that people will be encouraged to buy it. In Islam, such deeds are not justified because they would take away blessings.

d. Loose and generous (Tasamuh and Tarahum)

In the transaction there is an interaction between the seller and the buyer. In this case, the seller is expected to be friendly and generous to each buyer. This is explained in the realm of His word QS. Al-Imran, 3:159.

e. Building rapport between colleagues

Islam emphasizes constructive relationships with anyone, including fellow actors in business. So that the most important thing is not only the pursuit of material benefits, but there is a value of togetherness to maintain silaturahmi relations and good cooperation between fellow business people.

f. Orderly administration

In the world of trading it is natural that the practice of borrowing and borrowing occurs. In this connection the Qur'an teaches the need for the administration of accounts receivable so that man avoids possible mistakes as His firman in QS. Al-Baqarah, 2:282.

g. Set prices transparently

Setting prices openly and reasonably is highly respected in Islam so as not to fall into usury. Although in the business world, business people still want to make a profit, but the rights of buyers must also be respected. In a sense the seller must be tolerant of the interests of the buyer.

3. Previous Studies

The results of a previous study conducted by Iyah Sukriyah with the title "Catfish Farming Business Strategy Perspective of Islamic Business Ethics (Case Study di Catfish Farming Group Kersa Mulya Bakti Kec. Kapetakan Kab. Cirebon)", found that the catfish farming business strategy is its organization with the principle of honesty by maintaining mutual trust, kinship by maintaining silaturahmi and working hard. The principle is not written but is the consciousness of each member and

becomes habitual (Sukriyah, 2016) . This previous research focused on marketing strategies from the perspective of Islamic business ethics with catfish farming objects. Meanwhile, this research focuses on marketing strategies using 7P marketing mix theory on betta ornamental fish farming objects.

The second study conducted by Beki Rohmah with the title "Marketing management based on Islamic business ethics in the house of Bapak Anto Djamil Sokaraja Banyumas", found that marketing planning has the value of justice; marketing implementation includes organizing the values of kindness, unity, honesty, and also free will; briefing there is a value of responsibility; controlling the evaluation of marketing activities there is a value of kindness and fairness as seen from determination of products, prices, markets, as well as promotions (Rohmah, 2016) . Although this previous research focused on marketing management based on Islamic business ethics while this research used marketing strategy analysis marketing mix 7P combined with Islamic business ethics.

Meanwhile, the third research conducted by Suindrawati with the title "Islamic marketing strategies in

increasing sales (case study in Toko Jesy Busana Muslim Bapangan Mendenrejo Blora" found that the application of an Islamic-based marketing strategy in addition to producing halal and useful products also has the potential to add high benefits and added value and can satisfy the public. (Suindrawati, 2015) Thus, Islamic marketing strategies should indeed be applied by business people. The difference between the research conducted by Suindrawati and this research is in the object under study, namely clothing, while the object in this study is fish. However, almost all products traded require a marketing strategy, especially an Islamic-based strategy.

The fourth research conducted by Nur Azlin with the title "Application of the ornamental fish farming marketing mix strategy at the IFTA Tulungagung ornamental fish shop" found that the application of the 7P mix marketing strategy in the IFTA Tulungagung ornamental fish store has been well implemented as evidenced by the selected product, pricing in accordance with the quality of the fish, the promotional media used varies, the chosen business location, physical evidence in the form of a pond that is

maintained clean, as well as a good care process by giving probiotics to water and fish feed (Azlin, 2021). The marketing strategy in the research conducted by Nur Azlin is marketing mix. The strategy mentioned is the same as this study, namely the marketing mix 7P. This strategy was chosen because its scope is wide and complex enough that it is suitable for application. Thus, this marketing mix theory is suitable to be used as a theoretical framework in this study, considering that the previous study of the same object in the same patent also used this approach. The difference lies in the object under study, namely the ornamental fish cupang.

The fifth research conducted by Siti Nurjunari with the title "Marketing strategy of ornamental fish in UD companies. Wirya Aquarium in Tangerang Regency" found that the existence of a marketing strategy greatly affected the company's situation. The most appropriate strategy used by companies to be able to increase sales by using the power to take advantage of the opportunities that the company has, namely having sufficient capital and expanding distribution and marketing networks, as well as maintaining the quality of ornamental fish to maintain

the trust of customers (Nurjunari, 2019). Efforts to maintain the quality of the products produced can help increase the sales volume of ornamental fish at UD companies. Wirya Aquarium. Similar to this study, researchers also observed how to maintain good product quality so as to produce the best product that is worthy of being traded. As one of the indicators in the 7P marketing mix strategy, it seeks to improve product quality.

The sixth study conducted by Tri Agung Tegar Aji Saputro with the title "Marketing Strategy of MSMEs Handycraft Pijar Emas Blitar to Increase Sales in the Covid-19 Period" found that Handycraft Pijar Emas managed to increase its sales due to the Covid-19 pandemic by using the 7P marketing mix strategy. Similar to this study, researchers also observed how the marketing strategy applied by the people of Bendiljati Village to can increase sales, namely with a 7P marketing mix strategy. The difference with previous studies is that in previous studies only applied marketing mix strategies, while in this study applied the 7P marketing mix strategy combined with marketing strategies from the perspective of Islamic

business ethics (Tegar Aji Saputro, Hidayati, & Fuadilah Habib, 2022).

In addition, a previous study conducted by Ufitrotul Andriani and Amalia Nur Hidayati entitled "Marketing Strategy of Megaluh Jombang Traditional Market Traders in Increasing Sales during the Covid-19 Pandemic" found that the Megaluh traditional market succeeded in increasing sales by using the 7P marketing mix strategy by improving product quality, clean and comfortable place design, promotion, and also a detailed and precise process starting from the provision of products to sales. The previous study was the same as this study, which observed the marketing strategy applied, while the difference lies in the object under study. The object in the previous study was in the form of traders in traditional markets while in this study the object was the form of betta ornamental fish traders (Ufitrotul, Hidayati, & Fuadilah Habib, 2022).

From these seven studies above, it can be seen that marketing strategy is one of the important things that must be present in increasing sales or business, because it is proven to affect the level of sales of a company.

RESEARCH METHODS

This type of research is qualitative descriptive research, which aims to analyze the application of Islamic business ethics in the marketing strategy of the betta ornamental fish farming business carried out by fish farmers in the Tulungagung area. The locations that are used as research objects are Desa Bendiljati, Kecamatan Sumbergempol, Kabupaten Tulungagung, Provinsi East Java. This research location was chosen because it is one of the large fish farming places in the Tulungagung area with various types of fish that are farmed and have a good marketing strategy so that it is interesting to be assessed. This good strategy is evident from the level of sales that continues to increase. Thus, researchers are interested in researching the marketing strategies carried out so that they are proven to be successful in attracting the interest of consumers. The number of people needed by researchers to conduct research in the field to retrieve data is about three months, starting in August, September and October. There are two types of data sources in this study, namely primary data and secondary data. Primary data were obtained from interviews and field observations, as well as documentation. Meanwhile, secondary data is obtained from the available literature in the form

of buku, articles that have been published in scientific journals, and official websites.

Researcher conducted interviews with three betta ornamental fish farmers, namely Saudara Danis, Brother Aris, and Brother Rizqi. Then, three people gathered, namely Saudara Triono, Mr. Abas, and Mr. Heri. In addition, three consumers are Mr. Andik, Saudara Bagus and Brother Farhan. The informant determination technique in this study uses purposive sampling, which is a sampling technique for data sources based on certain considerations (Sugiyono, 2013). Observation is carried out by researchers in order to make direct observations in the field related to the implementation of marketing strategies based on business ethics Islam and marketing mix 7P strategies. After obtaining the data, a triangulation test of the data source is then carried out to ensure that the data obtained proves to be valid. Therefore, the author can conduct data analysis with the stage of data reduction, data presentation, and drawing conclusions about the application of the betta ornamental fish farming business marketing strategy from the perspective

of business ethics Islam carried out by the betta ornamental fish farmers.

RESULTS AND DISCUSSION

1. Marketing Mix Strategy

Based on the results of the study, it was obtained that the sale of betta ornamental fish in Bendijati Village has implemented a 7P marketing mix strategy in increasing its sales. The following is a table of research results on the application of the 7P marketing mix strategy to the sale of betta ornamental fish in Bendiljati Village.

Table 2. 7P mix marketing strategy in selling betta ornamental fish in Bendiljati Village

No .	Types of Marketing	Data Findings
1.	Product	1. Propagate variants of fish types (types, sizes, colors). 2. Keeping and improving the quality of betta ornamental fish.
2.	Price /	Provide

	price	wholesale prices, discounts, and fish bonuses for purchases above the minimum order.
3.	Place	Provision of decent, clean, comfortable, and accessible land
4.	Promotion / promotion	Conducting offline promotions in several markets and online promotions through social media facebook and whatsapp.
5.	People	Improving the quality of human resources in Bendiljati Village with training programs by the village, fish maintenance assistance programs, and upgrading new

		knowledge such as digital marketing as an effort to increase sales.
6.	Physical evidence	Betta ornamental fish of various types, beautiful physical shape, shades of varied colors and sizes, a decent place of cultivation, as well as quality human resources.
7.	Process	Carry out a detailed process starting from the process of cultivating betta ornamental fish, improving product quality, to sales.

Source : (Author, 2022)

Basically, every business organization has its own marketing strategy that is determined to be different from one another to have differences and uniqueness. No exception is the business of betta ornamental fish farming in Desa Bendiljati Kecamatan Sumbergempol, Tulungagung Regency. Most of the people of Desa Bendiljati became fish farmers, especially ornamental fish. In addition to fish farmers, there are also collectors and suppliers. The three of them form a mutually beneficial relationship between fish farmers and collectors, collectors with suppliers, and farmers with suppliers. Suppliers are the top three that collect fish from both farmers and collectors, and each supplier has their own marketing strategy.

Marketing strategy is a guideline that is used as a basis in carrying out activities, especially in the field of marketing ranging from product planning to distribution to consumers which can have an impact on the condition of the business organization in the future and also to achieve company goals effectively and efficiently (Kotler & Keller, 2016). In natural marketing strategies many methods are used. The most commonly used is the marketing mix approach. A marketing

mix strategy is a combination strategy of core marketing activities where these activities can be controlled and have an impact on consumer reactions.

In the marketing mix strategy, there are seven principles used, namely product, price, place, promotion, people, physical evidence, and process (Tjiptono, 2017).

a. Product

A product is everything that is offered to consumers. Products are a very important component in the sustainability of a business. Based on the results of the study, Bendiljati Village is one of the centers of ornamental fish farming in Tulungagung. Ornamental fish is also a superior product here where almost all people living in this village have a livelihood in the form of fish farmers. The products offered at Desa Bendiljati are various betta ornamental fish including halfmoon, serit, koi, galaxy, black king, black samurai, dragon, avatar, big ear, dumbo ear, and red samurai. With a variety of products, it can attract consumers to buy fish marketed by suppliers. The size of the fish sold also varies, some use sizes such as clothing scales, namely S, M, L, XL, and some use the term jumbo. However, not all types of fish sold here are cultivated by the

surrounding community, to meet market demand, it is not uncommon for suppliers here to take fish from outside the Bendiljati area such as Boyolangu and Bangoan.

In addition, the quality of fish products in Bendiljati Village is very well maintained because of the good way of cultivation, namely by carrying out good care such as selecting superior seedlings to produce quality fish, routinely changing the water in the pond every three days. which aims to maintain the health of fish with the right Ph of water, giving vitamins to fish is also well considered, then also the selection of the best feed. This is all done in order to maintain and continue to improve the quality of the fish sold. Then you can package the products of all suppliers here using special plastic for fish that is commonly used, and during the shipping process, the fish is put again into a special sterof foam to protect and reduce the risks that will arise while on the road. The efforts to maintain and improve the quality of this fish are intended to satisfy consumers so that if consumers are satisfied they can repeat orders or even recommend the purchase of betta fish to others to buy fish products in Bendiljati Village.

b. Price

The strategy of pricing carried out by suppliers in Bendiljati Village includes providing wholesale prices to consumers who have subscribed because it is not uncommon for their fish to be sold by consumers, so that consumers are happy if they get a lower price than usual. In addition, suppliers also provide fish bonuses if the order exceeds the minimum limit and also a guarantee against the risk of death of fish sent to consumers. In addition, at certain times, suppliers provide discounted prices to consumers with the aim of attracting customers. It is not uncommon for customers who are given discounts to often buy fish repeatedly by taking advantage of the discounted price to get multiple profits.

c. Place

Place or land is one of the things that needs to be thought out carefully. For the maintenance of quality fish, a decent place is needed. Based on the results of the study, the majority of the land used to cultivate betta fish is around the yard. The farmers make several pond plots around the perimeter of the house that are not so large and spacious because betta fish do not need a wide temp at like consumed fish. This makes it

easier for farmers to take care of their fish because it is located close to home, so they can check the fish at any time. In addition to making it easier for farmers to care for fish, access that is easily accessible to buyers is also one of the reasons. At any time there are buyers who want to see fish directly in the pond, so they can access it easily because the place is easy to reach, comfortable and also clean.

d. Promotions

Promotion is an activity used by business organizations to deliver or introduce products to consumers. Promotion involves advertising as well as personal sales aimed at informing a product and attracting customer interest.

Based on the results of the study, the promotion strategies applied by each supplier also vary. Some suppliers promote directly in the markets they visit, for example the Surabaya market. They carried several bags of fish of various types, then promoted directly in the market. However, the advancement of information technology currently also affects the promotion process carried out by suppliers in Bendiljati Village in there are nowadays almost all suppliers take advantage of technology in the form

of social media facilities such as facebook, whatsapp and some social media others to do promotion of their products online. So there is no need to visit markets to get customers. They only need to prepare photos of their products accompanied by complete descriptions such as the type of fish, the size of the fish, the price, and the quantity. After having a photo of the product, they can follow the road and promote the product on their social media accounts. With the development of technology, it affects the profits obtained by suppliers that are increasing. Because of the wider range, it even extends to the market outside the island. So that the sale of fish becomes more. If in the market only 300-500 heads are sold, in the online market it can sell as many as 500-1000 heads.

e. Browse

People are people who are directly involved in carrying out the company's activities, and are a factor that plays an important role for all organizations. The people strategy contains everything related to the human resources of employees, ranging from recruitment, expertise, and training.

Based on the results of the study, the improvement of the quality of human

resources in Bendiljati Village is very important. Such as a training program by the village for those who want to try farming fish, mainly ornamental fish like other farmers. In addition, there is also maintenance assistance which is usually divided into groups. One group consists of 5-7 people. This maintenance assistance is organized by the village, to help improve the quality of fish products produced by farmers in Bendiljati Village. The assistance includes good maintenance measures such as good fish care, quality feed pemilihan feed, care for sick fish, regulating the water temperature in the pond, and so on. In samping, the betta ornamental fish farmers there like to find new knowledge to try to apply to fish rearing so that the quality is even better. Many also learn digital marketing so that they can keep up with the times by buying and selling online.

f. Physical Evidence

Physical evidence includes servicecapes i.e. the appearance of the building, the interior, the tools, the appearance of the employee, and all things that can be seen by the eye. Based on the results of the study, the physical evidence of betta fish farming in Bendiljati Village is in the form of betta

fish of various types with beautiful fish physical shapes ranging from color patterns to body size and shape, the existence of clean and well-maintained ponds to raise fish, good fish care by selecting superior seedlings, providing good vitamins for fish, selection of quality feed to maintain the quality of the fish produced, as well as qualified human resources who have knowledge and experience in terms of maintaining hia s fish.

g. Process

The process in marketing is a whole system that takes place in the implementation and determines the quality of smooth service delivery that can provide satisfaction to its users. Based on the results of the study, the betta fish farming process to the sales process is well packaged by farmers, collectors, and suppliers. So that it can attract consumers to buy the products offered. Starting from the presentation of various types of fish, color variants, and the quality of the fish, and also varying sizes. Thus, the consumer can choose the fish as desired. The cultivation process is also one of the important things to pay attention to because with a good cultivation process, such as good fish care, the harvested fish is of good quality

so that if sold, it can sell well at a high selling price. This certainly provides an advantage for fishmongers.

2. Islamic Business Ethics

Based on the results of the study, the sale of betta ornamental fish in Bendiljati Village applies the 7P marketing mix marketing strategy combined with Islamic business ethics principles. The following is a table of research results on Islamic business ethics principles applied in Bendiljati Village to the sale of betta ornamental fish,

Table 3. Principles of Islamic Business Ethics in the sale of betta ornamental fish in Bendiljati Village

No	Types of Islamic Business Ethics	Data Findings
1.	Honest in <i>quantity</i>	Provide information to consumers related to the actual fish.
2.	Selling good quality goods (<i>quality</i>)	Conducting a definite calculation of fish, no less and no more. Example;

		100 heads / 200 heads, etc.
3.	Not using oaths (<i>al-qasm</i>)	Do not use the oath to convince the buyer that his merchandise is of high quality in the hope that the buyer will be interested.
4.	Loose and generous in serving buyers (<i>tasamuh and tarahum</i>)	Serves the buyer well, is friendly, does not get angry easily if the merchandise is not purchased, and fulfills the buyer's rights.
5.	Building rapport between colleagues	Maintain a good relationship between sellers and buyers.
6.	Set prices transparently	Conveys the price according to the actual quality of

		the fish.
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Source: (Author, 2022)

Business ethics in a company is very important today, especially in buying and selling activities. Because to build a company that is strong and has high competitiveness and has the ability to create high value, a solid foundation is needed. Actions that are unethical will provoke retaliatory action by consumers and the public. This will be able to reduce the selling value.

Adapun principles of business ethics Islam (Djakfar, Business Ethics, 2015) applied by betta ornamental fish farmers in Desa Bendiljati yaitu,

a. Honest in quantity

In transacting with consumers, supplier assumes that business will not run without honesty. It means to be honest in business to build trust in buyers or consumers, a seller must be able to do honestly, both towards himself and others.

As wawancara with one of the supplier in Village Bendiljati, in doing promotion then pay attention to politeness in language and attitude and explain to consumers about information and qualifications about the appropriate quality, quantity and price as a consumer attraction without neglecting honesty over the products that are laughed at.

With honesty and openness to consumers, it will give confidence to customers, which later is expected to provide its own satisfaction and will provide loyalty. With demikian, honesty towards consumers in the face of competition does not lepas with the principles of business ethics Islam.

Being honest in measure is very important to pay attention to as explained in His word QS. Al-Mutaffifin, 83:1-3 that honesty is very important in business. Because Allah Almighty has given a threat to humans who are dishonest or reduce and exaggerate the dose of timbangan in the process of buying and selling. Jual buy betta ornamental fish in Bendiljati Village has applied the principle of honesty in dosing, namely by doing the right count of the fish sent. The seller also gives leeway to consumers, if there is a shortage of the number of fish sent, then complaints can be given additionally. Thus, it can build consumer trust in sellers because of their honesty.

b. Selling good quality goods (*Quality*)

One of the ethical defects in trading is that it is not transparent in terms of quality, which means neglecting moral responsibility in the business world. In fact, the expected responsibility is a

continuous (*balance*) between obtaining profits (*profit*) and fulfilling the basic norms of society in the form of law, as well as ethics or customs. Hiding quality is the same as cheating and lying. This is explained in His word QS. Al-Qasas, 28:37.

Based on the results of the study, betta fish suppliers in Village Bendiljati in selling their barang present the best and high-quality products with the hope that consumers are satisfied with the fish products they are given. With this trait a seller will get blessings in sales and will be in demand by many buyers. By promoting the principles of Islamic business ethics in selling good quality products, it is hoped that it can provide its own satisfaction for consumers.

Selling betta ornamental fish in Bendiljati Village has applied the principle of selling good quality goods. This is evidenced by good fish care, namely sorting out healthy and sick fish. So that when it is sent, it can be ascertained that the fish are all healthy. If, for example, when the fish reaches the consumer, there is a sick or dead fish, the seller is willing to replace it according to the number of fish that died when received by the buyer or consumer. However, such replacements are usually made on subsequent shipments. Jadi, jif

the consumer does not re-order then the dead fish cannot be replaced by the seller.

c. It is forbidden to use the oath (*Al-Qasm*)

It is often found among merchants or business people that it is too easy to use the oath with the intention of convincing buyers that the merchandise is really of high quality in the hope that people will be encouraged to buy it. In Islam, such deeds are not justified because they would take away blessings.

Based on the results of the study, betta ornamental fish sellers in Bendiljati Village have never taken an oath on their merchandise. They never force consumers to always be satisfied and buy merchandise. Because we know that swearing is not justified in religion. Sellers always convey the state of the fish as it is, for example, the fish sold is not of good quality or the size is still too small.

d. Loose and generous (*Tasamuh and Tarahum*)

Di dnatural buying and selling transactions there is interaction between sellers and buyers. In this case, the seller is expected to be friendly and generous to each buyer. This is explained in His word QS. Al-Imran, 3:159.

Based on the results of research, betta ornamental fish sellers in Bendiljati Village always prioritize a generous attitude, they realize that they must be generous or commonly called legowo with all consumers even though sometimes they don't buy the fish. The loose and generous attitude shown by betta fish sellers in Bendiljati Village includes serving buyers well even though sometimes buyers have many requests such as asking for fish bonuses, asking for low prices or asking for fish guarantees but not buying fish in large quantities, sellers are still generous and serve well. They want to provide low prices and also fish bonuses even though the buyer only buys in small quantities. Sellers realize that by being generous, they believe it will add to the blessings of their sales so that the sustenance continues smoothly.

e. Building rapport between colleagues

Related to the business world, the meaning of facilitated sustenance and extended life means that for business people who often do martial arts with consumers, the business ventures carried out will experience good development. Because the busa finished by doing silatura him, the wider the network that can be built and the

more information absorbed, as well as the support obtained from various circles. As a result of an interview with one of the suppliers who said that the relationship between sellers and buyers is very good and very familial, so as to create a sense of comfort in making buying and selling transactions. For example, betta fish suppliers in Bendiljati Village build a good reputation with consumers, by providing satisfactory service, and creating mutual relationships that are mutually beneficial in the long term, for that they always strive to form productive relationships with consumers based on ethical behavior and continuously strive to understand consumer needs and desires.

Islam emphasizes constructive relationships with anyone, including fellow actors in business. So that the most important thing is not only the pursuit of material benefits, but there is a value of togetherness to maintain mutual relationships and good cooperation between fellow business people.

f. Set prices transparently

A price that is not transparent means that it contains fraud. For that reason, setting the price openly and reasonably is highly respected in Islam so as not to fall into usury. Pricing is an important thing when

introducing products to consumers. As a result of an interview with a betta fish supplier in Village Bendiljati dalam set a very transparan price so that the price on the market does not cause losses to both produsen and consumers. What is meant by determining prices transparently is to provide prices that are in accordance with the quality of fish. For example, the size of the fish S costs Rp. 5000 / head, while for the size M it is Rp. 7000 / head, and so on. Likewise, the color variants and the quality of the fish are priced at the appropriate price. This is conveyed transparently to buyers so that buyers know that if they buy fish at such a price, they will get the desired fish size, color variants, and good quality. Although in the business world we still want to make a profit, the rights of buyers must also be respected. If the price given to the buyer is not transparent so that when the fish reaches the buyer's hands and does not match the price, then the buyer complains, as a good seller, he must be responsible for this. Withdemikian, the principle of business ethics Islam in using prices with transparan is in accordance with shari'a Islam. Business ethicss Islam should indeed be followedby all business people in Indonesia because init there are principles of religious sharia.

CONCLUSION

Based on the results of the study, Bendiljati Village is one of the villages that cultivates various types of ornamental fish including betta fish. This village is located in Sumbergempol District, Tulungagung Regency. In this village, the majority of the people make a living as fish farmers. The fish produced is quite a lot and sales also continue to increase every year with the marketing strategy it implements. The marketing strategy implemented in Bendiljati Village is a *7P marketing mix*, which includes *products* in the form of betta ornamental fish cultivated by fish farmers in Bendiljati with various types and sizes with guaranteed good quality, including halfmoon, serit, koi, galaxy, black king, black samurai, dragon, avatar, big ear, dumbo ear, and red samurai . *P rice* or price strategy applied by betta fish sellers, namely by providing wholesale prices, discounts, and also fish bonuses, *Place* or a place that is suitable land provided by farmers to cultivate betta fish . The land used for betta fish farming is located adjacent to the farmer's house so that it facilitates the maintenance process and is also easily accessible to buyers, *P romotion* or promotional strategies applied by betta fish sellers, namely offline directlyto the

market and online through social media such as facebook and whatsapp, *People* or people, namely HR who have expertise and experience and understand the science in cultivating betta ornamental fish. *Physical* evidence or physical evidence, namely betta fish with various types and sizes as well as beautiful shapes and the best quality, the existence of clean, comfortable, and accessible land provided for the cultivation of betta ornamental fish by farmers in Bendiljati Village, and the implementation of a 7P marketing mix marketing strategy that can affect sales that continue to increase every year, and *Process* is the process of cultivating betta ornamental fish until the sales process is well packaged by farmers, collectors and suppliers so that it can attract consumers to buy fish products in Bendiljati Village, namely by maintaining the quality of cultured fish and implementing marketing strategies marketing mix 7P for its sales process.

The pemasaran conducted in Bendiljati Village has also met the criteria of Islamic business ethics. The Islamic business that is applied by the betta ornamental fish farmers in Bendiljati Village is the principle of jujur in quantity by always doing the right fish calculations, for example 300 heads, 500

heads, and so on. The second principle is to sell good quality goods (quality) by means of sellers trying to provide the quality of fish sold in the best possible condition so that buyers feel satisfied. The third principle is not to use the oath in buying and selling transactions with buyers. Then the fourth principle is to be loose and generous by serving buyers well, for example, being generous if the fish is only bought in small quantities. The fifth principle is to build good relations between colleagues, for example by maintaining good silaturahmi between sellers and buyers. The last principle is to set prices transparently, equating prices that are in accordance with the state of the fish such as size, color variants and the quality of the existing fish. Thus the principles of Islamic business ethics have been implemented properly.

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