

Marketing Strategy of Sambal Tari Crackers Business in Improving Family Economy According to Islamic Economic Perspective

Junda Harahap¹, Muhammad Amsal Nasution², Amhar Maulana Harahap³, Siti Jaleha⁴,
Enni Efrida Nasution⁵, Aminah Lubis⁶

^{1,2,3} Institute of Islamic Religion Padang Lawas

jundaharahap@gmail.com¹, nasutionamsal1610@gmail.com², amharmaulana@gmail.com³,
jalehaharahap8@gmail.com⁴, enniefridaalia@gmail.com⁵, aminahlubisstaibr91@gmail.com⁶

Email Correspondence: jundaharahap@gmail.com

Article Info	Abstract
Article history: Received : 05 April 2024 Revised : 10 April 2024 Accepted : 15 Mei 2025 Keywords: Marketing Strategy; Family Economy	<i>This study aims to determine the business marketing strategy from an Islamic economic perspective and the marketing strategy of the dance chili crackers business in improving the family economy from an Islamic economic perspective in Neighborhood IV Sibuhuan Market. The research conducted by the author is field research (field research) which is directly related to the object under study. The method used in this research is descriptive qualitative method. While the object of research is the marketing strategy of Sambal Tari crackers in improving the family economy according to an Islamic economic perspective. Based on the results of research and discussion in this study, it can be concluded that business marketing strategies in the perspective of Islamic economics are: 1) Sambal Tari Crackers Business Owners in Neighborhood IV Sibuhuan Market have been true and honest while doing business, 2). They have explained frankly about the price of the merchandise sold, 3) have the nature of fathanah, namely all activities in the management of a company must be intelligent, by optimizing all the potential of the existing mind to achieve the desired goals of the company.</i> Abstract Penelitian ini bertujuan untuk mengetahui strategi pemasaran usaha menurut perspektif ekonomi Islam dan strategi pemasaran usaha kerupuk sambal tari dalam meningkatkan ekonomi keluarga menurut perspektif ekonomi Islam di Lingkungan IV Pasar Sibuhuan. Penelitian yang dilakukan oleh penulis adalah penelitian lapangan (field research) yang berhubungan langsung dengan objek yang diteliti. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Sedangkan objek penelitian adalah strategi pemasaran usaha kerupuk Sambal Tari dalam meningkatkan ekonomi keluarga menurut perspektif ekonomi Islam. Berdasarkan hasil penelitian dan pembahasan dalam penelitian ini, maka dapat disimpulkan bahwa strategi pemasaran usaha dalam perspektif ekonomi Islam adalah: 1) Pemilik Usaha Kerupuk Sambal Tari di Lingkungan IV Pasar Sibuhuan telah berlaku benar dan jujur selama berbisnis, 2). Mereka telah menjelaskan secara terus terang tentang harga barang dagangannya yang dijual, 3) memiliki sifat fathanah yaitu segala aktivitas dalam pengelolaan sebuah perusahaan haruslah cerdas, dengan mengoptimalkan segala potensi akal yang ada untuk mencapai tujuan yang diinginkan perusahaan.
Corresponding Author: Author Name : Junda Harahap Faculty Name : Syariah Name of College/School : Padang Lawas Islamic Religious Institute Email: jundaharahap@gmail.com	

1. INTRODUCTION

A strategy is a long-term plan that is structured to achieve specific goals and objectives. The importance of strategy is especially seen in product marketing, market segmentation, goals, and market positioning, which will not succeed without the right strategy. A marketing strategy is essentially a comprehensive, integrated, and comprehensive plan within the field of marketing, which provides direction on the activities that need to be carried out to achieve the company's marketing goals (Sunyoto 2013:55).

Marketing is the process of managing a market to create an exchange that aims to satisfy human needs and wants. This is an important aspect of the relationship with the market, as the market is currently dominated by buyers, where buying and selling transactions depend on the buyer's decision. Therefore, consumer behavior greatly influences the market, and companies must follow consumer preferences as well as face competitors who offer similar goods (Daryanto 2011:75).

Marketing strategy is an effort to promote and introduce a product to the public. It involves a set of objectives, policies, and rules that direct a company's marketing efforts over time, both in terms of tiers, allocations, and references, especially in response to the ever-changing environment and competition. By implementing the right marketing strategy, the company can maintain its existence and gain a huge advantage over competitors who offer similar products. A company's success in implementing a marketing strategy can be measured by its ability to provide customer satisfaction and attract as many new customers as possible.

There are several elements that are crucial in marketing to increase product visibility and profitability in business. First, marketing strategy, second, marketing mix (*marketing mix*). This component is very important to market products to the public. However, it is also important to ensure that the marketing strategy and mix are in accordance with Islamic sharia principles. The principles of Islamic economics, such as not creating social inequality, not relying on unclear fate, and the prohibition of usury, must be observed in the distribution, promotion, price, and location of products. Therefore, the marketing strategy of the chili sauce cracker industry, for example, must take these principles into account.

Sharia marketing is a strategic business discipline that directs the process of creating, offering, and changing values from one initiator to its stakeholders. The entire marketing process is in accordance with the contract and the principles of sharia and muamalah in Islam (Alma 2014:340). Marketing is one of the main activities carried out by entrepreneurs to develop and maintain their survival. The application of the sharia marketing system by adhering to the values of the Quran and As-Sunnah, the Prophet Muhammad SAW as an example has done business professionally. These foundations and values are sharia and law in doing business that is fair, correct and developed among the community (Kertajaya 2006:27). The implementation of mumalah transactions according to sharia principles must be based on the principles of justice, honesty, transparency, ethics, and morality, as stated in the word of Allah Surah An-Nahl verse 90.

Meaning: Indeed, Allah has commanded (you) to be just and to do good, to give to the relatives, and Allah forbids evil deeds, wickedness and enmity. He teaches you so that you can learn lessons.

The above verse emphasizes that every thing that contains justice, ihsan, and giving to relatives, then this is included in what Allah commands, while every thing that contains something that is abominable, unrighteous or unjust to humans, then this is included in what is forbidden by Allah.

In this era, we often see unethical, fraudulent, and unprofessional marketing practices. Therefore, it is necessary to consider how morality in economic activities as a whole, especially in the context of marketing to the public according to Islamic views. Marketing should reflect the true characteristics, which are religious, ethical, realistic, and respect for human values. This approach is often referred to as sharia marketing or sharia marketing.

It is undeniable that economic problems are currently becoming very urgent in various places, especially for the people in Ward IV of Sibuhuan Market. The harsh living conditions force them to constantly think about how to survive and maintain the family's economic stability. Therefore, they need to have a strategy to improve their economy, one of which is by opening a home business. Rural businesses are also very important to pay attention to because they can reduce the unemployment rate, improve the welfare of rural communities, and reduce the rate of urbanization. Typically, businesses in rural areas are small-scale in terms of capital, production processes, equipment, management, and marketing.

These Sambal Tari crackers are made from cassava sweet potato base which is easy to get. Usually round or cylindrical in shape, these crackers have a savory flavor and a red color. The manufacturing process involves frying without the need for sun-drying, making it attractive to consumers. The price is also affordable, ranging

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from IDR 2,000 to IDR 5,000, so it can be enjoyed by all groups. For marketing, Sambal Tari crackers utilize social media such as Facebook and WhatsApp, open a shop at home, and leave their products in the store.

Based on the author's initial observation on Rizky Lestari's Sambal Tari Cracker business, it is known that this business has been running for 10 years. The Sambal Tari Cracker Business is a family inheritance from his grandmother and mother, and is currently managed by Rizky himself. Before taking over this business, Rizky was a student at STAI Barumun Raya Sibuhuan. Facing the challenges of an unstable family economy, Rizky felt the need to help his family's economy by developing the business. For him, helping his family's economy is an important step because it allows him to continue his studies. The purpose of establishing this business is to make profits and increase family income. Sambal Tari Crackers is a small and medium business that produces chili crackers from cassava sweet potatoes with a variety of flavors. In the production process, they use quality ingredients without preservatives or food coloring, and the processing process is carried out traditionally. Sambal Tari Crackers uses various marketing strategies, such as word-of-mouth promotion, participating in exhibitions, utilizing online media such as Facebook and WhatsApp, opening a shop at home, leaving products in stores, and marketing products at the Neighborhood IV Sibuhuan Market morning market. The main goal of Sambal Tari Crackers is to achieve maximum profits. However, with limited knowledge and production facilities, such as the process of making crackers that are still manual and simple and the lack of equipment, business owners experience obstacles in developing their business. In their marketing, they need to increase their market reach so that their products can be marketed more effectively.

In improving family welfare, production output is expected to always increase so that business continuity can always develop. However, what the author found in the field is that the production carried out by the Sambal Tari Crackers business does not always increase or even decrease. Families in Sibuhuan Market still face several problems, including the problem of insufficient income to meet the needs of each family member. Therefore, they need to develop marketing strategies that can improve the family economy.

2. RESEARCH METHODS

The type of research conducted by the author is field research (*field research*), that is, research that is directly related to the object being studied. The method used in this study is a qualitative descriptive method. Descriptive research is research that guides researchers to explore and photograph social situations in a comprehensive, broad and in-depth manner (Stuart 2016).

This study uses a descriptive and qualitative approach to understand the marketing strategy applied by Mrs. Lestari's Sambal Tari cracker business in the context of Islamic economics. The descriptive approach aims to systematically describe how the marketing strategy is carried out, while the qualitative approach allows for a deeper analysis of the thought process and the dynamics of the relationship between business actors and customers. The main focus of this research is on efforts to improve the family economy through an Islamic economic perspective in Ward IV of Sibuhuan Market, Barumun District, Padang Lawas Regency.

The main informant in this study is Mrs. Lestari as a business owner and the surrounding community who are her regular customers. By involving them as informants, it is hoped that this study will be able to provide an in-depth picture of the contribution of small businesses to the family economy from an Islamic perspective as well as effective marketing strategies to achieve these goals.

3. RESULT AND DISCUSSION

a. Result

1. Business Marketing Strategy in the Perspective of Islamic Economics

Based on the results of the author's research on the marketing strategy in the Sibuhuan Chili Sauce Cracker business, it is known that the strategy is in accordance with the perspective of Islamic economics. Marketing is an important factor for every company because all the activities and goals that the company wants to achieve cannot be separated from marketing. When marketing has a performance that matches the company's needs, it can be said that the conditions for the company's success are met. The challenge of the future is to create an increasingly diverse organization, which requires increasingly efficient and effective management.

The measure of a company's success in implementing its marketing strategy is being able to provide customer satisfaction. The more customers who receive the product, the more satisfied they will be and this means that the strategy is already quite successful. So that with the success of the strategy achieved, there is an opportunity to increase family income.

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It can be concluded that the marketing strategy carried out by the Tari chili cracker business owner can increase his income. The most dominant strategies that can affect revenue are pricing strategies and product strategies. With a very affordable price and providing quality crackers produced with quality materials, it can grow consumer interest and make consumers interested in buying it. So that with the increase in sales of chili sauce crackers, it can affect the level of income of his family.

In managing a business, business management ethics must be based on the norms and morality that apply in the general public. The success of a business is not only determined in terms of economics and finances, but it is measured by moral benchmarks based on social and religious values. The implementation of sharia marketing is as follows: (Sula 2006:120)

a. *Shiddiq* (true and honest)

Among the forms of honesty of the Sibuhuan Chili Chili Crackers business owner is always committed to buying and selling by being frank and transparent to give birth to peace in the heart. Another form of honesty is that business people in marketing their merchandise should stay away from sneaky advertisements and false oaths, or giving false information about their merchandise to deceive potential buyers.

b. Trust (trusted)

In this case, the owner of the Sibuhuan Chili Chili Cracker business has been trusted in marketing their products and is not making things up, they have explained frankly about the price of their merchandise that is sold using a profit-sharing system. In addition, they must inform the buyer about the disgrace (defect) of their merchandise, if there is indeed a disgrace.

c. *Fathanah* (intelligent)

In marketing products, the owner of the Sibuhuan Chili Sauce Cracker business has the nature of *fathanah*, namely all activities in the management of a company must be intelligent, by optimizing all the potential of the existing intellect to achieve the company's goals he wants.

d. *Tabligh* (komunikatif)

In marketing the product as well, the owner of the Sibuhuan Sambal Tari Crackers business has a *tabligh* nature, which means having a communicative and argumentative attitude with accurate and easy-to-understand speech. In business, it must be a person who is able to communicate his vision and mission correctly to employees and other stakeholders. It also conveys the advantages of its products honestly and does not have to lie or deceive customers.

Based on the results of interviews with business owners, the cracker marketing strategy in the Sibuhuan Chili Chili Cracker Business is in accordance with the perspective of Islamic Economics, because in the marketing strategy of the Sibuhuan Chili Chili Cracker Business with *shiddiq* (true and honest), *amanah* (trusted), *fathanah* (intelligent), *tabligh* (communicative).

2. Marketing Strategy of the Sambal Tari Cracker Business in Improving the Family Economy According to the Perspective of Islamic Economics in Ward IV of Sibuhuan Market

Based on the results of the research, the marketing strategy used by the Sambal Tari Cracker Business in Ward IV of Sibuhuan Market and how this contributes to improving the family economy from an Islamic economic perspective. Sambal Tari Crackers is a micro business managed by the local community with the aim of improving family welfare through optimizing marketing strategies.

From an Islamic economic perspective, every business must be based on the principles of justice, transparency, and honesty. The Chili Sauce Cracker Business adopts these values in every aspect of its business, from production to distribution. For example, the ingredients used are halal ingredients that are guaranteed quality. In addition, the production process also follows strict hygiene and health rules in accordance with Islamic law.

The marketing strategy implemented by this business includes several important aspects.

First, proper market segmentation. This business targets consumers from various circles, both local and outside the region, by adjusting the price and quality of products.

Second, product differentiation. Sambal Tari crackers offer a variety of flavor variants that are unique and different from similar products on the market, so they have their own appeal for consumers.

Third, effective promotion. Promotions are carried out through various channels, both offline and online. Offline, these businesses take advantage of local events such as traditional markets and culinary exhibitions to introduce their products. Meanwhile, online, they use social media and e-commerce platforms to reach a wider range of consumers. This is in line with Islamic economic principles that encourage the use of technology and innovation to achieve business success.

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Fourth, competitive pricing. The prices offered by the Sambal Tari Cracker Business are quite competitive compared to similar products on the market. This pricing takes into account production costs, reasonable profit margins, and consumer purchasing power. In an Islamic economy, fair pricing is essential to ensure that consumers do not feel disadvantaged and that producers continue to make a decent profit.

It can be concluded that the marketing strategy implemented includes the use of social media for promotion, attractive product packaging, and the provision of good customer service. In addition, honest and transparent business practices, as well as concern for the welfare of the surrounding community, are also implemented in accordance with Islamic economic principles. The results of the study show that an effective marketing strategy in accordance with Islamic values not only increases business income, but also has a positive impact on the family economy and the local community.

b. Discussion

Marketing Strategy of the Sambal Tari Cracker Business in Improving the Family Economy of the Environment IV of Sibuhuan Market

Sambal Tari crackers are a chili cracker business that is quite well known to the local community, so this chili cracker is in great demand by the community. Therefore, the researcher is interested in knowing what strategies are carried out by Mrs. Tari so that these chili sauce crackers are in great demand by the public. Based on the results of the interview with Mrs. Tari, it can be explained as follows:

On Monday, May 27, Mrs. Tari was interviewed with the question What is the marketing strategy of the chili cracker business that she does? The results obtained are as follows: The strategies used in this mother's chili cracker business are:

a. Seeing consumer tastes in the market

In this chili cracker business, I first look at the conditions in the market first, in the chili cracker business, what kind of chili crackers are in demand by many consumers. Now before I sell, I first look at what type of chili crackers consumers want, which means I first see what the needs are in the market.

b. Setting a price

Pricing is one of the good strategies in the business world, where by setting prices can make consumers faster in making decisions, pricing should be adjusted to the quality and quantity of products.

The results obtained are as follows: If the price is determined for the wrapping price of 1000 wrapping paper size 8x11 and for the price of 5000 wrappers of half a kilo and for the price of 10000 wrappers of 1 kg. I made this price myself because I remember that for the ingredients I also bought from others, especially cassava and chili and other ingredients (interview with Mrs. Tari, May 27, 2024).

c. Expanding the distribution network

Expanding the distribution network is a strategy that is able to improve business sustainability. The results obtained are as follows: If the distribution of chili crackers is like selling in the market, at home, as well as people's shops and also online, usually online my son promotes through Facebook and Whatshap, but the smoother ones are usually entrusted to people's shops and also at home (interview with Mrs. Tari, May 27, 2024).

The next question regarding What strategies do mothers use to maintain product quality? The results obtained are as follows: To maintain the quality of this chili cracker product, I use new ingredients, such as sweet potatoes that have not been harvested recently, fresh chili peppers and good frying methods. Then I don't wrap it after finishing frying, usually I wait until it's completely cold first, both the fried sweet potatoes and the chili peppers (interview with Tari's mother, May 27, 2024).

d. Promotion

Promotion strategy is an effort made to introduce products. The results obtained are as follows: For today's promotional strategy, my son only uploads on his social media, the rest is from people's mouths. If there is a problem with the production process, every 3 days I will shop at the morning market to find the necessary ingredients such as cassava, and red chili and green chili. After that, the process of grating singkon yams involves several people from neighbors, because the grating process is very long, and Alhamdulillah, it can also help neighbors' finances even though there is not much, even if the wages they get can meet the money to buy their side dishes in the afternoon (interview with Mrs. Tari, May 27, 2024).

Next, ask about how to use a marketing strategy in accordance with sharia principles, and what are the elements of strategy needed in the chili sauce cracker business? The results obtained are as follows:

For the strategy I use is like the knowledge that I get, because in trading with my knowledge I only rely on the way of the Prophet such as starting from good intentions, good behavior when dealing with consumers, believing in Allah SWT, being grateful for whatever you get, explaining that the products sold

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are still good, not damaged products, and most importantly the stock is always there if someone buys. I only apply this strategy in selling these chili crackers. Then regarding the strategy, the elements of the strategy needed are actually many, such as wanting to expand the reach of consumers, and I even once intended to create a special warehouse for making these chili crackers, but I am still a bit worried considering the amount of competition outside (interview with Mrs. Tari, May 27, 2024).

Furthermore, regarding Is there a plan to develop the marketing of the Tari chili cracker business in the future? The results obtained are as follows: The intention to develop this business must be there, such as making many flavor variants, adding workers so that it can help my neighbor's finances here, but our customs here still like spicy and spicy sweet, so it makes me a little worried about innovating (interview with Mrs. Tari, May 27, 2024).

Next, ask about what ethical principles do you apply in marketing the products of your business? The results obtained are as follows: For the ethical principle that I often do, first I sell chili crackers the quality and quantity according to the price, and usually especially when people come to my house to buy more, I add a little more so that the buyer feels happy, then I don't say rude if for example there is a dispute, for example when the chili crackers that are sold out in the shop are not sold out, everything still spends 10% of the sales (interview with Mrs. Tari, May 27, 2024).

Furthermore, what are the key factors for success in the Tari chili cracker business? The results obtained are as follows: The key to my success to date is first honest, polite, the quality of goods has never changed, goods are always there when people want to buy and the most important thing is the intention because of Allah (interview with Mrs. Tari, May 27, 2024).

Thus, it can be concluded that the strategy carried out by dance mothers in the chili cracker business has met the principles, values, and harmony and conditions that are in accordance with Islamic economics. The results of this interview are also in accordance with the results of observations where chili sauce crackers are displayed door to door or entrusted to the shop, the quality of chili sauce crackers is always considered, in the production process involves a number of neighbors with the intention of helping other people's family economies, prices are made in accordance with the situation in the market and the ethics used have an honest attitude, justice and happiness between the two.

4. CONCLUSION

Based on the results of the research and analysis conducted by the author on the Marketing Strategy of the Sambal Tari Cracker Business to Improve the Family Economy According to the Perspective of Islamic Economics (Case Study in Ward IV of Sibuhuan Market, Barumun District, Padang Lawas Regency), then from some of the discussions that have been described, the following conclusions can be drawn:

1. Business marketing strategies in the perspective of Islamic economics are: 1) The Owner of the Chili Chili Cracker Business in Ward IV of the Sibuhuan Market has acted correctly and honestly during business, 2). They have explained frankly about the price of their merchandise sold, 3) have the nature of *fathanah*, namely all activities in the management of a company must be intelligent, by optimizing all the potential of the existing intellect to achieve the company's goals what he wants, 4) has the nature of *tabligh* which means having communicative and argumentative attitudes with appropriate and easy-to-understand speech, then it can be concluded that it is in accordance with the Islamic economic perspective, because in the marketing strategy *shiddiq* (true and honest), *amanah* (trusted), *fathanah* (intelligent), *tabligh* (communicative)
2. The marketing strategy carried out by the Sambal Tari Cracker Business is to improve the family economy according to the perspective of Islamic economics in Ward IV of Sibuhuan Market by implementing a marketing mix, namely products, prices, promotions and venues, even though they do not have a brandy, they have a unique strategy in marketing Sambal Tari Crackers, namely by explaining in detail.

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