

The Role and Function of Online Media in Improving Marketing Quality in the Ornamental Plant Business Based on Sharia Marketing Analysis

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Abstract.

The use of online media as a marketing medium in the ornamental plant business of Berkah Jaya Horticulture Garden is very influential in the business development process. Also, it has a massive role in expanding product marketing reach. This study aims to determine the role and function of online media in increasing the marketing of ornamental plants in the Berkah Jaya Horticulture Garden regarding Sharia marketing principles. This type of research uses field research, where the researcher goes directly to the field to examine the state of the phenomena that occur at the research site—in this study, using a descriptive qualitative approach. The study results found that the marketing practices carried out by Berkah Jaya Horticulture Gardens included promoting Berkah Jaya Horticulture Gardens using advertising and live streaming features, which were also for friendly media. The stages of ordering between the buyer and the seller are the contract assembly in the form of an online sales account, bai' al-hal contracts, ijarah contracts, and wakalah bi al-ujrah contracts. The packaging process by guaranteeing the quality of ornamental plants before they are sent is one way to prevent consumer losses. Delivery of ornamental plants in collaboration with freight forwarding providers has an ijarah contract. Service by providing a question and answer column in the sales account, responding to complaints that come in very carefully, and granting the right of payment to warranty service.

Keywords: Marketing, Online Media, Ornamental Plants.

A. Introduction

Ornamental plants are plants that have a certain beauty and attractiveness value. Besides that, it also has economic value for indoor and outdoor decoration purposes. Because it contains economic meaning, ornamental plants can be cultivated into a business that promises big profits (Lakamisi, 2010). Until now, many Indonesian people still make ornamental plants as a hobby and are often willing to buy them at very high prices. In the digital era, people are free to do many things as long as they are by laws and regulations, including the trading system, the business world, and the model of buying and selling through cyberspace. The attractions offered in the online (online) shopping experience for some consumers include ease of ordering, ease of communication between sellers and buyers, ease of canceling orders, ease of paying for orders, speed of delivery of orders, convenience in choosing products, as well as factors other supporters (luthfi Azis, 2018).

The use of the Internet has now become one of the needs of all business people, especially as a medium of buying and selling both at the business-to-business and business-

to-customer levels. Digital marketing is no longer a barrier for marketers to market their goods and services through Internet connectivity. The product marketing model through online shopping is carried out using various internet platforms such as social media, websites, blogs, marketplaces, e-commerce, and even just in the form of advertisements, and the number is increasing (Nurul Utami & Akbar Firdaus, 2018).

The presence of an online business in the trading system has advantages and disadvantages. The advantage is that transactions via the Internet are far more efficient and more accessible than using other media because consumers do not need to go to the store. However, online shops have the potential for fraud in transactions and products that do not comply with the specifications listed by merchants on social media when selling them. Besides that, the risk of hidden defects in the goods being traded is also the most significant mode of online business actors, either intentionally or unintentionally.

One of the areas in Metro City, precisely on Jl. Mulia Indah 15a has an ornamental plant business called Berkah Jaya Horticulture which Mr. Muhamad Dzulhan Rasyidin founded. There are many ornamental plants sold by Berkah Jaya Horticulture Gardens, including Adenium, Aglaonema, Calathea, Keladi, Monstera, Philodendron, and Syngonium, and each type of ornamental plant there are several types that are consumer favorites. However, aglaonema is an ornamental plant still most preferred by consumers.

Berkah Jaya Horticulture Gardens was established in 2017, and 90% started using online marketing from 2020 until now by focusing on promotions and services; before using online marketing, from 2017 to 2019, Berkah Jaya Horticulture Gardens used offline or direct marketing. Kebun Berkah Jaya Horticulture 2020 will also expand into the international market by exporting to various countries such as the United States (US), United Kingdom (UK), Hong Kong, Thailand, and Malaysia. As for the domestic market, Berkah Jaya Horticulture sells ornamental plant products to almost all regions in Indonesia, such as the islands of Java, Kalimantan, Sulawesi, and even Papua.

The risks experienced in online marketing are how to convince consumers of the products offered and if the goods ordered are damaged the goods can be canceled which results in losses in shipping and packing costs and loss of trust. Also, other parties deliberately want to damage Berkah Jaya Horticulture's reputation by buying a product that gives a bad rating in the review column; of course, this can potentially harm Berkah Jaya Horticulture. However, the Berkah Jaya Horticulture Garden still exists in its online marketing. It can be seen that from 2018 to 2020 there has been an increase in income; the most significant increase is in 2020, with an annual income of Rp. 779,680,000.00 - and an average monthly income of Rp. 64,973,000.00-. This increase occurred after the Berkah Jaya Horticulture Garden used online marketing. Compared to 2018 to 2019, the Berkah Jaya Horticulture Garden has not yet used an online marketing system and the increase in revenue per year from 2018 to 2019 is Rp. 382,570,000.00 - with an average monthly income of Rp. 31,880,800.00-. However, from 2021 to 2022 the Berkah Jaya Horticulture Garden will experience a decline with an annual income of Rp. 731,310,150.00 - and an average monthly income of Rp. 60,942,500.00-, while the annual income for 2022 is Rp. 704,789,000.00 - with an average monthly income of Rp. 58,732,400.00.

In Sharia principles, marketing activities must be based on the spirit of worshipping Allah, trying as much as possible for the common good, not for the benefit of the group let alone self-interest. Islam has laid clear foundations and principles for every activity of its people, including marketing. Rasulullah Shallahu 'alaihi wa sallam has taught his people that

they should uphold Islamic ethics in trading. The traits exemplified by the Prophet Muhammad in doing business include being honest or accurate, *Amanah* or trustworthy, *Fathanah* or intelligent and wise, *Tabligh* or argumentative and communicative. In economic activities, Muslims are prohibited from carrying out false actions but must carry out economic activities that are carried out with mutual consent (Bayanuloh, 2015a).

In fact, fraud often occurs in online marketing, such as the goods displayed in online shops not matching the interests sent, which results in the buyer feeling disadvantaged; this is prohibited in Sharia marketing principles. Apart from that, ethics in carrying out online marketing activities must also be adjusted to Sharia marketing principles, such as when carrying out promotions using live streaming, you must speak good and correct words according to the suitability of the product being promoted. Responding to a complaint must also be by Sharia marketing principles. This study aims to determine the role and function of online media in increasing the marketing of ornamental plants in the Berkah Jaya Horticulture Garden in terms of Sharia Marketing Principles

B. Literature Review

Online media, in general, namely all types or formats of media that can only be accessed via the internet, containing text, photos, video, and sound. In this broad sense, online media can also be interpreted as a means of online communication. The definition of online media, in particular, is related to the meaning of media in the context of mass communication (Kholisoh & Mahmudah, 2017). Online media (online media) is a product of online journalism or cyber journalism, which is defined as "reporting of facts or events that are produced and distributed via the internet" (M. Romli, 2014).

In the 20th century, communication was constantly developing; where it was only through newspapers and magazines, internet-based communication media emerged. The sender can directly communicate with the message's recipient via web or internet-based media that has control over the mass media. In online media, the internet is very influential because the internet is a network without boundaries that can connect computers in one area to computers in other regions or computers in the world, whereas in this internet network, there are facilities for browsing or using social networks. This internet network also consists of government, academic, business, and other networks. The Internet is the core bridge for online media because it is with the internet that online media can occur or run (Setiawati & Alwi Mashuri, 2014). Online media functions as a data exchange and exchange of information quickly and inexpensively. Online media also functions as a medium for searching for essential and accurate information or data and sources of information. While in the field of online media business has several functions, namely (Situmorang, 2012):

1. Online business

The internet can also be used as a medium for doing business, so then develop what is known as an online business. By capitalizing on a site designed for online business, business conducted through cyberspace can already take place. Many parties immediately responded to this non-conventional business opportunity; some were serious about getting into online business, but many were dabbling.

2. Marketing

The role of the Internet in the business world, which is very significant, is the change in the marketing concept carried out by companies. The company began to use the internet as a means of promotion throughout the world by making the company's official website. Company sites generally display company profiles, products for sale, and news regarding the company.

Marketing (marketing) comes from the word market (market). In simple terms, the market can be understood as a place where a group of sellers and buyers meet to carry out transaction activities of exchanging goods. Marketing is an activity in the framework of creating not only the use of place or place, utility, and time use but also the creation of the use of ownership. Utility is the capacity of a good or service to meet human needs (Widokarti & Priansa, 2019). Marketing can also be interpreted as a social process in which humans get what they want (products) by exchanging value (money or goods) with others. Marketing includes identifying consumer needs, selecting and developing interests that will satisfy consumers, determining appropriate prices, informing consumers about products, distributing products, and obtaining profits and long-term relationships (Elida & Raharjo, 2019).

Companies often use several tools to achieve quality in marketing, usually referred to as the marketing mix. Kotler and Keller stated that the marketing mix is a set of tools companies can use to achieve their marketing objectives in the target market. Kotler and Armstrong explain four components in the goods marketing mix, which are as follows (Priansa, 2017):

1. Product

Managed product elements, including planning and developing the right product or service to be marketed by changing existing products or services by adding and taking other actions that affect the various products or services. Products in the form of goods can be differentiated by type. Product quality shows the ability of a product to carry out its functions. Product characteristics are a competitive tool for determining a company's products from competitors' products. Thus, goods products do not only pay attention to appearance, but also the form of products that are simple, safe, inexpensive, simple, and economical in the process of production and distribution.

2. Price

The company's management system will determine the right base price for the products or services produced by the company or marketers. It must evaluate strategies related to various price discounts, payment of transportation costs (transportation), and other related variable costs. Price is the amount of value exchanged by consumers for the benefits of owning or using a product whose value is set by the seller for the same price for all buyers. Price fixing and price competition have been assessed as the main problems faced by the company.

3. Place

Most producers use marketing intermediaries to market products, especially goods by building a distribution channel, namely a group of organizations that are interdependent in making a product available for use or consumption by consumers or industrial users. There are several ways to do distribution, including:

- a. Select and manage trade channels used to distribute products or services so as to reach the target market.
- b. Develop a distribution system for the physical delivery and handling of products.

4. Promotion

To communicate the product, it is necessary to formulate a strategy often referred to as the promotion mix strategy, consisting of four main components: advertising, sales promotion, public relations, and personal selling. Promotion is an element used to inform and persuade the market about new products or services for the company, rights by advertising, personal selling, sales promotion, or by publicity.

E-marketplace is one part of e-commerce. According to Brun, Jensen, and Skovgaard, an e-marketplace is an interactive electronic business forum or community providing a market where companies can participate in business-to-customer (B2B) e-commerce and other e-business activities (Apriadi & Arieyandi, 2017). As with markets in general, which are places where sellers and buyers meet, in e-marketplaces, various companies in the world interact without being limited by space (geography) or time. Multiple products and services in various industrial fields, result in a value and trading volume that is no less large than conventional markets (Heriyanto et al., 2016). Every business owner in the mobile marketplace system will interact with consumers in providing their services and product offerings to each consumer. One form of interaction available is chat (chat) directly from the system. This feature is offered to provide ease of communication between business owners and consumers to obtain product information. As an effort to ensure the security of proof of transaction, the mobile marketplace system is integrated with the email engine where every product purchase transaction and verification of product payment will be stored in the consumer's email. This form of service is expected to provide trust, satisfaction, and comfort to consumers (Gat, 2018).

Sharia marketing is a strategic business discipline that directs the process of creating, offering, and changing values from an initiator to its stakeholders, which in the whole process is by the contracts and principles of muamalah in Islam (Bayanuloh, 2015). Sharia marketing is also defined as a process and strategy (wisdom) regarding meeting needs through halal products and services (*tayyib*) with reciprocal (mutual) agreements and welfare (*falah*) for both parties, namely buyers and sellers, to achieve material welfare. and spiritual in the world and the afterlife (hereafter), (Kurniawan & Zaenal Abidin, 2018).

Sharia marketing is a path or solution to market needs that have long desired the implementation of a business that does not deviate from Islamic religious teachings, but the hope is that Islamic values and principles must be implemented in business implementation. Of course, by the way of trading, the Prophet has exemplified as an example for all nature, including *Siddiq* (honest or authentic), *Amanah* (trustworthy), *Tabligh* (delivering or communicative), and *Fathonah* (smart or wise). Islamic marketing is not only a marketing that is added to Sharia because there are more values in sharia marketing, but furthermore marketing plays a role in Sharia and sharia plays a role in marketing (Putra & Hasbiyah AN, 2018).

Four characteristics of Sharia marketing can serve as a guide for marketers, namely (Bayanuloh, 2015):

1. Godhead (*rabbaniyah*)

One characteristic of Sharia marketing is its religious nature. The soul of a Sharia marketer believes that divine Sharia laws are the fairest, so he will comply with them in every marketing activity carried out. Exercises and actions must always adhere to Islamic law in every step. A Sharia marketer, even though he is unable to see Allah, will always feel that Allah is always watching over him. So that he will be able to avoid all kinds of actions that cause people to be deceived by the products he sells. Because a Sharia marketer will always feel that every step he takes will be brought to account.

2. Ethical (*akhlaqiyah*)

Another feature of Sharia marketers is that they prioritize moral issues in all aspects of their activities. Sharia marketing is a marketing concept that emphasizes moral and ethical values regardless of religion because this is universal.

3. Realistic (*al-waqi'yyah*)

Sharia marketing is not an exclusive, passionate, anti-modern, and rigid concept, but a flexible marketing concept. Sharia marketers do not mean that marketers must look like Arabs and forbid ties. However, Sharia marketers must still look clean, neat, and modest, regardless of the model or style of dress worn.

4. Humanistic (*insaniyyah*)

Another specialty is its universal humanistic character. The humanistic understanding is that Sharia was created for humans so that their degrees are elevated, their human nature is maintained and preserved, and Sharia guidelines can restrain their animal traits. Islamic Sharia is a humanistic Sharia created for humans according to their capacities regardless of race, skin color, nationality, and status. So, Sharia marketing is universal.

C. Research Methodology

This study uses a descriptive qualitative approach, in which researchers go directly to the field (Field Research) to examine the state of the phenomena that occur at the research site and the data collected is in the form of pictures or words, so it is not emphasized on numbers (J. Meleong, 2014). Sources of data used in this study are: Primary data is data that is directly obtained from the main source. Primary data sources can be through interviews or interviews conducted now (Sujarweni, 2015).

The primary data source for this study uses a purposive sampling technique by determining the criteria that have been selected for the owner/owner and two employees of the Berkah Jaya Horticulture garden and five offline consumers who are resellers and have subscribed for at least six months to get information from the role and function of online media to improve marketing quality. Secondary data sources are data that become references that come from objects related to the researcher and are indirectly provided by the researcher. Secondary data sources can be in the form of books and journal articles as the theory. This study's data sources can be obtained from documents related to Kebun Berkah Jaya Horticulture which support this research.

Data collection in this study used three techniques: interviews, observation, and documentation (Sugiyono, 2013). Then to ensure the validity of the data in this study using observation extension techniques and triangulation techniques which are then analyzed using inductive thinking techniques departing from specific data into a general conclusion.

D. Results And Discussion

1. Overview of Berkah Jaya Horticulture Gardens

Berkah Jaya Horticulture, commonly referred to as BJH, is a business engaged in horticulture, such as ornamental plants, fruit seeds, and planting media, which has been established since 2017 in Metro City, precisely on Jl. Mulia Indah 15a East Metro. Initially, Berkah Jaya Horticulture only sold fruit seeds, but after seeing the opportunity for ornamental plants to start to get busy, Berkah Jaya Horticulture also sold ornamental plants and the type of ornamental plant that was initially sold was the adenium type (*Interview with Mr. Dzulhan, the Owner of Berkah Jaya Horticulture, 26 February 2023*).

There are many types of ornamental plants and fruit seeds for sale, and the marketing of Berkah Jaya Horticulture from 2017 to 2019 still applies a direct marketing system or an offline store. However, in 2020 Berkah Jaya Horticulture's marketing system started using online marketing on several marketplace platforms. This transition began with the marketing of horticultural products through offline stores deemed less strategic in terms of sales. Because there is a lot of competition in direct marketing and few customers. So, Mr. Dzulhan started thinking about ways to market horticultural products with an online system. Therefore he began to develop his business by increasing market coverage using online

media. By trying to post horticultural products on the marketplace in order to increase sales, it turned out that his efforts paid off. Online marketing through marketplaces generates enormous sales compared to direct sales. Even the market coverage can reach all regions in Indonesia and international markets by exporting.

There are many ornamental plants sold by Berkah Jaya Horticulture, including Adenium, Aglaonema, Calathea, Keladi, Monstera, Philodendron, and Synovium, and of each type of ornamental plants there are several types that are consumer favourites. However, aglaonema is an ornamental plant still most preferred by consumers.

Table 1
Types of Ornamental Plants

No	Types of Ornamental Plants
1.	Adenium
2.	Aglaonema
3.	Calathea
4.	Keladi
5.	Monstera
6.	Philodendron
7.	Syngonium

The results of an interview with Purwanto stated that Berkah Jaya Horticulture has a method for maintaining the quality of ornamental plants, namely the process of caring for ornamental plants which must be consistent, starting from regular watering and applying fertilizer which must also be routine so that the decorative plant products produced are very good. Obstacles in the process of caring for ornamental plants in the form of pests caused by bacteria and sometimes also caused by fungi because ornamental plants managed for by Kebun Berkah Jaya Horticulture are susceptible to media that bacteria and fungi have contaminated. The most influential factor in the quality of ornamental plants is through regular watering and fertilization (*Interview with Purwanto Nurse of Berkah Jaya Horticulture Garden, 2023*).

Based on the results of observations made by researchers at the location of Berkah Jaya Horticulture Gardens, to maintain room temperature by installing paranets on the roof of the green house. The planting media for Berkah Jaya Horticulture Garden that is often used is mixed planting media such as roasted husks, cocopeat, compost and microorganisms which are then fermented into a good planting medium for all ornamental plants. This is

one way to maintain the quality of ornamental plants. Most of the marketing used by Berkah Jaya Horticulture uses an online marketing system by utilizing various platforms in the marketplace and also serving offline marketing for some of the salespeople who come directly to the location.

Based on the results of an interview with Mr. Dzulhan as the owner, the online marketing system used by Berkah Jaya Horticulture aims to expand the market reach so that consumers outside Metro City can buy ornamental plant products offered by Berkah Jaya Horticulture. In online marketing, Berkah Jaya Horticulture chooses several platforms in the marketplace to support marketing development, including Tokopedia, Shopee, Instagram, Facebook and the Website (berkahjayahorticulture.company.site). This online marketing system has also expanded Berkah Jaya Horticulture's marketing to the international market by exporting ornamental plant products. Online marketing carried out by Berkah Jaya Horticulture is a form of business so that it can develop better in terms of marketing ornamental plants.

The use of online media as a marketing medium in the ornamental plant business of Kebun Berkah Jaya Horticulture is very influential in the business development process and also has a very large role in expanding the reach of product marketing. The results of interviews conducted by researchers with the owner of Kebun Berkah Jaya Hortikultura, that the use of online media as a marketing medium through marketplaces is the widening of the marketing reach of ornamental plant products as evidenced by exporting them to foreign markets. Through online marketing, there is a new, more promising income stream that was previously not found in direct marketing systems, this is because Kebun Berkah Jaya Horticulture replaced the marketing system that once used offline or direct marketing with an online marketing system in 2020 as evidenced by an increase revenue significantly when compared to 2018 to 2019 which still uses an offline marketing system. But in online marketing, there are still risks experienced.

The risks experienced by Kebun Berkah Jaya Horticulture are various, such as there are other parties who deliberately want to damage Berkah Jaya Horticulture's reputation by buying products that then give a bad rating in the review column, of course this can be detrimental and has the potential to lose the trust of consumers. Human errors that often occur, such as not being thorough in checking the products to be packaged and checking sales data adjustments. Application system errors such as bugs also often happen in the marketplace. Berkah Jaya Horticulture minimizes unexpected losses by checking product purchase data by adjusting the ordered price and checking whether the product to be packaged is what the consumer ordered.

2. Analysis of Marketing Practices for Ornamental Plants in Berkah Jaya Horticulture Gardens in View of Sharia Marketing

The Kebun Berkah Jaya Horticulture marketing system 90% uses an online marketing system focusing on service and promotion. In online marketing, the products sold the services provided and the upgrades carried out must be in line with Sharia principles so that they are not detrimental to sellers and buyers.

a. Promotion

Berkah Jaya Horticulture Garden, in improving its marketing, has used a marketing mix system, namely promotion. The promotion itself is essential in marketing because maximizing the promotions used will expand the marketing reach for the business being managed. The promotional practice carried out by Berkah Jaya Horticulture Garden is by using advertising and live sales or live streaming features so that consumers can directly see the ornamental plants offered via video.

Communication or delivery in promotions using live streaming videos Berkah Jaya Horticulture prioritizes rabbaniyah and insanity or humanistic concepts by interacting directly, such as conveying the condition of the ornamental plant products offered clearly without exaggeration and also providing education about ornamental plants such as decorative plant care. New ones come from the delivery process and how to choose good planting media as well as giving correct and good fertilizer for each type of ornamental plant, thus promotion using live streaming creates a good relationship between sellers and buyers. This refers to the DSN-MUI fatwa No: 144/DSN-MUI/XII/2021 that marketplace providers in marketing goods and services must not carry out actions that are prohibited by sharia, including prohibited Tadlis (hiding object defects), Ghisysy (explaining the inappropriate condition of the object), Tanajusy/Najsy (bidding at a high price but not buying) (*Fatwa DSN-MUI NO: 144/DSN-MUI/XII/2021 Marketplace Berdasarkan Prinsip Syariah*, 2021). The Prophet's hadith also explains how to speak good words:

مَنْ كَانَ يُؤْمِنُ بِاللَّهِ وَالْيَوْمِ الْآخِرِ فَلْيَقُلْ خَيْرًا أَوْ لِيَصْمُتْ

"Whoever believes in Allah and the Last Day should speak good things or remain silent."

(HR. Bukhari and Muslim)

One aspect of marketing quality applied by Berkah Jaya Horticulture in its marketing is by setting prices. Determination of selling prices for ornamental plant products is carried out by Berkah Jaya Horticulture by following the prevailing market prices. The pricing strategy that follows market prices was chosen to attract consumer interest in buying ornamental plant products provided by Berkah Jaya Horticulture so that consumers will be interested in buying good ornamental plants at the right price.

This pricing method is to make a profit and maintain good relations between fellow ornamental plant sellers and consumers. DSN-MUI Fatwa No: 75/DSN-

MUI/VII/2009 explains that there should be no excessive markup, so that it is detrimental to consumers because it is not commensurate with the quality or benefits obtained (*Fatwa DSN-MUI NO: 75/DSN-MUI/VII/2009 Pedoman Penjualan Langsung Berjenjang Syariah*, 2009). The fatwa explains that determining the price of a product should not be excessive, which could later harm consumers, just as Berkah Jaya Horticulture does, which determines prices by following the prevailing market prices.

b. Order Stages

Stages of orders made by consumers to Berkah Jaya Horticulture and also Berkah Jaya Horticulture's response to incoming order data and the payment system used, so in this case Berkah Jaya Horticulture prioritizes the principle of *al-waqi'yah* or realistic work professionalism and there is also a formal contract. Electronic or online carried out by the seller and buyer. In this ordering stage, there is a contract assembly or online sales account which is used to process the sale and purchase agreement between the seller and the buyer, according to sharia marketing as stated in the DSN-MUI fatwa No: 144/DSN-MUI/XII/2021, the contract assembly is a condition where the parties are focused on carrying out the contract, whether the parties are physically present (*haqiqi* contract assembly) or generally attended (*hukmi* contract assembly); The parties receive and understand the agreement through writing, including short message service (SMS), WhatsApp (WA), and electronic mail (email) on the network (*Fatwa DSN-MUI NO: 144/DSN-MUI/XII/2021 Marketplace Berdasarkan Prinsip Syariah*, 2021).

The contract contained in the process of purchasing ornamental plants uses a sale and purchase agreement which according to MUI fatwa No: 144/DSN-MUI/XII/2021 can be carried out electronically by sharia and applicable laws and also refers to the word of Allah in Surah Al- Ma'idah verse 1: "O you who believe, fulfill the aqads. Livestock is permitted to you, except for those which are read to you. (such as that) by not allowing hunting while you are performing Hajj. Indeed, Allah establishes laws according to what He wills." (QS. Al-Ma'idah: 1)

There are sales and purchase contracts and other contracts that occur in the ordering and purchasing stages at the first Berkah Jaya Horticulture, there is a sale and purchase agreement where the price is paid in cash or what is usually called *al-bai' al-hal* where after the buyer places an order for ornamental plants and feels suitable then the buyer makes payment of the predetermined price with electronic money via transfer. DSN-MUI Fatwa No: 144/DSN-MUI/XII/2021 also explains that costs can be paid through payment facilities provided by marketplace providers via transfers, electronic money, cash at retail outlets, or other payment methods that do not conflict with sharia principles. and applicable laws and regulations (*Fatwa DSN-MUI NO: 144/DSN-MUI/XII/2021 Marketplace Berdasarkan Prinsip Syariah*, 2021).

Second, the *ijarah* or rental agreement between the marketplace provider as the *mu'jir* and Berkah Jaya Horticulture as the *musta'jir*, the marketplace provider rents out

the sales stalls contained in the application provided with an agreement that Berkah Jaya Horticulture is willing to pay *ujrah* or wages for using the sales stalls in the application the. Third, there is a *wakalah bi al-ujrah* contract or an agreement to grant power of attorney from the *muwakkil* (the party who gives the power of attorney) to the representative (the party who receives the power of attorney); what is meant is that the owner or owner of Berkah Jaya Horticulture Garden gives power of attorney to the employees who work with him to help in managing marketing activities at Kebun Berkah Jaya Horticulture, such as a garden or ornamental plant care and checking incoming order data up to the process of sending ornamental plants by providing *ujrah* or agreed wages to employees who have helped them. The *wakalah bi al-ujrah* contract is also explained in the hadith of the Prophet:

مَنْ اسْتَأْجَرَ أَجِيرًا فَلْيُعَلِّمَهُ أَجْرَهُ.

"Whoever hires a worker, let him tell him his wages." (HR. Abdar-Razzaq)

c. Packaging Process

Berkah Jaya Horticulture carries out the packing process by cleaning ornamental plants before packaging, replacing new planting media, and being careful in packaging ornamental plants so they don't get mixed up. Packaging materials using paralon, is one form of implementation by Berkah Jaya Horticulture in the packaging process as well. Guaranteeing the quality of ornamental plant products purchased by consumers, Berkah Jaya Horticulture in this case has used a marketing mix system, namely products to attract consumer interest in buying the decorative plant products provided. Even the packaging process carried out by Berkah Jaya Horticulture refers to sharia marketing principles that businesses must prioritize *fathonah* or wisdom in looking after goods that have been purchased by consumers so that the goods remain in good condition when received. This has also been explained in the rules of *fiqh* in the DSN-MUI fatwa No: 144/DSN-MUI/XII/2021, namely *الضَّرَرُ يُدْفَعُ بِقَدْرِ مَكَانٍ* "All *dharar* (danger/loss) must be prevented as much as possible".

d. Delivery

Berkah Jaya Horticulture Garden in distributing ornamental plant products, collaborates with freight forwarding services to deliver decorative plant products until consumers receive the goods. Of course, in this delivery process, Berkah Jaya Horticulture hands over ornamental plant products that are ready to be sent to the delivery service; there are products that are handed over to the delivery service according to the suitability of the products that consumers have purchased, so, in this case, Berkah Jaya Horticulture also uses a mixed system. Product and place marketing, namely products handed over to delivery services to support the marketing system implemented and distribute ornamental plant products to buyers.

In this delivery process, of course, Berkah Jaya Horticulture also prioritizes the

principle of akhlaqiyah, namely Berkah Jaya Horticulture does not arbitrarily determine delivery services without agreement with the consumer, and in this delivery, there is also an ijarah contract used between the expedition provider and the trader or buyer (according to the agreement). MUI Fatwa No: 144/DSN-MUI/XII/2021 explains that expedition providers rent out their services to deliver ornamental plant products to consumers' addresses on the condition that the trader or buyer agrees to pay wages for the services they provide. However, suppose the goods received by the consumer are damaged because the expedition provider was negligent (*al-taqshir*) or exceeded the limits (*al-ta'addi*). In that case, the expedition service provider must be responsible for damaging the goods purchased.

The Word of Allah also explains the existence of an ijarah agreement in Surah Al-Baqarah verse 233: "Mothers should breastfeed their children for two full years, that is, for those who want to complete breastfeeding. And the father's obligation to feed and clothe mothers in a virtuous manner. Someone not burdened but according to ability levels. Let not a mother suffer misery because of her child and a father because of his child; the heirs are obliged to do so. If both of them want to wean (before two years) with their consent and deliberation, then there is no sin on either of them. And if you want your child to be breastfed by someone else, then there is no sin for you if you pay according to what is appropriate. Fear Allah and know that Allah is All-Seeing of what you do." (QS. Al-Baqarah: 233).

e. Service and Warranty

The services provided by Berkah Jaya Horticulture Garden also prioritize moral principles in business, namely by providing educational services in the process of caring for ornamental plants, interacting in a very friendly with consumers both offline and online, and providing a question and answer feature in the message column on the marketplace platform provided, consumers can directly get information about the products they need.

Berkah Jaya Horticulture Garden provides a full guarantee if the consumer receives the ordered ornamental plant product in a damaged or dead condition by returning the money in whole or sending a new ornamental plant back without any additional costs, but provided that the consumer offers a video when first opening it. Package or packaging until you can see the condition of the ornamental plants received and do not give a one-star rating, then the provision of this guarantee has referred to the DSN-MUI fatwa No: 144/DSN-MUI/XII/2021 which states that the media received by the buyer is not suitable with the description submitted at the time of the contract, the buyer has the right to continue the sale and purchase or not (*khiyar* rights), the existence of this *khiyar* right has also been explained in the word of Allah in Surah An-Nisa' verse 29: "O you who believe, do not devour each other's wealth in a false way, except utilizing a business that is carried out mutually between you. and does not kill yourselves; Allah is Most Merciful to you." (QS. An-Nisa': 29)

Providing this guarantee is a form of implementing business by prioritizing Sharia principles because someone who does business must have a trustworthy or trustworthy nature and also a Katonah or wise character to respond if something happens that could be detrimental to consumers. Based on the description above, the services provided include interacting in a very friendly manner, providing a question and answer column in the sales account, and having *khiyar* rights given in providing guarantees with the applicable provisions.

f. Complain

Berkah Jaya Horticulture Garden responds to complaints that come in very carefully, the aim is to find out complaints about damage to goods that Berkah Jaya Horticulture causes, thus Berkah Jaya Horticulture provides an appropriate guarantee for complaints about damage that Berkah Jaya Horticulture causes, then in this case there is a *khiyar* right granted by Berkah Jaya Horticulture to the consumer. In resolving the problems of various kinds of complaints that have come in, Berkah Jaya Horticulture's response has referred to the principles of *akhlaqiyah* in ethically responding to various criticisms that have come in, and has referred to the Prophet's hadith about *shulh* or making peace which is contained in the DSN-MUI fatwa No: 144/DSN- MUI/XII/2021:

الصُّلْحُ جَائِزٌ بَيْنَ الْمُسْلِمِينَ □ صُلْحًا حَرَّمَ حَلًّا □ أَوْ أَحَلَّ حَرَامًا □ وَالْمُسْلِمُونَ عَلَى شُرُوطِهِمْ □
شَرْطًا حَرَّمَ حَلًّا □ أَوْ أَحَلَّ حَرَامًا □

"Shulh (settlement of disputes through deliberation to reach a consensus) may be carried out among Muslims except for shulh which forbid what is halal or make halal what is haram; and Muslims are bound by their conditions except conditions that prohibit what is halal or make lawful what is haram." (HR. At-Tirmidhi)

Marketing using Sharia principles is the most important thing for the survival of a business in achieving effective and efficient marketing goals. In Sharia marketing, all activities are regulated according to Sharia principles to produce excellent and correct marketing that is by Sharia rules. Based on the description above, Berkah Jaya Horticulture is very careful in responding to incoming complaints so that the *khiyar* rights given are genuinely on target.

E. Conclusion

Based on the results of the research and discussion conducted, it can be concluded that online marketing carried out by Berkah Jaya Horticulture Garden plays a vital role in the process of increasing the marketing of ornamental plants, as evidenced by the increasing market reach in the domestic market to almost all regions in Indonesia such as the islands of Java, Kalimantan, Sulawesi. Even Papua and international markets such as the United States (US), United Kingdom (UK), Hong Kong, Thailand, and Malaysia. However, export

marketing only lasted one year due to a lack of maximizing promotions and intense competition.

Berkah Jaya Horticulture Garden, in the online marketing process, also uses a marketing mix in the form of promotions that use advertising and live streaming features, prices with pricing, products that guarantee product quality, and places that distribute ornamental plant products with the help of goods delivery services. However, for decorative plant products that are ready to be shipped, there is no store label listed, and the promotions used chiefly only focus on one of the online sales accounts, which in this case can result in a lack of buyer interest in other sales accounts, as well as pricing using the system. Adjust to prevailing market prices. Marketing carried out by Kebun Berkah Jaya Horticulture is also by sharia marketing in terms of criteria, namely divinity (*rabbaniyah*), ethical (*akhlaqiyah*), realistic (*al-waqi'yyah*), and humanistic (*insaniyyah*).

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