

Implementation of the 9P Sharia Marketix Mix Strategy in The State of Tourism in the State of Jahetan Layar Kutai Lama, Anggana District, Kutai Kartanegara Regency

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Abstract: East Kalimantan has the potential for world tourism that is no less interesting. Good tourism management is very important to be carried out through the implementation of reliable marketing strategies that create a beneficial relationship for both parties as applied to the Jahetan Layar Kutai Lama Country Tourism, Anggana District, Kutai Kartanegara Regency. which is a leading tourist destination in Anggana District, offers the natural beauty of the mountains, the Mahakam River, and authentic Dayak culture as one of the leading tourist destinations that have Beautiful panorama is equipped with interesting rides and good facilities. Sharia marketing is a business that leads to creating and offering value change in accordance with Islamic contracts and the principle of muamalah through the 9P Marketing mix, namely Product, Price Place, Promotion, People, Process, Physical Evidence, Promise, Patience. This study aims to find out the implementation of sharia marketing strategies through the 9P marketing mix applied and its impact and constraints on tourism. The type of research used is qualitative research. This research is a field research using primary and secondary data using data collection techniques through observation, interviews and documentation with resource persons from managers such as owners, staff and employees, the anggana sub-district government, and tourist visitors. The data analysis techniques used through Triangulation are data reduction, data presentation, and conclusion drawn. The results of the manager's research use a sharia marketing strategy with a 9P marketing mix which shows that the manager focuses on quality products such as camping rides, trekking, atv and trail motorcycles, cafes/restaurants, photography spots,

villas, transparent and competitive prices, strategic locations presenting scenery with beautiful panoramas, promotion through the distribution of brochures, social media such as TikTok, Instagram and Facebook., friendly and patient service and willing to receive suggestions and input, supported by skilled employees drawn from the local community, processes that are organized according to standards, and physical evidence in the form of adequate facilities for clean and comfortable prayer rooms for worship, trustworthy and keeping promises to provide the best service. Cooperation with the Tourism Office and Travel Agents to Strengthen the Promotion of Destinations Must Be Increased Although this tourist location is far from the city center, this tourism is able to create economic opportunities for the local community through the provision of jobs, empowerment of MSMEs, and tourism activities. This place is also a place for family recreation, a place to gather to establish friendship and is ideal as a forum for office activities. The manager hopes for government support to improve infrastructure, facilities, and tourist attractions. With sustainable management, this destination has the potential to become a tourism icon in East Kalimantan that supports cultural and environmental preservation and encourages economic growth.

INTRODUCTION

Tourism is a field that is currently developing in Indonesia. Because apart from being a way to introduce the region to a wider audience, it is also a very interesting business perspective to develop. This means that it does not only develop on one party, but can have a positive impact on many parties such as society, entrepreneurs and the government. Indonesia is one of the countries that is a tourist destination for domestic and foreign tourists. Many tourist attractions have enchanting beauty and have beautiful culture. This is because Indonesia has richness, diversity and natural potential which can be exploited and exploited to improve the Indonesian economy. Both domestically and for areas around tourist destinations. Considering that Indonesia has many tourist destinations whose selling point is their diverse natural beauty and charm, as well as their unique characteristics, we as citizens are obliged to protect them, and preserve the natural riches and diversity of art and culture of our country, Indonesia. Because if we continue to maintain, preserve and even develop Indonesia's tourism potential, it will increase its tourist attraction for tourists. The natural wealth and natural potential owned by the Indonesian State are managed and regulated through Tourism Law Number 10 of 2009

Tourism is a dynamic and developing activity where the implementation of the activity involves many parties. In addition, tourism can stimulate the emergence and development of

various business fields. Moreover, currently tourism has a great opportunity to become the main driver of the Indonesian economy and can be categorized as a global industry. So that a region or country that is able to understand the huge potential of the tourism sector will gain a lot of income from this industry (Ismayanti, 2014)

The main reason for developing and improving the country's tourism industry is to increase Indonesia's foreign exchange earnings. Apart from that, tourism can also be used to introduce Indonesia's ethnic and cultural diversity to the world. What is no less important is that tourism is expected to increase employment opportunities even more widely so that it is hoped that it can reduce the unemployment rate in Indonesia. Because tourism also increases employment opportunities significantly. Therefore, tourism industry stakeholders need to develop specific tourism development strategies aimed at attracting tourists (Lincinwa, 2018). The process of determining this strategy must continue to maintain biodiversity and local wisdom. Because this is a selling point for the tourism industry in Indonesia.

The Negeri Jahetan Layar Kutai Lama Tourism is one of the places or tourist destinations that was previously called Teletubis Hill which developed into a campground that offers views of the expanse of nature including the flow of the Mahakam River towards the Mahakam Delta, Anggana, Kutai Kartanegara Regency. Located at the Negeri Jahetan Layar camping ground with an area of around 10 hectares, it also offers a café and a wooden culinary menu with a place to hang out with a roofed terrace.

Jahetan Layar country tourism also provides four villas complete with air conditioning and bathrooms. With views that directly see the beauty of the Mahakam River, and the natural expanse of Old Kutai which has great potential to be visited by tourists and local residents who want to go on holiday or get rid of boredom, where visitors ranging from young people to families can camp and hang out. Jahetan Layar country has tourism potential as well as community empowerment. A number of employees, cleaners and area officers participated in involving the Anggana Kutai Lama community. This makes tourism safer, cleaner and more peaceful (Kaltim Tribun News, 2023)

Marketing is a social and managerial mechanism by which individuals and groups get what they want and need through exchanging products and value with other people. Marketing is an overall system of business activities that aims to plan, set prices, promote and distribute goods and services that can satisfy the needs of existing and potential buyers (Nganto, 2018). Marketing is an activity that can create, introduce and deliver goods and services to consumers and other companies (Sisno Riyoko, 2020).

A reliable marketing strategy is needed to create value for consumers and strengthen profitable relationships. According to Isoraite, the marketing mix is a series of actions and solutions designed to meet customer needs and achieve the company's marketing goals. Meanwhile, according to Andriyanto et al, the product, price, promotion and distribution aspects in the marketing mix which aim to obtain the desired response from the target market will determine the level of marketing success. The marketing mix consists of 11P (product, price, place, promotion, people, process, physical evidence, packaging, promise, programming, and partnership).

In research, (Ariza & Aslami, 2021) stated that marketing is an important part of running a company which includes marketing strategy and marketing mix. Marketing mix (9P) is a refinement of the traditional marketing mix concept, where the traditional marketing mix concept consists of 4 factors, namely product, price, promotion and place. Then, the marketing mix developed into 7 factors such as people, physical evidence and process. Then, it developed

into 9 factors such as packaging and promise (Tasya Yustika Putri dkk, 2023)

In this research, the researcher aims to find out how the 9P marketing mix strategy is implemented in Jahetan Layar Kutai Lama Tourism. In this case, the focus is on the Negeri Jahetan Layar Kutai Lama Tourism which is located in Anggana District, Kutai Kartanegara Regency, East Kalimantan. Jahetan Layar Tourism is a destination or tourist spot located in Kutai Lama, East Kalimantan. This tourist spot offers beautiful natural views and various interesting activities for tourists. Sejahtan Layar is located in the middle of a green and cool tropical forest with a beautiful panoramic view of the Mahakam River. This tourist spot offers a unique tourist experience with various outdoor activities such as trekking, hiking, cycling, as well as water tourism such as rafting, diving, boat and ship rentals. Apart from that, Jahetan Layar Tourism also provides various complete sports facilities, such as comfortable accommodation with various types of accommodation and affordable resorts. There is also a wide choice of restaurants serving delicious local and international dishes.

What makes Jahetan Layar tourism unique is the beautiful waterfall known as Lamin Etam Waterfall. Lamin Etam Waterfall has a height of around 30 meters and the water is so clear and fresh that it makes it the right place for swimming or soaking. The Negeri Jahetan Layar tourist attraction is also famous for its thousand candle festival which is held every year. This festival features thousands of candles lit along the Mahakam River, adding to the beauty of the night at this tourist spot (Dxportable, 2023).

Based on the phenomena and facts above, researchers are interested in conducting research and exploring in-depth information regarding the implementation of the 9P marketing mix strategy in the Jahetan Layar Kutai Lama tourism area. Therefore, the researcher raised a research title **“Implementation of the 9P Sharia Marketing Mix Strategy in Jahetan Layar Kutai Lama State Tourism Anggana District Kutai Kartanegara Regency”**.

RESEARCH METHODS

A. Type of Research

This research is field research which is qualitative research. Field research procedures that provide descriptive data in the form of written or verbal data from people observed and research results (Albi Anggito, 2018). The aim of this research is to describe the conditions and circumstances that occur at the location. In this research, researchers were involved as key instruments in the research process to collect the collected data.

The reason researchers use descriptive qualitative research is because according to the nature and objectives of researchers, the results are not to test hypotheses but to obtain a real picture and is a procedure that provides descriptive data in the form of people's written or spoken words, or observed behavior produced in connection with the implementation of the marketing mix. 9P in the Jahetan Layar Tourism District, Anggana Kutai Lama District.

B. Research Subjects and Objects

1. Research Subject

The research subject is an attribute or trait or value of a person

(Chesleey Tanujaya, 2017). According to Spradley, research subjects are sources of information in research, while according to Moleong, research subjects are people in the research environment, namely people who are tasked with providing information about the situation and conditions of the research environment (Farida Nugrahani & M Hum, 2017). The subject of this research was the Negeri Jahetan Laya Kutai Lama Tourism.

2. Research Object

The object of qualitative research is a natural object or natural setting, so this research method is often also called the naturalistic method (Bakhrudin All Habsy, 2017). When conducting research, attention must first be paid to the research object to be studied. If the research object contains a problem that is used as research material to find a solution. The research object is a description of the scientific objectives to be explained in order to obtain information and data for certain purposes and uses. The research subject that researchers will study is the implementation and obstacles to implementing the 9P marketing mix in the Jahetan Laya Kutai Lama Tourism.

c. Data Collection Techniques

Data collection techniques are a systematic method or process for collecting, recording and presenting facts for a specific purpose. The data collection techniques in this research are:

1. Observation

The observation method is a method carried out as a systematic observation and recording of the symptoms observed in the research object (Albi Anggito & Johan, 2017). Observation as a data collection technique has specific characteristics when compared with other techniques. Sutrisno Hadi stated that, observation is a process that is composed of two things that are most important in observation, namely the processes of observation and memory (Putu Agung, 2012). The observation in this research is that the researcher went directly to the field before conducting the research to observe the implementation of the 9P marketing mix at Jahetan Laya Kutai Lama Tourism.

2. Interview

Interviews are a data collection technique that is carried out by communicating face-to-face by means of questions and answers (Albi Anggito & Johan, 2017). An interview is a conversation conducted by two parties, namely the researcher who asks questions and the respondent provides answers to those questions. Interviews were conducted with owners, managers (employees), and visitors to the Negeri Jahetan Laya Kutai Lama Tourism. The interview technique carried out by the researcher is open, where an open

interview is an interview that is conducted without keeping information about the source confidential and also has unlimited questions or answers that are not explicit.

In this case, the researcher conducted interviews in a structured manner using an interview guide (question material) that had been prepared in advance.

3. Documentation

Documentation is a method of searching for or collecting data regarding existing things or documents so that the author can obtain notes related to research such as a general description of the research location, and in the form of photographs and so on. This documentation method is carried out in order to obtain data that has not been obtained through interviews related to the needs of researchers that can support this research.

D. Data Validity

Every research that has been found should be re-examined for the validity or correctness of the data, this is so that the results of this research can be justified and their validity can be proven scientifically or nonscientifically. In this research, researchers used triangulation techniques to determine the validity of the data.

The validity of the data is carried out to prove whether the research carried out is truly scientific research as well as to test the data obtained. The data validity technique is carried out using triangulation (using several sources, methods, researchers and theories) (Wayan Sawenda, 2018).

Triangulation is a technique carried out to check the validity of data by utilizing something else that comes from outside the data for the purpose of checking or comparing equivalent data. For example, in this research, researchers compared the results of one interview with another. Triangulation can be achieved in various ways, including:

1. Compare the results of observations with the results of data from interviews.
2. Compare what people have said in public and what they have said in private.
3. Compare what people say about the research situation with what is said all the time.
4. Compare the results of the interview with a related document.

The researcher obtained data regarding the implementation of the marketing mix through the owner/owner of the Negeri Jahetan Layar Kutai Lama Tourism, in this case the researcher did not only need one source but conducted interviews with managers/employees and visitors to the Negeri Jahetan Layar Kutai Lama Tourism.

E. Data Analysis Techniques

Qualitative data analysis is carried out if the empirical data obtained is qualitative data in the form of a collection of words and not a series of numbers and cannot be classified into categories/classification structures. Data can be collected in various ways (observation, interviews, document summaries, or recordings) and must go through a process before it is ready to be used (through recording, noting, editing, or transcription), but qualitative analysis still uses words. which is usually prepared in expanded text and does not use mathematical calculations or statistics as a tool of analysis.

Data analysis techniques used in qualitative research include interview transcripts, data reduction, and data analysis from which conclusions can then be drawn. The following are the data analysis techniques used by researchers:

1. Data Reduktion

Data reduction If the data obtained from the field is relatively extensive, it must be recorded and examined in detail. The longer the researcher works, the larger, more complicated and complex the amount of data obtained. Therefore, it is necessary to immediately carry out data analysis with data reduction. Reducing data means summarizing, selecting the most important things, focusing only on the important things, and looking for pattern themes. In this way, data that has gone through a data reduction process provides a clearer picture and makes it easier for researchers to collect and search for further data if necessary.

Data reduction is a sensitive thinking process that requires intelligence and a high level of broad and deep insight. New researchers can discuss data reduction with friends or other people who are considered experts. Through this discussion, researchers' insights are developed so that they are able to reduce data that has significant discovery value and theoretical development (Sugiyono, 2017).

This reduction stage is the first stage in data analysis which aims to make it easier for researchers to understand the data obtained. Data reduction occurs by selecting and selecting all incoming data starting from observations, interviews and documentation, then processing and focusing all the raw data to make it more meaningful.

2. Presentasion of Data

Data presentation is the process of compiling information systematically to obtain conclusions as a result of research. The presentation of data is intended to make it easier for researchers to see the overall picture or certain parts of the research (Zainal Arifin, 2012). A collection of information is organized and provides an opportunity to draw conclusions and take action. The presentation of the data is used to further improve understanding of the case and as a reference in taking action based on understanding and analysis of the data presentation.

3. Drawing Conclusions

At this inference stage, conclusions are drawn regarding the analysis or interpretation of data and evaluation activities which include searching for meaning and providing explanations for the data obtained. Conclusions are drawn by comparing the suitability of the respondent's statements with the conceptual significance of the researcher's problem (Zainal Arifin, 2012). The conclusions or verification carried out in this research are as follows:

- a) First, draw preliminary conclusions. This is intended to be temporary because additional data will continue to be collected during the research, therefore data verification will be carried out through studying existing data and talking with friends with the

aim of perfecting the data obtained and clarifying its purpose.

- b) Second, draw final conclusions after the first activity. This conclusion was reached by comparing the adequacy of the respondents' statements with the conceptual meaning of the research problem.

F. Research Location

The research location is the area where the researcher will make observations, collect data from a certain area, while the place or location in this research is the Jahetan Layar Kutai Lama Tourism Country, Anggana District, Kutai Lama Regency.

G. Data Source

Data sources used in this research include:

a. Primary Data

Primary data is data from field surveys with all data collection methods using observation, interviews and documentation techniques (Nur Yulianto, 2018).

b. Secondary Data

Secondary data is data that comes from existing sources. Secondary data was obtained from libraries, marketing mix application books, and 9P marketing mix application magazines

B. Theoretical Basic

A) Sharia Marketing Strategy

Strategy is a pattern of managerial action to achieve the goals of a business unit. Strategy can also be described as a program to set and achieve organizational goals and realize its mission. This strategy means that managers play an active, conscious and rational role in developing organizational strategy (Fandy Tjiptono, 2008). From the discussion above it can be concluded that in general, and the business strategy of a business organization in particular, is a large-scale plan for the distant future, and it is important for an organization to be able to interact effectively with business world. The environment and organizations are in a competitive condition, all of which is directed at optimizing the achievement of the goals and various targets of the organization concerned (Sondang P. Siagian, 2008)

Marketing strategy can be referred to as marketing thinking with business units hoping to achieve their marketing targets. So it can be understood that a marketing strategy is a comprehensive, integrated and integrated plan in the field of marketing, which provides guidelines regarding the activities that will be carried out to achieve the marketing goals of a company (Sofjan Assauri, 2007).

Sharia marketing is a strategic business that leads to efforts to obtain, offer and change value from the initiator to its stakeholders, where 19 all processes are based on the principles of muamalah and sharia as well as Islamic contracts. In sharia marketing, all designs ranging from offers to changes in value are not permitted, anything that is contrary to the Islamic

contract and the principle of muamalah. As long as it does not conflict with Islamic muamalah principles, all forms of marketing transactions are permitted (Hermawan Katjaya, 2006)

According to (Buchari Alma and Donni Juni, 2014), sharia marketing is a strategic business discipline that directs the process of creating, offering and changing value from an initiator to its stakeholders, where the entire process is in accordance with sharia and muamalah agreements and principles. in Islam.

Kartajaya believes that sharia marketing is a business strategy that must cover all activities within a company and must cover all processes, including the creation, supply and creation of value by producers, companies or individuals in accordance with Islamic teachings.

From several expert opinions, it can be concluded that sharia marketing is a business strategy that includes the process of creating, offering and conveying the value of goods or services to potential buyers in accordance with Islamic sharia contracts and principles.

B) Marketing

In general, many people say that the marketing concept is the same as the concept of sales, promotion and advertising. Even though sales and promotion/advertising are generally only a small part of marketing. This 20 needs to be understood in a broader sense. Marketing is a social process that enables individuals and groups to obtain what they need or want through the creation and reciprocal exchange of products and value with other parties.

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers to manage customer relationships in a way that benefits the organization and the parties involved in the organization (Muhammad Yusuf Saleh & Said Miah, 2019).

Marketing is often defined as sales. The definition of marketing is actually broader than sales activities. On the other hand, sales are part of marketing activities. Marketing is an activity that competes with each other for attention and money.

The simplest definition of marketing is the process of managing profitable customer relationships. The dual goal of marketing is to attract new customers through the promise of added value and to retain and develop existing customers through satisfaction (Muhammad Yusuf Saleh & Said Miah, 2019).

Another definition of marketing is as a process by which business people and entrepreneurs create value for customers and build strong relationships with customers, with the aim of receiving value from customers in return.

Marketing according to experts:

1. Marketing is the function that has the greatest contact with the environment. Marketing aims to attract buyers' attention in consuming the products offered. Therefore marketing plays an important role in strategy development (Tjiptono Fandy, 2002).
2. Marketing management occurs when at least one party in a potential exchange thinks about how to achieve the other party's desired response. Therefore we view marketing management as the art and science of

selecting target markets, reaching, retaining and developing customers by creating, delivering and communicating superior customer value. The essence of marketing is to satisfy consumer needs and desires. The goal of business is to provide customer value to generate profits. To create and convey value can include the stages of selecting value, providing value, communicating value (Philip Kotler & Kevin Lane Keller). Marketing is a system of interrelated activities aimed at planning, setting prices, promoting and distributing goods and services to buyers (Basu Swasta & Irawan, 2002).

3. Marketing is the entire system related to the purpose of planning and determining prices to promotion and distribution of goods and services that can satisfy the real needs of buyers. (Stanton, 2000). From the understanding of expert thinking, it can be concluded that marketing is a social and managerial process that involves the interests of both individuals and groups in fulfilling needs and desires through the exchange of goods or services to customers from producers (Umi Sa'adah, 2017).

C. Marketing Mix

1. Understanding marketing mix

The marketing mix is a set of marketing variables that can be controlled and combined within a company to produce the desired response in the target market (Sofjan Assauri, 2007).

The success of a company is based on its expertise in controlling its marketing strategy. The marketing concept has a set of marketing tools that can be controlled, namely what is better known as the Marketing Mix. According to Saladin, quoted by M. Nur Riyanto, the definition of "Marketing mix is a series of marketing variables that can be controlled by a company and used to achieve goals in its target market" (M. Nur Riyanto, 2012).

Marketing mix according to experts:

- a. The marketing mix is a set of tactical marketing tools that can be controlled, product, price, distribution and promotion combined by a company to produce the desired response in the target market.
- b. The marketing mix is a strategy for combining marketing activities to create the maximum combination so that the most satisfying results will emerge.
- c. The marketing mix is a combination of variables or activities that form the core of the marketing system, namely product, price, promotion and distribution. In other words, the meaning of marketing mix is a collection of variables that can be used by a company to influence consumer responses (Sumami & Soeprihanto, 2010).
- d. The marketing mix is a combination of variables or activities that are the core of the marketing system, where these variables can be controlled by marketing to influence consumer reactions.
- e. The marketing mix is a combination of variables or activities that form the core of marketing, consisting of product strategy, pricing,

advertising and placement (Makmur & Saprijal, 2015). Below each element of the marketing mix is briefly explained using Philip Kotler's definition, including the following

1) Product

Designing banking products must pay attention to systems, processes and services that are tailored to customer needs, with guarantees from the bank and support from appropriate technology and equipment. A product is anything that can be offered in a market to attract attention for purchase, use or consumption and to satisfy wants and needs (Kasmir, 2012).

2) Price

For each product or service offered, the marketing department can determine the base price and retail price of the product. Factors that must be considered in setting prices include costs, profits, prices set by competitors, and changes in market demand. This pricing policy concerns price increases or targeted profit levels, percentage price reductions in various forms and percentage amounts, as well as other options to determine the company's marketing strategy desires.

3) Promotion

Promotion is a component that functions to inform the market about a company's products, influence the market, and provide information to the market about a company's products. The purpose of promotion is to announce the existence of new products, increase brand awareness and maintain product sales.

The promotional mix consists of five main elements: advertising, personal selling, public relations, direct marketing, and sales promotion. Advertising is a form of impersonal presentation and promotion of ideas, goods or services by a particular sponsor. Public relations and public relations are programs aimed at promoting or protecting the image of a company or individual company products. Direct marketing involves the use of mail, telephone, and other non-personal contractual means to communicate with or obtain responses from specific customers or prospects. Sales promotions are short-term incentives designed to encourage people to try or buy a product (Pandji Anoraga, 2009).

4) Place

Place is a group of people who are targeted for marketing banking service products and are expected to become customers of the bank concerned. Bank managers must be creative in determining marketing strategies for their banking products and services in order to achieve their goals

effectively.

2. Stages in the marketing mix

a. Set corporate goals

The goal of the corporation is top management, namely the shared goals within the organization. Where top management implements the goals the company wants to achieve (Ahmad Subagyo, 2010).

b. Market research inside and outside

Inside and outside market research is collecting information about the market and then analyzing it in the context of product marketing:

1) Provide a description of the market

2) Monitor the market how the market changes

3) Determine the actions that must be taken by the company and analyze the results of those activities (Ahmad Subagyo, 2010)

3. Benefits of the marketing mix

The benefits of a marketing mix are:

a. Can determine what products will be made

b. Can determine the appropriate price

c. Can analyze where to place or sell products

d. Can choose the appropriate advertisement

e. Can face competition

4. Marketing mix function The following are several marketing mix functions, including:

a. Exchange function

Marketing allows consumers to buy products or services that come from producers, either by exchanging money for the product or by exchanging the product for a product for their own use or for resale at a higher price difference.

b. Physical Distribution Function

Physical product distribution is usually carried out by transporting and storing the product for a certain period of time. Products sourced from producers meet consumer needs and are distributed via land, water and air delivery.

Then the product storage process is carried out by storing and maintaining product stock or inventory. The aim is to ensure that there are no shortages when necessary to be able to meet market demand.

c. Intermediary function

Marketing is also a mediation medium through which products can be delivered from producers to each consumer. Where they are connected to physical distribution through exchange activities. The intermediation function includes the financing process, information search process, product grouping process, and so on (Eriza Yolanda Maldina, 2016).

D. Sharia Marketing**1. Product****a. Products from an Islamic perspective**

A product in an Islamic perspective is anything offered to a market to satisfy needs and wants, including goods, services, experiences, places, organizations, information and ideas. So it can be said that the main purpose of the production process is to fulfill basic human needs. The production process in Islam is part of the

worship of Allah SWT. Therefore, the decision-making process in Islam is guided by the principles of validity, purity, existence, ability to convey value and accuracy of decisions. In terms of products, Islam is very idealistic and standardized, where halal and good criteria are set. The word of Allah SWT in surah An-Nahl verse 114:

مَوَاشٍ كُرُوا نَعْمَ تَ ۖ هَلَالًا إِن كُنْتُمْ بِآلِ طَيِّبٍ ۖ هَلَالًا حَلَّ رَزَقَ كُمْ وَأَمَّا ۖ فَتُكُلُوا نَعْبُدُ إِلَٰهَهُ

Translation: “So eat what is lawful and good from the sustenance that Allah has given you; and thank Allah for His blessings, if you worship Him alone” (Kmentrian Agama RI, 2011).

In this case the production of opium, alcohol and the like is prohibited. Because from an Islamic perspective, this type of product is basically not included in the category of economic goods, Islam emphasizes that these products have economic value and have no use.

b. Product indicators

According to several experts expressed about product quality indicators:

- 1) Shape, including the size, shape or structure of the product.
- 2) Features, product properties that complement the function and product
- 3) Performance quality performance quality is the level at which key features operate.
- 4) The perceived quality of perceived quality is often associated with indirect measurements because it is possible that consumers do not understand or do not know enough about the product in question.
- 5) Durability, a measure of the expected operational life of a product under normal conditions or under stress conditions, is a valuable characteristic for certain products.
- 6) Reliability is a measure of the probability that a product will not experience a malfunction or failure within a certain period of time.
- 7) Then repairability is a measure of how easy it is to repair a product if the product malfunctions or fails.
- 8) Style, describes the appearance and feel of the product to buyers.
- 9) Design is the totality that influences the appearance, feel and function of a product based on customer needs (Ulfa Ahmad Nurlette, 2014).

Product quality indicators are:

- a. Product taste is a way of selecting food that must be distinguished from the taste of the food.

Translation: "O you who believe, do not devour each other's wealth in a false way, except by means of commerce which is valid between you and your mutual consent. and do not kill yourselves, indeed Allah is Most Merciful to you" (Kementrian RI, 2011)

- 1) Transactions are carried out based on the willingness of each party
- 2) Always carry out healthy competition
- 3) Uphold honesty
- 4) Transparent or open in transactions
- 5) Uphold justice

a) Reducing the scale

b) Hiding product defects

c) Consumers and prices

There are three important things related to consumer conditions that give rise to perceptions of the price of a product, namely:

- ### 1) Reference Price

When consumers want to buy a product, they will compare the price of the product internally (the price they remember) or externally (information from the internet, mass media or other information sources). The importance of this reference price for consumers is also used by producers to attract consumers to buy.

- ## 2) Price Mirrors Quality

Many consumers view price as an indicator of quality. For consumers, determining the quality of a product is not easy. Therefore, quite a few consumers ultimately determine product quality based on the brand.

- ### 3) Price Indicator

There are four indicators that characterize prices, namely:

- a) Price affordability, namely the aspect of setting prices by producers or sellers in accordance with consumers' purchasing ability.
- b) Price competitiveness, namely price offers from different producers/sellers and competing with other producers for the same type of product. Matching price with product quality, namely the aspect of price determination carried out by producers/sellers that is in accordance with the quality of the product that consumers can obtain.
- c) Alignment of prices with product benefits, namely the aspect of setting prices by producers/sellers in accordance with the benefits that consumers can obtain from the products purchased.
- d) Price competitiveness, namely price offers from different producers/sellers and competing with other producers for the same type of product. Matching price with product quality, namely the aspect of price determination carried out by producers/sellers that is in accordance with the quality of the product that consumers can obtain
- e) Alignment of prices with product benefits, namely the aspect of pricing by producers/sellers in accordance with the benefits that consumers can obtain from the products purchased.

2. Distribution or Place

a. Distribution in an Islamic Perspective

Distribution from an Islamic Perspective Distribution can be defined as the process of delivering goods or services from producers to consumers and other users. Meanwhile, distribution channels are marketing intermediary channels that move goods or services from the hands of producers to consumers (Hardius Usman, 2020). From an Islamic economic point of view, this marketing channel is very important, especially to maintain the smooth functioning of market mechanisms. Smooth distribution of goods meets consumer demand, maintains scarcity of goods and price stability. In addition, according to Islamic economic principles, distribution channels should not burden end consumers with higher prices. Islam also does not tolerate deliberate delays in sending goods to the market, especially with the aim of creating product scarcity in the market so that producers or traders can increase the price of their products. This kind of delay is actually similar to the behavior of hoarding goods which is prohibited in Islam. Islam also calls for caution in distributing or placing products on the market or to consumers. Halal, healthy and good products must reach the market in the same condition or quality and still maintain their Halal status. Remember that the aim of Islamic economics is to bring prosperity to the entire society. Within the framework of Islamic ethics, the main goal of distribution channels is to create value and improve the standard of living by providing products and services that provide satisfaction (Hardius Usman, 2020). Rasulullah SAW was a trader who succeeded in bringing producers and consumers closer together so that demand and supply could be integrated. The example he showed while he was a 37 trader can be used as the values that underlie the distribution of goods and services. The values that underlie this are: 1) Honesty in Transactions Rasulullah SAW was known as an honest trader, therefore he was given the title Al-Amin. Rasulullah SAW's function as a retailer is actually to bring producers and consumers closer together without burdening consumers with high costs, as is the case with distribution channels. Islamic Sharia requires Muslims to always adhere to the values

6) Closed during Friday prayers 39 Working hard in Islam is a commendable behavior. Apart from that, Islam also reminds us not to forget to perform worship. One of them is the prohibition on carrying out transactions when the Friday prayer time has arrived. 6) Avoid places that can bring harm When distributing products, you must be careful of places that can cause harm. For example, drivers carrying products must be careful in areas where crime is suspected. 4. Promotion a. Promotion in an Islamic Perspective In Islam, sellers and buyers are responsible to Allah. Therefore, marketing communications through promotions about goods and services are prohibited from being deceptive or misleading. When carrying out promotions, you must not hide product defects, make false statements, exaggerate product quality and other product actions. Islam firmly demands that all parties act honestly and fairly in all their marketing activities, of course including promotional activities. Marketing communications that spread false statements or exaggerate the true advantages of products are unacceptable in Islamic teachings. Allah SWT says in the AlQuran surah Al-Mujjadi verses 17-19, as follows: 40 ۞ وَلَوْلَا دَفْعُ اللَّهِ الدُّيُونَ

Translation: “Their possessions and children are of no use (to

help) them from the punishment of Allah. They are the inhabitants of hell and will remain there forever. (remember) the day (when) they were all resurrected by Allah SWT then they swore to Him (that they were not polytheists) as they swore to you; and they think that they will get something (benefit). Know that in fact they are liars. Satan has taken control of them and made them remember Allah SWT; they are the devil group. "Know that the devil group is indeed the group that loses." (Kementerian Agama RI, 2011). As has also been explained, Islam teaches transparency or openness and prohibits hiding product defects. Therefore, in promoting Islamic products there is absolutely no room for promotional behavior that

only praises products and hides product defects. b. In marketing, there is a communication mix which has eight main communication mixes, namely: 1) Advertising (Advertising) various forms of non-personal presentation and promotion of ideas, goods or services, through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone and wireless) electronic media (CDs and Video) and display media (posters). 41 Advertising is a communication mix that is paid or not free for marketers. 2) Sales Promotion, various short-term stimuli to encourage consumers to try or buy products, including promotions to consumers (giving samples, coupons and so on), trade promotions and deploying sales personnel for promotions. 3) Events and experiences the company creates or sponsors activities or programs where brands and consumers can interact. 4) Public relations and publications, various programs aimed internally at workers or externally at consumers, other companies, government and the media to support or maintain the company's image or product communication. 5) Direct Marketing direct communication using letters, telephone, e-mail and so on with certain consumers. 6) Interactive Marketing, online-based communication with program design to engage consumers or potential consumers, either directly or indirectly, aimed at increasing awareness, improving image and selling products. 7) Word of Mouth Marketing word of mouth conversations related to the experience of buying or using a product, either direct interaction or through written or electronic communication (Hardius Usman, 2020). 42 8) Personal selling face-to-face interaction with one or more potential buyers by making presentations, answering questions and making orders. c. Values in promotion 1) Sharia Compliance. All activities in sharia marketing must be based on Islamic law. Therefore, promotional activities must also comply with sharia. 2) Women must not be used to attract or lure customers, do not use women in advertising and do not use sexual appeal. 3) Do not use suggestive language and behavior and do not use manipulative promotional behavior. 5. People People involved in marketing goods and services are required to comply with the guidelines taught in Islam, such as: trustworthiness, honesty and non-treason. Companies must also pay attention to the welfare of workers or employees. Islam teaches its people to respect and appreciate everyone who comes and approaches them. Employees are a very important part of achieving marketing goals, namely providing satisfaction to consumers. The services provided by the company are reflected by the people who work in the company. a. People indicator 1) The founder is the owner 43 2) Workers are people who work (employees) in a company b. What islam teaches 1) Work sincerely for Allah's sake For every Muslim, everything must be planned because of Allah. Motivation and enthusiasm will not be extinguished if the intention is for Allah (Mega Ayuning Tyas, 2014). 2) Professional Islam teaches its people to be professional, diligent and serious in their work, so that everything that is a burden can be done completely and on time. 3) Honest and trustworthy Work is actually a mandate in this world (from superiors) and the hereafter (from Allah). Therefore, this trust will be held accountable in this world and the hereafter. 4) Maintain morals Work is connecting with other humans, whether colleagues, superiors or customers. In this case, workers must pay attention to morals as a Muslim, in appearance, communication and so on (Hardius Usman, 2020). 5) Avoid betrayal within the company, there are many secrets that are the key to success in winning competition, for example innovation and creation. 44 6. Procces a. Process in islam This element includes procedures, mechanisms and flow of activities in delivering the services offered. Process can be defined as the procedures, mechanisms and flow of activities by which services reach final consumers. Consumers who come to a place to fulfill their needs for a service, sometimes cannot immediately enjoy the service but have to follow procedures, such as: registering, queuing and so on. If the process can be managed well, then queuing or waiting will not become a big problem for customers (Hardius Usman, 2020). In the process of providing services, Islam teaches its followers not to lie, to always keep promises and to be

trustworthy. b. Process indicators 1) Introductory service 2) Complain 3) Response time 7. Physical Evidence a. Physical evidence in islam Physical evidence is an implicit element that reflects the company's ability to provide services and the environmental conditions in which these services are provided (Hardius Usman, 2020). 45 b. Physical Evidence Indicators 1) Recommendations 2) Facilities 3) Service 4) Equipment 8. Promise a. Promises in Islam In Islam, fulfilling promises is an obligation. Allah SWT has ordered Muslims to always honor promises. Islam gives high rewards to Muslims who fulfill their promises. Allah SWT promises that Muslims who occupy the promise will receive rewards as He says in the Al-Quran surah AlBaqarah

verse 40: **وَقُوا ۚ وَأَيُّكُمْ نَعْدُ ثَمًّا عَلَىٰ تِي ۚ أَوَّيَّ ۚ أَلْ كُرُوا ۚ نَعْمَتٌ سَ رَائِي لَ اذْ ۚ يَ اَبْنِي ۚ اِغْ هُدِي ۚ يَ فَا رْ هَبُو ۚ نَ بَ يَّ اَوَّ اِغْ هُدْ كُمْ ۚ** Translation: "O Children of Israel[41], remember My blessings which I have bestowed upon you, and fulfill your promise to Me, I will surely fulfill My promise to you"(Kementerian Agama RI, 2011). Muslim marketers are commanded by Allah SWT and the Messenger to fulfill and honor the promises made to customers. So, marketers should be careful in making promises. Never promise something that cannot possibly be fulfilled. If the promise is fulfilled, the customer will feel satisfied and the company will gain both material and non-material benefits. 46 b. Promise indicator 1) The rewards given are in accordance with the Promise agreement. 2) Appreciate and keep promises made (Mega Ayuning Tyas, 2014). 9. Patience a. Patience in Islam Islam teaches its people to always be patient, if implemented in marketing, Islam teaches producers to be patient in dealing with customers.

Patience is a key characteristic of good communication (Hardius Usman, 2020). Islamic marketers are required to be patient in facing marketing obstacles, because when they are patient they are actually accompanied by Allah and will later receive abundant rewards. Patience will do good to marketers. Consumers will certainly feel satisfied if they are served patiently, which in turn will provide benefits for the company in the long term. b. Patience indicator 1) Friendly, polite and attentive. 2) Accept suggestions and complaints 3) Do not hesitate to take responsibility if there is an error.

B. Overview of Anggana District

1. History of Anggana District

Anggana District is an inseparable part of the long history of the Kutai Kartanegara Kingdom. Because it is in this area, precisely in Kutai Lama Village, that it became the first capital of the Kutai Kartanegara Kingdom.

Kutai Lama as the Capital of the Kingdom of KutaiKartanegara is a Malay kingdom which was originally a Hindu-style kingdom founded in 1300 AD with its first king, Aji Batara Agung Dewa Sakti (1300-1325). This kingdom is called by the name of Tanjung Kute which is on Tanjungnagara Island or Kalimantan in the manuscript Kakawin Nagarakretagama (1365) during the archipelago expedition of the Majapahit Kingdom by Gajah Mada. The capital of the Kutai Kartanegara kingdom was initially located in the Jahetan Layar area before moving to Tepian Batu where these two areas are located in Kutai Lama. Then moved again to the Pamarangan area in Jembayan to the Tepian Pandan area which is currently known as the city of Tenggarong, the capital of KutaiKartanegara Regency.

(https://id.m.wikipedia.org/wiki/Kutai_Lama_Anggana_Kutai_Kartanegara)

Since then, Kutai Lama village has been part of the implementation of the Erau traditional party which is held every year by the Kutai Sultanate, which is the place where the traditional ceremony of Stretching the Dragon is held in the waters of Kutai Lama. (KutaiKartanegara.com)

2. Demographic Situation of Anggana District

Kutai Kartanegara Regency has 18 (eighteen) sub-districts, one of which is Anggana District. Anggana District has an area of 1,798.80 km² with hilly and mountainous conditions with an altitude of 2,000m above sea level. Geographically, the area of Anggana District is located between 117° 13' E - 117° 36' E and 0° 24' LS - 0° 54' LS. Administratively, the location of the Anggana District area with the northern border of Muara Badak District, east of the Makassar Strait, south of Sanga-Sanga District and Muara Jawa District, west of Samarinda City.¹

Anggana District is divided into 8 (eight) villages with 5 villages on land, and 3 other villages in the Mahakam Delta area in the form of islands. Meanwhile, the location of the sub-district office is in Sungai Meriam Village. The villages farthest from the sub-district office are Sepatin Village (which is 79 km away), Tani Baru (61 km away), and Muara Panutan (41 km away). The three villages are part of the mahakam delta area and can only be accessed by boat and boat transportation. (Bps of Kutaikartanegara Regency)

(Maulita, Rahmat, Fabiola Bulimasena Laturmas. 2023. K3 Training for the Safety of Fishermen in Muara Pantuan Village, Anggana District, *Journal: Community Empowerment. Vol.6 No.9, 2021.*) In 2022, the population of Anggana District was recorded at 36,619 people, consisting of 19,040 (51.99%) male residents and 17,579 (48.01%) female population, all spread across 8 villages. So that the sex ratio, which is the comparison of the number of male population with the number of female population, in Anggana District was obtained 108.31 percent.

The distribution of the population is uneven from one village to another. The largest population is in the Meriam River with a total population of 12,006 people consisting of 6,183 male residents and 5,823 female residents. And the village with the least total number of residents, namely Tani Baru village, amounted to 2,017 people.

C. Jahetan Layar Tour

1. Jahetan Layar Tourism Profile

One of the areas in Kutai Kertenegara Regency that has succeeded in managing tourism to attract tourists to visit with its beautiful scenery. The tourist attraction is the Land of Jahetan Layar, which is located in the Land of Jahetan Layar, Kutai Lama. The Land of Jahetan Layar is a tour that offers a natural panorama of the mountains, and can see the view of the village of Kutai Lama. The interesting thing about Nageri Jahetan Layar is that it has a triangular villa and the existence of the Jahetan Layar Country object displays modern and traditional architecture. Almost every day the number of tourists who come to the Land of Jahetan Layar continues to increase. Tourism potentials that are seen as one of the opportunities in business can bring profits to their managers. Therefore, every tourism business person competes with each other to be able to attract

visitors in order to increase income. (Rina M, Danna. (2024). *Facilities, Prices, Promotions, and Locations on People's Decisions to Visit Jahetan Layar Country Tourist Attractions in Kutai Lama*. Samarinda: Faculty of Economics, University of August 17, 1946).

The land of Jahetan Layar offers an extraordinary natural tourism experience. This area is known for its combination of harmony between dense forests, fast-flowing rivers, and Dayak cultural life that is still thick. One of the main attractions of the Land of Jahetan Layar Kutai Lama is its stunning natural beauty. Tourists are greeted by the green expanse of trees and the soothing gurgling sound of river water. The area presents a landscape that is pleasing to the eye, with beautiful hills and deep valleys. For photography lovers, the old Land of Jahetan Layar Kutai offers many interesting moments to capture in your camera lens. Dayak Culture In addition to its natural beauty, the Land of Jahetan Layar Kutai Lama is also rich in authentic Dayak culture. Tourists can interact with the locals and learn about their lives that are still deeply tied to tradition. Tourists can visit the Dayak villages around the region, witness traditional ceremonies, and get to know their cultural heritage up close. This will provide a valuable experience that will not be found anywhere else.

The activities that can be done in the Land of Jahetan Layar Kutai Lama are very diverse. You can explore the wilderness by trekking or take an interesting river tour. We can also enjoy activities such as camping, fishing, or swimming in the fresh river. For bird lovers, the Land of Jahetan Layar Kutai Lama is also a paradise to see various types of birds that live in this area. Access to the old Jahetan Layar Kutai Country is quite easy even though it is still a little remote.

We can access it by road trip or by using water transportation through rivers. However, keep in mind that the infrastructure in this area may not be as good as in the big cities, so make sure as a tourist you need to prepare well before visiting.

Habib Tunggang Parangan, who is a Ulama who spreads Islam in the Land of Kutai as well as the spread of Islam in the Kutai Kartanegara kingdom, is buried in the village of Kutai Lama which can be an attraction for religious tourists by pilgrimage/nyekar and also a grand haul held once a year. The spread of Islam in areas that were previously Hindu was not an easy thing. All are inseparable from the struggle of a scholar who spreads Islam whose full name is Habib Hasyim bin Musyayakh bin Abdullah bin Yahya who comes from Hadralmaut, South Yemen who is titled Datuk Tunggang Parangan (Tuan Tunggang Parangan) or better known as Habib Tunggang Parangan. Amin T. Fajar S. (2024). Identify tourism potential in Kutai Lama. *Journal: SIMAS*. Volume 2 Number 1.

Jahetan Layar State Tourism was first established in 2015 by a businessman named Mr. H.Idris in order to fulfill the desire to gather with a large family, but finally this tourist attraction developed and was in demand not only among himself but also among the wider community. In 2017, Mr. H. Idris then further developed a tourist attraction named Negeri Jahetan Layar which then began to be known by the public as one of the attractive tourist destinations.

In his operational activities, Mr. H. Idris recruits local workers, namely local people who are employed to assist in tourism activities which include tourism management with camping facilities, trekking, ATV motorcycles, live music, green panoramas and the beauty of the valley, photo spots, dining tours, cafes and restaurants as well as lodging in the form of villas while enjoying the panorama and interesting spots that have been provided. In 2019 the number of

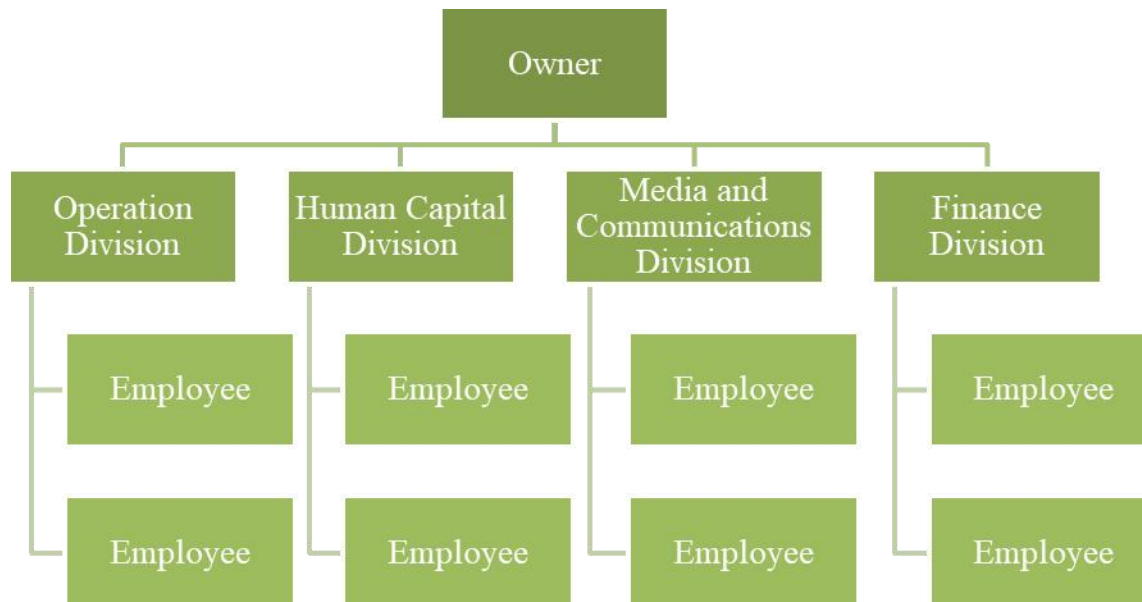
visits decreased due to the covid 19 pandemic but returned to crowded in the following years. In 2021, the management of tourist attractions was handed over to his son named Meisya Aureli Idris who manages tourist attractions until now. In the hands of Meisya Aureli Idris, various facilities are increasingly equipped and beautified to provide comfort and satisfaction for tourists².

Jahetan Layar Country Tourism, Anggana District, Kutai Kartengera Regency is a tourist attraction whose visit is quite high even though it is located far from the capital city of Samarinda, but visitors from various regions such as Tenggarong, Samarinda, Bontang, Balikpapan, Sangatta and other areas are very interested in visiting this tourist spot. Carrying out tourism that provides various facilities provided such as large parking lots, prayer rooms, clean toilets, culinary or food at delicious and halal restaurants/cafes, providing local MSME products, live music, interesting photo spots, trekking, camping, ATV motorcycles, and lodging in villas that are available and supported by a clean and comfortable place and a pleasant atmosphere, especially when approaching dusk while observing the scenery from above the valley with a beautiful panorama beautiful.

This tourist spot is widely used as a place to gather with family, agency or company meetings, *family gatherings*, visits from local companies/agencies and companies as well as a resting place for employees of surrounding companies such as Pertamina, Pama and other agencies as well as the wider community who need entertainment venues to relieve fatigue and stress after undergoing routine activities.

Jahetan Layar State Tourism joins the organization managed by the Kutai Kartenegara Regency Tourism Office and is expected to continue to collaborate with related parties government agencies, companies and the community to continue to build so that tourist attractions can develop better and increase local and foreign tourist visits.³

Jahetan Layar Tourism Organization Structure



Duties and Authority:

1. Owner
 - a) Develop short-term and long-term business strategies.
 - b) Make decisions for all operational and managerial activities of the company.
 - c) Recruiting and terminating employment.
 - d) Evaluate the company's performance periodically.
 - e) Checking and approving the budget required for the company's progress.
2. Operations Division
 - a) Responsible for the implementation of maintenance activities in tourist areas.
 - b) Inspecting equipment and maintaining assets in tourist areas.
 - c) Make repairs if there are damaged assets.
3. Human Resources Division
 - a) Meet the targets and evaluate the implementation of HR activities.
 - b) Conduct HR performance assessments.
 - c) Developing an appropriate and adaptive HR governance system with the times.
 - d) Make periodic reports on HR activities and performance.
4. Media and Communications Division
 - a) Organizing and coordinating work programs, policies, and activities related to the medinfo division.
 - b) Publish and document activities in multimedia or oral form.
 - c) Designing and managing promotions through print media and social media.
 - d) Manage social media.

- e) Create visual content for event publication.
 - f) Building and maintaining organizational branding through media and information.
5. Finance Division
- a) Provide financial reports to the Owner on a regular basis.
 - b) Report the company's financial condition to the Owner every month.
 - c) Maintain the company's financial stability.
 - d) Handle all activities related to financial matters.
 - e) Taking care of the distribution of salaries of all employees every month.

D. Sharia Marketing Mix Strategy (Marketing Mix) 9P Tourism of the Land of Jahetan Layar

Jahetan Layar Tourism in Anggana District, East Kalimantan, offers a memorable tourist experience with amazing natural panoramas, combining views of the mountains and the Mahakam River. This destination is equipped with various facilities such as relaxation areas, prayer rooms, toilets, and educational game rides related to nature, making it ideal for all types of visitors. In addition, various interesting activities such as trekking, camping, ATV and dirt bike adventures, and photo spots are available here. Although its location is far from Samarinda as the capital of East Kalimantan province, with the uniqueness and beauty offered,

Jahetan Layar Tourism has great potential to become one of the main tourist destinations in East Kalimantan, as well as creating economic opportunities for the local community through increasing the number of visitors and creating new jobs.⁴

Meisya Aureli Idris as the Owner also said "yes we have tried to promote this tourist attraction and hope that visitors will increase and we have implemented a good marketing strategy that does not contradict Islamic law such as maintaining the quality and quality of halal food, the provision of prayer rooms, affordable and transparent prices and others and providing quality facilities and rides to satisfy visitors so that visitors get an experience good and unforgettable"⁵ This is justified by the Vienna operational division Rizky Prigita who said "we will continue to improve operational management, of course, with the support of employees and management so that this tourism can be known not only domestically but also in various countries through good facilities and services so that many people visit here". The points of the 9P marketing mix that have been well implemented are explained as follows:

1. Product

According to the results of interviews with managers and tourists, it is known that Jaetan Layar Tourism offers stunning natural scenery with a panoramic view of the mountains and the Mahakam River that is clearly visible from the top of the mountain. This tour also offers various facilities such as relaxation places, lodgings, prayer rooms, toilets, and educational game rides related to nature. And there is *live music* on weekends. This tour also provides souvenirs and MSME products that can be taken home as souvenirs.

2. Price

According to the results of interviews with managers and tourists, the entrance ticket price and additional services on this tour are free of charge. There are two types of lodging for this tour, namely villas and camping. If you want to stay in a villa on this tour, you will be charged Rp. 500,000.00 to Rp. 900,000.00.

Meanwhile, the cost to use camping rides is charged at Rp 50,000.00. The cost of this lodging will increase on weekends . If you want to rent an ATV and a trail bike to get around, the cost to rent an ATV per 45 minutes is Rp.200,000.00-Rp.300,000.00-. The prices for food and beverages at Jahetan Layar tour are listed on each product served so that visitors do not need to worry because the prices are transparent so that the funds spent can be adjusted to their ability. In sharia principles, the sales agreement must be transparent and fair for both parties. The price tag listed must be free from elements that contain riba (interest), gharar (uncertainty), and maysir (gambling). Thus, the price label on food and beverages at Jahetan Layar Tourism is in accordance with sharia principles to ensure fairness, honesty and trust in transactions.

Abdul Mujib. (2018). *Sharia marketing management*. Surabaya: UM Surabaya

3. Place

According to the results of interviews with managers and tourists, this tour is located in Anggana District, Kutai Kartanegara Regency, East Kalimantan, which is quite easily accessible to visitors from various regions. The journey to this tourist attraction has been facilitated with signs or road signs so as not to get lost. The government has repaired the road with a cast road so that the road is smooth and visitors do not have difficulty when getting there.

4. Promotion

According to managers and tourists, promotions are carried out through social media including tiktok, Facebook, Instagram as well as collaborations with influencers or bloggers to promote the beauty and uniqueness of this tour. This tour has also collaborated with local tourism institutions to be more known by the public. Various events in Kalimantan also affect the visits of tourists who stop by the Land of Jahetan Layar, such as when ERAU or the national MTQ was held in Samarinda and Kutai Kartanegara, so many stayed and enjoyed the rides while enjoying the available culiers.

5. People

According to the results of the interview, the tour manager must be equipped with experienced and friendly personnel in welcoming and serving visitors. Employees respond and serve well and politely. When it is crowded, it may be necessary to add employees so that queues and waiting lists do not hinder and reduce the satisfaction of tourists who usually want fast-paced services.

6. Process

According to the results of the interview, the services at Jahetan Layar Kutai Lama Tourism are designed to ensure the comfort and satisfaction of visitors. Upon arrival, visitors are greeted by the staff in the registration area and given complete information about the facilities and activities available. Visitors then receive a tour guide that includes *trekking* routes, facility locations, and activity schedules. Every facility, such as prayer rooms, toilets, relaxation areas, and educational game rides, is always in clean condition and ready to use. Various exciting activities, such as trekking, camping, and ATV adventures, are organized with expert guidance and supervision to ensure the safety and comfort of visitors. To receive suggestions, inputs, or complaints, an easily accessible communication channel is provided, and the customer service team is ready to respond quickly to

any complaints and ensure a satisfactory resolution. With this organized service process, Wisata Jahitan Layar is committed to providing an unforgettable travel experience for every visitor.

7. Physical Evidence

According to the results of the interview, physical facilities such as café buildings with replicas of sailing ships, villa suites, family rooms, ATV games and other facilities must look attractive and meet the needs of visitors. There is also a prayer room that is neatly and comfortably maintained. At the entrance there is also a signboard that reads "Jahetan Layar Tour" which makes it easier for visitors to recognize the tourist spot.

8. Promise

According to the results of the interview, Jahetan Layar Tourism is committed to presenting stunning natural beauty with stunning panoramas of mountains and rivers at the top of the mountain. This tour also promises complete and quality facilities that are suitable for visitors to release their tired time after a long time of activities or work, such as relaxation places, food and drinks, educational rides related to nature, prayer rooms, and trekking experiences, camping, ATV adventures. By maintaining high service standards and ensuring the comfort and safety of visitors, Jahetann Layar Tourism strives to become a leading tourist destination that can provide a memorable and enjoyable experience for every visitor.

9. Patience

According to the results of the interview, Jahetan Layar Tourism really appreciates every suggestion and input given by visitors. Their commitment is to always provide the best service and a pleasant experience. With great care, listening to every feedback and we kindly welcome ideas that can help improve the quality of Jahetan Layar tourism.

Based on the formulation of the problem in this study regarding how the marketing strategy of Jahetan Layar Tourism in Anggana Kutai Lama District, the researcher has conducted interviews based on the interview guidelines that have been determined, then the following are the results of interviews with two research subjects, namely with the Owner as well as the manager and with visitors to Jahetan Layar Tourism.

Table 4.1

List of Resource Persons

NO	Name	As long as	Work	Impression
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1	Hajj. Eka Isnavati, S.E	Anggana	Secretary of Anggana Sub-district	Although the place is far from the city center, tourist attractions are interesting and must continue to be developed and supported by the improvement of sapras by the government ⁶
2	Meisy Aurilia a Idris	Samarinda	Owner of Jahetan Laya Country Tourism	Visits are increasing and Hope for government support for future tourism development ⁷
3	Vina Riky Prigit a	Anggana	Operations Division	Services will continue to be improved and hope that operational management will be better ⁸
4	Mahayana	Balikpapan	Pertamina	The villa is comfortable, the atmosphere is cool in the day, The place is aesthetic with a beautiful view ⁹
5	M.Natsi r Hidayat	Bontang	PT. Persada Nusantara	Interesting tour, The complete menu available is quite repretivative to enjoy ¹⁰
6	Bagus	Bontang	PT. Prima Cool Meaning	Interesting and Very strategic to unwind ¹¹
7	Winda Miradian a	Sagatta	Engineer	The villa is comfortable and suitable while enjoying the natural atmosphere ¹²
8	Muhamma d Junaidi	Tenggarong	Self employed	Friendly, Comfortable and clean facilities ¹³
9	Riama Betty Kasiadi	Samarinda	Owner of Hot Spring Rolls 89	Affordable price, Best place to relax ¹⁴

10	Nahdia Fahriany	Samarinda	Hospital nurses. Islam	Transparent prices, The facilities are complete with comfortable prayer rooms and support our worship ¹⁵
11	Muhammadd Afandi	Bontang	Private	Even though it is far away, the service is good, the rides are fun and provide a new experience ¹⁶
12	HJ. Jumriani	Badak	Self employed	There are dirt bikes and ATVs that can go around and rides of choice for families to gather ¹⁷
13	Rahmah	Samarinda	Student UMKT	Good promotion, comfortable prayer room and cool place to unwind ¹⁸
14	Ayu Winarsih	Balikpapan	Student UMKT	Good food Cool place to take pictures with beautiful scenery ¹⁹
15	Muhammadd Afandi	Samarinda	Civil Servant	Complete menu, many rides, Where to enjoy natural tourism because there are many good photo spots ²⁰
16	Fitri Utami	Samarinda	Student UMKT	A place to relax for young people, inexpensive menu, fast and friendly service ²¹
17	Nawawi	Badak	Student UINSI	ATVs and trails are very cool and interesting ²²
18	Suratman	Tenggarong	Student UINSI	For camping and family gatherings are very supportive ²³
19	Mohammed Arib Herzy	Samarinda	Private	A clean, comfortable place and complete facilities, hopefully a children's playground can be added ²⁴

20	Sri Wahyuni	Bali kpa an	Civil serv ants	Friendly, well-stocked menu, fun and supportive facilities ²⁵
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D. The Impacts and obstacles are on the tourism in Jahetan Layar, Kutai Lama, Anggana District, Kutai Kartanegara Regency

The impact of the existence of the Jahetan Layar State Tourist Attraction in Anggana District on the community is that the Jahetan Layar State Tourism creates economic opportunities for the local community through the provision of jobs, increasing MSMEs, and tourism activities.

2. Analysis and Discussion

Based on the results of the research, the speakers expressed their opinions regarding the implementation of the 9P sharia marketing strategy (*marketing mix*) in tourism in Jahetan Layar Country, Anggana District, Kutai Kartanegara Regency as follows

a. Product

According to the speakers, the Jahetan Layar Country Tourism has the main attraction, namely a comfortable natural scenery to relax and unwind, not only that this tour also provides halal menus that can be enjoyed during leisure time. This tour also provides a camping place in the form of a villa and also a comfortable lodging for the family. There are also natural rides, namely dirt bike adventures and ATVs that can fill the excitement of visitors. For those who want to fill in social media stories, there are also good photo spots.

b. Place

According to the source, Jahetan Layar Tourism has a comfortable and aesthetic place. It allows it to be a beautiful and good photo spot to add content on their social media. Having a strategic place makes this tour easy to visit for local and foreign tourists. This tour has the concept of being united with nature which makes it comfortable to unwind after a long day of work.

c. Price

The price offered by Jahetan Layar Tourism has a price that is quite affordable for students. With the services and natural offerings offered, it will pay off for those nature lovers. Providing a halal food and beverage menu makes comfort even more.

d. People

The services provided by Jahetan Layar State Tourism try to provide the best service with friendliness and professionalism, ensuring that visitors feel comfortable and get a pleasant experience.

e. Promotions

The promotions used include all commonly used social media, such as Instagram, TikTok, Facebook to share excitement and amazing photos as well as promotional videos that display the beauty of nature and exciting activities that can be enjoyed there. Cooperation with travel agents is also one of their promotional media. With this collaboration, they can offer attractive tour packages for tourists outside the region.

f. Process

The process of Jahetan Laya Country Tourism begins when visitors come to the location. First, visitors will be greeted by friendly staff at the registration, where they get complete information about the facilities and activities available. After this, the end will be given a tour guide that includes *trekking routes*, facility locations, and activity schedules.

g. Physical Evidence

According to the resource person, *the physical aspect* at Jahetan Laya State Tourism includes various aspects that can play an important role in creating a positive experience for visitors. They can enjoy the natural scenery and become strategic photo spots to take photos. The facilities offered also meet the needs of visitors such as: prayer rooms, toilets, and places to relax that are clean and well-maintained.

h. Promise

According to the results of the interview, Jahetan Laya Tourism is committed to presenting stunning natural beauty with an amazing panorama of mountains and rivers at the top of the mountain. This tour also promises complete and quality facilities according to the expectations of customers or tourists who visit.

i. Patience

According to the results of the interview with Jahetan Laya Tourism, the services provided are carried out well and carefully. The management really appreciates every suggestion and input given by visitors. Their commitment is to always provide the best service and a pleasant experience. With full attention, listening to every feedback and we kindly welcome ideas that can help improve the quality of Jahetan Laya tourism, this is one of the things that causes visitors to feel at home and satisfied.

This result is in accordance with the research of Stephanie-Astid Ayu, CA Tresyanto, PS Susila in the 2024 Economic and Management Journal that good business management through the implementation of 9P marketing strategies will have an effect on the creation of visitor satisfaction.

The impact of the existence of the Jahetan Laya State Tourist Attraction in Anggana District on the community is that the Jahetan Laya State Tourism creates economic opportunities for the local community through the provision of jobs, increasing MSMEs, and tourism activities.

Jahetan Laya Tourism in Anggana District has great potential as an attractive natural tourism destination, but in the implementation of the 9P-based marketing Mix marketing strategy, in fact there are factors that affect consumer satisfaction or tourists and there are several challenges and obstacles faced.

- **Product**

Jahetan Layar offers a variety of attractions, such as views from Melayang Hill, ATVs, trail bikes, and camping areas. Although basic facilities such as prayer rooms and toilets are available, further development is needed, especially to improve the comfort and tourist experience

- **Price**

Rental prices for attractions such as ATVs and dirt bikes are quite affordable, but to attract more visitors, pricing must remain competitive and adjusted to the purchasing power of local people and tourists from outside

- **Place**

Locations that may be quite remote and limited access to transportation can be a major obstacle. Lack of transportation infrastructure, such as poor roads or the absence of adequate public transportation, can discourage tourists from visiting. The distribution of information about the location can also be less than optimal if tourists do not find enough information about the route and access to Jahetan Layar.

- **Promotion**

of the common obstacles in promotion is the lack of budget for advertising and digital marketing. Without effective promotion through social media, websites, or influencers, tourist attractions like Jahetan Layar can have difficulty attracting the attention of new tourists. In addition, if there is no collaboration with travel agencies or digital travel platforms, the reach of promotion can be very limited. This tourism promotion is still limited to local activities and expansion through social media. Broader promotional efforts, including partnerships with travel agencies or digital tourism campaigns, will help expand market reach

- **People (Sumber Daya Manusia)**

Friendly and professional staff is the strength of Jahetan Layar, especially in ensuring the safety and comfort of visitors during activities. Further training can improve the quality of services provided. Obstacles in the field of human resources can be in the form of a lack of training or skills of local tour guides in providing quality services. A lack of motivation or knowledge on how to serve tourists, especially foreign tourists, can negatively affect the visitor experience. Additionally, a lack of adequate staff or tour guides can lead to slow or suboptimal service. The management of this tourist attraction is still in the development stage. The service process needs to be more structured to reduce the potential for queues or confusion related to booking and managing rides

- **Process**

processes, such as complicated or lengthy ticketing procedures, lack of technology integration for online bookings, or untimely travel activities, can be a major obstacle. Travellers may feel disappointed if the process doesn't go smoothly. The service and ordering process at Jahetan Layar still needs to be improved. Manual bookings or long queues can reduce visitor

convenience. The use of technology in booking, such as apps for online booking, can speed up and simplify the process.

- **Physical Evidence Physical**

Evidence can include a lack of adequate public facilities, such as clean toilets, parking lots, or comfortable rest areas. If these supporting facilities are not available or are not well maintained, travelers may feel uncomfortable and give a bad rating. The appearance of tourist attractions that are less attractive can also be an inhibiting factor.

- **Promise**

Better management is needed in order to ensure that operational activities run according to standard operating procedures even though customers are satisfied with the services provided, especially related to the use of technology both in the ordering and payment systems.

- Patient

It is necessary to carry out training in the development and skills of employees in carrying out their duties to be better and professional as feedback that gives a positive impression to customers in maintaining the company's image.

CONCLUSION

The conclusion of this journal indicates that the implementation of the 9P marketing mix strategy in the context of tourism at Jahetan Laya, Anggana, Kutai Lama, has significant potential to enhance visitor attraction and satisfaction. Through comprehensive analysis, this research identifies various factors influencing the effectiveness of marketing strategies, including product, price, place, promotion, process, people, physical evidence, participation, and patience. The findings emphasize the importance of integrating Islamic values into marketing practices to create a more meaningful experience for consumers. Thus, the implementation of this strategy not only contributes to an increase in visitor volume but also supports local economic growth and the sustainability of tourism in the region.

For future researchers, it is recommended to explore the long-term impacts of the 9P marketing mix strategy on community development and to consider comparative studies with other regions employing similar strategies. Additionally, investigating consumer behavior and preferences in more depth could provide valuable insights for refining marketing approaches in Islamic tourism.

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