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Marketing Management of Dropshipping System Based on Islamic  
Economy Perspective (A Case Study on Online Shop “We Skincare”  
Purwokerto)

Alfa Rizka Nurlaila

State Institute on Islamic Studies Purwokerto, Indonesia

alfariska16@gmail.com

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**Abstract:** Competitive market competition requires an entrepreneur to prepare a strategy and regulate the right and mature marketing management. Marketing is one of the activities carried out by the company to maintain the continuity of its business. The marketing process begins before goods are produced, and does not end with sales. Online Shop is a shop that applies marketing management with a dropshipping system. Which system is considered beneficial for business people who do not have the capital and the dropshipper does not need to buy goods first. In this study, researcher choosed the online shop “We Skincare” Purwokerto as the research subject. This research is field research, with the type of research is qualitative research. The technique of collecting data used observation, documentation, and interview. In this case, the researcher describe one problem which is then analyzed based on the perspective of Islamic economics, namely by: describing the marketing management of online shop “We Skincare” Purwokerto. Based on the research, marketing management applied in online shop “We Skincare” Purwokerto is 4P marketing strategy. In this case, the online shop “We Skincare” Purwokerto explained the characteristics of products, packaging, and services provided or affordability, which means affordable prices but with good quality and results. Online shop “We Skincare” Purwokerto used direct distribution channel as the main strategy for attracting consumers. And the promotion is carried out through social media.

**Keywords:** *marketing management, marketing mix, dropshipping system, islamic economy*

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### A. Introduction

According to Porter, the intensity of competition in an industry or company is not a matter of chance or bad luck. Conversely, competition in an industry or company is rooted in the underlying economic structure and runs outside of existing competing actors (Porter, 1994, p. 2).

In the round of Islamic economics, business competition is one of the triggers of

change that must be taken into account, with the emergence of increasingly diverse products, making producers continue to compete. Manufacturers will think of all ways to deal with competition, for producers, competitors are scrambling to be the best, namely running their business with quality products, competitive prices and total service (Ismail, 2002, p. 93).

Management in the view of Islam implies that everything must be done well, orderly, orderly, neat and correct. This is in accordance with what the Prophet Muhammad taught in his words:

*"Indeed, Allah really loves people who if done something work is done in a way (good, orderly, orderly, neat, right, clear and complete)".* (H.R. Taberani) (Abdullah, 2014, p. 2).

Management is the art of leading a process of reaching a goal consisting of planning, organizing, leadership, and controlling until the end, which then evaluates through others (Aziz, 2012, p. 5). Management has many branches include marketing management.

Marketing has the main purpose of making sales transactions. Marketing activities are not only about promoting, marketing also involves product activities for consumers (products), setting prices that can be reached by consumers (price), but still providing benefits, determining distribution (place) and of course promoting (promotion) (Suryana, 2003, p. 100).

In the beginning, online shop was a form of activity which included buying and selling and marketing goods or services through electronic systems. Payments are made with a predetermined system and items will be sent via freight forwarding. Online shop is one of the facilities presented by the internet that provides various facilities. The convenience provided in shopping is time efficiency, without having to meet face to face customers can buy the desired needs without spending time and effort. Because of this convenience, online shops are increasingly in demand. However, it is not easy to do an online shop business, because there are several obstacles that are often a problem, namely the lack of trust in prospective buyers of online shop sites because of the widespread fraud in certain online shop sites. Although there are only a few online shops that have committed fraud

but the impact is on all online shop sites. They become less trusted by prospective buyers.

Purchasing activities, if traced deeper, is only one stage of the entire process of consumer purchasing decisions. Basically, consumers will find it easier to make purchasing decisions that are repetitive or continuous towards the same product. If the factors that influence it change, then consumers will reconsider their purchasing decisions. Decisions that are considered by consumers include decisions about: product type, product form, product brand, number of products, time of purchase, and method of payment. If it is associated with Pearl Beauty Skincare cream, then in the process of making purchasing decisions also go through several stages. Where, the process of purchasing decisions is related to several decisions, especially decisions about product brands and sales. Every brand of product and sales of a company has its own uniqueness and distinctiveness, which can distinguish them from competitors. In such conditions, finally there will be found consumers who behave faithfully to certain brands or sales.

At this time one of the online internet marketing business models appears with the term dropshipping. Dropshipping is a product sales effort without having to have any products. So that dropshipping is categorized as a model in bermu'amalah. This is where a Muslim is demanded to be sensitive to legal facts in buying and selling activities because failing to understand facts means failing to punish something.

Dropshipping is a buying and selling system that allows dropshippers to sell goods directly from suppliers / stores without having to stock / buy goods first. This business does not require capital and the seller does not need to buy goods first for sale, but only provides marketing tools such as Facebook, and BBM on Blackberry. After the buyer pays for the item purchased, the

seller will pay the dropshipper price and send it to the buyer. Dropshipper companies will send products to direct customers, and the difference between the seller's price and the price of the dropshipper is the seller's advantage.

We Skincare is one of the Pearl Beauty Skincare (BPS) distributors in Purwokerto having its address at Housing Wanadadi Regency Block D no.37 KarangPucung. At this Skincare We distributor there are approximately 249 dropshipper spread in Indonesia from Purwokerto, Jakarta to Bali, Jambi to Papua. Turnover per day from We Skincare is approximately Rp. 1,000,000, with monthly turnover reaching Rp.26,000,000, from BPS cream and Arabian body Rp.20,000,000, by paying other fees such as employee salaries (13 people x Rp.1,500,000.) And other needs, so in one year We Skincare's turnover reached Rp.240,000,000, with exposure to employees in Jakarta 6 (3 packing, 2 operators, 1 warehouse head), and there are 6 employees in Purwokerto (3 packing, 2 operators, 1 warehouse head).

Therefore, from the description of the background above, a problem arises that requires an answer with an established theoretical basis, so that it can be expressed with the following question patterns: What is the Marketing Management of a Dropshipping System in an Islamic Economic Perspective Which We Use Online We Skincare Store Purwokerto? Of course, to answer the formulation of the problem above, a theoretical basis is needed to produce an answer

## **B. Theory Basis**

### **1. Marketing Management**

The definition of marketing is nothing but a process of moving goods or services from the hands of producers to the consumers (Gitsudarmo, 1994, p. 26).

#### Marketing Ethics in Islam

Business ethics in Islamic law is moral in conducting business in accordance with Islamic values, so that in carrying out its business there is no need to worry, because it is easily believed to be good and right (Hasan, 2009, p. 171).

Business ethics can mean thinking or reflection about morality in the economy and business. Morality here means aspects of good / bad, commendable / despicable, right / wrong, reasonable / unnatural, appropriate / inappropriate, of human behavior. In the study of Islamic business ethics the above adjective arrangement is added to the degree of lawful and lawful (Badroen, 2006, p. 70).

The Prophet Muhammad was the best example for mankind. The inherent nature of it makes it a successful entrepreneurship and leadership before the hard times. This trait must also be attached to every entrepreneurship and marketer.

#### a. Shidiq (honest)

Honest is the attitude of never lying in conducting various kinds of business transactions (Hafidhuddin, 2003, p. 78).

#### b. Fatanah (smart)

Fatanah is interpreted as intellectual-ingenious, creative, brave, confident, and wise (Hasan, 2009, pp. 276-278).

#### c. Tabligh (communicative)

If a marketer, he must be able to convey the advantages of his products honestly and not have to lie and cheat customers, he must be able to speak correctly and bi al-wisdom (wise and on target) to his business partners (Kartawijaya & Sula, t.th, p. 132).

a. Marketing Characteristics in Islam

There are 4 characteristics in Islam that can be a guide for marketers including:

- 1) Theistic (rabbaniiyah) One characteristic of the Shari'ah marketing that conventional marketing does not have that is known so far is its religious nature (dinniyah).
- 2) Etis (*akhlaqiyyah*) That is another privilege of the Shari'ah marketers beside being theistic (rabbaniiyah) also because ethics (*akhlaqiyyah*) strongly emphasizes moral issues (moral and ethical) in all aspects of its activities, because moral and ethical values are universal values, taught by all religions.
- 3) Realistic (*al-waqiyyah*) Namely syari'ah marketing is a flexible marketing concept, as is the breadth and flexibility of the syari'ah Islamiyah that underlies it.
- 4) Humanistis (*Insāniyyah*) That is the privilege of other Shari'ah marketers is its universal humanistic nature, namely that shari'a is created for humans so that their degrees are elevated, their human nature is maintained and maintained. Islamic Shari'a was created for humans according to their capacity regardless of race,

color, skin, nationality and status (Kartawijaya & Sula, t.th, pp. 28-38).

b. Definition of Marketing Management

According to Rismiati, marketing management is as analysis, planning, implementation, and control of programs designed to create, build and maintain profitable exchanges with target buyers to achieve organizational goals (Irawan & Faried, 2001, p. 33).

While the role of the marketing function is to profitably sell the company's products both in the form of goods and services on the market that have been entered in such a way that the company's goals are achieved. Functional strategies in the field of marketing are a guide in carrying out various marketing activities so that they are consistent not only with a predetermined basic strategy, but also with various other functional fields strategies (Siagian, 1998, p. 210).

c. Marketing Strategy in Islam

The market segmentation targeted by the Prophet Muhammad is:

1) Demographic Segmentation

The market segment carried out by Prophet Muhammad SAW is a market grouped based on family, citizenship and social class.

2) Psychographic Segmentation

Then what was done by the Prophet Muhammad was to classify the market in

lifestyle, values and personality.

- 3) Behavior segmentation  
What Prophet Muhammad SAW did was by dividing groups based on user status, events, level of use, status of loyalty, stage of readiness of the buyer and attitude (Machfoedz, t.th, pp. 130-134).

From the definition above the marketing strategy is a combination of marketing variables planned by a company, these variables include (Machfoedz, t.th, p. 145):

- 1) Determine the target market
- 2) Strategic market planning
- 3) Creating a marketing mix

Marketing mix is a set of marketing tools (product, price, distribution, and promotion) used by companies to achieve their marketing goals in the target market (Kotler, t.th, p. 48).

Some things that need to be considered in marketing cases related to marketing mix issues are:

- 1) Product  
In developing the marketing mix for each product, both goods, services and ideas, marketers must consider what consumers want to get when they buy your product (Kasali, 2012, p. 152).
- 2) Price  
Information on market price policy, discount rate, rate of increase, and optimum and reasonable

prices according to consumer characteristics (Ariestonandari, t.th, p. 61).

- 3) Place  
Strategic location determination and market penetration tactics based on: accessibility, level of competition, purchasing power and consumer absorption, and long-term potential (Ariestonandari, t.th, p. 61).
- 4) Promotion  
Promotion is a communication technique designed to stimulate buyers' consumers (Kasali, 2012, p. 156).

## 2. System Dropshipping

### a. Dropshipping System Mechanism

Dropshipping is the sale of products that allow dropshipper to sell goods to customers by capitalizing on photos from suppliers / stores (without having to stock goods) and sell to customers at prices determined by the dropshipper. After the customer transfers money to the dropshipper, the dropshipper pays the supplier according to the dropshipper's purchase price (plus shipping costs to the customer) and provides customer data to the supplier. Goods ordered will be sent by suppliers to customers / buyers. But those who draw the sender's name listed are still the name of the dropshipper.

Dropshipping in a Shari'ah review, in his book *Al-Jami 'Fi Ushul Ar-Riba*, Rafiq Yunus Al-Masriy explained, what is meant by dropshipping is to determine the price of the goods themselves, but after getting orders for goods, the dropshipper directly buys

goods from suppliers. Then, just sent to the buyer either by the dropshipper or supplier. However, in this transaction, there is one important note, that buyers who have purchased goods from the dropshipper are given full rights to

cancel the contract before the goods are sent (then the down payment is obtained according to operational costs if the transaction is canceled). This kind of transaction is called "bai' al-murabahah lil amir bisy-syira".

Figure 1. Sceme Dropship



b. Advantages and Weaknesses of the Dropshipping System  
Advantages Dropshipping System

- 1) Dropshipper gets a profit or fee for its services to market goods belonging to suppliers.
- 2) Does not require large capital to run this system.
- 3) As a dropshipper, you do not need to provide an office and warehouse for goods.
- 4) Even though you are not armed with higher education, as long as you are able to surf in cyberspace, you can run this system.
- 5) You are free from the burden of packaging and product distribution.
- 6) This system does not know the time or space limits,

aka you can run this business whenever and wherever you are.

The benefits of being dropship are as follows:

- 1) Stock, for those of you who want to do this dropship system you don't need to stock items.
- 2) Flexible, you are flexible in choosing a variety of products that offer a dropship system on the internet, only you choose which one suits you best.
- 3) Benefits, the price of the dropshipper / producer will be cheaper than the market price so you can still get a profit.
- 4) Simple, you have a business but are not stretched with the matter of finding materials, arranging production,

arranging employees to send goods.

Besides the advantages, there are obstacles in implementing the dropship system, especially in the following cases:

- 1) Complaining,
- 2) Availability of Stock,
- 3) Not on time,
- 4) Quality of goods.

### C. Research Methods

This type of research is field research, namely the compilers will collect data by visiting directly to the field, the community, groups or institutions that are the object of research to study intensively about the various problems studied (Suryabrata, 1990, p. 23).

The method used in data collection related to this research is:

#### 1. Observation Method

Observation is a process of recording the behavior patterns of subjects (people), objects (objects), or systematic events without the existence of questions or communication with individuals studied (Nurindrianto & Supomo, 2002, p. 157).

#### 2. Interview Method

The interview method is data collection with a unilateral question and answer method that is systematically carried out based on research objectives.

Interviews can be defined as "Language interaction that takes place between two people in a situation facing each other between two people in a situation facing each other one person (Emzir, 2011, p. 50).

#### 3. Documentation Method

Documentation method that is looking for data about things in the form of notes, books, transcripts, newspapers, ledgers, agendas and so on (Arikunto, 2005, p. 236).

Data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes and documentation by organizing data into categories, describing into units, synthesizing, arranging into patterns, choosing which ones are important and which will learned and made conclusions so that they are easily understood by themselves and others (Sugiyono, 2009, p. 233). The analytical method used in this research is descriptive analysis method. Descriptive analysis aims to provide a description of the research subject, based on data from variables obtained from the group of subjects studied and not intended to test hypotheses (Soejono & Abdurrahman, 1999, p. 19).

### D. Discussion of Research Result

#### 1. Implementation of Marketing Management *Dropshipping System* at Purwokerto Online We Skincare Purwokerto.

Implementation of Marketing Management Dropshipping System at Purwokerto Online We Skincare Purwokerto includes :

##### a. Make A Special Website

The initial step of the dropshipper The Online We Skincare Store to start an online business is to create a special website. This website will be made into an online dropshipper or our workshop in cyberspace. Our website will later also be used as a referral center site when we want to spread online promotions through social media, forums, marketplaces, or other selling sites.

##### b. Include A Clear Profile

Then for the website content material, among others, contains information:

- 1) Business profile.

- 2) Gallery of product / service images and their descriptions.
- 3) How to order, how to contact and order form. Memberikan pelayanan terbaik
- c. Providing the best service  
is the most important thing to keep consumers using your product. Next, build relationships with visitors, give the information they need. Maybe they don't directly buy your product, but when they get the information they need, their trust will grow, so the possibility of them buying the product will increase.
- d. Periodic Update  
You can start by utilizing social media sites like Facebook, Twitter, Instagram, Whatsapp and other social media sites that you understand. This is the fastest way to disseminate your business information. Especially if you have enough friends / followers, it will be very helpful.  
Then, you can also start displaying your products and services on forum sites like Kaskus, and Marketplace sites like Bukalapak, Toko Bagus, Tokopedia, etc.
- e. Multiply Network  
Increasing network is very important in doing business online. The We Skincare Online Store always emphasizes that increasing the network is very important. For example on whatsapp accounts, the more contacts that are on Whatsapp, the more chances to get consumers. With tenacity, being serious and having a target market, this business will not be difficult.

To simplify the process of buying and selling transactions online, both buyers and sellers need several ways to do this. including:

a. COD (*Cash On Delivery*)

The Online Skincare We Store uses COD for its dropshipper in a certain area, because most dropshipper is outside the city. This method can make it easier for dropshipper to market their products to their customers.

b. Transfer Between Bank Accounts

Online We Skincare stores use this process to dropshipper. After the dropshipper transfers money to the Online Store and sends the proof of transfer then the goods ordered will be sent immediately according to the address format that the dropshipper has sent.

c. Joint Account

Joint Account is a payment system which is one form of effort to bridge between buyers and sellers if the 2 types of transactions above cannot be done for a particular reason. Here the role of third parties is needed to overcome the problem of buying and selling.

The Online Skincare Store uses this transaction method to Siska dropshipper, because the Siska dropshipper does not yet have a personal ATM so dropshipper Siska uses this joint account to transact.

Marketing management carried out by the Purwokerto Online We Store, which uses the marketing mix concept, namely product strategy, price, distribution or place and promotion and other alternative strategies, namely segmentation, targeting, positioning,



targeting of target markets, improving the quality of service to consumers, improve product quality and carry out product development.

a. Product Strategy

In the product strategy there are several things that need to be considered, namely: the characteristics of the product, packaging and service.

To maintain BPS cream is marked with a color texture, the hologram printed. In addition to maintaining the quality of BPS cream products, Hanifah Mustika provides knowledge to always be careful of goods that are not original (fake). Because many are faking.

How to distinguish between genuine and fake BPS creams is:

- a. Writing "Pearl Beauty Skincare" (BPS) erl gold emboss on the lid portion of the pot.
- b. Hologram erl silver emboss at the bottom of the pot.
- c. BPS erlyanie colorful 3D hologram next to the pot, if seen from the different side, it will be silver.
- d. Pearl White.
- e. Sealed
- f. the latest brochure
- g. BPS erl special wallet with gold / pink / purple / silver with the words "ERLYANIE Beauty Pearl Skincare"

While the characteristics of fake BPS creams are:

- a. Erl silver hologram beside the lid.
- b. There is no erlyanie 3D hologram.
- c. White pot with pink lid.
- d. Brochure is somewhat blurry (because of scanan)
- e. Wallets like old packaging.

- f. Color of cream, different toner, and bright orange soap.
- g. Prices are below Rp. 135,000. For small and Rp. 185,000, for big (certainly fake).

By providing this knowledge and providing good service, it is expected that it will automatically increase the selling value of a product. In addition, to facilitate consumers in identifying genuine and fake BPS Cream products.

a. Packaging

There are two types of BPS Cream packaging models, the first model is small Cream BPS with a size of 15gr day cream, 15gr night cream, 60ml soap and 40 gr toner. While the second model is 30gr day cream, 30gr night cream, 100ml soap and 60gr toner are wrapped in one with a beautiful wallet as a bonus.

b. Service

Service is the key for companies in the field of services and sales. Services at the Online We Skincare Store for potential customers and prospective dropshipper or those who have become droshipper, and consumers are very good, where Online Stores in serving goods orders arrive on time and the products delivered are according to the order. Goods are properly guarded so that there is no damage to the goods ordered.

2. Price Strategy

The prices set vary according to the size of the product sold. For small BPS

creams the price is set at Rp. 135,000. And for big BPS Cream the price is set at Rp. 185,000. both dropshipper and consumer prices are set the same according to the provisions of the owner.

### 3. Distribution Strategy

In order to channel goods and services from producers to consumers, Hanifah Mustika in marketing its products using a direct distribution pattern, direct distribution, namely marketing BPS Cream to the dropshipper and then selling it to consumers. The dropshipper markets through online media for all groups. To provide satisfactory service, in distributing Hanifah Mustika does not limit the ordering of cream to the prospective dropshipper.

### 4. Promotion Strategy

From the results of interviews in the field, the promotional model used by Hanifah Mustika is to use marketing from social media such as promotion through Facebook, Instagram, WhatsApp and word of mouth through the trust of the Dropshipper. The direct marketing method used by Hanifah Mustika is to use the products directly for Hanifah Mustika herself and her relatives.

The bonus is also provided by Hanifah Mustika, for customers who buy in large quantities as discussed. In addition, the promotion carried out by Hanifah Mustika in one way to upload one by one

testimony from consumers who have used BPS Cream.

#### a. Segmentation

Basically in looking at the market, the segmentation approach according to its characteristics can be grouped into three, namely static attribute segmentation (the approach taken by dividing the market based on static attributes), dynamic attribute segmentation (an approach taken by paying attention to dynamic attributes), and individual segmentation (done on the smallest unit of the market, namely individual individuals).

In the We Skincare Online Store, the targeted market segments are included in individual segmentation, carried out on the smallest market units, namely individual individuals. The market segment of BPS Cream products is individual individuals, besides the targets are aimed at teenagers without any age limit, and BPS Cream can also be used by both men and women.

#### b. Targeting

Initially the We Skincare Online Store can only sell 5 BPS Cream packages per day, does not have employees, and does not have many dropshipper. Until now, the We Skincare Online Store can sell 50-70 packages per day and have 12 permanent employees for the Jakarta and Purwokerto areas. On the basis of customer trust and satisfaction, finally the Online Store has 10

dropshipper in Jakarta. A few months later a dropshipper was added until finally choosing a segment that was initially small, but interesting and profitable in the future. The target of the We Skincare Online Store is individuals.

c. Positioning

Positioning is a strategy to seize position in the minds of consumers, so this strategy involves how to build trust, confidence and competition for customers. The We Skincare Online Store uses this strategy by uploading photos of use before and after using BPS Cream, and providing satisfying services.

2. Marketing Management Analysis Dropshipping System Islamic Economic Perspective at Purwokerto Online We Skincare Store

The Online We Skincare store uses a dropshipping system to run its product marketing management, based on research, the researchers concluded that the dropshipping system is equated with the wakalah system in Islamic economics because in selling its products Online We Skincare stores involve other people such as muwakkil (owner), representatives (dropshipper), and muwakkil fih (BPS Cream products).

Islam has allowed transactions by means of representation (wakalah) to fulfill their needs. This is done in order to facilitate the distribution of goods transactions from producers to consumers so that consumer needs can be more quickly met. In carrying out a business there is no need for excessive concern if the material used in the

manufacture of the product comes from halal-based ingredients rather than haram. However, a marketing transaction needs vigilance in the face of increasing market competition. The Prophet Muhammad was the best example for mankind. The inherent nature makes it a successful entrepreneurship and leadership. It is this nature that must be attached to every entrepreneurship, marketer and dropshipper of the Online We Skincare Store.

a. *Shidiq* (honest)

Hoping to benefit from commerce does not mean justifying lies. The Prophet Muhammad on several occasions emphasized the importance of honesty in commerce through his statement, "Both people who are involved in buying and selling transactions, as long as they have not separated, have the right to vote or cancel the contract. If both are honest and transparent, then their contract of sale is endowed. But if they apply lies and cover up to each other, surely the blessing of the sale is written off." (Muttafaqun' alaih).

From the interview with Hanifah Mustika as the owner of the Online We Skincare Store, We Skincare Online Store uses this principle in its transactions. Being honest in the authenticity of the product, there is nothing to cover the price of the product to dropshipper and consumers of the We We Skincare Online Store. For example, when a dropshipper asks about the authenticity of the product and the selling price in the market, the Online We Skincare Store explicitly explains to the dropshipper that the dropshipper

has no difficulty in marketing the product.

*b. Amanah* (can be trusted)

A businessman must have the character of trust, because Allah has mentioned the nature of the believers who are lucky.

In this case, the Online Skincare Store sells BPS Cream products to dropshipper and consumers for Rp. 135,000 for small and big BPS at a price of Rp. 185,000, this price has been determined from the owner in Jakarta. Without reducing and adding a fixed price and without differentiating between dropshipper and consumer regarding the price given by the We Skincare Online Store. The Online We Skincare Store also emphasizes the dropshipper for trust in the maximum price given.

*c. Fatanah* (smart)

*Fatanah* interpreted as intellectual-clever, creative, brave, confident, and wise. Therefore, a businessman who is a *fataah* is someone who understands, understands, and lives deeply everything related to his obligations and duties intelligently.

From the interview with Hanifah Mustika, the owner of the We Skincare Online Store, the We Skincare Online Shop dropshipper uses this principle in its transactions. By installing real testes from consumers on social media accounts, regular updates, and other creativity.

*d. Tabligh* (communicative)

In this case, the dropshipper in providing information on the advantages of its products to consumers honestly and not deceiving.

There are four elements that form the basis of marketing management carried out by the Purwokerto Online We Skincare Store, namely marketing mix (product offerings, pricing, promotional activities, and distribution systems) viewed from an Islamic economic perspective:

a. Product Strategy

Products or services made must pay attention to the value of halal, quality, useful and related to human life. Doing buying and selling that contains unclear elements of a product will cause the potential for fraud and injustice to one of the parties. Although cosmetics do not go directly into the body but it can be that the material to make it comes from animals or in the manufacturing process requires auxiliary materials made from animals. As is known, some animals are forbidden to Muslims. Therefore, the provisions listed in paragraph 3 of the Al-Maidah Letter also apply to cosmetic products.

Cosmetics halal standards include:

- a) The raw materials used may not use ingredients from pork or contain pork and derivatives such as swine placenta and sodium heparin, alcohol, glycerin, placenta.
- b) The equipment used must be clean from unclean
- c) Workers involved in composing and making cosmetics must understand and implement it according to halal standards
- d) Material is not a *khamr* or derivative that is physically separated

- e) Materials are not blood, carcasses, and human body parts

The products sold by the We Skincare Online Store have been laboratory tested and are safe not containing chemicals, and have obtained halal certificates as stated on the packaging.

b. Price Strategy

The producer determines the price of the product in accordance with a fair market price, in the markup / profit taken also does not exceed the reasonableness so there is no practice of *ghabn*. The producer sets the price including the profit margin that he takes, without notifying the buyer of the profits he has taken.

The Purwokerto Online We Skincare Store sets the product price as determined by the BPS Cream owner of Rp. 135,000, for small BPS creams and Rp. 185,000 for BIG BPS cream. In principle, Islam does not allow the enforcement of *ta'sir* in normal conditions because it will kill the market mechanism, and even an act of injustice.

c. Distribution Strategy

1) Location

The location of BPS cream agents prioritizes places that are in accordance with the target market, such as Purwokerto, Jakarta, Cilacap, Kebumen and so on, so that they can be effective and efficient and which must be based on the principles of fairness and honesty.

2) Stock

BPS cream supplies must be available at the We Skincare Online Store agent, so if the dropshipper / consumer orders large quantities there is inventory. BPS cream agency storing BPS cream is not to be stockpiled but only as merchandise.

d. Promotion Strategy

Promotions for companies based on shari'a must realistically describe what is offered from the company's products or services.

Promotional strategies used by producers through social media. In these promotions, producers must be honest in offering and marketing their products. An example of a promotion to attract buyers is to test the real consumers of the We Skincare Online Store, this is true, there is no lie in this matter.

In Islam, trade must follow the rules and conditions set by Allah. Trading activities carried out in accordance with the provisions outlined by religion have the value of worship. Thus, in addition to getting material benefits to meet economic needs, one can at the same time get closer. There are 4 characteristics in Islam that can be a guide for marketers or dropshipper Online We Skincare stores include:

1) *Teistis (rabhaniyyah)*

In this case, the We Skincare Online Store gives trust to the dropshipper to sell BPS cream to its customers at a predetermined price in accordance with existing calculations, not to

overestimate prices and reduce price, for example the initial price of the Online We Skincare Store is Rp. 135,000. For small and Rp. 185,000. For big with a maximum profit of 40-50%.

### 2) Ethical (*akhlaqiyyah*)

Dropshipper from the Online We Skincare Store that sells BPS cream posted images from BPS cream, original testimonials from the Online We Skincare Store and sold at prices according to those set by the BPS cream owner, but there was a dropshipper who sold by placing original BPS cream images and at a very cheap price but in fact the cream is fake.

### 3) Realistic (*al-waqiyyah*)

in its activities, the applied marketing system is flexible. However, there are special rules that must be carried out by the dropshipper so that the work system carried out by the dropshipper does not deviate from the prevailing norms. Honesty is one of the keys to success in marketing products to be sold. Humanistic (*Insāniyyah*)

In this case, the dropshipper from the Online We Skincare Store provides real testimonials without choosing beautiful faces, handsome or active customers. The target market that uses BPS cream is not for one circle but for all circles, both women and men, and teenagers.

## 3. Advantages and Weaknesses of Dropshipping Systems

### Benefits of the Dropshipping System

Not requiring large capital to run this system, Dropshipper gets a profit or fee for its services to market the supplier's property. Kelemahan sistem *dropshipping* :

- a. Complaints, if a complaint occurs due to a defective product or not according to the order, we will be busy to solve this problem with the producer because this business is our responsibility is not the responsibility of the manufacturer. So far no one has complained about defective or inappropriate items, because the We Skincare Online Store in packaging is very careful.
- b. Availability of Stocks, Consumers are often disappointed because to find out the stock must wait first because we usually ask for stock information from producers sometimes it takes time. To prevent disappointment in the consumer, the dropshipper first asks the manufacturer about the availability of available stock, this is so that when the consumer asks the dropshipper to directly answer it without waiting for information from the manufacturer.
- c. Not Timely, the dropshipper cannot directly regulate the internal processes of the producer so that there are frequent delays in the delivery of goods for various reasons, we just accept it without being able to do much. In this case, the Dropshipper Online We Skincare Store uses a first in-

first out system. After transfer and sending proof of transfer, the item will be processed immediately. Delays occur from the shipping service that can make consumers disappointed.

- d. Quality of Goods, we do not check, pack and ship goods directly because those who will do this are producers. In this case, BPS cream products sent via shipping service are in accordance with the actual goods, because the items sold by We Skincare Online Store are original products, not fake BPS creams.

## E. Conclusion

Online Shop We Skincare Purwokerto used 4P marketing strategy namely Product, Price, Place, Promotion. In marketing the product, Online Shop We Skincare Purwokerto explained the characteristics of the product, the types of packaging, as well as the services provided. The price is determined based on the provisions of the BPS cream owner at an affordable price but with good quality and results. This is the main strategy to increase sales volume, market or distribution. Online Shop We Skincare Purwokerto used a direct distribution pattern through online media and through tapering (word of mouth).

In the Islamic perspective, the marketing management of the dropshipping system used by the Online Shop We Skincare Purwokerto is a BPS cream product; the material used is not containing unclean ingredients. One proof is by looking at the composition listed on cosmetic packaging. Another proof is laboratory tested. It does not use pork ingredients or which contains pork or animals that are forbidden in Islam. Pricing in Islam in principle does not allow the application of *ta'sir* under normal conditions because it

will kill market mechanisms and even acts of tyranny. In the distribution process, Online Shop "We Skincare" prioritizes a place that is in accordance with the market target so that it can be effective and efficient. It must be based on the principle of fairness and honesty. In the promotion strategy, the producer makes a test of real consumers, this is true, and there are no lies. For the achievement of marketing optimization, not everyone is able to handle their own business so that they need to appoint others as representatives; Islam allows *wakalah* to fulfill their needs. And this is what the Online We Store Skincare is currently using with a dropshipping system.

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