

## **Implementation Of Sharia Marketing Mix In Tirta Agung Tourism Sukosari Village Bondowoso Regency**

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**Article history:** Received: April 10, 2024; Revised: May 05, 2024;  
Accepted June 14, 2024; Published: June 29, 2024

### **Abstract:**

This research aims to determine and evaluate the implementation of the sharia marketing mix in Tirta Agung tourism, Sukosari Village, Bondowoso Regency. This type of research uses a descriptive qualitative approach with case studies. Researchers used primary data and secondary data obtained through interviews, observation and documentation. Data analysis techniques use data collection, data reduction, data display and conclusion drawing. Analysis of the validity of the data used is the triangulation technique. The research results concluded that the concept of implementing the tourism marketing mix for Tirta Agung, Sukosari Village, Bondowoso Regency uses sharia principles. By applying indicators to the 9P sharia marketing mix which consists of Product, Price, Place, Promotion, Process, People, and Physical Evidence, Promise, and Patience.

**Keywords:** *Marketing, Syariah Marketing Mix, Wisata Tirta Agung*

### **Abstrak:**

*Penelitian ini bertujuan untuk mengetahui dan mengevaluasi implementasi bauran pemasaran syariah pada wisata Tirta Agung Desa Sukosari Kabupaten Bondowoso. Jenis penelitian ini menggunakan*

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pendekatan kualitatif deskriptif dengan studi kasus. Peneliti menggunakan data primer dan data sekunder yang diperoleh melalui wawancara, observasi dan dokumentasi. Teknik analisis data menggunakan pengumpulan data, reduksi data (reduction), penyajian data (display data) dan penarikan kesimpulan. Analisis keabsahan data yang digunakan yaitu teknik triangulasi. Hasil penelitian menyimpulkan bahwa konsep penerapan bauran pemasaran wisata Tirta Agung Desa Sukosari Kabupaten Bondowoso menggunakan prinsip syariah. Dengan menerapkan indikator pada bauran pemasaran syariah 9P yang terdiri dari Product, Price, Place, Promotion, Process, People, dan Physical evidence, Promise, dan Patience

**Kata Kunci:** Pemasaran, Bauran Pemasaran Syariah, Wisata Tirta Agung

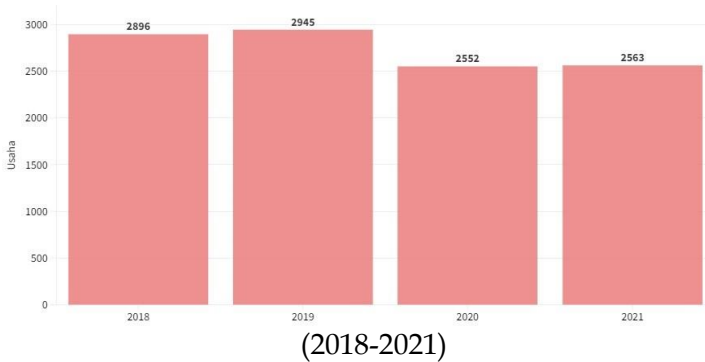
## Introduction

The tourism industry in Indonesia is now considered capable of playing an effective role in increasing foreign exchange. This cannot be separated from changes in demand for tourism, not only in Indonesia but throughout the world. The Central Statistics Agency (BPS) noted that tourist attractions in Indonesia throughout 2021 reached 2,563 businesses. This number increased by 0.43% compared to the previous year which was 2,552 businesses <sup>1</sup>.

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<sup>1</sup> Pahrudin Pahrudin et al., "A LARGE-SPORT EVENT AND ITS INFLUENCE ON TOURISM DESTINATION IMAGE IN INDONESIA," *Tourism and Hospitality Management* 29, no. 3 (2023), <https://doi.org/10.20867/thm.29.3.2>; Yuliani Dwi Lestari, Faridatus Saidah, and Aghnia Nadhira Aliya Putri, "Effect of Destination Competitiveness Attributes on Tourists' Intention to Visit Halal Tourism Destination in Indonesia," *Journal of Islamic Marketing* 14, no. 4 (2023), <https://doi.org/10.1108/JIMA-12-2020-0368>.

Table 1.1 Jumlah Number of Tourism Attractions in Indonesia



Source: Central Bureau of Statistics (BPS) in 2021

Islamic tourism has very good prospects for tourism development in Indonesia due to the relatively high income of Muslim tourists. However, currently there are still few tourist destinations that adopt the concept of sharia marketing<sup>2</sup>. Bondowoso Regency is known as an area that has attractive tourism potential, especially natural tourism that is still beautiful and natural. Based on reports as of December 2, 2019, there are 10 tourist destinations such as natural, cultural, and religious tourism that can be managed and

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<sup>2</sup> Riadi Budiman, “PEMETAAN WISATA KULINER HALAL DI WILAYAH PESISIR PANTAI KALIMANTAN BARAT,” *International Journal Mathla’ul Anwar of Halal Issues* 2, no. 1 (2022), <https://doi.org/10.30653/ijma.202221.41>; Lalu Suparman et al., “Persepsi Pelaku Usaha Kelompok Milenial Dalam Implementasi Pariwisata Halal Di Pulau Lombok,” *Jurnal Magister Manajemen Unram* 9, no. 3 (2020): 230–42, <https://doi.org/10.29303/jmm.v9i.>

developed properly.

Table 1.2 Data on the number of tourist attractions in Bondowoso Regency, East Java

No	Attractions	Location
1.	Kawah Ijen	Ds. Ijen, Kec. Ijen
2.	Taman Pemandian Tasnan	Ds. Taman, Kec. Grujugan
3.	Pemandian Air Panas dan Air Terjun Blawan	Ds. Taman, Kec. Grujugan
4.	Air Terjun Tancak Kembar	Ds. Andung Sari, Kec. Pakem
5.	Agrowisata Kebun Kopi Arabica	Ds. Ijen, Kec. Ijen
6.	Taman Pemandangan Arak-arak	Ds. Sbr. Canting, Kec. Wringin
7.	Puslit Kebun Kopi	Ds. Andung Sari, Kec. Pakem
8.	Makan Kironggo	Ds. Sekar Putih, Kec. Tegal Ampel
9.	Pendakian Gunung Raung	Ds. Sbr. Wringin Kec. Sbr. Wringin
10.	Wisata Tirta Agung	Ds Sukosari, Kec. Sukosari

Source: Central Bureau of Statistics of Bondowoso Regency in 2019

Based on table 1.2 above, it can be seen that Bondowoso is an attractive tourist area because of its diverse tourist attractions. One of Tirta Agung's tourist destinations, located in Sukosari village, Bondowoso Regency, East Java, is one of the villages managed by the Bondowoso Regency Government which managed to become the

second best in the Indonesian Tourism Village Award or ADWI 2022 held by the Ministry of Tourism and Creative Economy of the Republic of Indonesia <sup>3</sup>.

Tirta Agung tourist village was built since April 2018 and inaugurated in April 2019. The development was initiated by the youth and supported by the village government through Bumdes with a village budget of around 30 million for the development of the tourist village. Visitors who come not only from Bondowoso, but also from outside the Bondowoso Regency City, the income earned can reach 30-40 million per month, when the pandemic hit for approximately 1 and a half years in 2020 until mid-2022, the income earned from Tirta Agung tourism decreased. Tirta Agung tourism village has potential that can be developed, namely rosela tea products, because rosela tea is halal certified, not only products but there are facilities and services owned by Tirta Agung tourism village, including worship facilities and toilets that are separated between men and women. With this potential, it can be developed to become one of the halal tourist destinations <sup>4</sup>.

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<sup>3</sup> A. Muchaddam. Fahham, “Tantangan Pengembangan Wisata Halal Di Nusa Tenggara Barat,” *Jurnal Aspirasi* 8, no. 1 (2017): 65–79; Nidya Waras Sayekti, “STRATEGI PENGEMBANGAN PARIWISATA HALAL DI INDONESIA HALAL TOURISM DEVELOPMENT STRATEGY IN INDONESIA Sektor Pariwisata Merupakan Salah Satu Program Prioritas Pembangunan Kabinet Kerja 2015-2019 Di Bagi Indonesia Yang Memiliki Keindahan Alam Dan Kekayaan Se,” *Kajian Vol. 24 No. 3*, 2019, 159–72; Suparman et al., “Persepsi Pelaku Usaha Kelompok Milenial Dalam Implementasi Pariwisata Halal Di Pulau Lombok.”

<sup>4</sup> Jennie Gelter, Matthias Fuchs, and Maria Lexhagen, “Making Sense of Smart Tourism Destinations: A Qualitative Text Analysis from Sweden,” *Journal of Destination Marketing and Management* 23 (2022), <https://doi.org/10.1016/j.jdmm.2022.100690>.

The problem that occurs in Tirta Agung tourism is the lack of marketing marketing for Tirta Agung tourism, so that the tour can market and promote tourist attractions using existing social media, so that the tourist attractions are crowded with visitors again. Based on the phenomena that occur with the support of the potential for new tourism development in Bondowoso Regency, researchers are interested in researching and further examining the implementation of the sharia marketing mix on these tours <sup>5</sup>.

## Methods

The research method used by researchers is a descriptive qualitative approach with case studies <sup>6</sup>. In this study focus on Implementation of the Sharia Marketing Mix at Tirta Agung Tourism, Sukosari Village, Bondowoso Regency. The purpose of this research is to present fact-based information and field data. The types of data used are primary and secondary data. Primary data was obtained directly from the research subject or first source through in-depth interviews and observations with the manager of Tirta Agung. While secondary data involves official documents such as journals, previous research, and books. Analysis using the Miles and Huberman model (2014) which explains that data analysis is a systematic effort in searching and organizing observation sequentially starting from: Data collection, Data reduction, Presentation of data (display data), Conclusion drawing

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<sup>5</sup> Tian Wang et al., "Bibliometric Analysis and Literature Review of Tourism Destination Resilience Research," *International Journal of Environmental Research and Public Health*, 2022, <https://doi.org/10.3390/ijerph19095562>.

<sup>6</sup> Matthew B. Miles, A. Michael. Huberman, and Johnny Saldaña, *Qualitative Data Analysis A Methods Sourcebook*, Second 2nd (Arizona: SAGE, 2009).

(verification). Triangulation technique as a tool to verify the validity of the data <sup>7</sup> (Sugiono, 2016). Researchers used source triangulation by obtaining data from different sources using similar techniques.

## Result and Discussion

Tirta Agung Tourism using Islamic marketing methods starting from product introduction, price, and quality. The marketing applied by Tirta Agung tourism is by carrying out Islamic activities to introduce its tourist village. In accordance with the theory of sharia marketing that in carrying out economic activities must lead to a process that is in accordance with the contracts and business principles in Islam, namely the Qur'an and Hadith <sup>8</sup>. This is also in accordance with research explaining that in the application of Islamic marketing, companies should apply Islamic marketing principles which consist of three principles, namely human unity or justice and human unity or justice and belief in the unity of the world and the hereafter <sup>9</sup>.

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<sup>7</sup> P.D. Sugiono, "Metode Penelitian Pendidikan Pendekatan Kuantitatif.Pdf," *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*, 2014.

<sup>8</sup> Samir Abuznaid, "Islamic Marketing: Addressing the Muslim Market في ملاسلايا", *Journals.Najah.Edu* 26(6), no. 6 (2012); Y.L. Mohd Yusof and W.J. Wan Jusoh, "Islamic Branding: The Understanding and Perception," *Procedia - Social and Behavioral Sciences* 130 (2014): 179–85, <https://doi.org/10.1016/j.sbspro.2014.04.022>.

<sup>9</sup> Riyad Eid, "Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty and Retention in the Tourism Industry: An Empirical Study," *International Journal of Tourism Research* 17, no. 3 (2015), <https://doi.org/10.1002/jtr.1982>; Mohamed Battour and Mohd Nazari Ismail, "Halal Tourism: Concepts, Practises, Challenges and Future," *Tourism Management Perspectives* 19, no. December (2016): 150–54, <https://doi.org/10.1016/j.tmp.2015.12.008>.

## **Marketing Plan**

The marketing plan carried out by the Tirta Agung tourism manager explains at the beginning of the pandemic to the current tourism development. The development of Tirta Agung tourist village is of interest to the surrounding community so that the place has a lot of visitors who come, especially on weekends or holidays. The next development plan for Tirta Agung tourist village will again fix several innovations, namely by building a café at dusk and holding events such as the Ramadan festival and village celebrations. In accordance with the theory put forward that a marketing plan is a business process carried out in the marketing field using existing resources in order to achieve goals and objectives at a certain time in the future<sup>10</sup>.

## **Marketing Strategy**

The strategy carried out by Tirta Agung tourism is to introduce Tirta Agung tourism itself through online media and conduct events to attract visitors to be interested in visiting Tirta Agung tourist attractions and provide comfort when visitors come. In facing competitors, the manager only increases innovation and promotion. This is in accordance with the theory in the literature review that marketing strategies must use plans and tactics to market a product of goods and services so that the number of sales increases. The suitability to achieve company goals, a marketing

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<sup>10</sup> Baker Ahmad Alserhan, "Islamic Branding: A Conceptualization of Related Terms," *Journal of Brand Management* 18, no. 1 (2010): 34–49, <https://doi.org/10.1057/bm.2010.18>.



strategy is involved <sup>11</sup>.

### **Implementation of Sharia Marketing**

The implementation of sharia marketing at Tirta Agung Tourism has implemented sharia marketing by complying with business ethics, justice, and compliance with sharia law. In accordance with the theory put forward that the implementation of sharia marketing is a business process whose entire process applies Islamic values<sup>12</sup>. Sharia marketing, namely Simply Homy implements sharia marketing strategies that have fulfilled the characteristics of sharia marketing which uphold justice, honesty and transparency <sup>13</sup>.

### **Sharia Marketing Mix**

The sharia marketing mix is a very important element for companies to succeed in their marketing. The 9P marketing mix theory used in the sharia marketing mix on Tirta Agung tours is the theory with the following explanation<sup>14</sup>:

*Product*, The product of Tirta Agung tourism, namely Rosela tea, is a product with a sharia concept and a name label made in accordance with its production. These products are sold and can be guaranteed

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<sup>11</sup> Ririn Tri Ratnasari et al., “Emotional Experience on Behavioral Intention for Halal Tourism,” *Journal of Islamic Marketing* 12, no. 4 (2020): 864–81, <https://doi.org/10.1108/JIMA-12-2019-0256>.

<sup>12</sup> Mohd Yusof and Wan Jusoh, “Islamic Branding: The Understanding and Perception.”

<sup>13</sup> Baker Ahmad Alserhan and Zeid Ahmad Alserhan, “Researching Muslim Consumers: Do They Represent the Fourth-Billion Consumer Segment?,” *Journal of Islamic Marketing* 3, no. 2 (2012): 121–38, <https://doi.org/10.1108/17590831211232546>.

<sup>14</sup> Abuznaid, “Islamic Marketing: Addressing the Muslim Market في ملاسديلا قيوستلا: ”  
”في ملاسديلا قيوستلا تبطاخم.”

halal, especially in culinary products. In addition, Rosela tea products are also free from the practice of gharar because the goods it sells have become legal ownership and the form of goods can be clearly known by its customers. This is in accordance with Samir Abuznaid's theory of the 9P marketing mix in terms of products that products sold or purchased must be halal and thayyib. It is necessary to use what is commonly known, so the halal-labeled rosela tea product is not only limited to the sharia slogan, but also the product and operating mechanism, and there is already. must be consistent with reality. Sharia principles must also be followed <sup>15</sup>.

*Price*, The ticket price is determined by the Tirta Agung tourism manager. The price given is relatively cheap, namely the entrance ticket price of Rp. 5000, parking tickets for motorbikes Rp. 2000 and cars Rp. 5000, seeing from the tourist location which is located in the countryside, its operation does not apply elements of harm or fraud in pricing, so it is in accordance with Islamic marketing principles. In line with Samir Abuznaid's theory of the 9P marketing mix in the pricing aspect, which emphasizes that in the concept of Islamic marketing, selling low-quality goods at high prices is not allowed. Likewise with Tirta Agung tourism, the price of admission at the tourist spot is arguably quite cheap because of its location on the outskirts of the village and for tourist visits does not use an accurate system so that there is no clarity on the percentage of visitors who come.

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<sup>15</sup> Devy Leony Olyvia and Darwanto Darwanto, "Factors Influencing Muslim Customer Loyalty: The Mediating Effect of Muslim Customer Satisfaction in Indonesia," *Shirkah: Journal of Economics and Business* 8, no. 1 (2023), <https://doi.org/10.22515/shirkah.v8i1.441>.

*Promotion*, Promotion carried out by Tirta Agung tourist attraction is through social media such as, Instagram, Facebook, and the Web. In implementing a promotional strategy, the manager has carried out in accordance with Islamic business ethics. This is in accordance with Samir Abuznaid's theory of the 9P marketing mix in the promotional side that in product promotion, there should be no room to cover up promotional behavior or hide defects in the product all forms do not use false statements and do not praise the product excessively.

The results of previous research explain that in terms of promotion, in an effort to convey information or conduct promotions both through social media and directly, the company explains clearly and openly about its products, without exaggeration<sup>16</sup>.

*Place*, The location of Tirta Agung tour is very strategic. This place is easy to find and can be accessed through Google Maps, making it easier for visitors to find it. In addition to easy access, Tirta Agung tours also provide complete facilities such as bathrooms, prayer rooms, gazebos, and places to eat. All of this is in accordance with the 9P marketing mix concept in the perspective of place and distribution channels according to Samir Abuznaid's theory. Strategic location selection is an implementation of the principle of human unity by providing benefits and welfare to customers. Strategic places can be easily accessed by customers, provide a sense of security, and create comfort.

The previous research mention that tourist attraction is

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<sup>16</sup> Juliana Juliana et al., "Muslim Tourist Perceived Value on Revisit Intention to Bandung City with Customer Satisfaction as Intervening Variables," *Journal of Islamic Marketing* 13, no. 1 (2022), <https://doi.org/10.1108/JIMA-08-2020-0245>.  
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considered very strategic because it is located on the edge of the highway and close to the city center. Its accessibility can be made easier through Google Maps, and the attraction provides comprehensive facilities such as bathrooms, prayer rooms, gazebos, and places to eat. Meanwhile, the difference in the research conducted by the author lies in its location which is in the countryside and far from the city center<sup>17</sup>.

*People*, Employees of Tirta Agung Tourism have shown good behavior, are friendly, and express an attitude of care and responsibility during the service process. However, the Tirta Agung tourism manager has not provided training related to service to visitors and training related to security aspects. This is in line with Samir Abuznaid's concept of the 9P marketing mix in the 'people' dimension in the Islamic marketing framework. In this perspective, businesses are expected to demonstrate an attitude of friendliness, honesty, responsibility, and consistency in serving customers, thus having an impact on achieving customer satisfaction, loyalty, and trust in the long term. Islamic principles also emphasize the importance of employees' independent assessment of customers as well as rational thinking in making marketing-related decisions.

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<sup>17</sup> Ezwani Azmi et al., "Innovative and Competitive: A Systematic Literature Review on New Tourism Destinations and Products for Tourism Supply," *Sustainability (Switzerland)*, 2023, <https://doi.org/10.3390/su15021187>; Moch Shulthoni et al., "Perancangan Website Untuk Desa Mayangan Sebagai Media Informasi Dan Promosi," *Jurnal Warta Pengabdian Andalas* 27, no. 2 (June 17, 2020): 72–79, <https://doi.org/10.25077/jwa.27.2.72-79.2020>; Budiman, "PEMETAAN WISATA KULINER HALAL DI WILAYAH PESISIR PANTAI KALIMANTAN BARAT"; Agus Mahardiyanto et al., "Persepsi Dan Pengetahuan Generasi Millenial Terhadap Produk Halal," *Jurnal Cakrawala Ilmiah* 1, no. 7 (2022): 83–96.

*Process*, Tirta Agung Tourism implements Islamic activities such as hadrah parades, village celebrations, and Ramadan festivals every year. Implementation of the process seen from the perspective of sharia marketing, the procedures applied in the mechanism of activities carried out by Tirta Agung tourism are in accordance with sharia principles. This is in accordance with Samir Abuznaid's theory of the 9P marketing mix in the concept of process is very important in customer satisfaction because it is a series of activities in delivering services until the service has been completed such as waiting time, information provided to customers and staff assistance, efficiency in carrying out services, staff interaction in a way that suits the service, everything is very important to make customers happy.

Vira Nurfauzia and Khusnul Fikriyah (2020) explain that in terms of process there are similarities and differences, research conducted by researchers in terms of process has similarities, namely for Tirta Agung tours have implemented Islamic activity services every year, while in previous research the company has also implemented the principle of Islamic activities.<sup>18</sup> The difference between previous research and research conducted by researchers is that the principles used by previous research used the principle of justice or unity and the principle of belief in the unity of the afterlife, while in the research conducted by the research did not explain the principles used, it only explained the process of Islamic activities and the process of customer satisfaction services.

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<sup>18</sup> Vira Nurfauzia and Khusnul Fikriyah, "IMPLEMENTASI STRATEGI PEMASARAN PADA BIRO PERJALANAN UMRAH DALAM PERSPEKTIF PEMASARAN SYARIAH," *Jurnal Ekonomika Dan Bisnis Islam* 3, no. 2 (August 1, 2020): 82–95, <https://doi.org/10.26740/jekobi.v3n2.p82-95>.

*Physical evidence*, Physical evidence in Tirta Agung tourism serves to influence consumer assumptions by showing existing facilities and services. Tirta Agung Tourism has facilities and services such as information centers, prayer rooms as places of worship for visitors who come, gazebos and paseban for resting, and bathrooms. This is in accordance with Samir Abuznaid's theory of the 9P marketing mix in the concept of physical evidence, with the availability of physical evidence, it can be concluded that Tirta Agung tourism has implemented the principles of divinity and piety. This can be seen through the existence of musholla as a means to carry out collective worship. In addition, there is also an application of the principle of human unity or justice, because Tirta Agung Tourism is committed to being transparent to visitors by showing the facilities provided<sup>19</sup>.

Vira, *et al* (2020) have similarities in the research conducted by researchers, namely explaining the company's equipment used to serve all customer needs owned by each company by applying the principle of divinity or piety<sup>20</sup>.

*Promise*, Promises made are important to ensure customer satisfaction and add to the need for marketers not to make false promises to their customers. Based on the observations given by visitors who are one of the informants that the facilities they get are in accordance with those on posters on social media, such as the

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<sup>19</sup> Mohammad Aghaei et al., "An Examination of the Relationship between Services Marketing Mix and Brand Equity Dimensions," *Procedia - Social and Behavioral Sciences* 109 (2014): 865–69, <https://doi.org/10.1016/j.sbspro.2013.12.555>.

<sup>20</sup> Nurfauzia and Fikriyah, "IMPLEMENTASI STRATEGI PEMASARAN PADA BIRO PERJALANAN UMRAH DALAM PERSPEKTIF PEMASARAN SYARIAH."

swimming pool, reservoir area surrounded by saung or gazebo, and UMKM. This is in accordance with Samir Abuznaid's theory of the 9P marketing mix in the concept of promise that Tirta Agung tourism has applied the principle of tawheed or piety because keeping a promise means that he believes that Allah knows all actions taken including promises. In an Islamic perspective, every promise made to customers must be kept and honored.

Further research mention that in terms of promises, there are similarities between the research conducted by researchers and previous research that can be found in all aspects of the facilities and services received by customers in accordance with the information contained in the brochure <sup>21</sup>. The informant who is a customer stated that the facilities he received were in accordance with what was explained at the beginning, and if there were problems, the company informed the customer. This shows that the company has practiced the principle of tawheed or piety, because by fulfilling promises, the company believes that Allah knows all actions, including promises held.

*Patience*, Patience is an important element in the sharia marketing mix. In Islam, it is emphasized that marketers be patient in marketing activities with customers, because patience is considered the key to undergoing good communication<sup>22</sup>. Tirta Agung tourism employees

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<sup>21</sup> Inessa Tyan, Mariemma I. Yagiue, and Antonio Guevara-Plaza, "Blockchain Technology for Smart Tourism Destinations," *Sustainability (Switzerland)* 12, no. 22 (2020), <https://doi.org/10.3390/su12229715>.

<sup>22</sup> Boopen Seetanah, Viraiyan Teeroovengadam, and Robin Nunkoo, "Destination Satisfaction and Revisit Intention of Tourists: Does the Quality of Airport Services Matter?," *Journal of Hospitality and Tourism Research* 44, no. 1 (2020): 134–48, <https://doi.org/10.1177/1096348018798446>.

have shown patience, both in providing services to visitors and in dealing with them. The patience shown by employees not only creates a calm and peaceful atmosphere, but is also in line with the principle of belief in the unity of the world and the hereafter implemented in marketing strategies.

Then, Vira *et al* (2020) noted that there are similarities in the aspects of patience between the research conducted by the researcher and previous research. Both studies highlight the attitudes seen from the company's service and perseverance in dealing with customers with patience <sup>23</sup>. This patient attitude is considered an indicator of positive behavior that will be held accountable in the afterlife .

### **Implementation of Sharia Marketing Mix**

The sharia marketing mix, although not significantly different from the conventional marketing mix, distinguishes itself in implementation because each element in the sharia marketing mix is carried out with reference to Islamic values <sup>24</sup>. Tirta Agung Tourism in Sukosari Village, Bondowoso Regency, has implemented the sharia marketing mix by upholding the characteristics of sharia

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<sup>23</sup> Nurfauzia and Fikriyah, "IMPLEMENTASI STRATEGI PEMASARAN PADA BIRO PERJALANAN UMRAH DALAM PERSPEKTIF PEMASARAN SYARIAH."

<sup>24</sup> Aliakbar Jafari and Özlem Sandikci, "The Ontological Pitfalls of Islamic Exceptionalism: A Re-Inquiry on El-Bassiouny's (2014, 2015) Conceptualization of 'Islamic Marketing,'" *Journal of Business Research* 69, no. 3 (2016): 1175–81, <https://doi.org/10.1016/j.jbusres.2015.09.016>; Jonathan A.J. Wilson et al., "Crescent Marketing, Muslim Geographies and Brand Islam: Reflections from the JIMA Senior Advisory Board," *Journal of Islamic Marketing* 4, no. 1 (2013): 22–50, <https://doi.org/10.1108/17590831311306336>.



marketing, which includes the values of justice, honesty, and transparency. In the sharia marketing mix, Tirta Agung tourism applies 9P (product, price, promotion, place, people, process, physical evidence, promise, patience). Vira *et al* (2020) found that the similarity lies in the fact that using the 9P sharia marketing mix (product, price, promotion, place, people, process, physical evidence, promise, patience). In contrast, research conducted by Vira *et al* (2020) uses a marketing strategy based on the 9p + c marketing mix (product, price, place, promotion, people, process, physical evidence, promise, patience, customer centrism) which considers aspects that are in accordance with sharia principles. The discrepancies carried out by researchers with previous research are that there are several marketing mixes that do not prioritize sharia marketing principles <sup>25</sup>.

### **Previous Marketing Model of Tirta Agung Tourism**

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<sup>25</sup> Nurfauzia and Fikriyah, "IMPLEMENTASI STRATEGI PEMASARAN PADA BIRO PERJALANAN UMRAH DALAM PERSPEKTIF PEMASARAN SYARIAH"; Seetanah, Teeroovengadum, and Nunkoo, "Destination Satisfaction and Revisit Intention of Tourists: Does the Quality of Airport Services Matter?" 56

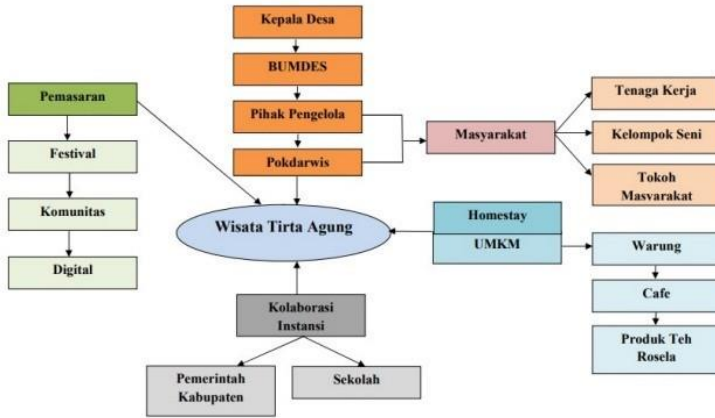


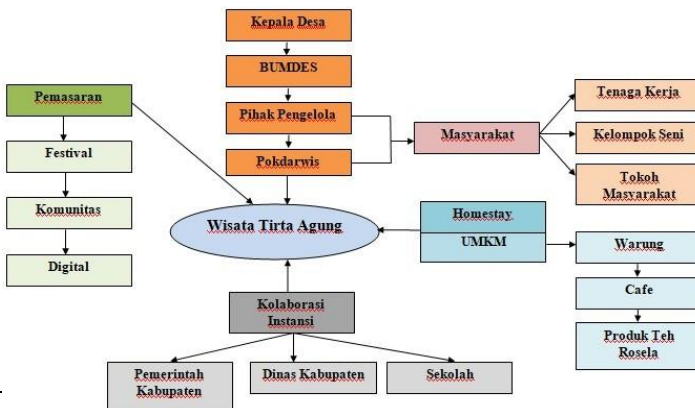
Figure 1.1 Expected Marketing Model of Tirta Agung Tourism

Tirta Agung Tourism is a tourism site run by a Village-Owned Enterprise (BUMDES) managed by the Village Government. The tour is supervised by the Village Head, managed directly by the management of the Pokdarwis group (Tourism Awareness Group) and the community <sup>26</sup>. The community in Tirta Agung Tourism functions as an art and work group to carry out activities related to

<sup>26</sup> Nur Dwi Astutik, Ahmad Ahsin Kusuma Mawardi, and Agus Mahardiyanto, “Persepsi Konsumen Muslim Terhadap Sertifikasi Halal Pada De Dapoer Rhadana Hotel Kuta Bali,” *JURNAL AL-QARDH* 6, no. 1 (July 26, 2021): 67–75, <https://doi.org/10.23971/jaq.v6i1.2753>; Zainuri Zainuri et al., “Nexus of Financial Inclusion and Human Development as an Important Role in Economic Growth: Evidence from ASEAN Countries,” *International Journal of Islamic Business and Economics (IJIBEC)* 7, no. 1 (June 1, 2023): 37–48, <https://doi.org/10.28918/ijibec.v7i1.6921>.

the development of tourism in the future. Tirta Agung Tourism has homestay and UMKM facilities, in UMKM there are products offered such as Rosela tea, cafes, and small stalls managed by the Sukosari village community itself. Marketing of Rosela tea products is done through online and offline ordering <sup>27</sup>. Marketing carried out by Tirta Agung tourism to attract visitors who come back by promoting Ramadan festival activities, village celebrations, conducting events in motorcycle and car communities, and digital promotions such as social media.

### Expected Marketing Model of Tirta Agung Tourism



<sup>27</sup> Siti Aminah, Nur Faizin, and Agus Mahardiyanto, “Implementasi Rotary Dryer Dan Website Guna Meningkatkan Pendapatan Pada Kelompok Tani Kopi Sumber Kembang,” *Journal of Community Development* 3, no. 2 (June 22, 2022): 97–105, <https://doi.org/10.47134/comdev.v3i2.74>; Agus Mahardiyanto, M Fathorrazi, and Lusiana Ulfa Hardinawati, “Institutional and Empowerment Models of Integrated Zakāh Village in Jember,” *Journal of Islamic Economics* 14, no. 2 (2022), <https://doi.org/10.15408/aiq.v14i2.27793>; Salsabillah Anugerah Illahi et al., “Optimalisasi Pengembangan Manajemen Usaha Dan Strategi Pemasaran Usaha Mikro Kecil Menengah (UMKM) Di Desa Kaliuling,” *Journal of Tourism and Creativity* 6, no. 3 (December 13, 2022): 238, <https://doi.org/10.19184/jtc.v6i3.35048>.

### Figure 1.2 Expected Marketing Model of Tirta Agung Tourism

The results of surveys and observations of Tirta Agung tourism, with the existence of a marketing model can make it easier for researchers to find out the previous marketing and what the manager wants to expect about Tirta Agung tourism in the future. Tirta Agung Tourism which is under the auspices of Bumdes, supervised by the Village Head, managed directly by the management and the community can add community leaders who understand and understand the development of Tirta Agung tourism. The manager hopes that Tirta Agung tourism in the future can collaborate between agencies such as the district government, district offices, schools, and other agencies, so that Tirta Agung tourism can be recognized again by the community, especially the Bondowoso Regency area.

### **Conclusion**

Based on the results of research and discussion, The conclusion that Tirta Agung tourism in Sukosari Village, Bondowoso Regency, has implemented the 9P sharia marketing mix (product, price, promotion, place, people, process, physical evidence, promise, patience). In the product implementation system, Tirta Agung tourism applies halal principles. The price given to visitors is relatively cheap. The promotions used are online and offline. Regarding the place, it has a very strategic location. The

services provided by employees are well behaved, friendly. The process applied to market the tour by carrying out Islamic activities. The physical evidence carried out applies the principle of human unity or justice by showing the facilities available to visitors. Promises made by in accordance with the principle of kuhaidan or piety, because the facilities obtained from visitors are in accordance with the posters made in social media. The patient attitude applied to visitors is the principle of faith.

### **Acknowledgment**

Our thanks to the Faculty of Economics and Business, University of Jember, which has facilitated especially the Islamic Economics study programme. Including colleagues and friends of lecturers who have helped a lot.

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