



## Analysis of beringin cafe business promotion strategies in parepare city from an islamic economic perspective

**Abdul Hamid**

Islamic Economics Study Program, IAIN Parepare, Indonesia

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### ABSTRACT

This research aims to find out the word of mouth promotion strategy carried out by the Banyan Cafe owner in Parepare City and to find out the promotion strategy for the Banyan Cafe business in Parepare City from an Islamic Economic Perspective. This type of research is qualitative research. The research subjects were employees and buyers at Cafe Beringin, Parepare City. Meanwhile, the object is the Banyan Cafe business promotion strategy in Parepare City from an Islamic economic perspective. Sampling using the Snowball Sampling technique. By using data collection methods by means of interviews and documentation. Based on the results of promotional research, Cafe Beringin carried out the promotion process using traditional methods, namely through word of mouth. There are Islamic business communication ethics including honesty, accuracy of information, freedom and responsibility, fairness and impartiality, constructive criticism. The conclusion of this research is that the promotion process for the Banyan Cafe in Parepare City has not yet fully carried out the promotion process according to an Islamic economic perspective. This can be seen from the Islamic business communication ethics in the constructive-criticism section where buyers/consumers in the Cafe should have the courage to express criticism. not silent when there is a discrepancy in the cafe. When buyers and cafes are open, the Banyan Cafe in Parepare City will be an even better cafe in the future.

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### Corresponding Author:

**Abdul Hamid,**

Islamic Economics Study Program,

IAIN Parepare, Indonesia,

Jl. Amal Bhakti No.8, Bukit Harapan, Kota Parepare, Sulawesi Selatan 91131,Indonesia,

Email: [abdulhamid@iainpare.ac.id](mailto:abdulhamid@iainpare.ac.id)

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### 1. INTRODUCTION

The cafe business is currently growing in society, where cafes have now transformed into a habit or part of the lifestyle of a group of individuals. In business circles, for example, cafes have become a location for business meetings, where they use the cafe as a place to discuss various matters regarding their business (Septiani, 2017). Cafes are also a medium for socializing in various groups, where we can find cafes filled with young people who gather with their friends and engage in light conversation about their lives (Mix et al., 2022) Visitors also come from diverse backgrounds, ranging from entrepreneurs, employees (public and private), students and even certain communities (Lusananta & Ridlwan, 2023).

In terms of comfort, cafes do have added value because the atmosphere is not too formal and can be much more relaxed. The cafe business does not have one hundred percent aim of selling a cup

or glass of coffee because they sell a new atmosphere and lifestyle, namely an executive lifestyle that likes practicality and a comfortable place (Iswanto, n.d.).

Based on the information that researchers found as a result of a short interview with the owner on February 18 2022 at 14.00, researchers saw the Beringin Cafe business in Parepare City, located on Jalan Jenderal Harapan, Kec. Bacukiki. The Beringin Cafe business in Parepare City is located attached to the owner's house, but the front of the house is made into a cafe business and the back part is the owner's house. It can be concluded that the promotional strategy carried out at the Beringin Cafe in Parepare City does not use a special strategy in promoting the cafe. The cafe only prioritizes word of mouth to buyers.

The reason the researcher chose to promote the Banyan Cafe in Parepare City in Parepare City is because the Banyan Cafe in Parepare City is a cafe that has been established for a long time in Parepare City, namely from 2014 until now, it has been around for more or less 9 years in Parepare City. Cafe Beringin Parepare City is also a cafe whose prices are affordable for all groups and the food and drinks are cheap and delicious. Furthermore, Cafe Beringin Parepare City also has a place for children to play and live music (Aristya & Arifah, 2023). Apart from that, Cafe Beringin Parepare City has also received several certificate awards, namely from the Parepare City Government as well as a Participation Certificate (business marketing strategy to increase sales).

Based on current developments, Beringin Cafe, Parepare City uses a word of mouth strategy to promote its cafe. The owner's way of promoting the Beringin Cafe in Parepare City is by word of mouth. Start promoting the cafe or business to the people closest to you first. It could be family, relatives, work friends and even neighbors in the home area. In the future, consumers can also recommend products at the Beringin Cafe, Parepare City, to their closest relatives. Consumers can also invite their friends to come experience the products at Cafe Beringin, Parepare City. An obstacle that can occur in promotion through word of mouth is that the delivery from someone's word of mouth can be different from the original (Guarango, 2022).

Furthermore, one thing that needs to be underlined from the sharia side of the marketing mix, especially promotion, is how much promotion is carried out through various promotional media which currently turns out to contain lies and fraud. From a sharia perspective, these factors are very dominant, many of which conflict with sharia principles that are practiced in the market. either because of lies or exaggerations or in giving advertising presentations, they often approach pornography. Islam clearly prohibits both in terms of promotion (Zuhriyah et al., 2023).

According to Prof. Hamzah Ya'qub in Muhammad Syakir Sula's book Code of Commercial Ethics According to Islam, he said that one form of promotion that was carried out during the time of the Prophet and was similar to what exists today was najasy (false promotion) (Azharsyah, 2021). Namely, one of the tactics used to sell their merchandise is by carrying out excessive advertising, promotions and advertisements in the media (TV, newspapers) so that people are impressed and interested in buying (Zuhriyah et al., 2023). Because advertising and promotions like this can deceive buyers, Rasulullah prohibited it, as narrated by Ibn Umar. "The Prophet forbade buying and selling najasy."

According to Syabul Bahri, it is known that nowadays, to promote merchandise, people often use attractive advertising tools, whether conveyed in written, verbal or graphic form. It is not surprising that many people are fooled by advertising or other product promotions, because these promotions are just lies and are not proven in reality (Ngatno, 2018). As Allah SWT says in QS.Al-Hujurat:

*Meaning:*

*O you who believe, if a wicked person comes to you bringing news, then examine it carefully so that you do not cause a disaster to a people without knowing the circumstances that will cause you to regret that action.*

From the theory above, researchers can conclude that promotions in Islam do not contain elements that lead to fraud. The means of advertising that we convey in written, verbal and image form should be proven by reality (Industri et al., 2022).

Furthermore, in the second interview on February 20 2021, it was discovered that many of the obstacles found in carrying out promotional activities still did not understand promotional strategies in Islam (Andika, 2012). Like promoting his cafe does not match the truth, exaggerating the cafe he is promoting. This means not fully meeting the existing criteria for promoting Islam. They just follow habits in promotion (Hidayatullah & Guruddin, 2022).

Based on this, researchers want to know how word of mouth promotion is carried out by the cafe owner. This research aims to find out the extent of the Banyan Cafe Business Promotion Strategy in Parepare City.

## 2. RESEARCH METHOD

This type of research uses a descriptive qualitative concept. Where qualitative research is research that seeks to understand phenomena based on the participants' views or internal views (emic perspectives), and not the researcher's own views or external views (etic perspectives) (Iii et al., 2008).

Qualitative research is research that intends to understand the phenomena experienced by research subjects, for example behavior, perceptions, motivations, actions, etc. Holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods (Asep, 2018). This research was conducted at the Beringin Cafe which is located on Jalan Harapan, Bacukiki District, Parepare City. This research was conducted 3 months after the proposal seminar was held. Starting from January 21 to March 21 2021.

In this research, the population used is the Beringin Cafe employees and their buyers using Snowbell Sampling (Sri Ekowati, Meilaty Fintariasari, 2020). Meanwhile, the sample is a portion of the population. The sampling technique in the research used a nonprobability sampling technique, namely by taking the entire population. What is called snowbell sampling is a sampling technique that starts with a small amount and then gets bigger and bigger over time, like (a snowball that rolls farther and farther and gets bigger). So in this study the researcher took a sample of 4 employees and 10 buyers using the Snowbell Sampling technique (Iii et al., 2008).

Primary data in this research comes from the results of interviews with several informants using the Snowbell sampling technique, namely selecting and determining informants with certain considerations and objectives. Meanwhile, the data sources in the form of books include dissertations, texts and theses which are able to provide an overview of the situation of a person or society where the study/research is carried out. Apart from that, of course scientific magazines, including scientific journals which contain the results of studies and research which can provide initial information for research being carried out (Iii et al., 2008).

which is carried out qualitatively through the Miles and Huberman model, namely data reduction, data display, and conclusion drawing/verification as follows (Indarto, 2016):

- a. *data reduction*, namely summarizing, choosing the main things and focusing on the important things, looking for clarity in the meaning of the answer, suitability between one question and another, relevance of the answer and uniformity of the data based on the substance, meaning that it is then classified into main or sub parts. subject of research.
- b. *data displays*, namely data presentation, data presentation is carried out in the form of short descriptions, by presenting the data, it will make it easier for researchers to understand what happened, plan further work based on what has been understood. If the patterns found are supported by data during research, then these patterns have become standard patterns and can then be displayed in the final research report.
- c. *Conclusion Drawing/data verification*, namely drawing conclusions and verification. The initial conclusions put forward are still temporary, and will change if strong evidence is not found to support the next stage of data collection.

## 3. RESULTS AND DISCUSSIONS

Based on the results of interviews that the author has conducted with owners, employees and buyers at Cafe Getha, Tembilahan City, the author can conclude as follows:

**Table 1.** Data Display for Beringin Café Employees

No	Question	Answer
1	Honesty	➤ Is the information you convey really realistic to the existing conditions? From the results of the data reduction seen from the 4 respondents, it can be concluded that the information conveyed is only real information. It must match the brochure at the Banyan Cafe.
		➤ Have you conveyed the product you are offering clearly? From the data reduction results seen from the 4 respondents, it can be concluded that we as employees have communicated clearly about the food and drinks at this cafe.
2	Information Accuracy	➤ How do you provide accurate information about the food and drinks sold at this café? From the data reduction results seen from 4 respondents, it can be concluded that they provide accurate information by looking at the existing menu list.
		➤ Can the information you convey really convince customers? From the results of data reduction seen from 4 respondents, it can be concluded that the information conveyed can convince customers.
3	Free and Responsible	➤ Are you responsible if the information provided does not match the existing facts? From the data reduction results seen from the 4 respondents, it can be concluded that they have the courage to take responsibility if the information submitted is not appropriate.
		➤ If so, how do you take responsibility for it? From the results of data reduction seen from 4 respondents, it can be concluded that the first way to take responsibility is to apologize, we are ready to replace the food/drink that is not suitable with a new one.
4	Fair and Impartial	➤ How do you respond if a customer is dissatisfied with the products at the Beringin Cafe? From the results of the data reduction seen from the 4 respondents, it can be concluded that we as employees at Cafe Beringin responded better so that customers feel satisfied.
		➤ Do you give the same treatment to every consumer? From the results of the data reduction seen from the 4 respondents, it can be concluded that in serving buyers, treating all buyers the same does not discriminate between buyers.
5	Constructive Criticism	➤ How do you provide fair service to consumers? From the results of the data reduction seen from 4 respondents, it can be concluded that fair service follows the queue.
		➤ How do you respond to the criticism given by consumers at Cafe Beringin? From the results of the data reduction seen from 4 respondents, it can be concluded that when someone gives criticism, the cafe will accept it well, the criticism is well received.
		➤ If accepted, how will you respond? From the data reduction results seen from 4 respondents, it can be concluded that the way they responded made them feel happy, making the cafe in an even better direction.

**Table 2.** For buyers at the banyan cafe

No	Question	Answer
1	Honesty	➤ Has Cafe Beringin conveyed information about its products correctly? From the data reduction results seen from 10 respondents, it can be concluded that Cafe Beringin has conveyed its information well.
		➤ Has Cafe Beringin explained the products they offer? From the results of the data reduction seen from 10 respondents, it can be concluded that the Beringin Cafe has also explained the food and drinks available at this cafe.
2	Information Accuracy	➤ What do you think about the accuracy of the information regarding the condition of food and drinks at the Beringin Café? From the results of the data reduction seen from 10 respondents, it can be concluded that they provide accurate information in accordance with the menu list provided.
		➤ In your opinion, do you think the information provided is truly accurate?

		From the results of data reduction seen from 10 respondents, it can be concluded that the information conveyed is accurate and can convince customers.
		➤ Do you think the owner or employee is responsible if the information submitted does not match the existing situation? From the data reduction results seen from 10 respondents, it can be concluded that Cafe Beringin has the courage to take responsibility.
3	Free and Responsible	➤ According to you, what do owners or employees do? convey information related to the good and bad of the products in this cafe? From the results of data reduction seen from 10 respondents, it can be concluded that the good and bad of the products at the Banyan Café can be seen directly from the orders that come to consumers.
		➤ How do you respond if a product offered is not satisfactory? From the results of the data reduction seen from 10 respondents, it can be concluded that buyers at the cafe want to replace it with another menu.
4	Fair and Impartial	➤ Does the cafe provide good service to you? From the results of the data reduction seen from 10 respondents, it can be concluded that the treatment/service at the Beringin Cafe is good with buyers, there is no difference between one buyer and another.
		➤ How does Cafe Beringin provide fair service to every consumer? From the data reduction results seen from 14 respondents, it can be concluded that providing fair service to cafe buyers wants to use queues for each customer to be fair.
5	Constructive Criticism	➤ Have you ever criticized Beringin Cafe? From the results of the data reduction seen from 10 respondents, it can be concluded that in providing criticism, some of Café Beringin's consumers have never given criticism and there are also those who have never given criticism at all..
		➤ If accepted, how will you respond? From the data reduction results seen from 10 respondents, it can be concluded that if criticism is accepted, the response is that they feel happy, good, and there is a desire for the progress of this café.

The information conveyed is real with the existing conditions in accordance with the brochure at the Beringin Cafe and explains the food and drinks at the cafe. For accurate information regarding the condition of food and drinks, you can see the menu list and there is a price list directly. The information provided can convince customers (Rifa'i, 2018). Responsible if the information submitted does not match the existing facts (Erlangga & Madiawati, 2023). The way to take responsibility if there is a mistake in terms of the order is to still replace it without any additional payment, to respond to customers who are dissatisfied with existing products in a better way in the future so that buyers feel satisfied (Anwar, 2023). There is no difference in treating consumers the same. Providing fair service to consumers by following the queue. Criticism given by consumers to Cafe Beringin is well received. If criticism is accepted, it means the criticism is constructive (Theodoridis & Kraemer, n.d.).

### **Word of Mouth Promotion Strategy Implemented by the Owner of the Beringin Café in Parepare City**

Cafe is a place to relax or chat with friends, family, where visitors can order drinks and food that are provided on the menu. The cafe also prioritizes a relaxed atmosphere, entertainment and visitor comfort, so it provides comfortable seating and music (Apriliyanti & Maghfur, 2023).

A cafe is usually designed to be very attractive so that it makes visitors feel at home and linger there. To increase the attraction of young people, it is not uncommon for a cafe to provide entertainment such as live music on weekend nights or certain special days to accompany visitors to chat casually with music playing. To attract the attention of consumers, of course the cafe has a promotional strategy to introduce its café (Siregar & Imsar, 2022). For the Beringin Cafe, the promotion uses traditional methods, namely through word of mouth.

From the results of interviews conducted with the owner/owner or manager of Cafe Beringin, the background behind the owner of Cafe Beringin choosing to set up the Cafe Beringin business was by using word of mouth promotion in 2006 when opening the business, one of which was to save on

advertising costs, this year Also, people are still not very familiar with social media (Imamatin Listya Putri, 2022).

The way the owner promotes Cafe Beringin is by word of mouth. Start promoting the cafe or business to the people closest to you first. It could be family, relatives, work friends and even neighbors in the home area. In the future, consumers can also recommend products at Cafe Beringin to their closest relatives. Consumers can also invite their friends to come experience the products at Cafe Beringin.

There are several reasons why the owner of Cafe Beringin chose to set up this Cafe Beringin business, namely as follows: the first is a hobby, from the results of the interview conducted with the owner of Cafe Beringin, he gave the answer in setting up this Cafe Beringin business because he had a hobby, Mrs. Susi's hobby. In general, he likes to get together to drink and eat with his friends. According to Mrs. Susi, from the results of her hobby, she took the initiative to set up a cafe. Apart from her hobby, which was channeled by Mrs. Susi, she was also able to make a profit from this business. Secondly, a promising business opportunity, Ibu Susi also started the Beringin Cafe business because she saw a very promising business opportunity, food and drinks that were very popular with customers (Fauzan et al., 2019). According to Mrs. Susi, people from all walks of life who enter the Beringin Cafe can be young people, from school students to the elderly. Third, there is fashion, most of today's young people are fashionable apart from the Beringin Cafe, a place to eat and drink. it's delicious and the price is also affordable for everyone's pocket, today's children also use it to take photos and be stylish.

#### **Word of Mouth Promotion of the Beringin Cafe Business Is Appropriate or Not According to an Islamic Economic Perspective**

The promotional strategy is carried out with Islamic business communication ethics based on sharia promotional values. which include the following:

- 1) Honesty  
The strategy carried out by the owners of the Beringin Cafe in Parepare City is in accordance with the Islamic economic perspective they apply. It can be seen from the results of interviews conducted by researchers that the overall results answered yes in accordance with business communication ethics in the promotion of Islam (Haitami & Napisah, 2022). The strategy used to attract attention and convince consumers is through word of mouth with the correct delivery of promotions in accordance with existing ones. Be honest with what is conveyed to potential buyers regarding the products (food and drinks) sold at Cafe Beringin.
- 2) Information Accuracy  
The information conveyed by Cafe Beringin (owners and employees) is indeed in accordance with what they conveyed. This can be seen from the many answers given by researchers to buyers. That the buyer is satisfied with the delivery of the information conveyed. the words of the owner and employees to consumers are truly in accordance with what is stated.
- 3) Free and Responsible  
The information conveyed by the Beringin Cafe to consumers who come, is that consumers feel happy and satisfied with the service provided at this cafe and the products (food and drinks) sold at this cafe, as well as seeing the courage of the owner and employees to take responsibility for their words. to consumers, if there is a mistake, they dare to take responsibility for it.
- 4) Fair and Impartial  
This is what the banyan party does fairly and impartially to its customers who come to this cafe. It seems that it is true that according to what they treat consumers, they do not differentiate between one consumer and another. Judging from the many answers given to buyers, they are satisfied with the service provided by the cafe to its customers.
- 5) Criticism and Constructive  
The criticism that consumers gave to the Beringin Cafe was well received by the cafe. However, not all loyal customers of Cafe Beringin are willing to give criticism to this cafe, there are only a few customers who dare to give criticism to Cafe Beringin. This can be seen from the many

answers from buyers who said they never give criticism when interviewed. In fact, buyers are still very reluctant to criticize Cafe Beringin. A communicator should be objective, impartial and not cover up truthful information that the public should know.

#### 4. CONCLUSION

Based on the results of the research that the researchers have conducted, it can be concluded that the Analysis of the Banyan Cafe Business Promotion Strategy in Parepare City from an Islamic Economics Perspective is as follows: (1). Promotional strategy that the Beringin Cafe owner uses to promote his Cafe by word of mouth. By first introducing the extended family, relatives, work friends and neighbors in the home area. Later, consumers can also recommend products and can also invite their friends to experience the products at Cafe Beringin. (2) The promotional strategy carried out by the owner of Cafe Getha in Tembilahan City has not carried out an Islamic promotion process. This can be seen from Islamic business communication ethics in carrying out constructive criticism at the Beringin cafe. It should be for the good of Beringin Cafe that buyers must have the courage to criticize this Cafe, not cover up truthful information that should be known by the public.

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