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Ideology-Based Sharia Marketing Strategy in Increasing Consumer Preference for Nucless Drinking Water in Ponorogo

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Abstract

The bottled drinking water (AMDK) industry is currently increasingly competitive, dominated by well-known major brands. NUCless is a new product that offers high quality, affordable prices, and upholds the values of Nahdlatul Ulama (NU), which aims to empower the community economically. However, consumer preference for NUCless in Ponorogo remains low, even though the majority of the community is NU members. This study aims to analyze ideology-based sharia marketing strategies in increasing consumer preference and their impact. The method used is a qualitative field approach. Data were collected through interviews and documentation with six informants, including NUCless distributors and NU members. The results of this study indicate that NUCless distributors have implemented three sharia marketing paradigms: mind share, market share, and heart share, by integrating NU ideological values. However, this strategy has not had a significant impact on increasing consumer preference, marked by stagnant sales. Contributing factors include cultural, social, personal, and psychological factors. The conclusion of this study indicates that ideology-based marketing strategies alone are not effective enough to increase consumer preference. A more creative and relevant Islamic marketing approach to current consumer behavior is needed so that NUCless can compete and grow sustainably amidst tight market competition.

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INTRODUCTION

In the current era of globalization, competition in the business world is getting tougher and growing rapidly. The number of companies that produce similar goods creates its own challenges in marketing products in the market and attracting new consumers (Kristanti, 2024). Therefore, marketing strategy is the main key in introducing products, attracting consumer interest, and determining how a business can develop in the future. This strategy includes a deep understanding of consumer purchasing power needs, market trends, and product advantages over competitors (Kuswadi, 2019). Without an effective marketing strategy, even the best product can lose its appeal. For this reason, the marketing strategy implemented in the field must be planned as well as possible by analyzing market trends and changes in consumer needs that can occur over time (Wijayanti 2017). However, not a few business actors carry out marketing strategies in a manipulative manner and justify all means in order to attract consumer attention and seek as much profit as possible, which can actually damage business trust and reputation (Andriani dkk., 2023). These conditions indicate that marketing strategies are not only profit-oriented, but must also be based on ethical values. In this context, sharia marketing comes as a strategic solution because it refers to the principles of the Qur'an and Hadith, which emphasize justice, honesty, and responsibility, with the aim of building mutually beneficial relationships for all parties involved (Handayani & Fathoni, 2020).

In sharia marketing, there are three basic concepts that are in line with the characteristics exemplified by the Prophet Muhammad SAW in running a business. First, the mind share strategy, which builds positive and strong perceptions in the minds of consumers; second, the market share strategy, which focuses on controlling market share through relevant approaches to target consumers; and third, the heart share or value strategy, which emphasizes sincerity, honesty, so as to attract consumers' hearts (Aulia, 2023). These three strategies place consumers at the center of attention, not only as market objects, but as partners who need to be fully understood. One important aspect of understanding consumers is to look at consumer preferences, namely preferences, choices, or something that is preferred by consumers for a product (Musa, 2022). Consumer preferences reflect a person's interest or tendency to choose or not choose a particular product. Consumers have the right to assess the goods and services they want, usually by providing an assessment based on the level of satisfaction obtained (Pane dkk., 2024). Therefore, changes in consumer preferences greatly affect demand in the market. This preference is an important indicator in marketing strategies because it determines whether a product will be in demand or abandoned. This shows that consumer preferences have an important role in marketing strategy, because they directly affect the success of the business in achieving the goals set, namely consumer purchasing decisions based on consumer preferences (Angriva & Sunyigono, 2020). There are several factors that influence consumer preferences, namely cultural, social, personal, and psychological factors.

Awareness of the importance of Islamic values in the economy is also a serious concern of Nahdlatul Ulama. As the largest Islamic organization in Indonesia, NU wants to prove that

it does not only focus on religion, but is divided into several other fields including politics, health, social, cultural and economic fields. NU has a vision to encourage the progress of economic institutions that are in accordance with Islamic values and create prosperity for Nahdliyin citizens (Mukhsinun, 2020). One form of realization is by innovating to create various superior products that can compete in the market, one of which is a bottled drinking water product with the NUCless brand, which is produced by the NU network. In addition, it is expected to strengthen the organization's economic position while providing benefits to the wider community, because NUCless is present not only as high-quality drinking water, providing various benefits, and affordable prices, but also carries the values of NU ideology in it (Dianto dkk., 2023).

This bottled drinking water product is considered to have good prospects because it has become a trend in the midst of society, due to its practical and economic factors. Specifically, in Ponorogo Regency, the trend of bottled drinking water consumption also shows a significant increase. BPS data shows that in 2019 it was 19.88%, and this figure continues to increase to 21.88% in 2023 (Data BPS, 2024). Seeing this opportunity, the Ponorogo region was chosen as the marketing target for NUCless because it is considered to have a high potential for loyalty from consumers with interests that are influenced by the suitability of the product with their ideology. Based on observation, in the Ponorogo region there are several distributors of NUCless drinking water. However, the many types of bottled drinking water products that are more famous today are a challenge for distributors in marketing their products, especially since NUCless can be said to be a newcomer in the ADMK industry. Although the majority of the people in Ponorogo are members of Nahdlatul Ulama, consumer preferences are not yet fully focused on NUCless drinking water. This can be seen from the comparison table of sales data for NUCless drinking water, AirMU, and Air Amidas Gontor in the second half of 2024, as follows.

Table 1. Comparasion of sale data of NUCless dringking water, AirMU, dan Air Amidas Gontor in the second half of 2024

Month	NUCless	AirMu	Amidas Gontor
July	79	184	730
August	63	260	721
September	96	154	918
October	110	130	930
November	84	252	776
December	84	274	1.032

Source: Interview data

Based on Table 1, it shows that the sales of NUCless drinking water occupies the lowest position compared to other local drinking water products such as AirMu, and Amidas Gontor water which are also under the auspices of organizations or religions. This indicates a possible weakness in the marketing strategy implemented by NUCless drinking water producers, especially in effectively influencing consumer preferences. Consumer preference is the choice that consumers make towards a product, which is influenced by various internal and external factors such as cultural values, needs, price, quality, perception, experience and social

influence (Migliore dkk., 2020). Consumer preferences are also often influenced by the values and identities that are adopted, as a form of effort to show or strengthen identity as part of a particular group. As revealed by several previous studies by Fajar Prambudi, et al. revealed that Muslim consumers are more interested in products that show the value of religiosity, social values, and pride in being part of NU as the main factors in purchasing decisions (Pambudi dkk., 2024). Another study by Lutfhiatul khasanah also found that the use of community networks as distribution and promotion proved effective in building consumer loyalty (Hasanah, 2023).

With this problem, the purpose of this study is to determine and analyze the application of sharia marketing strategies by utilizing approaches that are in accordance with the characteristics and values of Nahdatul Ulama in increasing consumer preferences for NUCless drinking water in Ponorogo and the impact of implementing ideology-based sharia marketing strategies in increasing consumer preferences for NUCless drinking water in Ponorogo. This has not been widely discussed in previous studies, which tend to be general in nature and do not focus on market segments with certain sociocultural backgrounds.

RESEARCH METHOD

This research uses a type of field study research, using a qualitative research approach. Qualitative research is an in-depth and detailed examination of the phenomena that occur. Field research is a study conducted directly by observing and participating in the location where the data is collected. In its implementation, researchers are required to go directly to the location or source of the object of research, in this case, the distributor of NUCless drinking water in Ponorogo and the Nahdlatul Ulama community. This research study was chosen because the researcher wanted to obtain detailed data from related sources.

Data is information that can be used as basic research material. The data needed in this research are: 1) Data on ideology-based sharia marketing strategies in increasing purchasing preferences for NUCless drinking water products in Ponorogo. 2) Data on the impact of ideology-based sharia marketing strategies on increasing consumer preferences for NUCless drinking water in Ponorogo. The data sources used in the research are primary data sources and secondary data sources. Primary data sources are original data obtained directly by researchers from the first source through research. In connection with this research, it was obtained through interviews with distributors of NUCless drinking water in Ponorogo and consumers of the Nahdlatul Ulama community. The informants in this study totaled 6 sources, namely 2 distributors of NUCless drinking water in Ponorogo, and 4 Nahdlatul Ulama communities in Ponorogo. Meanwhile, secondary data is data obtained by researchers from various existing sources, such as books, reports, journals, and so on. The secondary data sources in this study are books or journals related to the research focus.

This research uses two data collection methods, namely: structured interviews with distributors of NUCless drinking water in Ponorogo, consumers of NUCless drinking water and those who know the business and documentation in the form of photos or images related to the research. The data collected in this study were analyzed using the method proposed by

Miles and Huberman (Qomaruddin & Sa'diyah, 2024), namely by evaluating data based on suitability, correctness, clarity, and relevance to research problems. The interview results from the informants were simplified to take the core information according to the research focus related to the problem formulation. The data was then presented systematically in narrative form for easy understanding. The final stage is drawing conclusions that are carried out to answer the formulation of the problem based on the data that has been analyzed, and is associated with relevant theories in the research.

RESULTS AND DISCUSSION

Analysis of Ideology-Based Sharia Marketing Strategy in Increasing Consumer Preference for NUCless Drinking Water in Ponorogo

Sharia marketing is the application of business strategies based on Islamic principles which include the entire process from creation, offering, to exchange of value, and changes in value from an initiator to its stakeholders or individuals with consumers in accordance with Islamic teachings. In an effort to increase consumer preference, NUCless drinking water distributors apply three sharia marketing paradigms according to Hermawan Kartajaya and M. Syakir Sula which include mind share, market share, and heart share (Utami & Janah, 2022) which are combined with Islamic values and NU ideological values in it.

1. Syariah Marketing Strategy to win Mind Share

   Mind Share is a strategy in shaping positive perceptions in the minds of consumers. The analysis shows that the distributors of NUCless drinking water have implemented a strategy to win mind share so that the NU community as the main consumers choose NUCless drinking water in accordance with their ideology. This strategy is implemented through several interrelated stages, namely segmenting, targeting, and positioning.

   a. Segmenting

      Market segmentation is the first step in a marketing strategy to identify and categorize the most appropriate part of the market to serve. The goal is to select segments that have the potential for competitive advantage, so that consumer needs can be met and the marketing process runs more effectively. NUCless drinking water distributors determine market segmentation quite selectively which is considered the most potential and relevant, namely groups that have close and similar ideological values to the products offered. The steps taken are to dominate the market segment in the Ponorogo region, especially in neighborhoods where most of the people have a Nahdlatul Ulama background, then in community groups that show a lifestyle that reflects a high interest in NU values. For example, groups that have active involvement in various religious activities and activities related to the NU organization.

b. Targeting

Targeting is the process of evaluating and selecting markets based on market segmentation that is considered to have the most profitable potential which will later be the main focus in marketing products. NUCless drinking water distributors target their market not only to the people of the Ponorogo region in general, but the target market is specifically aimed at the Nahdlatul Ulama community, especially those looking for halal products and containing blessings. The main targets include those active in religious activities and activities of NU organizations such as IPNU, IPPNU, Fatayat mothers, Muslimat, Ansor, as well as shops, Islamic boarding schools, and various religious events organized by NU. This is based on the fact that NU has routine activities that involve the participation of the wider community, so it can open up considerable opportunities.

c. Positioning

Positioning is an important element for the product, because it plays a role in forming awareness of the product to gain trust, credibility, recognition from consumers, so that it can stick in the minds of consumers. In the practice of building an image or positioning, distributors actively communicate to consumers that NUCless drinking water is not only positioned as quality drinking water, healthy, and suitable for consumption, but also as a form of reflection of Islamic values, especially in Nahdlatul Ulama, which brings blessings, health, and community welfare. In addition, positioning is also directed that the purchase of drinking water NUCless is a form of participation in supporting the sustainability of the NU organization's business.

2. Syariah Marketing Tactic to win Market Share

This paradigm focuses on how marketing tactics are used to recruit consumers and win market share. The marketing tactics used by NUCless drinking water distributors in an effort to win market share and increase the preference of the Nahdlatul Ulama community, namely by using several approaches, as follows:

a. Differentiation

After having a clear positioning, companies need to do differentiation in order to recruit consumers. Differentiation as the process of creating prominent advantages and differences in the products offered by the company from competitors' products. NUCless drinking water has product differentiation, namely: carrying the slogan "Future Drinking Water, Water of Life" which is not just a promotional sentence. In the context of Nahdlatul Ulama, this slogan reflects an effort to fulfill the basic needs of the community by bringing the value of blessings, where this water is not just a commodity, but as a tangible manifestation of NU values that encourage a better quality future life and the welfare of the people. In addition, another differentiation also lies in the processing process, which is always accompanied by istighosah prayers. This practice is not only a characteristic that distinguishes NUCless drinking water from other drinking water products, but also strengthens the religious value attached to the product.

b. Marketing Mix

Marketing mix is often called creation tactic, where companies can design products, set prices, choose distribution channels, and conduct promotions based on religious values. NUCless drinking water products have the advantage of being sourced from the natural spring water of Mount Wilis which is believed to bring health benefits, processed according to Islamic law with safe materials and managed by NU members, and has been certified halal. In pricing, distributors prioritize honesty and fairness without manipulation, adjusting to product quality while remaining affordable for consumers. The pricing strategy is also complemented by providing discounts for large purchases, especially for loyal customers and resellers, in order to attract and maintain consumer loyalty.

Promotion is done honestly and simply through word-of-mouth methods that build personal relationships and trust, as well as utilizing membership networks such as Ansor, IPNU, IPPNU, and others. Meanwhile, distribution is focused on locations that are easily accessible and relevant to the NU ideological market, with a system of selling directly from home, deposited in nearby shops, as well as through various religious activities and routine Nahdlatul Ulama activities. This marketing strategy shows that NUCless does not only offer drinking water products, but also brings religious values and identity into every aspect of it.

3. Syariah Marketing Value to win Heart Share

Value aims to win a place in the hearts of consumers or "how to create an emotions touchi". In the concept of Sharia Marketing Value, all plans and strategies that are prepared will not provide optimal results if they are not supported by the value of the goods or services provided. Therefore, building a value-added proposition for goods or services is important to win heart share. In an effort to win the hearts of consumers, especially the Nahdlatul Ulama community, NUCless drinking water distributors provide added value in three important aspects, namely brand, service, and process.

a. Brand

In terms of brand, distributors often emphasize that NUCless drinking water is a product that is visually and identifiably attached to Nahdlatul Ulama. This can be seen from the use of NU's logo and green color that makes consumers immediately recognize that this product is part of the organization, as well as actively contributing NUCless in various organizational activities as a form of tangible support. A good brand will be embedded in the hearts and minds of consumers to be loyal to the institution.

b. Service

Sharia marketing-based companies must pay attention to the services provided. This aims to maintain satisfaction, attract interest, increase the number of consumers, and retain consumers to continue using the products offered. In service, distributors try to establish good relations with fellow NU consumers with a friendly, honest, and polite attitude in order to create comfort and loyalty.

c. Process

Process reflects the level of quality, cost, and delivery, because the quality of a product depends on how the entire process is carried out from production to delivery to consumers in a timely manner at an effective and efficient cost. The delivery process is carried out quickly and reliably, both through direct orders and WhatsApp. Delivery is done by the distributors themselves without going through a long chain, thus making the process more cost-effective and effective in reaching consumers directly, as well as ensuring the goods are in good condition before being sent. These three aspects are important strategies to instill trust and strengthen the position of NUCless drinking water among the Nahdlatul Ulama community.

Analysis of the Impact of Ideology-Based Sharia Marketing Strategy on Increasing Consumer Preferences for NUCless Drinking Water in Ponorogo

Marketing a product certainly has an impact on a business, both positive and negative impacts. This impact can be in the form of increased sales, more consumers, or the opposite if the strategy applied is not appropriate. Therefore, the success of a marketing strategy is not only seen from its implementation, but also from the results or impacts caused (Ahfani & Marlina, 2023). In this context, it is important to assess whether the sharia marketing strategy implemented by integrating NU ideological values can run effectively in increasing consumer preference for NUCless drinking water in Ponorogo.

Based on the data collected, it shows that the ideology-based marketing strategy that has been implemented by NUCless drinking water distributors in Ponorogo has not been able to have a significant impact on increasing consumer preferences, especially among the NU community. This can be seen from the trend of product sales, which on average still does not show a significant increase. Sales of this product tend to stagnate from time to time and have not experienced a large increase. Sales are an important aspect of marketing activities because they serve to reach the intended target market. In addition, sales are also the key to the success of a business in the hope of making a profit. Every product produced is certainly expected to be sold, so that business goals can be achieved optimally.

Although the sharia marketing strategy by carrying out NU ideological values has been implemented, the expected results have not been achieved. This is also caused by several factors that influence the low consumer preference according to Kotler and Keller (Kurniawan dkk., 2025), including:

1. Cultural factors, the culture that has grown in society indirectly shapes perspectives and habits in various aspects of life and habits that have been rooted for a long time will be difficult to change. In this case, the habit of people who tend to choose drinking water brands that have been known for a long time is a factor in the low consumer preference for NUCless drinking water. Ideology-based marketing strategies have not been able to shift the dominance of other brands that have already dominated the market and are embedded in the habits of the NU community.

2. Social factors, namely preference groups that include people in the surrounding environment such as friends, neighbors, family or communities that should be an effective channel in building trust and expanding the influence of preferences for a product, especially positive recommendations or usage experiences that are shared directly. However, in this study, the role of the surrounding environment has not run optimally. The lack of recommendations and usage from the surrounding environment is also the reason why NUCless drinking water has not been able to increase consumer preferences.
3. Personal factors, where the current lifestyle of the NU community tends to be pragmatic, considering things such as quality, taste, convenience, practicality, and clear information more than the suitability of the ideological values adopted. This makes NUCless drinking water not yet the first choice, even though ideological values are the main attraction. Identity as Nahdlatul Ulama does not make NU people feel that they have to buy products that are in accordance with their ideology. There is room for freedom for the community in determining their preferences in choosing a product. As in the research revealed by Melisa and Musyafa', that aspects of religiosity are not always the main factor in making purchasing decisions, often prioritizing the direct benefits of a product rather than considering the symbols or meanings attached to the product (Damayanti & Musyafa', 2024). For some people, supporting NU products can be a form of loyalty, but in reality most purchasing decisions are still based on needs and satisfaction with the product. Products with ideological frills are not enough without the support of quality that meets the expectations of today's society.
4. Psychological factors, namely that there are still many NU people who do not know about the existence of NUCless drinking water products owned by their organization. This is due to the lack of information dissemination about the product, both through social media and other media. The lack of promotion and advertising further strengthens the level of ignorance. This situation is related to motivation in the psychological factor, where the tendency to choose or buy NUCless drinking water will decrease when a person does not have a strong enough drive, either because their needs have been met by other products, or because they do not feel the specific values and benefits of NUCless drinking water. As a result, it will be difficult to develop the desire to try new products without a trigger or reason that can attract the interest and desire of consumers (Dharmawan & Oktafani, 2022).

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that distributors have implemented an ideology-based sharia marketing strategy in an effort to increase consumer preference for NUCless drinking water in Ponorogo, which is implemented through three approaches, namely, a mind share strategy that is carried out with segmentation, targeting, and positioning stages. The market share strategy includes differentiation and marketing mix (market share) in the form of product, price, place, promotion. The heart share strategy includes brand, service, and process. All of these

strategies are carried out by carrying NU ideological values in it. The impact of the implementation of the ideology-based sharia marketing strategy has not been able to increase consumer preferences, especially the Nahdlatul Ulama community. Marked by the low level of purchase and average sales that tend to stagnate, have not experienced a large surge. This is also caused by several factors that influence low consumer preferences, where the consumption habits of the Nahdlatul Ulama community in drinking water brands that have been known and trusted for a long time, the lack of recommendations from the surrounding environment which are considered very influential in product selection, identity as Nahdlatul Ulama does not influence the community to choose NUCless drinking water in accordance with their ideology, and the lack of knowledge of the Nahdlatul Ulama community, so that they do not recognize the value and advantages offered by NUCless drinking water products. Therefore, it is necessary to implement a more comprehensive sharia marketing strategy, not only focusing on the ideological aspects of NU. This strategy still has room to be developed, especially through the utilization of social media as a means of wider promotion to increase consumer preference. Where, in the current era, people are more familiar with and interested in products through social media platforms.

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