

**UPHOLDING SHARIA CHARACTER:
MARKETING COMMUNICATION AT MARWAH SYARIAH GUEST HOUSE
BALIKPAPAN**



PUBLICATION MANUSCRIPT

**Submitted to Fulfill the Requirements for Obtaining a Bachelor's Degree in
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YOGYAKARTA**

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Upholding Sharia Character: Marketing Communication at Marwah Syariah Guest House Balikpapan

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Abstract—The misuse of lodging facilities for criminal and immoral activities is a recurring issue, with property owners prioritizing profit over ethical considerations. This research sheds light on the vital importance of effective marketing communication strategies within the context of Sharia-based lodging establishments, using one of the best Sharia accommodations in Balikpapan, namely Marwah Syariah Guest House as a research object. By aligning with Philip Kotler and Kevin Lane Keller's 7P marketing communication framework (*Product, Price, Place, People, Promotion, Process, and Physical Evidence*). The research reveals Marwah Syariah's approach to maintaining a Sharia character while ensuring profitability. Furthermore, the research highlights Marwah Syariah's commitment to upholding Sharia's character

throughout the 7P's key marketing elements, marketing communication objectives, marketing communication tools, and marketing communication stages. This research was conducted to emphasize the importance of effective communication in conveying product information and preventing losses due to ineffective promotional activities. This research contributes valuable insights into Sharia-based places, offering a reference for consumers who seeking Sharia accommodations and supporting the competitiveness of these establishments within the hospitality industry. Ultimately, it underscores the importance of aligning marketing communication strategies with Sharia's character to achieve sustainable success in the Sharia lodging business.

Keywords: *Marketing communication; Sharia; Guest House*

I. BACKGROUND

It is no longer a secret that irresponsible individuals or groups often misuse lodging facilities such as hotels, guesthouses, and other lodging places. Criminal and immoral acts have become commonplace in hotels or other lodging places. Even though the authorities have arrested several criminal and immoral perpetrators, their deviant behaviors are still rampant because a few lodging property owners allow their property to be used for immoral activities only for profit. The disclosure of online prostitution cases that use hotels as a place for immoral activities is very detrimental and harms the service and image of hotels in Balikpapan City, East Kalimantan (TribunKaltim, 2019). East Kalimantan Regional

Police Public Relations Commissioner stated that cases of arrests for immoral acts have occurred repeatedly this year. Of the 3 perpetrators, one of them is still underage. The Director of the East Kalimantan Regional Police added that there was a disclosure of an online prostitution case involving 13 women in three different hotels which meant that the East Kalimantan Regional Police would carry out strict supervision of hotels in Balikpapan. Covered in the KaltimKita News 2021, sexual abuse of minors (underage) occurred at a Balikpapan hotel. The person was one of the lecturers at the Balikpapan Private University who molested 3 students at 14 years old. Balikpapan Police Headquarters stated that one of the factors in this case was the lack of regulation and good monitoring by the hotel. It is expected that hotel and

lodging places should be a place to rest and maximize moments with family or relatives. However, with the proliferation of criminal cases and immoral acts occurring in hotels or lodging places, several lodging property owners choose Sharia-based hotels or lodging places as the right solution.

One of the motivations is that the Islamic religion has comprehensively explained all the rules and consequences of implementing all activities. The Islamic religion has wrapped all aspects of life in one guideline which encompasses various aspects of life, including Sharia legal marriage, business and economic practices, and other matters in detail. In the Al Quran, some verses regulate business law as in QS. An-Nisaa': 29

يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبُطْلِ إِلَّا أَنْ تَكُونَ تِجَارَةً
عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

“O you who believer, do not falsely devour each other’s wealth, except using commerce which is carried out with mutual consent between you. And do not kill yourselves; surely Allah is Most Merciful to you”. (Q.S. An-Nisaa': 29).

The verse above explains that Allah prohibits his servants from obtaining wealth through bad means such as stealing, cheating, shoplifting, gambling, and interacting with usury. However, Allah has permitted and is very fond of wealth obtained from trade, work, and *muamalat permitted by the Sharia* and carried out under conditions of mutual consent or *ridho bi-ridho*.

The use of the word ‘Sharia’ and the application of Islamic principles are widespread in the business sector. The tourism sector is no exception. A Sharia-based hotel combines conventional hotel business by incorporating some Islamic principles or values. (Chaerodin, 2018). Property business owners who apply Sharia principles in their business should not only be for profit. However, property business owners who apply sharia must prioritize peace and Allah's blessing in running their business. According to Shariah principles, marketing activities should be grounded in the spirit of Allah worship and, wherever possible, should work for the common good rather than for the benefit of the group or one’s own. (Nur Fadilah, 2020). Sharia-based marketing processes must not contradict Sharia principles, starting from the manufacturing process, offering, and adding value.

Various strategies are deployed by Sharia hotel businesses to market their properties by Islamic regulations and, at the same time obtain halal profits.

In the field of communication science, it is well-known that a company or organization's business in persuading, conveying information, and reminding consumers directly or indirectly is referred to as *‘marketing communication.’* (Philip Kotler & Kevin Lane Keller, 2009).

Marketing communications can clearly explain why and how a product is used, when, where, and what kind of person it is suitable for use. Effective marketing communication can prevent companies from losses caused by ineffective promotional activities. (Anggraini, 2020). Marketing communications has a significant role in the operations of a company. Because no matter how well the marketing strategy has been prepared to suit market competition conditions, if the marketing communication process is not effective and efficient, it will result in consumers not knowing about the product's existence on the market.

Based on the Traveloka recapitulation of Sharia guest houses Balikpapan, Marwah Syariah Guest House is in second place as the Guest House with the highest rate with a total of 160 reviews. This can happen due to several factors including promotional strategies or other communication activities to reach the best Sharia Guest House in Balikpapan. Therefore, the researcher is interested in understanding what strategies are implemented by Marwah Syariah Guest House as the best Sharia-based Guest House on Balikpapan and remain superior to other lodging places. This analysis is considered essential to assess the success of Marwah Syariah Guest House Balikpapan in promoting its property and maintaining the Sharia character. Now, the public can see what strategies are used in implementing marketing communication in one of the best local Sharia Guest Houses in Balikpapan. Based on the description above, the author is interested in conducting a research entitled **“Upholding Sharia Character: Marketing Communication at Marwah Syariah Guest House Balikpapan”**

II. PREVIOUS STUDY

In this study, researchers also identified research that had similarities with previous research. **First**, the research from Anak Agung Ngurah Wira Kusuma, I Nyoman Rajin Aryana, Budi Susanto, Made Sudiarta, Ni Putu Wiwiek Ary Susyarini “Marketing Communication Model to Enhance Hotel Brand Image”. This research was published in 2022 as a thesis by the International Journal of Travel and Events, Politik Negeri Bali. **Second**, the research from Abdul Aziz, “Komunikasi Pemasaran Destinasi Halal

Oleh Dinas Pariwisata Provinsi Sumatera Barat dan Dinas Pariwisata Pemuda dan Olahraga Kabupaten Tanah Datar”. This research was published in 2028 as a thesis by Universitas Islam Indonesia. **Third**, research from Junainah Idris & Norazla Abdul Wahab, “The Competitive Advantages of Sharia-Compliant Hotels in Malaysia: **SWOT** Analysis”. This research was published in 2015 in the Proceedings of the 2nd International Conference on Management and Muamalah Framework at the College of the Selangor International Islamic University, Bandar Seri Putra Selangor. **Fourth**, research from Basrowi and Reza Ronaldo, “Analysis of Sharia Marketing Constraints in Indonesia”. This research was published in 2019 as a thesis by STEBI Lampung Indonesia. **Fifth**, research from Abdul Mujib, “Analysis of Sharia Concepts in the Hospitality Industry in Indonesia”. This research was published in 2016 as a thesis by Asy-Syir’ah, Universitas Islam Sunan Kalijaga Yogyakarta.

III. Theoretical Framework

Research conducted by researchers using several theoretical frameworks as the theoretical basis used in this study, namely as follows:

1. Marketing Communication

a. 7P’s Key Element of Marketing Communication

In the 1960s, a marketing professor at Michigan State University and author Edmund Jerome McCarthy popularized his idea of the five keys to marketing communications. Each element is interconnected and influences each other so that it can support the achievement of the company's marketing goals. These five keys are called the 5P (Product, Price, People, Promotion, and Place). As time went by, this idea was developed by Philip Kotler into 7P (Product, Price, People, Promotion, Place, Physical Evidence, and Process).

b. Marketing Communication Objectives

Marketing communications aims to strengthen the art of marketing management that has been prepared to achieve broader targets (Firmansyah, 2020). According to Widyastuti (2017), the purpose of marketing communication is that perfect marketing communication can accommodate all aspects

that consumers need. Then, the aim of marketing communication stated by Tjiptono (1997) in a book written by Fitriah (2018) is that a consumer is positioned as a communicant to respond to marketing communication messages, which include: Cognitive effects, Affective effects, and Conative effects.

c. Marketing Communication Tool

In marketing communication activities, marketing communication tools promote products (goods and services) that are expected to influence consumer purchasing decisions. In general, the marketing communications mix is grouped into five forms of activities, which are classified as follows (Muktaf, 2015): Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing.

d. The Stages of Conducting Marketing Communications

Based on Sari, 2021, Some steps are needed to produce good marketing communications in carrying out a marketing communications activity, which include: Target identification, Goal Setting, Designing message content, Determination of communication channels, Designing promotional budget, Determination of the marketing communication mix, Carrying out the evaluations.

2. Sharia Concept

The Sharia market is emotional, while the conventional market is rational. This means that people are interested in doing business in the Sharia market for religious reasons (in this case, the Islamic religion), which are more emotional, and not because they want to get the maximum profit, without really caring whether the business in it is suitable or not both are related and how achieving these results may deviate or even conflict with sharia principles (Arif, 2010). Sharia economics expert Hafidhudin said that Sharia market players make very rational

choices. When comparing one product, people who fall into the emotional market group are often more critical, thorough, and careful. Of course, with various considerations, what is achieved is following desires and needs and by sharia principles (Kartajaya, 2006). There are four characteristics of the Sharia Concept (Purwaningwulan, 2021), which include: Teisti (*Al-Rabbaniyah*), Ethical (*Al-Akhlaqiyah*), Realistic (*Al-Waqiah*), Humanistic (*Al-Insaniyah*).

3. Guest House

The guest house is an accommodation where a traveler stays in a home hosted by a resident (Zaidi, 2023). Guesthouses are typically cheaper than other lodging models. It is more personalized and less formal than hotels. If a hotel has tens to hundreds of rooms in one building, guest houses provide fewer rooms, usually around 5 to 10 (Ruhlessin, 2022). Even though the hotel is equipped with comfortable facilities, its atmosphere sometimes does not make a visitor feel at home because of its formality in contrast to the guest house, which has a shape like a house and offers all the services and facilities comparable to a five-star hotel. Depending on the location, guesthouses may be the most common or only accommodation type (Zaidi, 2023).

IV. RESEARCH METHOD

This research used qualitative methods to obtain and analyze the data on implementing marketing communication at Marwah Syariah Guest House Balikpapan. According to Mole Ong (2007), qualitative research aims to understand the phenomena associated with the experience of a research object, actions, perspectives, motives, and behaviors. Qualitative research effectively reveals culture-specific information about groups' values, beliefs, behaviors, and social backgrounds. According to Creswell (2013), qualitative research explores and understands the meaning some individuals or groups think comes from social or human problems.

The time for this research to be carried out is from September 2023 to November 2023. The research process starts from the approach stage by contacting the guest house, collecting data, processing the data, carrying out analysis, and preparing the final research report. The research location is Marwah

Syariah Guest House on Jalan Syarifudin Yoes RT.41, Gunung Bahagia, South Balikpapan, East Kalimantan, Indonesia.

The interview is a data collection method or tool that shows the researcher as an interviewer asking several questions to the participant as the subject being interviewed. (Arifin, 2012). In conducting the interview, the researcher interviewed four deliberately selected informants to assist in understanding the problem under study. The following are the names of the sources that the researchers interviewed when conducting the research: Siti Marwah as owner, Awaluddin as marketing staff, Ratna Aulia Sari, and Putri Wulandari as customer service.

Observation is a method where researchers make direct observations using the five senses as tools, starting from the senses of the eyes, ears, smell, mouth, and skin (Bungin, 2007). The researcher initially observed the implementation of marketing communications for Marwah Syariah Guest House Balikpapan. After that, the researcher will go directly to the research location and collect the required data with the help of documentation tools and in-depth interviews. Qualitative analysis was carried out simultaneously with the data collection process. The data analysis method used the Miles and Huberman model data analysis. The Miles and Huberman model has several stages of data analysis, which will be explained as follows (Basrowi & Suwandi, 2008): data reduction, data display, conclusion drawing, and verification.

V. FINDINGS

A. Marwah Syariah Guest House and Sharia Concept Implemented at Marwah Syariah Guest House

Sharia accommodation is generally defined as an accommodation that adheres to rules based on Islamic Sharia in both management and services for all employees and guests staying at the accommodation. Sharia accommodation will only accept couples who are legally married to remain at Sharia accommodation. For Sharia accommodation property owners, this is aimed at prohibiting guests who only want to commit adultery and commit indecent acts on their premises. Marwah Syariah Guest House Balikpapan has 30 rooms with the following room types: 1) Standard Room, located on the 3rd floor with a room area of 3x4 square meters. 2) The Deluxe Room is located on the 2nd floor with a room area of 4x4 square meters. 3) Family Room, located on floors 1 and 2 with an area of 5x5 square meters.

The Theistic concept is whose orientation is devotion to Allah SWT in carrying out all business activities. In an interview with the owner of Marwah Syariah Guest House, Mrs. Marwah explained that she prioritizes all rules and regulations and that all employees must carry out all Islamic Sharia orders so that the business they run will bring blessings. Morality is one of the foundations of the Ethical concept (Al- Akhlaqiyah) for Islamic marketers. The guest house believes that implementing 3S habits for the guests will build a bond between the guest house and the guests. This attitude of professionalism is one of the foundations for Marwah Syariah's implementation of the ethical or Al-Akhaqiyah concept. The Realistic is a concept whose orientation is flexibility when Marwah Syariah Guest House implements marketing. Marwah Syariah Guest carries out this flexibility by not forcing the wishes of the guests staying. In the humanistic concept (Al-Insaniyah), it can be measured when Sharia marketers do not discriminate based on skin color, race, or social status to make people consumers. The marketing staff at Marwah Syariah Guest House explained that everyone can become a guest house consumer if the consumer meets the relevant criteria.

B. The Implementation of Marketing Communication

- 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence)

Product. Marwah Syariah Guest House offers superior products and services to its guests. The room services and facilities provided by Marwah Syariah Guest House have the same facilities regarding sharia standards regarding worship. As observed by the researcher, Qibla directions are attached to the room's ceiling, prayer mats, praying veils, and sarongs. In the public facilities, there are lobbies and parking areas.

Price. The prices offered by Marwah Syariah Guest House vary. The basis for varying prices is to suit guests' needs. The room prices for Marwah Syariah Guest House Balikpapan start from Rp 150.000/night to Rp 300.000/night. Marwah Syariah Guest House sets weekly, monthly, and annual targets for determining room prices. Prices from other hotel accommodation markets in Balikpapan are also taken into consideration by Marwah Syariah Guest House when determining room prices.

Place. Marwah Syariah Guest House is located on the side of the road in East Kalimantan province, namely on Jalan Syarifudin Yoes, Gunung Bahagia, South Balikpapan. The reasons for choosing a place are entirely up to the hotel owner. The guest house

owner has quite a large empty land near their residence in Balikpapan.

Promotion. Marwah Syariah Guest House carries out several strategies to promote its guest house. They are collaborating with Traveloka, promoting through Instagram, and utilizing printed media and WhatsApp to share brochures for potential guests.

People. Humans, including producers and consumers, have an essential role in marketing. Business owners must be honest and responsible toward their products or services. New employees will receive training according to the position they are applying for. The training can be in the form of explaining guest house rules, keeping guest records, welcoming guests, cleaning and preparing guest rooms, and promoting the guest house directly. Entrepreneurs adhering to Sharia principles, such as the Marwah Syariah Guest House owner, have extensive knowledge about Islam and its provisions for their employees and guests. Implementing these provisions is intended so that Marwah Syariah Guest House can operate orderly under Islamic law and principles.

Process. The process carried out by Marwah Syariah Guest House is when the guest house tries to convince customers about the services that will be provided to potential guests. Usually, employees offer various kinds of rooms and services to attract guests. This activity is a form of marketing process carried out to customers. This activity is usually carried out through a Question-and-Answer process directly at Marwah Syariah Guest House, or via WhatsApp and Instagram.

Physical Evidence. Marwah Syariah Guest House building is located at Syarifudin Yoes No.41, on the side of the Balikpapan provincial road. The building is in good condition and well-maintained because it always carries out maintenance if the staff finds minor or major damage.

- Marketing Communication Objectives

Marwah Syariah Guest House maintains guest facilities and rules intending to provide comfort, trust, and loyalty to guests who stay. The hope is to set the price to reach the Marwah Syariah target market. Furthermore, Marwah Syariah Guest House has carried out several types of promotions, which are steps to introduce Marwah Syariah Guest House to the broader community.

- Marketing Communication Tool

Personal Selling. Personal selling occurs face-to-face between the owner, employees, and visitors at the Marwah Syariah Guest House reception. So that information can be well received by potential guests, guest house employees are given guidance about the facilities offered and the regulations at Marwah Syariah Guest House. In its implementation, Marwah Syariah Guest House employees explain and offer prospective guests the applicable facilities and rules and persuasively answer all prospective guests' curiosity.

Collaboration with Traveloka. Marwah Syariah Guest House chose Traveloka as a travel agent application partner because Traveloka is already widely known by the broader community at home and abroad. Apart from that, the ease of access, features, and promotional offers provided by Traveloka make people more confident in using the Traveloka travel agent application.

Become a Grab Driver Accommodation Reference. Apart from collaborating with the Traveloka travel agent application, offers through word of mouth between people are also effective for Marwah Syariah Guest House. Because the location of Marwah Syariah Guest House is close to Balikpapan International Airport, arriving guests are usually taken using Grab / Gojek, which is partnered and has a particular post at Balikpapan Airport. Because several drivers often take passengers to Marwah Syariah Guest House, plus drivers know that Marwah Syariah Guest House accommodation is cheap but still high quality,

Collaboration with PT.Petrosea Balikpapan. Marwah Syariah Guest House will collaborate with the Balikpapan mining company, PT. Petrosea Balikpapan. In July, cooperation between Marwah Syariah Guest House and PT Petrosea was established, and a letter of offer for cooperation was submitted. It is agreed that within a certain period, the guest house will provide special prices for PT Petrosea workers who stayed at Marwah Syariah Guest House. Through this collaboration, the guest house feels confident they can promote their property to mining workers who stayed at Marwah Syariah Guest House.

Discount for Salesman. Marwah Syariah Guest House also provides special prices for shop sales who regularly stay at Marwah Syariah Guest House. This building shop, which the guest house owner also owns, allows the owner to promote his guest house to

salespeople who often come. Since the sales profession usually works by going around shops in every city, they typically stay in one town for a brief period.

The Use of Social Media as Promotional Media. In promoting the guest house, Marwah Syariah Guest House uses Instagram and WhatsApp to expand its target reach. Instagram containing photos of rooms, facilities, reviews, and benefits will help convince the public to stay at Marwah Syariah Guest House. Marketing staff also received and responded to *direct messages Instagram* from the public several times regarding the guest house. Some of these questions include price, room availability, and guest house location. Apart from Instagram, Marwah Syariah Guest House also regularly shares online catalog and creates statuses on WhatsApp Guest House. This status aims to increase engagement from the public. From WhatsApp status, several responses often emerge from viewers.

- The Stages of Marketing Communications

Target Identification. Marwah Syariah Guest House tends to identify its targets based on the location of the guest house. Marwah Syariah Guest House targets visitors with transit needs, seeking treatment at nearby hospitals and workers from outside the city looking for Balikpapan's accommodation.

Goal Setting. The goal of Marwah Syariah Guest House in carrying out various forms of promotion is to gain public trust, ensuring widespread awareness of its existence, facilities, and advantages.

Designing Message Content. In determining the content of the message, the guest house adheres to always conveying everything they offer as it is without any exaggeration. The message conveyed and disseminated must be based on reality. Determining and sharing the content of the message is usually carried out by the guest house marketing staff.

Designing Promotional Budget. In the process of designing promotional costs, all plans are arranged personally by the guest house owner. In an interview, Mrs.Marwah stated, "There is no standard design. I am flexible because this business is not tied to anyone. So, the money was only spent on promotions that she felt were needed."

Social Media and Traveloka Application as Marketing Communication Channels. Marwah

Syariah Guest House used Instagram as a promotional medium for a guest house. The guest house effectively attracts customers and increases sales via Instagram. In selecting marketing communication channels, the guest house chose Traveloka as a travel agent partner to promote the guest house. The guests felt helped by the promotion of guests through Traveloka.

Evaluation. Guest house owners usually routinely carry out evaluations once a month after doing the bookkeeping. The evaluation that can be carried out usually starts from guest reviews on Traveloka. Subsequently, the guest house owner also reprimands the guest house employees if their work does not comply with the regulations that apply at the guest house.

VI. DISCUSSION

Based on the previous findings, the researcher will discuss the marketing communication components used by Marwah Syariah Guest House while upholding Sharia Character by encompassing Analysis of 7P's Key Element of Marketing Communication, Marketing Communication Objectives, Marketing Communication Tools, and Marketing Communication Stages carried out by Marwah Syariah Guest House. The following is a discussion of the four components as follows:

a) 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence)

Product. Marwah Syariah Guest House offers superior products and services to its guests. The room services and facilities provided by Marwah Syariah Guest House have the same facilities regarding sharia standards regarding worship. As observed by the researcher, Qibla directions are attached to the room's ceiling, prayer mats, praying veils, and sarongs. In the public facilities, there are lobbies and parking areas.

Price. The prices offered by Marwah Syariah Guest House vary. The basis for varying prices is to suit guests' needs. The room prices for Marwah Syariah Guest House Balikpapan start from Rp 150.000/night to Rp 300.000/night. Marwah Syariah Guest House sets weekly, monthly, and annual targets for determining room prices. Prices from other hotel accommodation markets in Balikpapan are also taken into consideration by Marwah Syariah Guest House when determining room prices.

Place. Marwah Syariah Guest House is located on the side of the road in East Kalimantan province, namely

on Jalan Syarifudin Yoes, Gunung Bahagia, South Balikpapan. The reasons for choosing a place are entirely up to the hotel owner. The guest house owner has quite a large empty land near their residence in Balikpapan.

Promotion. Marwah Syariah Guest House carries out several strategies to promote its guest house. They are collaborating with Traveloka, promoting through Instagram, and utilizing printed media and WhatsApp to share brochures for potential guests.

People. Humans, including producers and consumers, have an essential role in marketing. Business owners must be honest and responsible toward their products or services. New employees will receive training according to the position they are applying for. The training can be in the form of explaining guest house rules, keeping guest records, welcoming guests, cleaning and preparing guest rooms, and promoting the guest house directly. Entrepreneurs adhering to Sharia principles, such as the Marwah Syariah Guest House owner, have extensive knowledge about Islam and its provisions for their employees and guests. Implementing these provisions is intended so that Marwah Syariah Guest House can operate orderly under Islamic law and principles.

Process. According to Kotler's theory regarding process, the process is the handling of business performers in serving consumers and consumers will be interested in a good production process, a fast delivery process, and a complaints process that is quickly handled when there are complaints about the product. Marwah Syariah Guest House has carried out process elements by offering products to potential guests. This process occurs starting from the offering stage, the decision from the guest and the final stage until the guest checks out leaving Marwah Syariah Guest House. According to Purwaningwulan's theory regarding Sharia Characteristics, Ethical Character (*Al-Akhlaqiyah*) must be embedded in the Sharia marketer's personality. Sharia marketers must uphold good ethics and behavior, namely *Akluqu-l-Karimah*. This is in line with the Marwah Syariah Guest House staff who carry out all processes towards consumers with polite words, greetings, and smiles. Any complaints or complaints received by the staff will also be handled as quickly as possible for the comfort of the guests staying at Marwah Syariah Guest House.

Physical Evidence. Following Kotler's theory regarding Physical Evidence element in 7P key marketing, Physical evidence is the ability and capacity of the company to deliver products or

services in accordance with the market environment where the product or service is provided. This will further increase effectiveness and increase the aspect of satisfaction for target users. In this case, the physical evidence of Marwah Syariah Guest House is the existing of guest house including the guest room, lobby, facilities, parking area also all facilities. Marwah Syariah Guest House proves that maintaining the quality of facilities and cleanliness of rooms influences guest satisfaction. Guest satisfaction will influence guest loyalty whether or not they will visit Marwah Syariah Guest House again. The form of physical evidence applied by Marwah Syariah Guest House is also in the form of a guest house keeper who is available 24 hours a day to serve Marwah Syariah Guest House guests.

b) Marketing Communication Objectives

Marwah Syariah Guest House maintains guest facilities and rules intending to provide comfort, trust, and loyalty to guests who stay. The hope is to set the price to reach the Marwah Syariah target market. Furthermore, Marwah Syariah Guest House has carried out several types of promotions, which are steps to introduce Marwah Syariah Guest House to the broader community.

c) Marketing Communication Tool.

Advertising. Based on Muktaf's theory, advertising is any commercial message that promotes ideas, services, products, or services via the Internet, broadcasting, electronic media, or print media. This theory is lined with the advertising activities that carried out by Marwah Syariah Guest House are carried out via the Internet by promoting the guest house and all its facilities by using Instagram, @marwahsyariah.gh, and collaboration with travel agent Traveloka. Marwah Syariah Guest House also carries out advertising activities based on Muktaf's theory through printed media. According to Purwaningwulan's theory regarding Realistic Character Sharia (*Al-Waqiah*), Sharia marketers must uphold honesty in carrying out their business activities, including advertising activities. In this case, Marwah Syariah Guest House has implemented a Realistic (*Al-Waqiah*) character because it has adapted what is in the advertisement and the reality on the ground. Marwah Syariah does not exaggerate the information included in any advertising media.

Sales Promotion. According to Muktaf's (2015) theory, sales promotion is a promotional activity carried out directly in the short term by providing

samples, coupons, or even premium benefits to see the feedback given by consumers. In this case, Marwah Syariah promotes sales by promoting the guest house through Marwah Syariah Guest House employees. Before prospective guests decide to stay at the guest house, Marwah Syariah employees, both marketing staff and customer service, will offer superior facilities and the best service at Marwah Syariah Guest House. Sharia marketers must uphold righteousness and professionalism when running a business. It is proven by the honesty when Marwah Syariah Guest House offers samples and testimonials from guests who have stayed at Marwah Syariah Guest House. The testimonials shown to guests are pure and honest testimonials resulting from assessments from the public. Therefore, in carrying out Sales Promotion, Marwah Syariah Guest House reflects one of the Sharia characters, namely Realistic (*Al-Waqiah*).

Public Relation. Muktaf's theory explains that Public Relations & Publicity is a promotional activity that informs customers, the government, or company officials to build a good company image. In this case, Marwah Syariah carries out public and public relations activities by always answering or providing feedback on guest reviews on the Traveloka application. Acceptance of criticism and suggestions from the public is one of the Sharia Characters upheld by Marwah Syariah Guest House. Purwaningwulan's theory has explained that Sharia Marketer must have Realistic character (*Al-Waqiah*) which means professionalism at work.

Personal Selling. Personal selling occurs face-to-face between the owner, employees, and visitors at the Marwah Syariah Guest House reception. So that information can be well received by potential guests, guest house employees are given guidance about the facilities offered and the regulations at Marwah Syariah Guest House. In its implementation, Marwah Syariah Guest House employees explain and offer prospective guests the applicable facilities and rules and persuasively answer all prospective guests' curiosity. Sharia marketers must have a Humanistic character (*Al-Insaniyah*) which explained that human dignity is enhanced. Marwah Syariah Guest House applies this characteristic as proven when carrying out the personal selling process, Marwah Syariah Guest House does not differentiate between guests or potential guests who will stay at Marwah Syariah Guest House.

Direct Marketing. According to Muktaf's theory (2015), direct marketing is a direct communication activity using media such as telephone, email, fax, or

letters to consumers who have the potential to use the company's products or services. In this case, Marwah Syariah Guest House has engaged direct marketing activities by distributing catalog brochures via WhatsApp. Marwah Syariah Guest House has upheld an Ethical Character by upholding good communication with the public and guests in order to avoid misunderstandings between both parties.

Interactive Marketing. Based on Kotler's theory regarding Interactive Marketing as a marketing communication tool, interactive marketing is online activities and programs designed to involve customers or prospects directly or indirectly to increase awareness, improve image, or create sales of products and services. Marwah Syariah Guest House used Instagram and WhatsApp platforms to get responses and interactions from the public. Responses and interactions that occur between the guest house and the community take the form of questions and feedback or reviews. Based on Purwaningwulan's theory, Sharia marketers must have a Humanistic (Al-Insaniyah) character which means It is not allowed to discriminate based on skin color, race, or social status to make people consumers. In this case, Marwah Syariah Guest House does not place limits on all responses or feedback given by the community to Marwah Syariah Guest House. As long as the interaction obtained is still in a good business context and does not corner either party, Marwah Syariah Guest House will welcome all forms of interaction without distinguishing between one another.

d) The Stages of Marketing Communications

Target Identification. Marwah Syariah Guest House tends to identify its targets based on the location of the guest house. Marwah Syariah Guest House targets visitors with transit needs, seeking treatment at nearby hospitals and workers from outside the city looking for Balikpapan's accommodation. the target identification carried out by Marwah Syariah Guest House does not use race, skin, religion, or gender as basic references for determining targets. In Islam, all servants of Allah have the same equality. What differentiates human status is only the level of a servant's devotion and obedience to Allah SWT.

Goal Setting. The goal of Marwah Syariah Guest House in carrying out various forms of promotion is to gain public trust, ensuring widespread awareness of its existence, facilities, and advantages. The character of Theistic Sharia has been reflected by Marwah Syariah

Guest because the goal of achieving marketing communication is not just to gain profits but rather blessings and pleasure from Allah SWT.

Designing Message Content. In determining the content of the message, the guest house adheres to always conveying everything they offer as it is without any exaggeration. The message conveyed and disseminated must be based on reality. Determining and sharing the content of the message is usually carried out by the guest house marketing staff. Marwah Syariah has compiled a message based on facts without exaggerating the message. The message that is prepared must also prioritize good communication and ethical Character (*Al-Akhlaiyah*) to avoid misunderstandings among readers.

Determining Marketing Communication Mix. Marwah Syariah Guest House has carried out the five marketing communication mixes with a brief description: Advertising via the Internet, such as Instagram and Traveloka, and via print media, such as banners, neon boxes, and catalog brochures. Sales Promotion has been carried out through promotional activities at the reception to guests directly and by offering discounts to PT. Petrosea as a collaboration partner for Marwah Syariah Guest House. Public Relations and publicity have been carried out with guests always responding to reviews on the Traveloka page to maintain the reputation of Marwah Syariah Guest House. Personal Selling has been conducted through face-to-face question-and-answer activities between guest house employees and prospective guests with a persuasive nature. Direct Marketing has been carried out through promotional activities using WhatsApp and sending letters offering cooperation. Advertising, Sales Promotion and Public Relations reflect the character of Realistic Sharia (*Al-Waqiah*). Personal Selling and Interactive Marketing carried out by Marwah Syariah Guest House reflect the character of Sharia Humanistic (*Al-Insaniyah*). Meanwhile, Direct Marketing carried out by Marwah Syariah Guest House reflects the character of Sharia Ethical (*Al-Akhlaiyah*).

Designing Promotional Budget. In the process of designing promotional costs, all plans are arranged personally by the guest house owner. In an interview, Mrs. Marwah stated, "There is no standard design. I am flexible because this business is not tied to anyone. So, the money was only spent on promotions that she felt were needed." Social Media and Traveloka Application as Marketing Communication Channels. Marwah Syariah Guest House used Instagram as a promotional medium for a guest house. The guest

house effectively attracts customers and increases sales via Instagram. In selecting marketing communication channels, the guest house chose Traveloka as a travel agent partner to promote the guest house. The guests felt helped by the promotion of guests through Traveloka.

Evaluation. Guest house owners usually routinely carry out evaluations once a month after doing the bookkeeping. The evaluation that can be carried out usually starts from guest reviews on Traveloka. Subsequently, the guest house owner also reprimands the guest house employees if their work does not comply with the regulations that apply at the guest house. According to Banjarmasin's theory (2021), evaluation is done by asking whether the target already knows the product, brand, or message content through all promotional activities. In this case, Marwah Syariah Guest House carries out evaluations that are more focused on sales (revenue) rather than evaluating marketing communication activities. The evaluation carried out by Marwah Syariah Guest House reflects its Humanistic (*Al- Insaniyah*) character because the Owner always evaluates employee performance without specializing in one of them. The Realistic Character (*Al-Waqiah*) which upholds professionalism is also applied by the owner in a firm and fair manner to all employees of Marwah Syariah Guest House.

e) **The Integration of Sharia Character and Marketing Communications at Marwah Syariah Guest House**

Marwah Syariah has carried out all aspects of marketing communications for its properties while still upholding and instilling Sharia Character. The Sharia character instilled by Marwah Syariah Guest House will certainly influence the credibility of the "Syariah" label which has been attached to the property name, which is, Marwah **Syariah** Guest House, for more than 13 years since its inception.

From all aspects of marketing communication including the 7P's key elements of marketing, marketing communication objectives, marketing communication tools, and marketing communication stages that have been implemented by Marwah Syariah Guest House Balikpapan, it is proven that Marwah Syariah Guest House upholds the Sharia Character which Sharia marketers should have.

Based on the combined results of the discussion, researchers drew a common thread between these two aspects: Marketing Communication and Upholding Sharia Character. Researchers can analyze that the

term 'Sharia Marketing Communication' can be interpreted as **all marketing communication activities carried out by marketers to gain profits that are based on, harmonized, followed by Islamic principal rules and devotion to Allah SWT.**

VII. CONCLUSION

Based on the discussion results of research conducted at Marwah Syariah Guest House Balikpapan, the conclusions can be drawn in the form of:

The marketing strategy implemented by Marwah Syariah Guest House covers all the essential elements of Marketing contained in the 7P, they are Product, Price, Place, Promotion, People, Physical Evidence and Process.

The objective of Marwah Syariah Guest House Balikpapan in conducting marketing communications is to achieve public trust and loyalty. Marwah Syariah Guest House also prioritizes the objective of the Sharia guesthouse business so that it can get blessings and mercy from Allah SWT.

Marwah Syariah employs six marketing communications tools to make the marketing communications process more effective, they are Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing, and Interactive Marketing.

In the marketing communications stages, Marwah Syariah Guest House has carried all stages of marketing communication except the fifth stage, which is Designing a Promotional Budget. Marketing Communication Stages that have been carried out by Marwah Syariah Guest House are Target Identification, Goal Setting, Designing Message Content, Determining the Communication Channel, Determining the Marketing Communications Mix, and Evaluation.

Marwah Syariah has effectively executed comprehensive marketing communications strategies for its properties while steadfastly upholding Sharia's character. The imbued Sharia character within Marwah Syariah Guest House undoubtedly enhances the brand image and credibility of Marwah Syariah Guest House Balikpapan.

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