

ABSTRAK

Bangbang Mohammad Firdaus (2026), Analisis Strategi Pemasaran Produk Garam Ruqyah dalam Perspektif Etika Bisnis Islam.

Penelitian ini dilatarbelakangi oleh semakin berkembangnya pemasaran produk garam ruqyah di berbagai platform digital yang memanfaatkan narasi spiritual, simbol keagamaan, serta pendekatan *emotional marketing* dan *spiritual branding* untuk menarik minat konsumen. Fenomena tersebut menimbulkan pertanyaan mengenai kesesuaian strategi pemasaran yang digunakan dengan prinsip-prinsip etika bisnis Islam. Penelitian ini bertujuan untuk menganalisis strategi pemasaran produk garam ruqyah serta mengevaluasi kesesuaiannya berdasarkan perspektif etika bisnis Islam. Penelitian menggunakan pendekatan kualitatif deskriptif-analitis dengan teknik pengumpulan data berupa observasi, dokumentasi, dan studi pustaka. Analisis data dilakukan menggunakan model Miles dan Huberman melalui tahapan pengumpulan data, reduksi data, penyajian data, serta penarikan kesimpulan. Evaluasi dilakukan berdasarkan prinsip *ṣidq* (kejujuran), *bayān* (keterbukaan), *‘adl* (keadilan), dan *maqāṣid al-syarī‘ah*, dengan dukungan instrumen kategorisasi berupa skoring sederhana.

Hasil penelitian menunjukkan bahwa strategi pemasaran produk garam ruqyah didominasi oleh penggunaan simbol-simbol religius, narasi spiritual, testimoni emosional, serta klaim manfaat metafisik yang sebagian besar tidak disertai bukti yang memadai. Praktik tersebut berpotensi mengandung unsur *tadlīs* (penyesatan) dan *gharar* (ketidakjelasan), serta memanfaatkan emosi dan keyakinan konsumen sebagai daya tarik pemasaran. Berdasarkan perspektif etika bisnis Islam, strategi pemasaran tersebut belum sepenuhnya memenuhi prinsip kejujuran, keterbukaan, keadilan, dan tujuan syariat karena masih ditemukan klaim yang tidak dapat diverifikasi serta penggunaan simbol agama untuk kepentingan komersial. Oleh karena itu, diperlukan penerapan strategi pemasaran yang lebih transparan, bertanggung jawab, dan berorientasi pada kemaslahatan agar selaras dengan nilai-nilai ekonomi syariah.

Kata Kunci: Strategi Pemasaran, Garam Ruqyah, Etika Bisnis Islam, *Emotional Marketing*, *Spiritual Branding*, *Maqāṣid al-Syarī‘ah*.

ABSTRACT

Bangbang Mohammad Firdaus (2026), *Analysis of the Marketing Strategy of Ruqyah Salt Products from the Perspective of Islamic Business Ethics*

This study is motivated by the growing marketing of ruqyah salt products across various digital platforms, utilizing spiritual narratives, religious symbols, emotional marketing, and spiritual branding to attract consumers. This phenomenon raises concerns regarding whether the marketing strategies employed are consistent with the principles of Islamic business ethics. The purpose of this study is to analyze the marketing strategies of ruqyah salt products and evaluate their compliance with the perspective of Islamic business ethics. This research employs a descriptive-analytical qualitative approach. Data were collected through observation, documentation, and literature review. The data were analyzed using the Miles and Huberman interactive model, which includes data collection, data reduction, data display, and conclusion drawing. The evaluation was based on the principles of ṣidq (truthfulness), bayān (transparency), ‘adl (justice), and maqāṣid al-sharī‘ah, supported by a simple scoring instrument for data categorization.

The findings indicate that the marketing strategies of ruqyah salt products are predominantly characterized by the use of religious symbols, spiritual narratives, emotional testimonials, and metaphysical benefit claims that are largely unsupported by adequate evidence. Such practices potentially involve elements of tadrīs (deception) and gharar (uncertainty), while exploiting consumers' emotions and religious beliefs as marketing tools. From the perspective of Islamic business ethics, these marketing practices do not fully comply with the principles of truthfulness, transparency, justice, and the objectives of Islamic law, as unverifiable claims and the commercialization of religious symbols remain prevalent. Therefore, business actors are encouraged to adopt marketing strategies that are more transparent, accountable, and oriented toward public welfare (maṣlaḥah) in accordance with the values of the Islamic economic system.

Keywords: Marketing Strategy, Ruqyah Salt, Islamic Business Ethics, Emotional Marketing, Spiritual Branding, Maqāṣid al-Sharī‘ah.