

ANALYSIS OF ISLAMIC BUSINESS STRATEGY IN INCREASING SALES OF SYAR'I CLOTHING PRODUCTS CASE STUDY OF MICKEY OLSHOP BOUTIQUE TEBING TINGGI

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Abstract

This study aims to analyze the Islamic marketing strategy implemented by Mickey Olshop Muslim Fashion Store in Tebing Tinggi to increase sales of sharia clothing products. The research also examines the advantages and disadvantages of implementing Islamic marketing strategies, as well as the supporting factors and obstacles faced in their application. This qualitative research was conducted over five months at Mickey Olshop Tebing Tinggi Boutique. Data collection methods included observation, in-depth interviews with the store owner, assistant manager, and employees, as well as documentation. The findings reveal that Mickey Olshop implements an Islamic marketing strategy through several approaches: promotional activities with discounts ranging from 10-30% during Islamic holidays, prioritizing excellent customer service with polite and courteous treatment, requiring employees to wear Muslim clothing to showcase product quality, offering discounts on defective products, operating a dropshipping system based on the principle of mutual assistance (ta'awun), and utilizing an online marketing system through an official website. The advantages of this strategy include facilitating business entry without capital requirements, strategic location accessibility, diverse product offerings, and authentic quality products that compete effectively with other Muslim fashion stores. However, disadvantages include limited customization options, consumer perceptions that associate robes with religious exclusivity, non-Sharia compliant products in some items, stock limitations due to imported goods, and relatively high prices. Supporting factors include positive customer feedback, good management, honest employees, and excellent service standards. Obstacles comprise limited parking space, proximity to congested main roads, relatively expensive products limiting purchasing power, and delays in imported goods delivery.

Keywords: Islamic Marketing Strategy, Sales Increase, Sharia Clothing Products, Muslim Fashion Store, Business Strategy

INTRODUCTION

In today's era of globalization, business competition is fierce, as every company is required to meet consumer needs and strive to create superior products that differentiate themselves from competitors. Business is an activity carried out by an individual, group of individuals, or company providing services or goods to generate profit (Nurkhasanah & Effendi, 2025; Kurnia et al, 2024). Business also creates numerous opportunities based on creativity and innovation, involving several, tens, hundreds, or even thousands of people to produce services or products needed by consumers. These business activities are carried out by humans in an effort to meet their needs.

This business activity is closely related to sales, as sales are one of the factors in the growth of a business. Sales are transactions between two parties in which the buyer receives goods, services, or assets in exchange for money (Kusuma, 2021; Sumriati & Nia, 2024). Sales are inseparable from the marketing aspect, as carrying out a buying and selling transaction without marketing will not achieve the primary objective of the transaction. Marketing activities in the business world are currently experiencing rapid development, thereby making competition in the business world increasingly fierce (Rahmadani, 2022; Umroh, 2022).

This marketing aspect is essential for business strategy. Business strategy is a concept that encompasses planning and decision-making to achieve the goals of a business. This business strategy aims to achieve maximum business profits. It comprises a growth strategy, product differentiation strategy, pricing strategy, acquisition

strategy, and content strategy (Albanjari & Syakarnia, 2022; Inara & Devy, 2025). A good strategy, therefore, is one that incorporates Islamic values, ensuring long-term business sustainability and avoiding elements that conflict with Sharia law (Maulidina et al, 2025; Alam, 2022). A business strategy that aligns with Islamic values is also called an Islamic business strategy. This Islamic business strategy must have six characteristics, including: scientific research (rihlah ilmiyah) (observation, visits, social gatherings, research), ta'abudiyah (seeking sustenance based on Allah SWT and solely for worship), tauhidullah (believing in and feeling the protection of Allah SWT and being overshadowed by divine values), Istiqamah (consistency in carrying out good deeds both individually and collectively), ta'awuniyah (the principle of mutual assistance in community life), and ta'miniah (a state of comfort and security).

This Islamic business strategy is implemented by Mickey Olshop, a store that sells Islamic clothing. They build their business based on Islamic economics and Islamic values, and development is essential to achieving their goals. Strategic management in Islam is guided by transcendental values (halal and haram rules) from decision-making to implementation. Unlike conventional strategies, conventional strategic management ignores halal and haram rules in every aspect of planning, implementation, and all aspects of achieving business goals. Competition in the business world places special emphasis on marketing, forcing businesses, from small-to-medium businesses to large-scale businesses, to implement their own strategies without regard for norms and morals.

These businesses are increasingly competing to market their products to achieve their goals and generate profits (Umroh, 2022; Inara & Devy, 2025). In another example, a car company markets its products by opening an exhibition gallery in a shopping center, such as a mall. The company implements its marketing strategy by distributing brochures at the entrances and around the mall about the new car products that will be introduced at the company's exhibition, with the help of women usually referred to as SPGs (sales promotion girls). Dressed in tight clothing, the brochures are distributed one by one to mall visitors and people around the mall. Then the exhibition begins. By implementing this marketing strategy, people are interested and want to see what products the car company will introduce. Some just look, but others see and become interested and then decide to buy the company's cars.

This incident indicates that the appearance and dress of women involved in promoting cigarettes and cars owned by the two companies mentioned above are crucial factors in marketing their products, including the use of female promoters to attract customers, ensuring quick sales and high profits (Nurkhasanah & Effendi, 2025; Aini & Indrarini, 2025). This is despite the fact that Islamic law permits marketing, commerce, and buying and selling. However, those running a business in accordance with Islamic law are required to adhere to specific procedures. There are rules that govern and govern the proper conduct of a Muslim in the trade sector to receive blessings and the pleasure of Allah SWT in this world and the hereafter. Marketing in the manner described above is not permitted, as Islamic marketing standards for dress code require modesty, neatness, and modesty.

Islamic marketing is crucial when the author observes marketing methods that do not comply with Islamic transactional rules, as in the examples described above. This is the basis for conducting research on marketing systems that implement Islamic marketing and comply with Islamic transactional norms and rules, such as those implemented by Mickey Olshop Tebing Tinggi Boutique. Based on the results of preliminary research (pre-research), the author observed how shop owners market their products. They dress neatly and in Muslim attire, serve each visitor or customer politely, explain each product in their store, and set prices that reflect the quality of the products sold. This has resulted in many previous customers returning and deciding to purchase Muslim fashion products, from robes, abayas, Hajj outfits, koko shirts, prayer robes (mukena), and so on.

Some purchase individually, others purchase various products at Mickey Olshop Tebing Tinggi Boutique wholesale, and still others come directly to Mickey Olshop Tebing Tinggi Boutique to purchase Muslim clothing items because they are comfortable with the store's prices. This reminds the author that Mickey Olshop Tebing Tinggi Boutique has implemented the theory and concept of Islamic marketing business strategy which consists of first, the characteristics of Islamic marketing business; second, Islamic business ethics; third, imitating marketing business practices. Prophet Muhammad (peace be upon him). Therefore, the question is what Islamic marketing business strategy Mickey Olshop Tebing Tinggi is implementing to increase sales. This is why Islamic marketing is crucial in addressing various marketing practices that do not align with Islamic norms and regulations.

O you who believe! Do not consume one another's property unjustly, except in trade by mutual consent. And do not kill yourselves. Indeed, Allah is Most Merciful to you. (Surat an-Nisa, 29) From the above verse, it can be concluded that marketing one's products must be done in a good manner, that is, the buyer and seller must be pleased with each other, and it is not permissible to market the products they sell in improper ways, as in the example described above. For a more detailed explanation of the Islamic marketing strategy and how it has been implemented

by the Sharia Clothing Store, the author will explain in the next chapter. Based on this phenomenon, the author is interested in further researching Islamic marketing strategies and their development at the Muslim Boutique Mickey Olshop Tebing Tinggi, with the title "Analysis of Islamic Business Strategy in Increasing Sales of Sharia Clothing Products: A Case Study of the Mickey Olshop Tebing Tinggi Boutique."

LITERATURE REVIEW

Islamic Marketing Strategy

According to Alma and Priansa (2021), Islamic marketing is a strategic business discipline that directs the process of creating, offering, and exchanging value from one initiator to stakeholders, all in accordance with contracts and principles. According to Kertajaya (2022), as quoted by Bukhari Alma and Donni Juni Priansa, Islamic marketing is generally a business strategy that must encompass all activities within a company, encompassing the entire process of creating, offering, and exchanging value from a producer, a company, or an individual, in accordance with Islamic teachings. In Sharia marketing, business is conducted with sincerity solely to seek the pleasure of Allah SWT, so that the form of transaction, God willing, becomes an act of worship before Allah SWT. The importance of markets in Islam is inseparable from their function as a forum for buying and selling activities (Aini & Indrarini, 2025; Fajarudin et al, 2023). The existence of open markets provides an opportunity for the community to participate in determining prices, so that prices are determined by the community's actual ability to optimize the factors of production within them. Today, the term strategy is widely used by all types of organizations, and the core ideas contained in its original definition remain, only with the application adapted to the type of organization implementing it. In its truest sense, top management is engaged in a specific form of "warfare." As quoted by Sofyan Iban, the definition of strategy is:

1. War tactics
2. The science of war tactics
3. A good place according to war tactics
4. A careful plan of activities to achieve goals.

According to Hanafi (2023), strategy is the determination of the basic long-term goals of an organization and the selection of alternative actions and resource allocations used to achieve those goals. The author understands the definition of strategy according to Hamdun Hanafi as a process determined on a longer scale that establishes more effective ways of deciding on actions and determining the appropriate allocation of resources so that goals can be achieved. According to Cannon (2021), marketing strategy is a fundamental tool designed to achieve organizational or institutional goals by developing sustainable company advantages. A large and attractive segment may be meaningless if the company lacks the appropriate resources to compete in that segment.

METHOD

This research was conducted at the Mickey Online Shop Muslim Fashion Store in Tebing Tinggi. This research lasted five months and included the following activities:

- a. Preparation included: proposal development, proposal seminar, and instrument development.
- b. Field data collection, including: observation of the research site, questionnaire distribution, and document collection.
- c. Data processing and analysis.
- d. Preparation of the research report.
- e. Report approval.

The focus of this research is the Islamic marketing strategy implemented by the Mickey Olshop Muslim fashion store to increase its sales. Conceptually, it means the form of Islamic marketing strategy implemented by the Mickey Olshop Muslim fashion store to increase its sales by implementing its strategy in terms of promotion, or relatively low prices compared to other stores and having its own unique characteristics to attract buyers to want to shop at the Mickey Olshop Muslim fashion store. The meaning of the Islamic marketing strategy in increasing sales at the Mickey Olshop Muslim fashion store is the statement of the Mickey Olshop Muslim fashion store owner as a source of information about the Islamic marketing strategy implemented to increase sales, the advantages and disadvantages of the implemented Islamic marketing strategy as well as the supporting factors and obstacles in implementing the Islamic marketing strategy to increase sales at the Muslim fashion store itself. Based on the research objectives stated above, this study seeks to obtain comprehensive and in-depth information regarding Islamic marketing strategies for increasing sales at the Mickey Online Shop Muslim Fashion Store in Tebing Tinggi.

Therefore, the researcher employed a qualitative approach. As Hadari Nawawi states, "Qualitative or naturalistic research is characterized by data presented in its natural setting, without being transformed into symbols or numbers." Lexy J. Moeleong defines a qualitative approach as research that aims to understand phenomena experienced by research subjects, such as behavior, perception, motivation, actions, and so on, comprehensively and through descriptive language, within a specific, natural context, utilizing various scientific methods. The data and information sources for this study are as follows:

- a. Head of Mickey Olshop Muslim Fashion Store
- b. Deputy Head of Mickey Olshop Muslim Fashion Store
- c. Employees of Mickey Olshop Muslim Fashion Store

RESULTS AND DISCUSSION

In this case, the researcher presents findings obtained through observations and interviews at the Mickey Olshop Muslim Fashion Store related to the research problem formulation points to prevent further development. There are two key issues in this thesis:

1. Islamic Marketing Strategy to Increase Sales

In carrying out its business activities, the Mickey Olshop Muslim Fashion Store establishes a marketing strategy tailored to the target market in the region. The marketing strategies employed by the Mickey Olshop Muslim Fashion Store are as follows:

a. Conducting promotional activities

Such as discounts of 10% to 30% on Islamic holidays and discounts of 10% to 15% on weekdays. The Mickey Olshop Muslim Fashion Store offers discounts of 10% to 30% on all its products. These discounts are applied around Eid al-Fitr and other Islamic holidays. Discounted products vary, including abayas, robes, and other Muslim clothing. On weekdays, discounts will be offered on several Muslim clothing products sold by the Mickey Olshop Muslim fashion store. The discount policy is subject to a decision from the store owner. The store manager, along with employees, can propose discounts on certain products. The discount offered by the Mickey Olshop Muslim fashion store is 10% to 15%. Discounted Muslim clothing products include gamis (Islamic robes), robes, and headscarves.

b. Prioritizing the best customer service.

In this regard, sales associates provide comfort to customers, starting with greetings, being polite and courteous when assisting customers when they inquire about products at the Mickey Olshop Muslim fashion store.

c. Introducing customers to robes and abayas

Employees at the Mickey Olshop Muslim fashion store, including assistant store managers, cashiers, and sales associates, are permitted to wear Muslim clothing such as Muslim dresses/robes and abayas (Islamic robes) provided by the Mickey Olshop Muslim fashion store. Why should this be so, because when buyers start to come and enter the Al-Haramain Muslim fashion store, they can assess that the products owned by Mickey Olshop have the appeal and superiority of the materials and quality and indicate the characteristics of the Mickey Olshop Muslim fashion store.

d. Discounts are offered when a product is defective

After the buyer has selected the desired clothing at the Mickey Olshop Muslim fashion store, the clothing is then handed to the cashier for immediate payment. The salesperson re-inspects the clothing. If the item is defective, the store offers a discount of 20% off the normal price.

e. The Mickey Olshop Muslim fashion store operates a dropshipping system

The owner of the Mickey Olshop Muslim fashion store adheres to the principle of "ta'awaun" (mutual assistance). This principle facilitates the community, including students, college students, and those seeking employment. The advantage of this dropshipping system is that the dropshipper (the person who sells and sells via dropshipping) does not require any capital to sell online. Simply relying on a gadget and an internet connection, the dropshipper can complete the sales process. The sales process involves the dropshipper offering information in the form of photos or other information to consumers. If the consumer is interested in purchasing, the dropshipper contacts the Mickey Olshop Muslim fashion store to directly ship the desired product/clothing. The dropshipper acts as a marketer, and the Mickey Olshop Muslim fashion store acts as a supplier/distributor. A dropshipper can earn the desired profit as long as the initial capital for the product/clothing is returned to the Mickey Olshop Muslim fashion store, as the supplier/distributor.

f. Having an online marketing system.

The Mickey Olshop Muslim fashion store has an official website to market its clothing products. Through its official sales website/online buying and selling system, it makes it easier for people to make purchases without having to first visit the Mickey Olshop Muslim fashion store, and its reach can reach throughout Indonesia. The Mickey Olshop Muslim fashion store uses an online buying and selling system. Consumers can easily purchase the desired items. Payment procedures can be made via e-money or transfer to the account listed on the Al-Haramain Muslim fashion store website. By entering the customer's name, home address, and telephone number, the store will contact the customer at the telephone number provided. The store will confirm delivery, with the item arriving within a few days.

2. Advantages and Disadvantages of Implementing Islamic Marketing Strategies

The author presents the results of research conducted at the Mickey Olshop Muslim fashion shop by interviewing one of the people who works at the Mickey Olshop Muslim fashion shop in the assistant shop head section. And here the author states that the Mickey Olshop Muslim fashion shop in implementing its Islamic marketing strategy has advantages and disadvantages, the following are the advantages of the Mickey Olshop Muslim fashion shop:

a. The advantages of implementing Islamic marketing strategies:

- 1) Make it easier for someone who wants to start a business in selling without having to have capital first and just sell the product so that they get a profit from the sale, and the seller makes a profit from the sale. By following the dropship system, which is one of the strategies owned by the Mickey Olshop Muslim fashion store.
- 2) Strategic location access makes it easier for buyers/consumers to come and buy the desired Muslim fashion clothing products. Apart from the strategic location, access to the side of the main road also generally stands around the location of the Mickey Olshop Muslim fashion shop, namely restaurants/cafes, building shops and other shops. With the existence of shops that sell various things, it makes it easier for consumers to get Muslim fashion clothes, because it is easy to find Muslim fashion clothing shops such as the Mickey Olshop Muslim fashion shop.
- 3) Has various kinds of Muslim fashion clothing products so that consumers have many choices to buy. The Mickey Olshop shop has many Muslim fashion clothing products so buyers can choose what products they want to buy. The Mickey Olshop Muslim fashion shop has various kinds of products, starting from robes, abayas (gamis), prayer mats, sarongs, clothing for Hajj equipment, mukenas, headscarves/hijabs, koko clothes and so on. With the various kinds of products that the Mickey Olshop Muslim fashion shop has, it can attract consumers to buy at the Mickey Olshop shop and make it easier for consumers to look for Muslim fashion products that can be purchased when visiting the Mickey Olshop Muslim fashion shop. Good quality and product authenticity so that they are able to compete with products owned by other Muslim fashion shops, Mickey Olshop Muslim fashion shop tries to prioritize/prioritize the authenticity of the Muslim fashion products it has, so that people who just visit the Mickey Olshop shop just to look at the products can generate good opinions from buyers, because what is superior about the product is the authenticity of the Muslim fashion products it has so that in order to compete with other Muslim fashion businessmen, Mickey Olshop itself dares to compete and continue to highlight the authenticity of its Muslim fashion products without fear of being competed with Muslim clothing products owned by other business people.
- 4) that the products owned by the Mickey Olshop Muslim fashion shop are no less good than the products owned by other Muslim fashion shops, because the authenticity of the products and the products owned by Mickey Olshop are able to compete with well-known products owned by other Muslim fashion shops.

b. Disadvantages of implementing an Islamic marketing strategy:

- 1) Consumers cannot request customized designs. Haromain's Muslim clothing products are mostly imported and cannot be customized to customer preferences. This is because the majority of their Muslim clothing products are tailored to Saudi Arabian clothing in terms of style, color, and size. Furthermore, the Muslim clothing sold by Mickey Online Shop is often modeled after Saudi Arabian clothing. For example, the teenage robes have their own sizes, and the robes are tailored to height. Sizes S, L, M, and XL are tailored to height, for example, for a person with a height of 150 cm to 160 cm. This limitation limits consumers' choice of Muslim clothing and makes it difficult to find clothing that suits their needs. Consequently, consumers are forced to settle for the Muslim clothing offered by Mickey Online Shop.
- 2) Consumers feel inferior or lack confidence in consuming and wearing clothing such as robes and gamis. This is due to the perception of some members of the public and consumers that robes are associated with clothing worn

by those who are well-versed in religious knowledge and diligent in their worship. Therefore, only certain individuals are appropriate to wear Muslim clothing like robes.

- 3) Not all products are Sharia-compliant, such as the abaya headscarf. The obvious flaw with the abaya headscarf is its simplicity. Due to its simplicity, some parts of the body covered by the abaya headscarf are exposed, and the most obvious accent is on the chest area. This is because Haramain adapts to current hijab styles and trends. Every style and trend in Muslim clothing evolves over time. This is why initially Sharia-compliant clothing products, due to the changing times, have lost their Sharia identity due to the changing trends and styles.
- 4) Limited goods and increasing demand, in the Muslim fashion store mickey olshop in every product of Muslim clothing owned by the store, there are weaknesses in these items, which when consumers visit the store and start buying the desired Muslim clothing products there are some of the products that consumers are looking for the availability of goods is empty / not available, the cause is because the clothing product has been replaced with another product even though the type of both items is the same but has undergone changes in the Muslim clothing. The average product owned by the Muslim fashion store mickey olshop itself comes from Vietnam / imported products, so when demand from consumers increases and starts looking for and buying the items they want, the store experiences many obstacles, both in shipping the goods that are held up at customs or the goods that consumers are looking for have experienced changes from the manufacturing factory directly from Vietnam.
- 5) With the quality of goods originating from abroad/imports, the price of goods is relatively expensive for consumers with lower to middle economic levels, so that not all levels of society can afford to buy Muslim clothing products owned by Mickey Olshop.

Supporting Factors and Obstacles to the Implementation of Islamic Marketing Strategies

a. Supporting Factors for the Islamic Marketing Strategy of Mickey Olshop Muslim Fashion Store: The Mickey Olshop Muslim Fashion Store must be able to understand the needs and desires of the community. By aligning these needs and desires with the community, buyers/consumers will be satisfied and happy with the service provided by Mickey Olshop Muslim Fashion Store. Based on interviews with the assistant manager of Mickey Olshop Muslim Fashion Store, the author has drawn several points for discussion.

The following are some of the supporting factors for Mickey Olshop Muslim Fashion Store

- 1) Positive feedback from buyers. The location of the Muslim fashion store, close to other businesses and close to the main road, and the store's proximity to educational institutions, has generated positive feedback from the public/consumers who have purchased from Mickey Olshop Muslim Fashion Store. Several consumers have stated that Mickey Olshop's products are Sharia-compliant. Judging from the name, Mickey Olshop emphasizes authentic quality and its widely recognized products, which are suitable for Muslim clothing, such as robes. This has received positive feedback from several customers from the surrounding area. Many people from outside the area even visit to purchase products from Mickey Olshop, as they find the Muslim clothing at Al-Haramain Muslim Fashion Store suitable for them.
- 2) Good management, with effective management and marketing, has led to significant growth and progress for Mickey Olshop. As the assistant store manager, she has a sound plan for how to ensure the Muslim clothing store she manages is competitive and grows.
- 3) Honest Employees: The honesty of the employees and shop owner at Mickey Olshop demonstrates a high level of honesty. Everyone works like family; any issues concerning the store are not hidden and are immediately addressed. Good communication between employees ensures honesty in their business activities. If one employee is absent, another employee is able to replace the absent employee with sincerity.
- 4) Good service. The Al-Haramain Muslim fashion store always provides excellent service to each of its customers. If customers are satisfied with the service provided by the store, they will return to shop at the Mickey Olshop Muslim fashion store. The Mickey Olshop Muslim fashion store does not discriminate whether consumers buy a lot or a little, or old or new customers. The Mickey Olshop Muslim fashion store treats all customers equally. The principle of the Mickey Olshop Muslim fashion store is to provide the best service for customers. Every customer who enters and purchases products at the Mickey Olshop Muslim fashion store will certainly be treated in such a way that the customer feels truly satisfied and comfortable with the service provided by the Mickey Olshop Muslim fashion store employees. In carrying out its marketing activities, the store employees offer products to customers in a friendly, polite and courteous manner so that consumers feel satisfied. When consumers are satisfied, they will feel comfortable purchasing products from the Muslim fashion store mmickeyolshop. Very few customers at the Muslim fashion store Mickey Olshop gave negative feedback about the service provided. Most customers at the Muslim fashion store Al-Haramain said they were satisfied with the service.

3. Obstacles to Implementing Islamic Marketing Strategies

From interviews and observations conducted with the assistant manager of the Mickey Online Muslim fashion store, the author identified several points for discussion. The following are some of the obstacles encountered in implementing Islamic marketing strategies at the Mickey Online Muslim fashion store:

a. Limited parking and proximity to the main road discourage customers from visiting and purchasing Muslim clothing products at the Mickey Online store.

Despite the strategic location of the Mickey Online Muslim fashion store, parking is lacking and the negative impact of its proximity to the main road is detrimental. The limited parking space prevents potential customers using motorbikes and cars from easily and freely parking in front of the Mickey Online Muslim fashion store. This discourages them from purchasing Muslim clothing at the Mickey Online store. The store's proximity to a main road makes it difficult for customers to access and park their vehicles. The traffic near Mickey Olshop is often quite congested, which discourages potential customers from visiting and purchasing the Muslim clothing products they desire at Mickey Olshop. The resulting disruptions include hampered marketing and a decline in customer base, leading to a decline in sales at Mickey Olshop.

b. The products are relatively expensive, limiting consumer purchasing power.

Mickey Olshop's Muslim clothing products are guaranteed in terms of quality materials and authenticity, as all products are sourced from Vietnam. It turns out that there are drawbacks: relatively high prices, and consumers who want to buy Muslim clothing from Mickey Olshop have to dig deeper into their pockets. For example, the price of robes for children ranges from 100,000 to 150,000 rupiah, while robes for teenagers and adults range from 200,000 to 550,000 rupiah. Similarly, Muslim abayas (gamis) for children, teenagers, and adults range from 150,000 to 600,000 rupiah. This requires consumers to have more money to purchase Muslim clothing from Mickey Olshop, leading to the perception that only a select few consumers with higher incomes can afford Muslim clothing from Mickey Olshop. This situation has resulted in delays in the marketing process for Muslim clothing products available at Mickey Olshop, which can lead to delays in profit-making.

c. Limited products make consumers unable to adjust to the desires of the products they want to buy, so that product marketing is less than optimal.

Muslim fashion clothing products owned by the Mickey Olshop store such as abayas and robes whose average motifs and colors are adjusted to the motifs and styles of the company that makes them, when consumers want different colors and motifs from the Muslim fashion products available at the Mickey Olshop store. Mickey Olshop itself has not been able to fulfill consumer requests because the colors and motifs on Muslim fashion products at the Mickey Olshop store are limited and adjust to the products created by the company. because the products owned by the Mickey Olshop Muslim fashion store are imported, so consumers cannot request the Muslim fashion products they want, making sales of Muslim fashion products at the Mickey Olshop store not optimal.

d. Delays in incoming goods

Because the Muslim clothing products sold by Mickey Olshop are imported, when stocks run out, Mickey Olshop orders the items directly from the Bangkok-based company every five months. The remote location hinders the availability of products at Mickey Olshop.

CONCLUSION

After outlining several issues, the researcher can draw the following conclusions:

1. The application of the Islamic marketing system at the Mickey Online Shop in Tebing Tinggi to increase sales is through a system of mutual assistance, thus aligning with Islamic marketing, which prioritizes elements of worship and social interaction within Islamic law.
2. The advantages and disadvantages of the Mickey Online Shop in Tebing Tinggi include: It makes it easy for people to join in marketing the store's clothing products. Its strategic location makes it easy for buyers/consumers to come and purchase the desired Muslim clothing products. It offers a wide variety of Muslim clothing products, providing consumers with a wide selection.
3. Supporting factors and obstacles in implementing the Mickey Online Shop's Islamic marketing strategy include: receiving positive feedback from buyers, having a good management system, having honest employees, having high service standards, limited parking space, and proximity to the main road, which discourages buyers from visiting and purchasing Mickey Online Shop's Muslim clothing products. The products are relatively expensive, thus limiting consumer purchasing power.

From the various descriptions above, there are several things worth considering:

1. The author hopes that Mickey Olshop will create a community for people who use the dropshipping system so that they can eventually succeed and start their own businesses.
2. Create a membership card for customers who frequently shop at Mickey Olshop's Muslim fashion store.

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