

Implementation of Sharia Business Strategy Development Through Sharia Multilevel Marketing Schemes in Hajj and Umrah Travel Agencies

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Abstract— Over time, the development of the Sharia business model continues to develop, including in terms of marketing strategies. Sharia multilevel marketing strategies are also used in the business of Hajj and Umrah travel agents as a way to get a significant number of customers. This study is intended to find out how the implementation of Islamic business schemes with multilevel marketing strategy has been practiced by Hajj and Umrah travel, especially at PT. Arminareka Perdana. This study uses a descriptive qualitative research approach with explanatory case studies as the type of qualitative research used. The reference in this paper is the practice of tiered direct sales by PT. Arminareka where the practice is using the *Ju'alah* agreement and the reference of the DSN fatwa no: 83 / DSN-MU / 2012. The results of this study conclude that Multilevel Marketing is permissible if applying a tiered direct selling system and using the *Ju'alah* contract.

Keywords—*Sharia Business, Strategy, Multilevel Marketing, Travel Agencies.*

I. INTRODUCTION

In this modern era many things that were initially impossible became possible. Like the pilgrimage which is an expensive worship because it requires quite expensive costs, and only certain people can carry it out, but now it is no longer like that. Because many Hajj and Umrah travel agencies are brave to offer Hajj and Umrah trips at relatively cheap prices or with certain rewards.

The legal basis of the command to carry out Hajj or Umrah has also been clearly stated in the surah of Ali-Imran verse 97. "In it are clear signs [such as] the standing place of Abraham. And whoever enters it shall be safe. And [due] to Allah from the people is a pilgrimage to the House - for whoever is able to find thereto a way. But whoever disbelieves - then indeed, Allah is free from need of the worlds."

In this verse explains that people carry out the pilgrimage to the House, which is the people who are able to hold travel there. Ability to be meant above is still able to be physically and physically must also be able financially, and this becomes a complicated problem, given the

economic conditions of Muslims are not all stable. There are many economic gaps in the body of Muslims themselves. However, this economic problem in reality does not relax the spirit of Muslims from all walks of life to carry out the pilgrimage. Economic conditions are different, but the intention to perfect the fifth pillar of Islam remains the same. So, no wonder when Muslims compete to perform the Hajj in various ways, among the various ways there are models that develop in the community that are interesting to note, its relevance to the issue of Islamic law, namely by becoming a member in Islamic Multilevel Marketing (Islamic MLM)[1].

The rise of hajj and umrah travel agents with the sharia-based MLM system makes some Muslims begin to fret about the halal status in carrying out the Hajj so that DSN Fatwa appears No: 83 / DSN-MUI / VI / 2012 concerning Direct Selling of Sharia Tiered, especially in Umrah Travel Services which can be linked to Islamic Multilevel Marketing. [2]

This method has been practiced by PT. Arminareka Perdana, which uses a system of direct selling with sharia ladder as its marketing strategy, with the search for members using the method of partnering between one person to another with the promise of free umrah rewards if it can attract pilgrims to register. Apparently, the growth of the practice of this sacred trip attracts further investigation. By studying ethics in doing business and to Halal from the way marketing is done.

This study is intended to find out how the implementation of Islamic business schemes with multilevel marketing strategy has been practiced by Hajj and Umrah travel, especially at PT. Arminareka Perdana. This study uses a descriptive qualitative research approach with explanatory case studies as the type of qualitative research used.

II. LITERATURE REVIEW

Direct selling through MLM is one of the controversial businesses in this modern business. MLM is a business activity that can generate income for individuals and groups[3]. This type of business provides a public opportunity to add additional income that can generate a regular livelihood or as a side income to improve living

standards[4]. MLM is also known as network marketing which refers to the practice of doing business that involves the sale of goods and services through a distributor network. These agents are paid commissions, bonuses, discounts, dividends or other forms of consideration in return for selling products or services and for recruiting other agents [5].

On the other hand, according to [6] direct sales are "face-to-face sales of fixed retail locations". In other words, direct sales refer to the way companies contact businesses that do business with their customers, in a multilevel manner in the direct selling industry not all sales like this are multilevel marketing.

Similarly, the opinion of [7] which mentions direct selling is Direct Marketing, which shows that direct marketing (direct marketing) is the use of direct consumer channels to reach and deliver goods and services to customers without using intermediate marketing. In the term communication is often called Word of Mouth. Multilevel marketing is a marketing strategy in a business that in Islam can be done as long as there are no things that are prohibited in the entire process, [8] both the creation process, the supply process and the process of changing values or other things that are contrary to the principles of *muamalah* in Islam.

III. METHOD

The type of research used in this study is the method qualitative. Researchers emphasize their analysis in the process of inference deductive and inductive and in analyzing the dynamics of relationships between observed phenomena using scientific logic. This study is intended to find out how the implementation of Islamic business schemes with multilevel marketing strategy has been practiced by Hajj and Umrah travel, especially at PT. Arminareka Perdana in 2017.

This study uses a descriptive approach, in the sense that researchers will describe systematically and accurately the facts and characteristics of the implementation of sharia business strategy development of through sharia multilevel marketing in hajj and umrah travel agencies schemes in 2017

In this study using two types of data sources, namely primary and secondary data. Primary data is data that is the source of data main. The data is taken directly from the source of the object research without being processed by another party. In this case in the form of interviews, documentation, or observation. Secondary data is data obtained not directly from objects research. This data is data that has been processed and collected by other parties in various ways and method [9]. This research is a field study (field research) therefore the data collection technique used is observation, documentation, and interview models [10].

IV. RESULT AND DISCUSSION

A. Implementation of Islamic Multilevel Marketing

This type of tiered direct sales has also been practiced by one of the Hajj and Umrah travel agencies, in this paper the author takes a sample at PT. Arminareka premiered with a program marketing system as a solution for financing Hajj

and Umrah for Muslims who wished to perform Hajj and Umrah. Through a solution program, with this one can have the opportunity to get additional Hajj costs just by registering to become a prospective pilgrim at PT. Arminareka Perdana and promote to the community to join to become prospective pilgrims at PT. Arminareka Perdana. By promoting to the community, prospective pilgrims who can get new members will get a commission from the company.

Besides PT. Arminareka premieres there are still many agents who carry out marketing strategies like this secretly, so that public unrest arises whether this kind of business is lawful or legitimate or even haram to be practiced, so there is a special fatwa which regulates tiered direct selling of hajj and umroh travel agencies in DSN fatwa no: 83 / DSN-MUI/2012.

PT. Arminareka Perdana uses a system of direct selling with sharia ladder by finding members with partnerships. Members simply register themselves as candidates for pilgrims or Umrah at PT. Arminareka premiere only by paying a departure fee of 5,000,000 (Five Million Rupiah) for hajj departures, while for Umrah departures pay registration of Rp. 3,500,000, - (Three Million Five Hundred Thousand Rupiah). If you have paid for the advance payment, then the congregation has become a legitimate Hajj and Umrah pilgrimage of PT. Arminareka premiered.

To meet the further costs, prospective pilgrims simply promote to other pilgrims to join to become candidates for Hajj and Umrah pilgrims at PT. Arminareka premiered. Commissions that will be received by the congregation who succeed in obtaining one congregation of pilgrims who join, the pilgrims who promote get a profit sharing of Rp. 2,500,000.00 (two million five hundred). As for if you get a congregation that joins to become candidates for Umrah pilgrims, the pilgrims who promote get funds amounting to Rp. 1,500,000 (One million and five hundred Rupiah).

B. Product Sales Strategy in PT. Arminareka

PT. Arminareka Perdana sells Umrah and Haji Plus departure services with a direct sales system by recruiting members as business partners in a chain and tiered manner. This sales system is very effective in realizing the mission of PT. Arminareka Perdana "embodies the wishes and dreams of pilgrims to perform Umrah and Hajj", which distinguishes from other companies engaged in the same field.

The recruitment of members is a continuation process of the granting of business rights by PT. Arminareka to its business partners. The sales pattern with this member recruitment system can and is able to move massively. To consumers who want to use Umrah or Hajj plus services, PT. Arminareka provides three (alternative) payment methods as follows: 1) Cash / Cash. For consumers who are able to, payment of umrah / hajj plus fees can be made in cash then choose the time of departure as desired. 2) Installments / Savings. For umrah travel services, the initial deposit is Rp. 3,500,000.00. For hajj plus travel services, the initial deposit is Rp. 5,000,000.00. The next deposit is at least Rp. 500,000.00. 3) Installments with a friendship

program with relatives, neighbors, and friends who intend to do Umrah and Hajj plus.

The first and second alternative payment methods are commonly provided by other travel companies. Therefore PT. Arminareka Perdana is very focused on developing the third alternative payment method, namely installments with the friendship program to relatives, neighbors and friends who intend to perform Umrah and / or Hajj plus, explained in the recruitment of members

C. Recruitment of Members / Partners (Representatives)

The recruitment of members / business partners is the third development of payment methods, namely installments with the friendship program to relatives, neighbors and friends who intend to perform Umrah and / or Hajj plus. The recruitment of these members can be through various ways, namely: invite directly, via email or the registration form available on the website. In network development, prospective members are given two choices, namely: as an agent or representative.

a. Agent

An agent is called a member / business partner and has the right to recruit new members to expand the network, after registering and making purchases by paying down payment for umrah of Rp. 3,500,000.00 / and Hajj plus Rp. 5,000,000.00. registration and purchase of this product is the first step to recruit members, in the sense that prospective members have officially become members because they have registered, bought products by paying down payments and have entered into a registration contract, they will immediately obtain business rights as agents.

b. Representative

There is no difference between agents and representatives, both in recruiting members and calculating bonuses. It's just to be a representative must buy special packages that have been provided that is an agent must buy a voucher either for Hajj / Umrah as much as 13, 22 or 40.

D. Profit Sharing System for Business Agent and Representative Rights

To members who succeeded in recruiting new members, PT. Arminareka Perdana provides a certain amount of bonus but first the members of the congregation must first buy a voucher either umroh or hajj as many as 13, 22 and 40 packages. The details are as follows Figure 1.

Every prospective agent who will enter into an agent or partner at PT. Arminareka will be fostered first so that later it will not be stuck with its own money, because the main purpose of PT. Arminareka is giving an understanding of the community that all people can make Hajj or Umrah as long as there is an intention, and motivate people to be able to make hajj or umroh immediately and how to get a commission by broadcasting it.

The commission here is not the same as the profit sharing, the commission for example we work then gets 1.5 million wages if my profit sharing gets 10 pilgrims means how much the profit will be made by the MoU.

Re Representative profit potential at the beginning	
a. "13" voucher packages worth Rp. 19,500,000	
Representative capital of package 13x Rp. 3,500,000	= Rp. 45.500.000
Business rights received	25.100.000
Total paid (Rp. 45.500.000 - Rp. 25.100.000)	20.400.000
Administration	Rp 100.000
Sub-total paid	Rp 19.500.000
The results business rights that can be obtained:	
Reference bonus of Rp. 1,500,000 x 12	= Rp. 18,000,000
Bonus pair Rp. 500,000 x 10	= Rp 5,000,000
Rp 1,000,000 support bonus, - x 6	= Rp. 6,000,000 +
	Rp. 29,000,000
Administration ration	= Rp. 2,900,000 -
Commission	= Rp. 26,100,000
b. "22" Voucher package worth Rp. 29,850,000,	
Representative capital package 22x Rp 3,500,000	= Rp. 77,000,000
Business rights received	= Rp. 47,250,000
Total paid (Rp. 77,000,000 - Rp. 29,750,000)	= Rp. 29,750,000
Administration	= Rp. 100,000
Sub-total paid	= Rp. 29,850,000
The results of business rights that can be obtained:	
1) Reference bonus of Rp. 1,500,000 x 22	= Rp. 31,500,000
2) Bonus pair Rp. 500,000 x 10	= Rp. 9,000,000
3) Rp 1,000,000 support bonus, - x 6	= Rp. 12,000,000+
	Rp. 52,500,000
Administration	= Rp. 5,250,000 -
Commission	= Rp. 47,250,000,
c. Voucher package 40 packages worth Rp. 44,250,000, -	
Representative capital package 40x Rp 3,500,000	=Rp. 140,000,000
Business rights received	= Rp. 95,850,000,
Total paid (Rp. 140,000,000- Rp. 95,850,000,)	= IDR 44,150,000
Administration	= Rp. 100,000
Sub-total paid	= Rp. 44,250,000
The results of business rights that can be obtained:	
1) Reference bonus of Rp. 1,500,000 x 39	= Rp. 58,500,000
2) Bonus pair Rp. 500,000, - x 36	= Rp. 18,000,000
3) Rp 1,000,000 support bonus, - x 30	= Rp. 30,000,000 +
	Rp. 106,500,000
Administration	= Rp. 10,650,000 -
Commission	= Rp. 95,850,000

Figure 1: vouchers of 13, 22 and 40 packages

The commission has been established by the company, the concept of opening a representative is required to choose the package that has been provided by the company because there is a concept of network partnership only for representation as arrangement. So, there is a marketing plan to regulate congregational positions but not MLM, there is no closing point, career path. All can immediately become managers.

Besides that, bonus distribution has also been established and patented by the company, just how agents or representatives manage it well and can be useful.

Contract in Islamic Direct Selling Tiered

After describing the marketing system in PT. Arminareka Perdana, can be explained that the contract used by PT. Arminareka is Ju'alah. Al-Ju'alah comes from the words of Ja'ala in terms of language intended to make or make. While the word Ju'alah itself means wages, prices or salaries [11] According to the Maliki Mazhab scholars, al-Ju'alah is a wage given to work that results from the work that is expected to be carried out. [12] also defines al-Ju'alah as an iltizam (responsibility) in the form of a promise to voluntarily pay a certain wage to someone who is successful in doing the same job. implemented, where the work is difficult to limit the scope.

As practiced by PT. Arminareka where the travel company promises wages to its pilgrims who can promote the travel and get new pilgrims to depart for Hajj / Umrah with the travel. But what must be considered by every congregation that promotes travel is not only the lure of a fee that is free umrah which will be obtained by every congregation that can get ten new members, but also must pay attention to the terms of the schedule itself according to [12] al-Ju'alah requirements include:

1. The person who promises wages or gifts must be someone who is fit in terms of sharia to take legal action, namely *baligh*, intelligent and intelligent. By this, children who have not been hired, insane people, and people who are very stupid (easily deceived) are not valid to do al-Ju'alah.

2. The promised wages or gifts must consist of something that is of value and clear as well as the amount. Unlawful property is not seen as valuable property (Maliki, Shafi'i and Hanbali schools)

3. The expected work results must have clear benefits and may be used according to Shara law. It is not valid for a contract to do work that has no clear benefits such as removing a genie from a human body or doing a case that is forbidden by Syarak such as killing and so on.

4. Maliki and Shafi'i schools state that the al-Ju'alah contract must not be limited to a certain time, such as returning (finding) a missing person. Whereas the Hanbali School allows time restrictions.

5. The Hanbali school states that the expected work results are not too heavy, although it can be done repeatedly such as returning a large number of released animals.

After conducting interviews with several representative offices in Surabaya and Bojonegoro the authors can conclude that PT. Arminareka Perdana uses a system of

direct selling with a sharia level by way of a partnership program between pilgrims to one another to get new pilgrims who want to perform worship to the holy land, and the contract used is the Ju'alah contract, where the company as Ja'il will reward to worshippers who can promote the travel agency.

V. CONCLUSION

From the above explanation, it can be concluded that Multilevel Marketing Sharia is a type of tiered direct sales which means how to sell goods or services through a marketing network carried out by individuals or business entities to a number of individuals or other business entities in a row. When it is related to the marketing strategy in the Hajj and Umrah travel agency, it is a direct selling of sharia tiered umrah travel services, even though this rule has been regulated by the National Sharia Board in the DSN fatwa no: 83 / DSN-MU / 2012.

In the fatwa, the contract used in this type of business is ju'alah or responsibility in the form of a promise to voluntarily give a certain wage to someone who is successful in doing the same job. There is a job that is known or unknown. it's difficult to limit the scope. Just as practiced by PT. Arminareka where the travel company promises wages to its pilgrims who can promote the travel and get new pilgrims to depart for Hajj / Umrah with the travel. But what must be considered by every congregation that promotes travel is not only the lure of a fee that is free umrah that will be obtained by every pilgrim who can get ten new members.

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