



# Business Strategies of Muslim Traders in the Madina Restaurant

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**Abstract.** This study aims to find out how the business strategy carried out by the Medina restaurant (depot) so that it still survives from generation to generation with the indicators of Rasulullah's business strategy and general strategy. This type of research is qualitative using case study methods and analysis. The primary data source of this study, with the main source being the owner of the Madinah depot, then the researchers used triangulation of other sources, namely from suppliers, employees, customers and finally the surrounding community. Data collection techniques through interviews and observations. Data analysis techniques are first reviewed, data reduction, checking the validity of the data and finally analyzing the data. Medina restaurant owners tend to use the business strategy carried out by Rasulullah SAW. The business that is carried out can survive because the founders involve the second generation and the second generation involves the third generation in doing business. There is an unintentional or planned knowledge transfer process that makes the Medina depot survive and still exist. Operating to date. In this study, it was also found that the first and second generations have other businesses outside the Medina depot business. The last finding in this study is the creation of loyalty from customers, this occurs when the first generation has loyalty to Allah SWT and fellow humans. This is a good thing that can be felt by the next generation.

**Keywords:** Rasulullah SAW Business Strategy · General Business Strategy · Medina Restaurant

## 1 Introduction

So far, Indonesia is still considered a developing country. In fact, when viewed from the availability of potential natural resources, Indonesia has never had a problem. Only problems occur at the management stage. The population in Indonesia in 2019 reached 267 million ([www.bps.go.Indo](http://www.bps.go.Indo)). 85% of Muslims are religious, with the highest Muslim population, Muslim enthusiasm in Indonesia should also be high (Mahyarni, et al. 2017: 730). Indonesia has become a market plug for other countries, especially with investors who come to Indonesia only providing job vacancies for Indonesian citizens as manual labor. Meanwhile, citizens of other countries get a good job position and become the boss. Very Indonesian citizens do not become hosts in the country itself. By boasting a

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positive economic index, these numbers increase. The reasons that can be used include the level of education which makes the benchmark for seeing the potential of Indonesian human resources placed in the position of rough workers and even approached by these movements. (Hamdani, 2017: 5). Abundant human resources make homework for the government to be able to provide justice in the field of decent work, but unfortunately most human resources are not competent in every field needed by the company. In addition, the government must change the mindset and lazy culture that has been attached to in human resources in Indonesia. The solution for the government in overcoming this problem is of course providing training and coaching to the community so that they have competence in competing in the world of work, including growing an entrepreneurial spirit in the community. If it grows rapidly, it certainly requires employees so that the unemployment rate decreases. The economic level that is applied so that the Indonesian nation can progress is to create new entrepreneurs with concrete actions to provide capital to foster independence in running their business (Franita, 2016: 92–93). Indonesia as an agricultural country that has the largest Muslim population in the world, of course what arises from this large population is increasing poverty (Fianto, 2017: 3). As a country that has abundant natural resources, it does not guarantee welfare for its people. Because it has been explained in the 1945 Constitution Article 33 Paragraph 1 that the economy must be arranged together so that all can enjoy it. Paragraph 2 means that the production of something from the earth of Indonesia must be controlled by the state. For the welfare of the people. And in paragraph 3 it means that everything in Indonesia including water, earth and natural resources must be controlled by the state and intended for the prosperity of the people (the 1945 Constitution).

A prospective entrepreneur, of course, must also have a clear legal entity. The main goal of course is to provide opportunities for prospective entrepreneurs to open new jobs for the unemployed. Every business carried out is expected to get a clear profit and can grow rapidly. In addition to the purpose of profit, a business is certainly expected to have a positive impact on the surrounding environment, including providing benefits to the surroundings such as facilities and infrastructure that are in accordance with the capabilities of the business.

Entrepreneurs certainly have a very big role to provide economic support for a country. Economic growth will accelerate rapidly along with serious support from the government for entrepreneurs who are already running as well as creating new entrepreneurs. This includes encouraging entrepreneurs to create prosperity and prosperity for a nation that is more dignified and economically independent. This is also reinforced by several figures, including Konosuke Matsushita. The founder of Matsushita Electric stated that “The purpose of establishing a new business is to reduce poverty, create prosperity. These entrepreneurs will later be able to support the government in reducing unemployment, both spiritually and materially, or even both. The hope that is carried on the shoulders of an entrepreneur is to bring changes to the nation for the better, especially in the economic field (Rambat, 2016: 2). Indonesia encourages the tourism industry through creative economy programs. Natural resources, cultural diversity, and human resources must be balanced in managing this abundant wealth. Of course, creativity and innovation in the development of this sector are needed to sustain the program in order to achieve optimization of the potential that exists. This support is also given the

opportunity to compete with local, national and even global competitors (Santo, et al., 2016: 155). Based on a survey conducted by Global Entrepreneurial & Private Business Leader (PWC) it is explained that companies still play a role in world economic development and GDP growth in a country. In this case, companies become a foundation for a country to maintain a conducive corporate environment. The survey results explain that digitalization has a problem of 47%. This becomes a challenge for entrepreneurs in running their business because this problem concerns the business activities they carry out. Digital issues are becoming vulnerable at this time. Some businesses have indeed made digital systems a supporting factor in the growth of this business. The issue of professionalism makes three out of five respondents use professional services so that the business they run is maximized.

The skill percentage of 58% is seen from the employee's ability to improve business results so that they can retain their employees for the next five years. As many as 48% of business people demand to work harder both in recruiting and retaining human resources.

Another result states that 32% have difficulty getting capital compared to non-business companies. So that about 76% of them use their own capital in building their business. On the security side, about 45% are ready to face data vulnerability or cyber attacks. This is also understandable because it is related to the geopolitical conditions of the business occupied in a country. is critical to sustaining growth and increasing exports to various countries. This 2018 edition of the survey shows a link between placing values at the center of strategic planning and strong growth prospects. Although 75% of businesses believe that their culture and values are stronger giving them an edge over companies other than businesses, less than half (49%) of respondents describe these values in writing. Of those businesses reporting double-digit annual growth, 53% were able to show a set of values expressed in writing as guidelines. This reflects the need for a greater emphasis on integrating business strategies.

An interesting business strategy comes from Muslim traders in the culinary field with the name Medina restaurant business located in the Sunan Ampel religious tourism area, Surabaya City which has been established since 1972 and has been passed down (generation) until it enters the 3rd generation. It becomes interesting to study as we always know, that Muslim traders are dominant under the name of bankruptcy or when the 2nd regeneration is no longer productive and even dies. The study case above can be an interesting research in terms of the business strategy of this Medina restaurant business, until still in action until now.

This research will have a focus on the strategy carried out by the Medina depot, in research relevant to this research, of course there are several different gaps, including: the object of research and indicators in the study. General and Najamuddin (2013: 47–112) about the business strategy of Rasulullah SAW.

## 2 Literature Review

Business in the Indonesian dictionary means a trading business, a commercial business in the trade sector. Business is also defined as an economic activity that occurs, one of which is exchange, buying and selling, production and marketing, work and employment, and human communication with the aim of obtaining a profit (Bertens, 2009:17).

Business from the study of economics is defined as an organization that carries out the sale and purchase of goods or services to buyers or business partners through distributors, in order to earn a profit. Group, or society. Busy with activities and work to earn a profit. Business also has an aspect of activity for the delivery of goods through raw materials to finished goods. A country adopting a capitalist economy is usually a business controlled by the private sector, a business only for profit and profit welfare of business owners only. Meanwhile, according to Kismono (2001) in Sattar (2017: 3–4) business is a process in which there is a social relationship between individuals or communities with the production process and the exchange of needs and desires for a product that is useful or can fulfill a recipient's need.

Business is also a procedural effort by employees in carrying out company production in order to make a profit, products in the form of services and goods which then become people's needs. Businesses that use systematic procedures such as craft food, Inc., or cracker bareel old country stores in America. Business success must carry out three things, namely being organized, providing satisfaction of needs, and finally getting appropriate profits (2015, et al. 2015: 10).

According to Maria (2017: 104–108) running a business certainly has certain reasons, here are the reasons for the questions that are often asked to a businessman:

1. Continuing the family business
2. No work so forced to do business
3. Demand conditions
4. Hobby

## 2.1 Business in Islamic Perspective

The Qur'an as a way of life for human civilization certainly also explains about business, in the Qur'an there is the word *tijarah* which means commerce widely between humans and God. A businessman by doing business with Allah SWT means making religion a guideline and limitation in doing business, loving Allah SWT and the Messengers. Always remember Allah SWT, carry out all orders and stay away from prohibitions. Always share with those in need from the profits obtained from his business. The second of *tijarah* is commerce in particular, meaning buying and selling or trading between *habbluminnas*. (Ika, 2014: 7–8). Based on surah *As-saff* verse 10:

*O you who believe, would you like me to show you a trade that can save you from a painful punishment? (Q.S. As-Saff: 10)*

Doing business based on religion certainly adheres to the provisions of Allah SWT from applicable Islamic law regarding *tijarah* or business, including the real and binding truth for a Muslim entrepreneur. The principle of Muslim entrepreneur is reflected in the figure of Rasulullah SAW, according to Jusmaliani (2008: 15):

- 1.) Freedom
- 2.) Justice/moral, honest, and fair
- 3.) Good morals/polite and good behavior

Islam justifies transactions in business, trade or buying and selling. However, people in carrying out their business or business are required to be in accordance with the rules that already exist in religion as the main goal is to obtain blessings from Allah SWT and His pleasure. Prioritizing morals for Muslim businessmen in running their business has

been done and can be used as an example of Rasulullah SAW. The morals of Rasulullah SAW in doing business include (Farid: 2017: 15):

- a. Shidiq (Honest)
  - b. Trust (responsibility)
  - c. Not Cheating
  - d. Keeping promises
  - e. Generous (Freedom)
  - f. Be patient
  - g. forgiving
  - h. Philanthrope
- 4.) Trading Transactions

## 2.2 Business Strategy

Business strategy is the ability of a businessman to analyze the internal and external business environment, the formulation of a plan, the implementation of the agreed plan must be achieved. Vision, mission, goals, achievements or targets as a measure of the success of a business. The best vision is very easy to measure so businesses must have a vision according to their abilities to achieve a common goal. The role of strategy is important in the organization, due to the manifestation of achieving goals for optimizing a development and training function (Dyah, 2017: 1). Chan and Chan (2004) in Sri, et al. (2019: 706) say that the success of a business is measured by learning to grow, the need for capital (finance), and a business process.

The role of economists is the basis of a concept of war that creates a business strategy. Business activities are influenced by cycle stages, because they are based on the age and experience of a company (Cho, 2017: 1531). The business strategies that are commonly used and have also been carried out by Rasulullah SAW include (Rahayu, 2009a, 2009b: 51):

- 1.) Always introduce new products (differentiation)
- 2.) Creating a different product/positioning strategy (differentiation)
- 3.) Conduct market research (differentiation)

Analyzing the market of course there is a process of assessing market research, segmentation, and market forecasts. The strategy that is usually used as a reference is a SWOT analysis, including:

- a. Strength
  - b. Weaknesses
  - c. Opportunity
  - d. Threat
- 4.) Lower costs than competitors (low cost)
  - 5.) Products with efficient cost (low cost)
  - 6.) Improved coordination of various products (low cost)
  - 7.) Optimization of production tools and facilities (low cost)
  - 8.) Conduct cost analysis (low cost)
  - 9.) Increased availability of work equipment (low cost)
  - 10.) Focus on specific customers (focus strategy)

- 11.) Focus on certain products (focus strategy)
- 12.) Focus on certain market segments (focus strategy).

### 2.3 The Traditional Society

Islam already has a true merchant figure, namely the Prophet Muhammad SAW. In doing business he prioritizes honesty and justice. As long as a trader, the Prophet Rasulullah SAW never makes customers complain about Rasulullah SAW's business. Keep promises and be on time when there are orders from customers. With the principle of great responsibility and high integrity when doing business, makes customers feel satisfied and like the merchandise of Rasulullah SAW. (Fadillah, 2016: 72–73).

Rasulullah SAW's success in doing business peaked at the age of 25 years, where the business strategy he implemented was as follows (Najamuddin, 2013: 47–112):

- a. Making Work (Business) As Worship
- b. Prioritizing Honesty
- c. Grateful
- d. Visionary And Creative Thinking
- e. Doing Business With Love
- f. Smart Packaging Products
- g. Steps Before Promoting Products
- h. Have Reliable Management
- i. Marketing strategy
- j. Paying Employees Before Sweating Dry
- k. Maximize Resources
- l. Thorough in Analyzing the Market

### 2.4 Previous Study and Hypothesis

### 2.5 Hypothesis

Based on the background described previously, the formulation of the problem in this study is “What is the business strategy of Muslim traders at Medina restaurants?”

## 3 Research Methods

This type of research is qualitative with a case study approach. Qualitative research with a case study approach is carried out because the researcher focuses on one research object. In case study research, this is done by linking some information from the same case with several theories. So that in this study the results of the study will be linked to the theoretical.

In case study research, this is done by linking some information from the same case with several theories. So that in this study the research results will be linked to the theoretical. The following is the design of this research:

#### 3.4.1. Protocol (Research Question)

The protocol or research question is “what is the business strategy of Muslim traders in Medina restaurants?”

**Table 1.** Previous Study

	Researcher	Year	Title	Results
1.	Rinol Sumantri	2019	Marketing Strategy in Islamic Economic Perspective: Study of Minang Ethnic Culinary Business in Palembang City	The results of this study are the marketing strategy of the Minang ethnic culinary business in the city of Palembang is a dialectical marketing concept, where there is a dialectic between religious values such as blessing, maximizing benefits, 'an taradin minkum, trustworthiness, honesty with cultural values that are inherent in us. Crew (a nickname for Padang people) such as democratic, egalitarian, and synthetic attitudes that underlie all marketing strategies for the Minang ethnic culinary business in Palembang City. This research focuses on marketing strategy and uses a qualitative phenomenological approach.
2.	Denizar	2018	Regeneration of Muslim Family Business in Songkok Entrepreneurs in Gresik.	This study assesses that Muslim family businesses can regenerate the transfer of knowledge in managing assets, transfer of family culture, and transfer of business knowledge. The similarity of the research is that the research to be studied has already regenerated the 2nd and will enter the 3rd regeneration. The difference in this study lies in the data analysis using phenomenology, while the research to be studied is a case study.

*(continued)*

**Table 1.** (continued)

	Researcher	Year	Title	Results
3.	Murtiadi	2017	The Influence of Islamic Entrepreneurship Personality and Access to Information on Business Strategy and Business Performance of Small Businesses in Makassar City	This study states that the personality of an Islamic entrepreneur and access to information has a positive and significant direct effect on business strategy and business performance.. This is similar to the topic of discussion that the author wants to examine, namely researching the business strategy of Muslim entrepreneurs, but in this study it is more about the personality of an entrepreneur.
4.	Muhammad	2010	<i>Islamic Perspectives on Marketing. The results of the study state that Islam already has a good business strategy through its marketing.</i>	The similarity of this research is the form of business strategy adopted from Islam. The difference is that the research focuses more on marketing only.
5.	Rahayu	2009	Performance Improvement Through Entrepreneurship Orientation, Management Ability, And Business Strategy (Study on Small and Medium Embroidery Industry in East Java)	The similarity of the research is the strategic orientation in doing business, but in this research it examines the improvement of performance and management.
6.	Nadia	2010	<i>Cases IN Strategic Marketing Management: Business Strategies IN Muslim Countries</i>	This study explains business strategy, only that the research explains at the level of Muslim countries which are markets for the global world. Muslim countries are currently treated as homogeneous markets. This is what makes Muslim countries choose strategies from cultural values, consumer behavior, and marketing practices.

(continued)



**Table 1.** (continued)

	Researcher	Year	Title	Results
7.	Dewobroto	2016	<i>Business Model Canvas</i>	The results of this study are the business model canvas can be a simple tool to generate alternative corporate strategies that lead to financial viability. The study only examines one indicator, namely the business model canvas as a company's business strategy in a financial feasibility test.
8.	Mustikowati & Tysari	2014	Innovation has a direct and positive effect on company performance	This study reveals that innovation has a direct and positive effect on company performance. Furthermore, the results of this study also find that business strategy will affect the achievement of company performance. This means that the stronger the entrepreneurial orientation, innovation and business strategy owned by the company, it will improve company performance.
9.	Hamzah	2007	Realization of Business Strategy and Realization of Information Systems Strategy	The results of this study indicate that organizations that have good performance are organizations where there is alignment between the realization of business strategies and the realization of information systems strategies. Competition in changing markets.

(continued)

**Table 1.** (continued)

	Researcher	Year	Title	Results
10.	Permana	2013	SWOT Analysis Resulting That There Are Technological Threats In Business	Using a SWOT analysis which results in a technological threat in business, but this threat is used as an opportunity as a strategy, namely by following technological developments. The strength of the media business lies in reliable capital and Human Resources (HR), while the business weakness comes from HR expertise in the field and key partnerships as well as high production costs.
11.	Anwar & utami	2012	SWOT Analysis on Business Strategy in Market Corner Shop Competition in Madura	The results of this study indicate that the position of the corner shop has very good strengths and opportunities so that the corner shop is still able to compete with other similar businesses. The strategy that must be applied is to support a strategic growth policy where the strength factor is maintained.
12.	Lukito, dkk	2013	Business Strategy Design at PT. Coro Crown	The results of the study that the right strategy for PT. Corenet Crown is a product development strategy. This strategy is then implemented in the marketing strategy of Herocyn powder. This increased marketing strategy can be used by PT. Coronet Crown to maintain and even increase product sales.

### 3.4.2. Unit of Analysis

The unit of analysis of this study is to focus on the business strategy of Muslim traders at the Medina restaurant.

### 3.4.3. Informant

The main informant or key informant is the owner of the Medina restaurant, namely Mr. Husni Ali Bahanan and to reduce the validity of the key sources, the researchers also interviewed employees, suppliers, customers and the surrounding community as data validation until they were deemed saturated.

The types and sources of data in this study used primary data sources obtained from observations and interviews (in-depth interviews) accompanied by evidence in the documentation with Mr. Husni Ali Bahanan as the second generation Al Madinah Restaurant Owner, Employees, Suppliers, Customers, and the surrounding Community. Observation or observation is a systematic process that records the actual behavior patterns of people, objects, and events that occur. While the interview technique can be carried out through face-to-face interviews, focus group interviews, telephone interviews, or interviews via an internet connection (Sugiarto, 2017: 180 & 187).

In this study, to get a closer understanding of the strategy in doing business with Muslim traders at Madinah restaurants, interviews will be recorded and transcribed according to reality in order to meet credibility, among others as follows, Reviewing All Data, Reducing Data, Checking Data Validity, Data Encoding, Interpret (analyze) Data.

## 4 Result and Analysis

General business strategies that are often carried out by business people in this era are also carried out by Rasulullah SAW. This can be seen in the diagram above that there is a combination of general business strategies that have also been carried out by Rasulullah SAW, including: Always introducing new products, creating different products, conducting market research, keeping costs lower than competitors, analyzing costs, focusing on certain customers, focus on specific products, focus on market segments (Figs. 1, 2 and 3).

The Fig. 3 shows that the red color describes the business strategy that was carried out by Rasulullah SAW and the general strategy of the two strategies also carried out by the Medina restaurant, including: business as worship, promoting honesty, being good at being grateful, thinking visionary and creative, doing business with love, being smart in packaging products., has reliable management, marketing strategy, pays employees before the sweat dries, empowers resources maximally, and is thorough in analyzing the market, creating different products (differentiation), conducting market research (differentiation), products with efficient costs (low cost), improving coordination of various products (low cost), optimizing production tools and facilities (low cost), conducting cost analysis (low cost), increasing the availability of work equipment (low cost), focusing on certain customers (focus strategy), focusing on certain products (focus strategy), and focus on certain market segments (focus strategy).

The blue color is a common strategy that is not carried out by Madinah restaurants, which is to always introduce new products (differentiation) to reduce costs from competitors (low cost). While the green color shows that the business strategy carried out

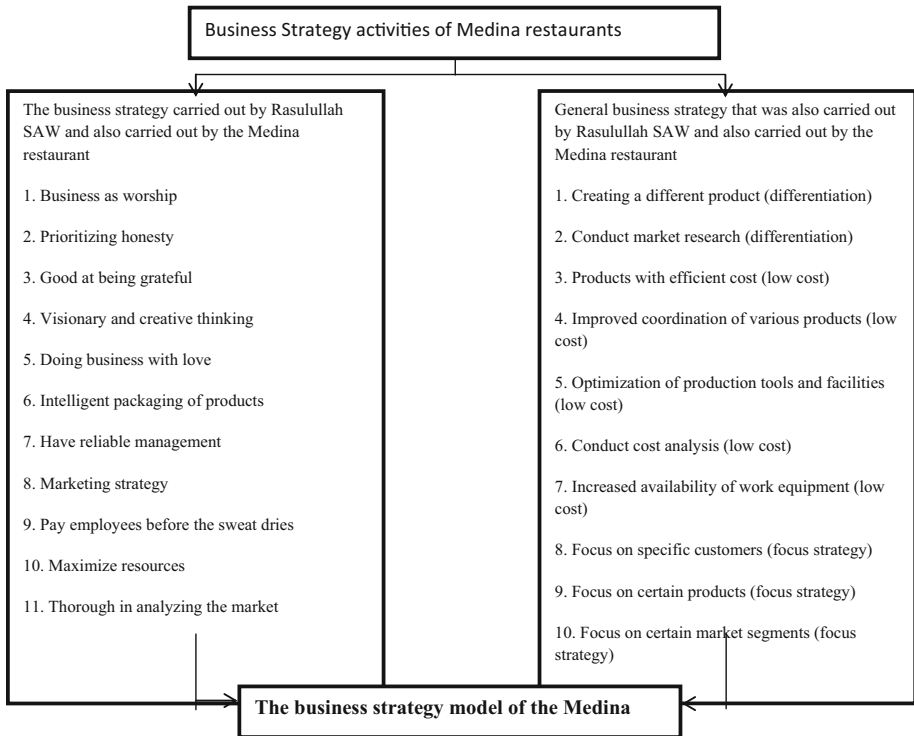


Fig. 1. Research Results Scheme

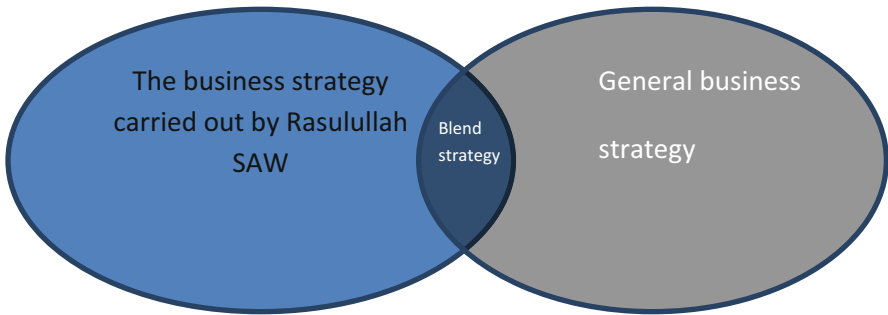
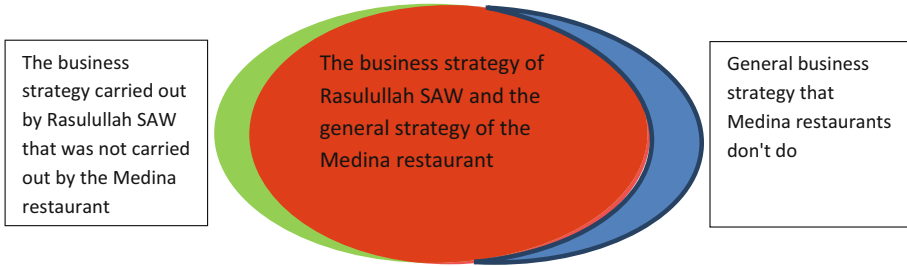


Fig. 2. Diagram of a mix of business strategies

by Rasulullah SAW was not carried out by the Medina restaurant, namely promoting products.

The results of the study use two variables, namely the business strategy carried out by Rasulullah SAW and the general business strategy also carried out by Rasulullah SAW, each of which has the indicators listed in chapter 2. This qualitative research data comes from interviews with Ali as the owner of the Medina depot, Nizal as a supplier. Medina depot, Nadir as employees, Nisful, Iwan, and Ahmad as customers, and Marsum,



**Fig. 3.** The indicator diagram of the strategy carried out by Rasulullah SAW and general business strategies carried out by medina restaurant

Syahril, and Roni as people around the Medina depot. The business strategy of the Madinah depot lies in the transfer of knowledge from generation to generation. Where the initial establishment was with the grandfather, by positioning the wife in the kitchen. The business runs as long as it is managed by Grandpa, during that time Grandma is assisted by his son (Ali's mother, who is now Ali's 3rd generation). After Grandpa died, it was managed by Grandma. While Grandma was managing, Ali's mother focused on the kitchen. When my grandmother died, the business was continued by Ali's mother. As long as it is managed by Mother, she is assisted by Husband, Ali and Ali's younger sister. At this time Ali has managed a business while learning to do business and Ali also said that the kitchen affairs will be handed over to his younger sister. By transferring this knowledge, the Medina depot has become a business that can survive until now. The following is a statement from Ali as the owner,

This statement was also made by an employee who is still Ali's cousin, Nadir.

The transfer of business knowledge that is being carried out involving children or the next generation is the first step taken to maintain the business so that it can be passed down and continue to run until the next generation. This is reinforced by Boyd, et al., (2014: 20). The notion of family business can be traced from the notion of family and kinship or blood ties according to law. A family business or family business is a business that is owned and/or managed by a number of people who have family relationships, both husband and wife and their descendants, including brotherly relationships (Simanjuntak, 2010: 114). The success of a business is to keep the business to the next generation. Knowledge transfer and business life span in the hands of successors, not only relationships and motivation within the family but also context, culture and environment have an important influence on the effectiveness of successful transfer of business knowledge to the next generation. Another aspect of maintaining a business includes the business values that are taught to be passed down from one generation to the next. is education and socialization is also a way of transferring knowledge and survival of the business not only after the consequences of business assets, but also the subsequent aspects of knowledge acquired. This also means that the Medina restaurant is a family business.

The researcher also managed to reveal how the other strategies of the Medina depot founder in carrying out the business, along with a statement from Nadir as an employee and grandson of the founder.

The Medina Founder's Depot at that time also had another business, which Nadir knew was a house buying and selling business. The business spirit of the founder after undergoing a Medina business depot. On the same occasion, the researcher asked the service of the founders of the Medina depot to his grandson, Nadir on the code. In addition to information about the transfer of knowledge and services, the figure of the founder is also a person who likes to share socially, especially to the mosque. The following is a statement about sharing that was conveyed by Nadir. Everything we do, will be rewarded by Allah SWT. The answer can be from anything, including in carrying out daily activities. In the cases of the founders of the Medina depot, it is clear, the loyalty of the founders to the mosque, both around the results as a reward for what he did in the past and until now the business still survives today, even though the founders have died. And in return for this loyalty, Allah also recompenses with his loyal customers for loyally buying at the Medina depot.

## 5 Conclusion

The business run by the Medina depot provides lessons for those of us who intend to open a similar business, namely the culinary business. The Medina depot can survive and exist for generations, of course because of the ability of the previous generation, namely the late Mr. Luthfi as the founder who succeeded in preparing successors by directly involving the next generation in the business. Although there is no special planning, but the culture in the family that lasts for years in involving the next generation in business makes the next generation have the mental, character, and experience that will be the successor's capital to continue the business. In addition, the founder of the Medina depot has another business after the Medina depot business is successful. The side business carried out by the founder is a house buying and selling business. In business, of course, there are experiences that make someone dare to run a business in other fields. The second generation is also doing the same thing. When the management is in the hands of the second generation, the second generation involves their children in running a business that has been passed down from generation to generation. In running a business, the second generation also accidentally or without planning for the ongoing business being undertaken. The second generation also follows in the footsteps of the first generation, by owning other businesses in the field of stocks and investing in the shops of second-generation friends. In the daily life of Ali, who is the third generation who is now in charge, he manages the Medina depot, also learns from the daily lessons taught by his father and mother. Ali as the manager of the Medina depot has divided the tasks to his younger sister for kitchen problems & so that the transfer of knowledge also occurs to his younger sister. 'During a business, of course there are ups and downs in business. Sometimes it sells, sometimes it's quiet from buyers. Hal Alm. Pak Lutfi applies an attitude of patience and gratitude for whatever is given by Allah SWT. In this patience, Allah SWT gave another way to the late Mr. Lutfi, namely an order for a big event such as a wedding. This was also passed down to the second generation. This patience also paid off, even though the buyers at the Medina depot were empty of buyers but after it was quiet there were orders in large quantities.

The figure of the late Mr. Lutfi also gave a very valuable lesson, namely being loyal to Allah SWT and loyal to fellow humans. With this loyalty it gives us something that

is impossible but not impossible for Allah SWT. For the loyalty of the late Mr. Lutfi in kindness, so that currently the Medina depot is still standing and exists because of the loyal customers who come from old customers who have bought at the Medina depot until now. So the business that is being undertaken is more inclined to the business strategy of Rasulullah SAW, rather than the general business strategy used in running his business.

The business strategy carried out by the Medina restaurant according to the indicators is business as worship, promoting honesty, being good at being grateful, thinking visionary and creative, doing business with love, being smart in packaging products, having reliable management, marketing strategies, paying employees before their sweat dries, empowering resources effectively. Maximal, thorough in analyzing the market, creating different products (differentiation), conducting market research (differentiation), cost-efficient products (low cost), improving coordination of various products (low cost), optimizing production tools and facilities (low cost), Conduct cost analysis (low cost), increase the availability of work equipment (low cost), focus on certain customers (focus strategy), focus on certain products (focus strategy), and focus on certain market segments (focus strategy). by the manager of the Medina depot has also been clarified in the results of the study.

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