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Getting Shariah Brandmark: Strategy And Management Promotion of Cordova Hotel in Accelerating the Image as a Shariah Hotel

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ABSTRACT

Purposes. The purpose of this study was to determine the governance process of Cirebon Cordova hotel, the Cirebon promotional strategy of the Cordova hotel and how the governance & promotion strategy of the Sharia Cordova hotel image of Cirebon.

Design/Methodology/Approach: The research method used in this study is to use analysis with an inductive approach, processes and meanings from a subject perspective that are more highlighted or can be referred to as descriptive qualitative research. The technique of collecting data uses observation, documentation, and interviews. The data is validated using the triangulation method. Data analysis techniques using data reduction, data presentation, and research / verification conclusions.

Findings: The results of this study in the governance of the Cirebon Cordova Hotel use the Sharia concept, which is realized to provide the best comfort, security and service. The promotion strategy of the Cordova Cirebon hotel uses social media and print media and collaborates with travel services. The governance carried out by the Cirebon Cordova hotel already uses sharia principles, as evidenced by applying sharia concepts such as the rules applied in guest services that violate the opposite sex who are not muhrim, violations do not carry items that are prohibited according to Islamic and state religious rules. The Cirebon cordova hotel promotion strategy is carried out to do ethics & honesty in communicating product offerings to hotel visitors. To improve the image of Sharia Hotel, Cordova Hotels always recite the verses of the Holy Qur'an, prayer and do not provide entertainment facilities that cause disobedience such as discotheques, clubs, bars and gambling.

Originality/Value: The article offers a new evidence of how a hotel endeavors in getting shariah image. Appealingly, the study can deeply describe the strategy and management promotion in reaching that reputation.

INTRODUCTION

Indonesia is the largest archipelago country in the world with diverse ethnicities, languages and religions with a population of 250.2 million people. Although not an Islamic State, Indonesia is a country with the largest Muslim population in the world with a Muslim population of 88 percent, Christians 5 percent, Catholic 3 percent, Hindu 2 percent, Buddhism 1 percent and others 1 percent. Islam occupies the religion of the most widely embraced by the people of Indonesia, because Islam is a universal religion that issues discussed thoroughly in aspects of life, both about worship, sharia and morals.¹

In the concept of Islamic religion not only discusses the relationship between humans and God with humans, but also regulates the relationship between humans and humans, for example, in terms of business in sharia hospitality. Shari'ah hotels are hotels as usual, whose operations and services have adjusted to the principles of shari'ah or Islamic teaching guidelines, in order to provide a calm, comfortable, healthy, and friendly atmosphere that is needed by guests, both Muslim and non-Muslim. Operations Sharia hotels in general are no different from other hotels, still subject to Government regulations, remain open 24 hours, without interruption. Marketers are also open to all groups, both Muslim and non-Muslim.² Business needed because humans are not able to meet its own needs without the assistance of another person, therefore, Allah swt has explained in Al Qur'an, Surah Al Maidah:

“and help each others in the (working) virtue and do mutual assistance in sin and transgression and fear in Allah, surely Allah is severely tortured (Al-Maidah 5:2).”

The verse explains that the relationship between the community and the community should be reflected in the attitude of mutual assistance and cooperation in terms of virtue and piety, so that it will produce something useful for humans. In addition, the purpose of sharia business is to develop wealth and gain profits in a halal way and blessed by Allah.³ In this Globalization Era increasingly fierce business competition many businesses that have begun to emerge like the sharia tourism business are the business of the future and have become a trend in the world of tourism.⁴ Countries with a non-Muslim majority population are already competing towards how to attract Muslim tourists to come to their countries.⁵

One of the important marketing activities in the hospitality industry is the promotion field (marketing division) which is a means of communication for companies with their target markets (guests). The field of promotion in the hospitality business is largely carried out by a public relations. For that reason, a public relations in a company is highly calculated because of its role in the system rotation and company management. A public relations can reach social aspects and public interests. Because public relations has the duty to be a bridge between the company and consumers.

The characteristics that distinguish between Islamic hotels and conventional hotels are first, conventional hotels generally provide services in accordance with

¹ Ismail, *Perbankan Syariah*. (Jakarta: Kencana, 2011), 3–4.

² M. Nur Rianto Al Arif, *Lembaga Keuangan Syariah* (Bandung: Pustaka Setia, 2012), 79.

³ Mardani, *Fiqih Mu'amalah* (Jakarta: Kencana Prenada Media Group, 2012), 12.

⁴ Anton Ramdan, *Etika Bisnis Dalam Islam* (Jakarta: Bee media Indonesia, 2013), 1.

⁵ Riyanto Sofyan, *Prospek Bisnis Pariwisata Syariah* (Jakarta: Republika, 2013), 26.

hotel regulations, but for hotels based on sharia services do not conflict with Islamic principles, such as not giving permission to couples who are not Muslims / not married unless booked a different room. Second, sharia-based fund management such as hotel owners are required to use sharia banking facilities. Third, sharia hotel facilities are somewhat different from conventional hotels where special prayer rooms are available, prayer tools in each room, prayer time reminders in the room, and in the interior incorporate Islamic elements such as additional calligraphic images, Mecca, Medina. Fourth, services in Islamic hotels must cover Muslim aurot and must know the basic principles of sharia. Fifth, in terms of food and drinks, in Islamic hotels do not provide alcoholic drinks and non-halal food according to Islam, therefore no facilities such as clubs or discotheques are provided.

In West Java, there is a sharia hotel that has developed from hotels that have been born using sharia concepts to move from conventional concepts to sharia concepts, especially in Cirebon, where sharia hotels are still low and there are still many people who are not aware of sharia-based hotels. Of course this is a problem for sharia hospitality including Cirebon cordova hotels in increasing the number of hotel visitors. Thus the researcher feels interested to discuss the problem from what has been described above for a clearer discussion then this study will be arranged in the form of a thesis entitled “*Strategy And Management Promotion of Cordova Hotel in Accelerating the Image as a Shariah Hotel.*” Based on the description above, the purpose of this study is as following: a) To find out how to manage Cordova Cirebon hotel; b) To find out how to promote the Cirebon Cordova hotel; c) To find out how governance and promotion strategies of the Cirebon Cordova hotel in enhancing the image of sharia hotels.

BACKGROUND THEORIES

The research appliad some theories: *First*, governance governance: it is a series of processes, policies, rules, direction, management, and direction so that the company can run well and orderly. Good corporate governance is a system that regulates the direction in which business activities will be carried out, including setting goals to be achieved to measure success (Amin wijaya solo, 2003: 69). ⁶ *Second*, management: The term management comes from the verb *to manage*, which means *control*. In the Indonesian language can be interpreted: control, handle or manage. Furthermore, the noun “management” or *management* can have meaning, namely: first as management, control, or handling (*managing*). Second, the skillful treatment to handle a skillful treatment. Third, the combination of these two senses relates to managing a company, household or some form of work to achieve the desired goals.

Management activities, namely planning (*planning*), organizing (*organizing*), directing (*actuating*) and supervision (*controlling*). *Third*, promotion strategy promotion: it is all types of marketing activities aimed at driving consumer demand for products offered by producers or sellers. According to David Hunger and Thomas L. Wheelen, strategy is a series of managerial decisions and actions that determine the company's performance in the long run. Strategy management includes environmental observation (strategic planning or long-term planning).

⁶ Amin Widjaja Tunggal, *Membangun Good Corporate Governance (GCG)* (Jakarta: Havarindo, 2013), 69.

Implementation of strategies and evaluation and control.⁷ While the strategy according to Anwar arifin is the overall conditional satisfaction about the actions to be taken in order to achieve goals. *Fourt*, image: Understanding the image itself is abstract (*intangible*), not real, cannot be physically described and cannot be measured systematically, because the image only exists in the mind. Nevertheless, its form can be felt from the results of good or bad judgments, such as acceptance and positive and negative responses coming from the public and the wider community in general.⁸ *Finally*, sharia: In fact, sharia is a law or regulation that comes from Allah SWT, both through the Koran, the Sunnah of His Prophet, and the follow-up of both in the form of Ijma and Qiyas. If the rule does not come from Allah, then it is not called Shari'a.⁹

LITERATURE REVIEW

First, research by Siti Mutmainnah (2012) with the title "*Implementation of sharia marketing strategy in the universe of Semarang.*" This study discusses how the Islamic marketing strategy in the universe hotel Semarang. The method of this study uses qualitative data collection methods with observation, interview and documentation techniques. The results of this study are to show that Sharia Hotels are hotels that provide, procure and use products and facilities as well as in business operations that do not violate sharia rules. Sharia marketing strategy is a 4P marketing strategy (*product, price, promotion, place*) in accordance with sharia rules, while the sharia marketing strategy is divided into two, namely in and out, the out strategy includes services in Semarang Semesta Hotel.

Second, a study by Siti Rohmah (2014) with the title "*Application of Islamic Business Ethics in the Madani Syariah Hotel in Yogyakarta.*" This research discusses Islamic business values. This research method uses qualitative methods. The results of this study are aimed at finding out the application of Islamic business ethics values as well as the national standard syariah hotel criteria for the hilal 1 category at Madani Syariah Hotel Yogyakarta. Hotel Madani Syariah is here to offer the difference between sharia hotels and conventional hotels, sharia hotels is an attractive offer in order to improve the moral quality and character of the noble people of Indonesia. Islamic business ethics thinking then surfaced, arguing that Islam is a perfect religion.

Third, Research Muhammad Faisal (2014) with the title "*Property Marketing Strategies at PT. Tiang Kencana Graha Surabaya*" can be concluded as follows: 1) The background and the consumer factor in determining the choice of housing in Sukodono housing complex, namely because consumers want to be close to the workplace, good harmony among citizens, a conducive environment, friendly relations between citizens. Apart from environmental aspects, it is also because of the affordable price, strategic location, good building quality, excellent service and good facilities than other housing. 2) The marketing strategy used by PT. Tiang Kencana Graha in marketing its products, namely housing by prioritizing good and

⁷ David Hunger and Thomas L. Wheelen, *Manajemen Strategi* (Yogyakarta: Andi Publishers, 2003), 56.

⁸ Trimanah, "Reputasi Dalam Kerangka Kerja Public Relations," *Jurnal Ilmiah Komunikasi* Vol. 3, no. 1 (2012): 18.

⁹ Gusfahmi, *Pajak Menurut Syariah* (Jakarta: PT. Raja Grafindo Persada, 2007), 27.

polite services, 3) The location of housing close to the crowd, good building quality, 4) Very competitive prices, and 5) The promotion uses it. mass media. With the efforts made above so that it can increase sales in Sukodono Graha Asri housing.

METHODOLOGY

In terms of methodology, this research is a field research with a qualitative approach and descriptive analysis method. This research is used to describe how the governance and promotion strategy of the Cordova Cirebon hotel. The place in this study is Cordova Cirebon Hotel located at Jalan Siliwangi Number 87-89 Cirebon with telephone number 0231-204877, 201506. Data Sources, This study uses two types of data, namely first primary data Primary data is data obtained by the researcher directly from the object researched.¹⁰ Primary data used in this study are in the form of direct interviews with the Cordova Hotel Cirebon, namely to the *Human Resources Development Manager, Front Office, House Keeping Department*. Secondary secondary data is data obtained from documents, publications that have been in ready-made form. Secondary data is data obtained through library materials such as books and journals.¹¹ The secondary data used in this study were obtained from literature literature, such as books and journals relating to the research to be discussed. Data collection methods in this study were carried out using several methods including: interviews, documentation, and observation. Data Analysis Techniques In this data analysis, the authors used data analysis of the Miles and Huberman models which divided the stages of data analysis in qualitative research into several stages, namely reduction data (data reduction), data presentation (data display), and data verification / conclusion (verification / conclusion).¹²

RESULT AND DISCUSSION

Management of Cordova hotel is to use the basic sharia concept that he intentionally applied to this hotel, which was realized by his desire to provide comfort and safety as well as the best service for guests, which incidentally as a large number of visitors are visitors to Sunan religious tourism. Cirebon teak mountain as stated by the hotel owner Cordova. Seeing from this vision, of course everything must be based on sharia, including the management used by the company. There are at least three things that must be seen in governance management. First, behavior must be related to the values of faith and monotheism. Second, the organizational structure must match each job disk. Third, the sharia system that is compiled must make its behavior run well (Didin Hafidhudin and Hendri Tanjung, 2003: 19-20).¹³

The classification of sharia hotels based on the regulation of the minister of tourism and creative republic of Indonesia number 2 of 2014 concerning guidelines for conducting sharia business in general the classification of sharia hotels in Indonesia is divided into 2 categories, namely sharia hotels hilal-1 and sharia hotels

¹⁰ Jusuf Soewadji, *Pengantar Metodologi Penelitian* (Jakarta: Mitra Wacana Media, 2012), 147.

¹¹ Soewadji, 148.

¹² Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Bandung: Alfabeta, 2014), 431.

¹³ Didin Hafidhuddin, *Zakat Dalam Perekonomian Modern* (Jakarta: Gema Insani Press, 2002), 19-20.

hilar-2. In this case, Cirebon Cordova Hotel is included in the hilar-1 syariah hotel criteria because it has 3 absolute criteria that apply to sharia hotels, namely:

Product Aspects Consisting of 8 Elements and 27 Sub Elements

Tabel 1.
Facilities of Cardova Hotel

No	Elements	No	Sub Elements	Criteria
1	Toilet Public	1	Availability of insulation among other urinal to maintain the view of	M
		2	Availability of practical tools for water purification with a urinal and toilet	M
2	Bedroom Guest	3	Availability of the mat(<i>omrequest</i>)	M
		4	Availability of Qur'an	M
		5	Not available access to pornography and immorality in any form	M
		6	there is no alcohol in the mini bar	M
3	bathroom guest	7	there are practical tools in the bath for purification with water urinal and toilet	M
		8	Availability of equipment for ablution well in the guest bathroom	M
		9	Availability of the guest bathroom closed	M
4	Kitchens	10	There is a special kitchen / pantry that manages halal food and drinks that is separate from the normal kitchen	M
		11	Kitchen / pantry running ah halal food and drink	TM
5	room Employee	12	There is good cleaning equipment available in the toilet of employees	TM
		13	There is a divider between one urinal and another to maintain the view	TM
		14	Available equipment for ablution in employees' bathrooms	TM
		15	There is a place to change clothes to avoid from the view in each of the changing rooms	TM
6	rooms WorshipWorship	16	rooms in clean and well-maintained conditions	M
		17	Male and female prayer areas there are boundaries or separators	TM
		18	Available good and well-maintained prayer equipment	M
		19	There is good air circulation in the form of cooling equipment or fan angina	M
		20	Bright enough lighting available	M
		21	There are separate male and female	TM
		22	ablution placesThere is a place of ablution with clean and well-maintained conditions	M
7	Swimming	23	There is a clean water installation for ablution	M
		24	There is an ablution drainage water available with good condition	TM
		25	Available indoors and / or avoid public view	T M

	Pool			
8	Spa	26	There is a separate therapeutic room for men and women There are therapeutic materials bearing the official halal logo	TM TM

Tabel 2.

Service aspects consisting of 6 elements and 20 sub elements

No	Elements	No	Sub Elements	Criteria
1	Office Home	1	Selecting guests who come in pairs	TM
		2	Provide information on the mosque closest to the hotel	M
		3	Provide information on prayer time schedules	M
		4	Provide information on Islamic nuanced activities (if any)	TM
		5	Provide restaurant / home information eat kosher	TM
2	Housekeeping	6	Provision prayer materials were clean and groomed	M
		7	Provision Qur'an	TM
		8	Setting up area / room for prayer (if no mosque near the hotel)	TM
3	Food and Beverage	9	there are food choices and halal drink	M
		10	Providing tajil in the month of Ramadan	TM
		11	Providing meal meals in the month of Ramadan	M
4	Sports, recreation and Fitness	12	Timing of the use of fitness facilities is distinguished between pri and women	TM
		13	Special fitness instructors for pri and women for women	TM
5	Spa (if available)	14	Spa only serves health massages and beauty treatments	M
		15	Male therapists exclusively for men and women therapists us woman	TM
		16	therapist avoids touching and looking at the area around the intimate organs	TM
		17	If available soaking tubs are not used together	TM
6	Facilities Entertainment	18	If physical and mental activity is available it does not lead to polytheism	TM
		19	No entertainment facilities which leads to pornography and porno-action and immoral acts	M
		20	When using live music or recordings it must not conflict with values and ethics in Islam	M

Tabel 3.

Management aspects consisting of 2 elements and 2 sub elements.

No.	Element	No.	Sub Elements	Criteria
1	Management Business	1	Have and application of halal assurance system	M
2	Resources Human	2	All employees and employee uniforms were polite	M

The reason why the hotel cordova Cirebon belonged to the hotel syariahhalal-1 for classification for the hotel business sharia rated has met all the criteria of Islamic hotels needed to serve the minimum needs of Muslim tourists. Cordova Hotel Cirebon is also one of the hotels in Cirebon that has its own management, namely: First, *planning*: In planning in accordance with Islamic law, Hotel Cordova sets out all of its plans in establishing sharia-based hotels such as: 1) Human resources; 2) Good marketing and finance; 3) Have employee recruitment standards for new employees; 4) Having knowledge of hospitality, employees must be Muslim and have honest qualities; 5) Trustworthy and hotel employees must have high morale in carrying out tasks.

Second, Organizing: Organizing in Cordova Hotels can be seen in the division of job disks for each division of employees. Hotel Cordova has several divisions, namely: 1) Directors, which generally regulate and supervise employee performance; 2) *The manageris* checking, arranging matters relating to visitors; 3) *Room Devision* is the management of rooms that will be occupied by visitors; 4) *Food and Beverage kitchen* is taking care of the food and drinks of visitors assisted by waiters; 5) HRD (*Human Resources Development Manager*), which is processing HR in the Cordova hotel. *Third, directions*: directions for Cirebon Cordova hotel employees are directions from the leadership to carry out their respective tasks in accordance with the job disk. In general, direction can be given as a process of guidance, guidance, and instructions to subordinates so that they work according to a predetermined plan. *Fourth, supervision*: Supervision in the Cirebon Cordova hotel is carried out by evaluating work performance and if necessary implementing corrective actions so that the work results are as planned.

Promotion Strategy in Improving The Sharia Image

The promotional strategy undertaken by the Cordova Hotel Cirebon is not much different from other conventional hotels, namely by promoting strategies through social media, such as Facebook, making special packages by giving discounts of up to 20% and *personal selling* by serving verbally to customers aiming to make hotel guests easily make room reservations. In the interview with Mr. Arri Firmansyah as *Human Resources Development Manager* of the Cirebon Cordova Hotel, he revealed:

"We advertise products through print and electronic media about the lodging products we have. As through the Cirebon internet hotel Cordova website that can be accessed anytime, we also collaborate with the site www.airyrooms.com which is a travel service provider site

that can booking hotels quickly, safely, cheaply. In addition we publish using brochures, facebook, room package deals with special discons and more. "

" Hotel Cordova Cirebon has since tried to maintain a familial relationship between employees and customers with the aim of creating a good image in the eyes of customers so as to bring benefits to the hotel because customers can suggest to stay again when they visit Cirebon, so that it is part of the promotion strategy that we hope to stay awake.

The explanation from the employee from the *Front Office of the Cordova Cirebon Hotel* is as follows:

"promotion that receptionists do is through clarity about hotel products to customers who come with good, gentle, and polite communication language so that customers can make room rental transactions comfortably" (Interview, Ms. Veliana)

The results of the interview showed the same results as observations related to promotional strategy activities carried out by Cordova Hotel Cirebon which included promotions through print and social media, discon offers installed in front of the hotel for the purpose of introducing products so that people passing through can see and want to come to the Hotel Cordova Cirebon. The electronic media that is used such as using the official Cordova hotel site and famous travel agents such as www.airyrooms.com. Another promotion is to use word of mouth by taking a *personal approach* that is a personal approach taken to hotel customers, this is done in order to establish good relations with customers. In relation to word of mouth, in order to establish friendship by spreading information and communication to be able to promote their products to be known among the public. This proves that hospitality is one of the right strategies in Islam. As the following hadiths:

Rasullullah SAW said: "goods who want to broaden their fortune or lengthened, then stay in touch". (Narrated by Bukhari 5527, Muslim 4638, Abu Daud 1443, Ahmad 12128) Honestness

Prioritizing ethics in promotions conducted by Cordova Hotel Cirebon is also in accordance with the concept of *sharia marketing* put forward by philanthropist kertajaya and syakir sula (2006: 32) that sharia marketing is a marketing concept that prioritizes moral and ethical values in all aspects of its activities, and no matter what the religion is, because moral and ethical values are universal values taught by all religions. Thus it can be concluded that in general the promotional strategy carried out by the Cordova Hotel Cirebon is not much different from the promotional strategy carried out by conventional hotels that use the promotion mix as a communication tool, but it is also seen from the perspective of the Islamic Sharia values used, there are differences where in promoting the Hotel Cordova Cirebon give priority to ethics and honesty, the mandate in communicating and offering products. If seen from the perspective of Islamic law, the promotion strategy by upholding ethics is very much in accordance with what is taught by Islamic law.

Promotional Strategy of Governance on Sharia Images Hotel Cordova Cirebon

Analysis of the Cordova Cirebon hotel governance in improving sharia image

In this case, the authors will analyze the governance of Cirebon cordova hotel using the sharia concept applied by the Cirebon cordova hotel by providing comfort, safety and good services for visitors of the Cirebon cordova hotel. Islam has taught that if you want to do good business or business results in the form of goods or services should provide quality. The hospitality industry is a service business that must prioritize good governance and in accordance with what is expected by visitors to the Cordova Cirebon hotel. In accordance with the word of Allah Almighty in the letter of al-Baqorah paragraph 267 which reads (MORA RI, 2011: 42), means: "O ye who believe, spend in (the way of Allah) of yourselves as part of good things and some of what we remove from the earth for you. And do not choose the bad, then you spend it from him, even though you do not want to take it away by squinting at him. And know that Allah is rich and praiseworthy (al-Baqorah: 267)."

From the above paragraph it can be concluded that in providing hotel management by providing comfort, safety and quality services provide the best service possible in accordance with expectations hotel visitors. Say greetings when there are hotel visitors, forbid hotel visitors who are not muhrim (*mahrom*) stay in one room except for married couples, provide Al-Quran & prayer equipment in each room, serving halal food and drinks and unavailability of entertainment facilities in any form whatsoever contains immorality, only Islamic chanting such as prayer, reading the holy verses of the Koran and the propaganda of Islam. This is the difference between sharia hotels and conventional hotels. Thus the hotel cordova Cirebon in providing governance to hotel visitors is in accordance with applying the concept of governance in sharia principles.

Promotion Strategy in enhancing the sharia image

Hotel Cordova Cirebon in carrying out a promotion strategy that promotes moral values and honesty ethics, mandate in carrying out its promotion to the community. In the Qur'anic concept of business is also very comprehensive, the parameters used do not only concern the world, but also concern the afterlife. The Qur'an views human life as an ongoing process. Humans must work not only to achieve success in the world but also success in the afterlife.¹⁴ According to sharia principles, marketing activities must be based on the spirit of worship to God Almighty, trying as much as possible for the common welfare, not for the benefit of the group let alone their own interests. When imitating the Prophet (PBUH), while carrying out promotional activities, he put forward the extraordinary manners and ethics. This ethics and manners can be called a strategy. According to Madjid Fakhri, the ethics that must be carried out in promotion in accordance with the recommendations of Islamic sharia are: 1) Never sell an oath, in advertising or promotion, it is not easy to make a promise if the promise cannot be kept. Excessive swearing is prohibited in the ethics of promotion in Islam. Selling an oath without being in accordance with it can actually damage the Islamic sharia values. Allah (swt) and the Prophet (s) gave the rules in this matter.

¹⁴ Ahmad Mustag, *The Furture of Economics: An Islamic Perspektif* (Jakarta: Asy Syaamil Press & Grafika, 2001), h. 35.

From Abu Qotadah Al-Anshori, the Prophet shalallahu'alaihi wasallam said: *"beware of the many oaths in promoting what we offer because he does, but actually erases blessings"* (HR. Tirmizi).

From the above explanation it can be concluded that excessive swearing is forbidden in the ethics of promoting Islam, chatting oaths without being in accordance with the truth can undermine Islamic sharia values and erase blessings; 2) Honestly, Islam is strictly forbidden to fake and cheat because it can cause harm and tyranny and can cause disputes. This great hadith shows the magnitude of the virtues of someone who has these qualities, because he will be glorified with great virtue and high position on the side of Allah swt. The Qur'an explicitly prohibits dishonesty sebagaimana his word in the Al-Anfal verse 27, which reads: *O ye who believe, do not betray Allah and the Messenger (Muhammad) and (also) do not betray the messages entrusted to you, while you know ."*

From the explanation above it can be concluded that by using the ethics and honesty of Allah Almighty will glorify with great virtue and high position before God Almighty. 3) Avoid false promotions that aim to attract the attention of buyers and encourage them to buy. Various advertisements on social media or print media. Islam as a whole religion, regulates the procedures for human life, each part cannot be separated from the other parts. Thus the process marketing must be based on Islamic sharia ethics. Allah says in Surah Ali Imran verse 77, which reads:

It means:

"O you who believe, spend (on the path of Allah) some of the results of your good efforts and part of what we spend on the earth for you. And do not choose the bad, then you spend it from him, even though you do not want to take it away by squinting at him. And know that Allah is rich and praiseworthy. "(Surat al-Baqorah: 267)

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From the above explanation it can be concluded that excessive swearing is forbidden in the ethics of promoting Islam, chatting oaths without being in accordance with the truth can undermine Islamic sharia values and erase blessings: b) Honestly, Islam is strictly forbidden to fake and cheat because it can cause harm and tyranny and can cause disputes. This great hadith shows the magnitude of the virtues of someone who has these qualities, because he will be glorified with great virtue and high position on the side of Allah swt. The Qur'an explicitly prohibits dishonesty sebagaimana his word in the Al-Anfal verse 27, which reads: *"Oye who believe, do not betray Allah and the Messenger (Muhammad) and (also) do not betray the messages entrusted to you, while you know."* From the explanation above it can be concluded that by using the ethics and honesty of Allah Almighty will glorify with great virtue and high position before God Almighty: c) Avoid false promotions that aim to attract the attention of buyers and encourage them to buy. Various advertisements on social media or print media. Islam as a whole religion, regulates the procedures for human life, each part cannot be separated from the other parts. Thus the process *marketing* must be based on Islamic sharia ethics. Allah says in Surah Ali Imran verse 77, which reads:

Verily those who sell the promise of his (her with) Allah and their oaths to find sedik Therefore, they will not receive any merit (reward) in the Hereafter, and Allah will not speak with them and will not look at them on the Day of Resurrection and will not purify them. for those painful doom.

Image is how other parties view a company, a person or an activity committee. Every company has an image of as many people who look at it. Various corporate images come from customers and the public who use goods or services that have a view of the company (Interview, pak arri firmansyah). To improve the sharia image of the Cirebon Cordova Hotel in accordance with the sharia concept, where the Cirebon Cordova Hotel is done well and avoids things that are prohibited by syara, especially distancing hotels from discotheques, clubs, and bars as well as illicit foods. Then the ornaments provided are also far from the word shirk in the form of statues and others. Besides worship equipment is also available and neatly arranged in the hotel so as to give a comfortable impression for guests who come. By making Cordova Hotel Cirebon in providing promotional strategies to hotel visitors & the community to apply the concept of promotional strategies in sharia principles, prioritizing manners, ethics and honesty that emulate the nature of the Prophet.

CONCLUSION

The governance of the Cirebon Cordova hotel is carried out using the Sharia concept. By choosing the concept of sharia, it has its own market segmentation in accordance with the area in Cirebon as Kotawali. There are 3 things that must be seen in governance management, namely: 1. Behavior must be related to the values of faith & knowledge 2. The organizational structure must be in accordance with their respective job disk 3. Sharia system that is compiled must make the behavior run well . Hotel Cordova Cirebon has its own management to achieve effectiveness & efficiency in achieving its business objectives, namely: planning, organizing, directing, controlling.

Hotel Cordova Cirebon in conducting promotional strategies using the following methods: Brochures, through social media, collaborate with the site www.airyrooms.com, a travel service provider that can be booked at any time. As well as personal selling by verbal presentation to customers who aim to make a room reservation. The governance carried out by the Cirebon Cordova hotel already uses sharia principles, as evidenced by applying sharia concepts such as the rules applied in guest services that violate the opposite sex who are not muhrim, violations do not carry items that are prohibited according to Islamic and state religious rules. The Cirebon cordova hotel promotion strategy is carried out to do ethics & honesty in communicating product offerings to hotel visitors. To improve the image of Sharia Hotel, Cordova Hotels always recite the verses of the Holy Qur'an, prayer and do not provide entertainment facilities that cause disobedience such as discotheques, clubs, bars and gambling.[]

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Wawancara dengan Arri Firmansyah, *HRD Hotel Cordova Cirebon*, Pada tanggal 14 Desember 2018 pada pukul 11:00 WIB