

Marketing Treatment in Madura Culture-Based Used Metal Business Based on Umer Chapra Perspective

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Abstract: Umer Chapra's thinking, as an Islamic economic scholar, adds an ethical and justice dimension to the study of UD. Sumber Logam in the context of Madurese culture. Chapra emphasizes the importance of Islamic economic principles that include distributive justice, social responsibility, and sustainability. The integration of Chapra's thoughts with UD's marketing strategy. Sumber Logam can create a holistic and sustainable approach so as to expand market share and strengthen relations or good relations between consumers and UD. Sumber Logam. The method used in this research is qualitative method. Data collection techniques in this study used observation, interviews and documentation. The results of this study indicate that UD Sumber Logam in the scrap metal business seeks to apply the principles of Islamic economics according to Umer Chapra, namely justice, transparency, and benefits for society, especially in the marketing aspect. Currently, businesses still rely on conventional methods, but are starting to switch to digital marketing through social media and modern advertisements that are honest and educative. The use of technology is also applied to improve efficiency and expand market reach, such as online catalogs and digital ordering services. Transparency is maintained with regular weighing controls and regular price updates for customers' trust and convenience.

Abstrak: Pemikiran Umer Chapra, sebagai seorang sarjana ekonomi Islam, menambahkan dimensi etika dan keadilan pada kajian UD. Sumber Logam dalam konteks budaya Madura. Chapra menekankan pentingnya prinsip-prinsip ekonomi Islam yang mencakup keadilan distributif, tanggung jawab sosial, dan keberlanjutan. Integrasi pemikiran Chapra dengan strategi pemasaran UD. Sumber Logam dapat menciptakan pendekatan holistik dan berkelanjutan sehingga mampu memperluas pangsa pasar dan mempererat relasi atau hubungan baik antara konsumen dengan UD. Sumber Logam. Metode yang digunakan dalam penelitian ini adalah metode kualitatif. Teknik pengumpulan data dalam penelitian ini menggunakan observasi, wawancara, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa UD Sumber Logam dalam bisnis besi tua berupaya menerapkan prinsip-prinsip ekonomi Islam menurut Umer Chapra, yaitu keadilan, transparansi, dan kemanfaatan bagi masyarakat, terutama pada aspek pemasaran. Saat ini, pelaku bisnis masih mengandalkan cara-cara konvensional, namun mulai beralih ke pemasaran digital melalui media sosial dan iklan modern yang jujur dan edukatif. Pemanfaatan teknologi juga diterapkan untuk meningkatkan efisiensi dan memperluas jangkauan pasar, seperti katalog daring dan layanan pemesanan digital. Transparansi dijaga dengan kontrol penimbangan rutin dan pembaruan harga berkala demi kepercayaan dan kenyamanan pelanggan.

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INTRODUCTION

Scrap metal business ventures, like any other business, are in dire need of marketing media to achieve marketing goals and optimize their visibility in the market. Marketing media serves as a key tool to convey messages, capture the attention of potential consumers, and build brand awareness. In today's digital era, marketing media has evolved rapidly, allowing scrap metal businesses to utilize various online and offline platforms to reach a wider audience (Satriadi et al., 2022). However, it is not only about the availability of these platforms but also about their effectiveness and contextual suitability. For instance, while digital platforms such as social media and e-commerce enable wider outreach, their penetration in the scrap metal industry faces unique challenges, including limited digital literacy among certain consumer groups and the dominance of trust-based offline transactions. Conversely, conventional media such as local newspapers and radio remain effective in reaching rural communities, though they may not provide the same scalability as digital tools. Thus, a critical comparison of the strengths and weaknesses of each media channel is essential to understand how they serve the specific needs of this industry (Khanom, 2023).

One important element in marketing a scrap metal business through media is a strong online presence. Utilization of official websites, social media, and e-commerce platforms can help these businesses to be more accessible to potential consumers. Clear and relevant information about the products, metal recycling process, and local cultural values can be presented through these online platforms. In addition, social media provides an opportunity to interact directly with consumers, opening up two-way communication channels that build closer relationships (Sari, 2018). Nevertheless, these advantages must be weighed against challenges such as the difficulty of consistently producing engaging digital content and maintaining credibility in a sector where price fluctuations and trust in measurement accuracy play a decisive role.

In addition, collaboration with local media outlets and participation in cultural events can be effective strategies. For scrap metal businesses embedded in the Madurese context, participation in community gatherings, traditional rituals, or social associations not only provides visibility but also reinforces trust. Madurese consumer behavior is strongly shaped by kinship ties, respect for religious leaders, and adherence to social norms (Mashudi, 2018). Therefore, aligning marketing efforts with these cultural nuances such as incorporating Madurese language in advertisements, employing symbols familiar to the local audience, and emphasizing fairness and transparency in trade can significantly strengthen consumer loyalty and brand identity. Without such alignment, cultural references risk becoming superficial mentions rather than meaningful strategies.

Equally important is monitoring and analyzing the performance of each marketing campaign. Scrap metal businesses need to measure the extent to which their marketing strategies succeed in attracting attention and increasing consumer trust. This data can be used to refine subsequent campaigns, adjust marketing messages, and improve the overall effectiveness of the strategy (Inayati, 2013). In the context of Madurese culture-based scrap metal businesses, incorporating local values, adaptation to technological trends, and creativity in marketing can help create a strong brand image, increase consumer appeal, and ensure business sustainability in an increasingly dynamic environment.

UD. Sumber Logam is a concrete representation of the efforts of a scrap metal business that introduces itself through marketing media. As an entity that focuses on metal recycling, UD. Sumber Logam plays an important role in bridging business sustainability with marketing success. Through its presence in various media, UD. Sumber Logam can more effectively introduce its services, build

a positive image, and stimulate the interest of potential consumers. UD. Sumber Logam not only carries out its operations as an economic entity but also as an integral part of the local cultural heritage.

This study therefore focuses on how UD. Sumber Logam integrates and treats elements of Madurese culture in their marketing strategy, in line with the values espoused by the local community. To the best of the researcher's knowledge, there has been no previous research directly relevant to this topic, making this study a novel contribution. The uniqueness of Madura's traditions, norms, and values when incorporated into marketing strategies creates an emotional bond with consumers, builds trust, and strengthens brand identity within the local community. Engagement in business practices that respect Madurese social and ethical values can further improve reputation and ensure long-term sustainability.

Finally, this discussion will later be synchronized with the thoughts of Umer Chapra, an Islamic economic scholar whose ideas on distributive justice, social responsibility, and sustainability provide an ethical and normative dimension to the analysis. The integration of Chapra's framework with the marketing strategy of UD. Sumber Logam is expected to create a holistic approach that expands market share and strengthens relations between consumers and the company.

Based on the form and type of data, this research is a type of qualitative research. This research uses a qualitative approach, in order to achieve the objectives of the discussion of how marketing treatment in the Madura culture-based used metal business based on Umer Chapra's perspective at UD Sumber Logam Sidoarjo. Data collection techniques in this study consist of observation, interviews, and documentation. In this study, the authors used non-participatory observation where the researcher did not participate in observation activities, which only played a role in observing observation activities but could still find facts in the field. The researcher used a semi-structured interview technique, in which the author asked a series of questions that had been designed based on interview guidelines. Documents in research can be in the form of writings, images, and monumental works. In this study, the data validity test chosen was the credibility test or trust test. The analysis technique used is descriptive analysis, with attention to several stages including the process of data collection, data reduction, data presentation, and conclusion drawing.

RESULT AND DISCUSSION

Marketing Implementation in Used Metal Business at UD Sumber Logam Sidoarjo

UD Sumber Logam Sidoarjo implements a marketing strategy that focuses on interpersonal relationships and community networks. One of the main methods applied is word of mouth marketing. This method is considered more effective in the scrap metal business because customers tend to trust recommendations from people who have had direct experience with the company. Trust is a major factor in this industry, given that the value of used goods often depends on the quality and honesty of the transaction.

Apart from relying on word of mouth, UD Sumber Logam also utilizes local communities to expand its market reach. Some of the communities that often become marketing tools include recitation groups, social associations, and business networks among Madurese business people. Through close family and kinship relationships, UD Sumber Logam is able to maintain customer loyalty while attracting new customers. The existence of this community also helps build a good business reputation, because customers feel more comfortable transacting with parties who have

social attachments. This has been conveyed by several informants, as follows:

"Through a community, the Madurese tribe is thick with kinship and kinship, so there are many communities such as otok-otok, yasin and tahlil etc. as well. That's where the marketing is done, the advantage is that there are no marketing costs and also people are easier to believe in it" (Business Owner).



Figure 1. Example of local community otok-otok event

In the digital era, UD Sumber Logam began to utilize digital media as a means of communication and interaction with customers. WhatsApp, Facebook, and Instagram are the platforms used to provide information related to stock items, price updates, and establish communication with customers. Although digital media has not been fully utilized for marketing, its existence has helped expand the reach of the business to outside Java, such as Bali and Kendari. This shows that utilizing technology can improve accessibility and expand markets that were previously limited to certain regions.

One form of utilizing digital media is by occasionally sharing stories or uploads about the business processes that are carried out. In this way, UD Sumber Logam not only provides information to customers but also builds stronger business branding. Content such as short videos about the process of processing scrap metal, customer testimonials, or pricing information can attract more attention and increase interaction with potential customers.

"By giving a good service so that word-of-mouth marketing continues to grow, because if the service is good, it will continue to increase the results of the marketing. It's just that as I emphasized earlier, give good service when customers come. If people say good reviews now, they will come back again and invite others." (Business Owner)

To maintain customer trust, UD Sumber Logam emphasizes transparency, honesty, and responsibility in every aspect of its operations. One of the steps taken is regular monitoring of the scales to ensure accuracy in transactions. In the scrap metal business, errors in scales can have a negative impact on the company's reputation. Therefore, this monitoring is carried out regularly to ensure that every customer receives fair and honest service.

In addition to maintaining the accuracy of the scales, UD Sumber Logam also updates price information regularly. Changes in scrap metal prices can be influenced by various factors such as

market demand and economic conditions. By providing transparent price information, customers can make better decisions in selling or buying scrap. This clarity provides a sense of security for customers and increases their loyalty to the company.

In order to maintain service standards, employees are given special training to understand the SOP (Standard Operating Procedure) implemented by the company. This training not only covers the technical aspects of the transaction process, but also trains employees in providing friendly and professional customer service. With good training, the risk of errors in service can be minimized, so that the company's reputation is maintained.

Although UD Sumber Logam's marketing strategy has been fruitful, there are still some challenges that need to be faced, such as confusion in creating digital content to increase marketing appeal. Currently, the content uploaded is still simple, such as price updates and item availability. By developing a more mature digital strategy, such as creating educational content about the scrap metal industry or sharing customer experiences, UD Sumber Logam can further strengthen its reputation and attract more new customers.

"A certain challenge faced by UD Sumber Logam in maintaining reputation is that if there are new employees who do not understand the SOP, it will reduce the reputation because the service provided is not good. To overcome this, additional training is given to the employee." (Employee)



Figure 2. Transparency in implementing the SOP

UD Sumber Logam can also utilize paid digital advertising to reach a wider market. Platforms such as Facebook Ads and Google Ads can be used to target potential customers looking for similar services. With a more aggressive digital marketing strategy, the company can increase its visibility and attract customers beyond its existing community network.

Overall, the marketing implementation at UD Sumber Logam shows that the combination of traditional (word of mouth) and digital strategies can create optimal results. By maintaining the values of honesty and transparency, and increasing the utilization of digital media, UD Sumber Logam has the potential to continue to grow and expand its business reach in the future.

Marketing Treatment in Madura Culture-Based Used Metal Business at UD Sumber Logam Sidoarjo

UD Sumber Logam Sidoarjo adopts a Madurese culture-based marketing strategy, which emphasizes trust, family relationships and long-term commitment in running a scrap metal business. One of the main strategies used is word of mouth marketing. In Madurese culture, recommendations from fellow communities have a great influence in determining consumer choices. Customers who are satisfied with UD Sumber Logam's services tend to recommend the company to their relatives and acquaintances, allowing the business to grow without relying on more expensive modern marketing strategies.

Apart from relying on word of mouth, UD Sumber Logam also utilizes personal relationships as the main marketing strategy. The business owner actively communicates with customers directly, both in the form of face-to-face meetings and through communication media such as WhatsApp. By building close relationships, customers feel more valued and tend to make repeat transactions. This approach is in line with Madurese culture which highly upholds the value of friendship and brotherhood, so that business interactions are not only limited to buying and selling but also contain elements of trust and loyalty.

Maintaining a good reputation in the community is also a top priority in UD Sumber Logam's marketing strategy. In Madurese culture, a good name is a very valuable asset, both in personal life and in the business world. Therefore, UD Sumber Logam always tries to provide the best service to customers so that no complaints arise that can damage the company's image. One way to do this is by ensuring transparency in transactions, such as providing accurate scales and prices in accordance with market value.

In addition to ensuring quality service, UD Sumber Logam also understands that customer satisfaction will have an impact on business sustainability. By maintaining a good relationship with the community, the company can ensure that customers remain loyal and do not move to other competitors. For this reason, UD Sumber Logam always opens a transparent communication space and is ready to accept criticism and suggestions from customers. In this way, the business can continue to adapt and develop according to market needs.

Respect for the community and the environment is also part of the Madura culture-based marketing strategy. UD Sumber Logam understands that the scrap metal business has an impact on the environment, so they strive to keep the surrounding area clean and ensure that the waste generated is well managed. By doing this, UD Sumber Logam not only attracts customers but also gains support from the surrounding community who feel that the company cares about the environment.

In addition to caring for the environment, UD Sumber Logam also shows respect for the community by establishing good relations with local leaders. In Madurese culture, the presence of community leaders such as kyai, village heads, or village elders is very influential in building community trust. Therefore, UD Sumber Logam always maintains good relations with community leaders in order to gain wider social support.

The trust built through this cultural approach gives UD Sumber Logam a big advantage, especially in facing business competition. By relying on social connections and Madurese cultural values, UD Sumber Logam is able to secure its position in the market without having to compete on price alone. Customers prefer to keep transacting with UD Sumber Logam because they feel comfortable with the personal approach applied.

In addition, this culture-based approach also helps UD Sumber Logam in facing challenges in business, such as competition with other companies that use modern marketing methods. Despite not being active in digital promotion or paid advertisements, the reputation that has been built through personal relationships and word of mouth remains a major asset in maintaining market share.

However, to stay relevant to the times, UD Sumber Logam has also started to utilize digital media in a simple way, such as WhatsApp and Facebook to communicate with customers. Although not yet used for active marketing, the existence of these media helps in speeding up communication and providing price updates to customers directly. This shows that despite being based on traditional culture, UD Sumber Logam remains open to innovations that can improve its business efficiency.

Overall, the Madurese culture-based marketing strategy implemented by UD Sumber Logam has proven effective in building customer trust and maintaining their loyalty. By relying on word of mouth, personal relationships, maintaining a good reputation in the community, and respecting the environment and community, UD Sumber Logam is able to maintain its existence in the scrap metal industry. This success shows that a business approach that is aligned with the local culture can be a key factor in long-term business success.

UD Source Metal in the Used Metal Business Marketing Used Metal Viewed from Umer Chapra's Perspective

In Islamic economic theory proposed by Umer Chapra, business activities must be based on the principles of justice, transparency, and social benefit. UD Sumber Logam seeks to embody these principles in its marketing practices, though the implementation reveals both strengths and limitations.

One strategy employed is modern advertising through digital channels such as social media, websites, and digital platforms. This provides opportunities to expand market reach and educate consumers about the scrap metal recycling process, competitive pricing, and environmental benefits. However, the limitations are notable. Digital literacy among rural Madurese communities remains uneven, and trust in digital transactions is relatively low compared to face-to-face interactions. Kotler & Keller (2016) Marketing Management theory emphasizes that effectiveness in advertising depends not only on message clarity but also on cultural fit and consumer readiness to adopt new media. In the case of UD Sumber Logam, empirical observations show that while online engagement has grown modestly (e.g., inquiries via WhatsApp and Facebook), most actual transactions still occur offline, indicating that digital platforms function more as a complement rather than a substitute for traditional methods.

Alongside modern advertising, UD Sumber Logam relies heavily on digital communication tools such as WhatsApp, Facebook, and Instagram to interact with customers. These platforms facilitate quick updates on stock availability and prices, reinforcing transparency and convenience. Yet, the empirical evidence suggests underutilization: posts are irregular and mostly informational rather than persuasive or engaging. This contrasts with global findings (Budiarti, 2018; Suhairi et al., 2024) which highlight that sustained content creation and consumer engagement are critical to converting followers into loyal customers. From Chapra's ethical perspective, the challenge lies not only in increasing activity but ensuring that digital messages remain honest, educative, and aligned with Islamic values of fairness and responsibility.

Another cornerstone of UD Sumber Logam's marketing is transparency and honesty in transactions, exemplified by routine scale calibrations and regular price updates. These measures foster customer trust, a critical asset in the scrap metal industry where disputes over weight and price are common. While this aligns with Chapra's principle of distributive justice and echoes global literature on trust-based marketing (Kotler et al., 2020), the limitation lies in scalability: trust cultivated in small, localized networks does not automatically translate into wider markets without institutional guarantees. Thus, empirical validation such as customer satisfaction surveys or repeat transaction data would further substantiate the claim of effectiveness.

A culturally rooted strategy is storytelling, which not only narrates the company's history but also highlights its social and environmental contributions. Storytelling resonates strongly with Madurese cultural values of kinship and communal solidarity, creating emotional attachment and consumer loyalty. This mirrors findings from global research on brand storytelling, which show its effectiveness in enhancing consumer engagement and long-term brand equity (Farouk & Nakhil, 2019). However, the challenge is in professionalizing storytelling into structured campaigns (e.g., short videos, blogs, or testimonials), rather than relying on ad hoc narratives. Without systematic development, the potential of storytelling remains underexploited.

When analyzed holistically, UD Sumber Logam's marketing demonstrates a hybrid model blending conventional word-of-mouth strategies rooted in Madurese culture with emerging digital approaches. This duality reflects what Chapra envisioned: ethical business practices that balance modern tools with social responsibility and cultural alignment. Nevertheless, the limitations digital content immaturity, uneven literacy, scalability constraints, and lack of empirical validation must be addressed to ensure long-term competitiveness. Connecting these findings with global literature suggests that strengthening digital marketing capabilities, while maintaining cultural authenticity and Islamic compliance, could position UD Sumber Logam as both locally trusted and regionally competitive.

CONCLUSION

UD Sumber Logam Sidoarjo applies a hybrid marketing strategy that combines word-of-mouth and community-based approaches rooted in Madurese culture with the gradual adoption of digital media such as WhatsApp, Facebook, and Instagram. Trust, transparency, and honesty remain central, reflected in routine scale monitoring and regular price updates, which align with both local cultural expectations and Islamic economic principles of justice and social benefit as emphasized by Umer Chapra. Although digital content development is still limited, the integration of cultural values, ethical practices, and selective use of technology has enabled the business to maintain competitiveness, strengthen customer loyalty, and support sustainable growth.

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