
MARKETING STRATEGY FOR SHARIA-BASED UMKM RECYCLED PRODUCTS THROUGH THE LONGLIFE PLATFORM IN JEMBER REGENCY

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis kondisi pemasaran produk daur ulang oleh pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) di Kabupaten Jember serta merancang platform *LongLife* sebagai solusi pemasaran yang sesuai dengan prinsip ekonomi Islam. Produk daur ulang memiliki potensi besar dalam mendukung ekonomi berkelanjutan, namun masih menghadapi berbagai kendala seperti terbatasnya akses pasar, kurangnya kesadaran konsumen terhadap pentingnya produk ramah lingkungan, dan belum tersedianya platform khusus yang mengakomodasi prinsip keberlanjutan dan syariah. Penelitian ini menggunakan metode studi pustaka serta penyebaran kuesioner kepada masyarakat Kabupaten Jember untuk memperoleh data primer dan sekunder. Hasil kuesioner menunjukkan bahwa masyarakat memiliki minat terhadap produk daur ulang dan terbuka pada sistem pemasaran yang mengedepankan nilai-nilai keislaman. Sebagai solusi, dikembangkan *LongLife*, sebuah marketplace berbasis web yang dirancang untuk memfasilitasi pemasaran produk daur ulang UMKM dengan pendekatan syariah. Fitur utama dalam platform ini meliputi tampilan antarmuka yang ramah pengguna, konten edukatif mengenai pentingnya daur ulang, serta fitur sedekah dan infak untuk meningkatkan keterlibatan sosial konsumen. Dalam praktik transaksinya, *LongLife* menghindari unsur riba, gharar, dan maysir, serta menerapkan akad *musyarakah* dan *wakalah*. Dengan desain ini, *LongLife* diharapkan menjadi inovasi yang tidak hanya mempermudah pemasaran produk daur ulang, tetapi juga mendorong partisipasi masyarakat dalam ekonomi sirkular yang sejalan dengan nilai-nilai Islam. Platform ini menjadi langkah konkret dalam memberdayakan UMKM sekaligus meningkatkan kesadaran lingkungan secara berkelanjutan di Kabupaten Jember.

Kata Kunci: Pemasaran; UMKM; Daur Ulang; Platform

ABSTRACT

This study aims to analyze the marketing conditions of recycled products by Micro, Small, and Medium Enterprises (MSMEs) in Jember Regency and to design LongLife. This marketing platform aligns with Islamic economic principles. Recycled products hold significant potential in supporting sustainable economic growth; however, they still face various challenges, such as limited market access, low consumer awareness of environmentally friendly products, and the absence of a dedicated platform that accommodates both sustainability and Sharia principles. This research employs a literature review method and distributes questionnaires to the community in Jember Regency to obtain both primary and secondary data. The questionnaire results indicate that the public shows interest in recycled

products and is receptive to a marketing system based on Islamic values. As a solution, LongLife is developed as a web-based marketplace designed to facilitate the marketing of recycled MSME products through a sharia-compliant approach. The platform's main features include a user-friendly interface, educational content on the importance of recycling, and donation (alms) and charity (infaq) features to enhance consumer social engagement. In its transaction practices, LongLife avoids elements of riba (usury), gharar (uncertainty), and maysir (gambling), and implements musyarakah and wakalah contracts. With this design, LongLife is expected to become an innovative solution that not only simplifies the marketing of recycled products but also encourages public participation in a circular economy rooted in Islamic values. This platform represents a concrete step in empowering MSMEs while simultaneously sustainably raising environmental awareness across Jember Regency.

Keywords: Marketing; MSMEs; Recycling; Platforms.

A. INTRODUCTION

Waste remains a pressing environmental problem in Indonesia. According to the National Research and Innovation Agency (BRIN, 2024), data from the National Waste Management Information System (SIPSN) of the Ministry of Environment and Forestry (KLHK) in 2023 shows that as of July 24, 2024, from 290 districts/cities reporting data, the national waste accumulation reached 31.9 million tons. Of this total, 63.3%, or approximately 20.5 million tons, is managed, while the remaining 11.3 million tons, or 35.67%, is poorly managed and contributes to environmental pollution.

Most waste in Indonesia is still managed using the traditional "Collect - Transport - Dump" approach, where waste is collected and then directly disposed of at the Final Disposal Site (TPA). This aligns with the findings of the Minister of Environment and Forestry Regulation (Permen LHK) No. Law No. 14 of 2021 concerning Waste Management through Waste Banks states that Indonesia's waste management system is still not optimal in implementing the Reduce, Reuse, and Recycle (3R) concept. As a result, the amount of waste continues to increase, resulting in various environmental impacts, including soil, water, and air pollution. Therefore, recycling efforts are a crucial solution to reduce waste while supporting the achievement of the Sustainable Development Goals (SDGs), particularly SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action).

In Jember Regency, waste management efforts have been implemented through the establishment of waste banks, which are part of the circular economy concept. According to the Jember Regency Environmental Agency (2021), there are currently 51 waste banks that

play a role in reducing waste volume and increasing its economic value by processing waste into marketable products. However, the number of waste banks is still considered insufficient to handle the ever-increasing volume of waste. Therefore, the government is targeting the "1 Village 1 Waste Bank" program, aiming to establish 249 waste banks by 2026. Furthermore, to increase community participation in environmental conservation, the government is also encouraging the formation of Waste Care Groups. Currently, only 18 communities have been established, out of a target of 180 communities over the next five years.

Although the existence of waste banks has had a positive impact on reducing waste and supporting the community's economy, significant challenges remain in marketing recycled products. MSMEs engaged in the production of recycled goods often face obstacles in reaching a broader market, raising public awareness, and promoting the economic value of recycled products. To date, recycled product marketing is still largely carried out through conventional methods, including collective exhibitions, direct sales, and word-of-mouth (Putra et al., 2025). These methods are less effective in expanding consumer reach, particularly in the digital era, which demands innovative marketing strategies.

As a solution to this problem, utilizing website-based e-commerce can be an effective strategy for increasing the marketing of recycled products. Through digital platforms, MSMEs can gain broader market access, increase product visibility, and facilitate consumer transactions. However, to be optimal, this marketing concept needs to be based on Sharia economic principles to ensure a fair, transparent business system free from *riba*, *gharar*, and *maysir*. Therefore, this study proposes the development of a sharia-compliant e-commerce platform called *LONGLIFE*, specifically designed to market recycled products from waste banks in Jember Regency.

Based on these conditions, this study focuses on three main issues: (1) the current state of marketing for recycled products by MSMEs in Jember Regency; (2) how to design and implement the *LongLife* platform to support the marketing of Sharia-compliant recycled products; and (3) what is the optimal strategy for developing this platform to reach a broader market effectively and by Islamic economic principles.

To address these issues, this study aims to: first, analyze the current state of marketing recycled products by MSMEs in Jember to identify existing challenges and opportunities; second, design and develop *LongLife*, a Sharia-compliant digital platform

specifically designed to facilitate the marketing of recycled products by MSMEs; and third, develop a marketing strategy that aligns with Sharia values through a sustainable digital approach. It is hoped that the results of this study will contribute to the development of marketing models that not only expand market access for MSMEs but also encourage community participation in the green and halal economy.

B. RESEARCH METHOD

1. Research Approach

This research employs a qualitative study approach, utilizing a literature review method. The research began with determining the topic, formulating the problem, and collecting relevant references from various sources, including books, scientific journals, and academic articles. All references used are credible and academically sound. The literature review method enables researchers to collect and analyze various references to identify suitable solutions to the problems being studied. Through this method, the research can illustrate the realities in society regarding the application of Sharia principles in e-commerce platforms that focus on empowering Micro, Small, and Medium Enterprises (MSMEs) with recycled-based products. Furthermore, the literature review also plays a role in strengthening the theoretical foundation that supports the analysis. By combining various findings from previous research, this study aims to create a harmonious synthesis that achieves sustainable economic goals.

2. Data Sources

The data sources in this research are derived from relevant and credible previous studies and primary data collected through community questionnaires in Jember Regency. Data from previous research was used to understand trends and challenges in marketing recycled products and MSME empowerment strategies implemented in various regions. Additionally, the author utilized primary data from a questionnaire distributed to the Jember community and completed by 33 respondents. The collected data was systematically analyzed to generate effective and targeted solutions to support the empowerment of MSMEs based on recycled products.

3. Website Design

The website design phase was conducted following a literature review of similar research, including a study entitled "Analysis and Design of E-Commerce in the Processing

of Structured Non-Organic Waste Recycled Products Called RESELLCLE." This study provided insights into designing an intuitive and user-friendly interface, thereby increasing exposure to recycled products. The analysis results from this study served as the basis for designing the Sharia-compliant platform proposed in this study, aiming to increase market access for MSMEs operating in the recycled product sector. In addition, another journal used is "Implementation of DSN-MUI Fatwa in Digital Transactions: A Study on Sharia Marketplaces in Indonesia," which discusses sharia-based platforms and compares them to become one of the foundations for designing this sharia-based website.

C. RESULTS AND DISCUSSION

1. Marketing Conditions of Recycled Product MSMEs in Jember Regency

Based on the respondent data, 51.9% came from other cities, and 48.1% resided in Jember. The majority of respondents were university students aged 16 to 24. In line with the focus of this research, the analysis concentrated on respondents residing in Jember Regency, representing a region with a relatively active and dynamic development of recycled-based MSMEs. Based on the survey results of respondents from Jember, all expressed support for the development of recycled-based MSMEs and expressed a high interest in purchasing these products, mainly if marketed through a Sharia-compliant platform. This indicates that the marketing of recycled products by Micro, Small, and Medium Enterprises (MSMEs) in Jember Regency has shown positive development, supported by various initiatives from the local government, business actors, local communities, and the Jember community, which demonstrates a high level of awareness and concern for environmentally friendly products, while upholding Islamic values in their consumption activities.

This situation aligns with the reality on the ground, as demonstrated by the Jember Regency Department of Industry and Trade's efforts to provide training and community empowerment in processing waste into economically valuable products. This training, as reported on the official website of the Jember Regency Department of Cooperatives and Micro Enterprises (2024), includes training Family Welfare Movement (PKK) members to create recycled crafts, aiming to foster new entrepreneurs by utilizing waste from the surrounding environment. Furthermore, according to information obtained from the official website of the Jember Regency MSME Products (2024), the J-POINT (Jember Market and Latest Information Corner) digital platform is provided by the Jember Regency Department

of Cooperatives and Micro Enterprises as a form of digital transformation to expand the market for MSME products, including recycled products such as bags made from waste. However, the facilities provided by the Jember Regency Government are still general and cover all MSMEs, thus not specifically supporting marketing efforts for recycled products.

Collaboration between academics, the government, and the private sector plays a crucial role in developing the marketing of MSME recycled products (Winata et al., 2025). For example, PT Mitratani Dua Tujuh has collaborated with UD WND Food for the production, marketing, and sales of MSME-assisted products in the Jember area, as reported on the official website of PT Mitratani Dua Tujuh (2024). The participation of MSMEs in international events such as the Jember Fashion Carnaval (JFC) also increases the visibility of recycled products. At JFC 2024, two fashion creations created by MSMEs assisted by Petrokimia Gresik were exhibited, made from recycled fertilizer bags as a form of appreciation for local recycled products. This information was published on the official Petrokimia Gresik website (2024). However, the facilities provided by various parties are still primarily focused on MSME products, rather than specifically on recycled products. Meanwhile, according to Nawangsih, N. (2022), limited market access and conventional marketing strategies continue to pose significant challenges in marketing recycled products.

2. Design and Implementation of the LongLife Platform to Support the Marketing of Recycled Products

LONGLIFE is designed as a web-based marketplace focused on marketing recycled products produced by MSMEs. Marketing, in the Sharia concept, refers to the process or plan for realizing benefits through Halal products and services, with the agreement to achieve falah from both sellers and buyers (Puspita & Fasa, 2024). This platform aims to facilitate the sale of environmentally friendly products, raise public awareness of the circular economy, and support environmental sustainability. To achieve these goals, LongLife offers several key features, including a homepage, environmental education tools, and donation and fundraising features designed to support sustainable environmental campaigns.

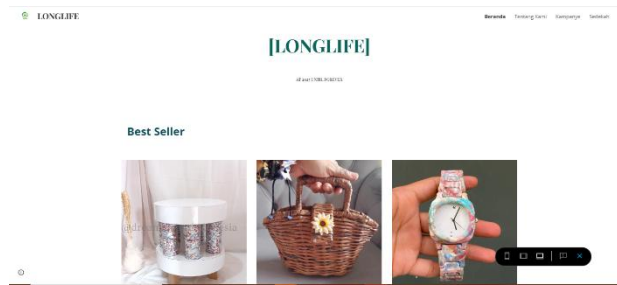


Figure 1: Home Page

The LONGLIFE homepage is designed with an intuitive interface that is easy to understand for both new users and repeat customers. This page displays various important information, including best-selling products, which are those with the highest purchase rate, and MSME products currently offering discounts. This feature enables users to easily discover products of interest and take advantage of the best deals. Furthermore, a shopping cart icon is placed in the top right corner of the homepage to make it easier for users to access their shopping list.



Figure 2. Educational Features

The environmental education feature is a supporting element on this website that serves to increase environmental literacy among users. This feature presents a variety of up-to-date information on environmental issues, the benefits of using recycled products, and strategies for adopting an eco-friendly lifestyle. With this feature, it is hoped that consumer awareness of the importance of protecting the environment will increase, thus motivating them to choose sustainable products marketed through the LONGLIFE platform.



Figure 3. Alms and Donations Feature

The alms and donations feature is provided as a means for consumers to directly contribute to environmental conservation efforts. Through this feature, users can allocate a portion of their assets to support various environmental campaigns, such as reforestation, waste management, and the empowerment of recycling-based MSMEs. The funds collected will be distributed transparently to verified programs, allowing users to participate in real action to create a healthier environment and a more sustainable economy.

3. Implementation

The LONGLIFE platform is currently in the design and development phase, where the system concept and design have been systematically developed based on Sharia principles and environmental sustainability. A website prototype is being developed, considering user-friendliness, transaction transparency, and features that support the marketing of recycled products for MSMEs. This design phase also involves literature review and market needs analysis to ensure that the platform is truly solution-oriented and applicable for MSMEs and their consumers.

To address the marketing challenges identified for MSMEs in this study, LONGLIFE offers several key solutions. One is providing a dedicated platform for recycled products, which often receive less attention in the general marketplace. With a Sharia-based approach, the platform also ensures that transactions are fair, transparent, and free from exploitation of MSMEs. Furthermore, the platform's environmental education features aim to raise public awareness about the importance of supporting environmentally friendly products, thereby helping to increase demand for recycled MSME products.

What sets LONGLIFE apart from general marketplaces like Shopee, Tokopedia, or other halal e-commerce platforms is its focus on recycled products from MSMEs, rooted in

a sharia-based concept. While significant marketplaces tend to be general and accommodate a wide variety of products without any sustainability-based selection, LONGLIFE targets a more specific market by prioritizing environmentally friendly products. Furthermore, the platform's aims and donation features enable users not only to shop but also to contribute directly to environmental campaigns. By combining Sharia economic aspects, digitalization of MSME marketing, and environmental awareness, LONGLIFE presents an innovative solution that aligns with the principles of a sustainable economy.

4. Optimal Strategy in Developing a Sharia-Based Platform to Increase Marketing of Recycled Products

One opportunity that MSMEs can capitalize on with technological advancements is leveraging social media, particularly e-commerce platforms, for digital marketing (Gulo et al., 2024). Developing a Sharia-compliant platform for marketing recycled products necessitates a targeted strategy to reach the relevant target market and establish a sustainable and equitable business ecosystem. To achieve this goal, the strategy implemented in the LONGLIFE platform is based on the Segmentation, Targeting, Positioning (STP) approach and the 7P Marketing Mix concept in Sharia marketing (Rahman, 2024). This strategy aims not only to increase sales of recycled products but also to ensure that all transactions are conducted by Islamic economic principles.

The first step in this marketing strategy is market segmentation, which involves identifying consumer groups with a high potential to purchase Sharia-compliant recycled products. Segmentation is conducted based on several aspects, including demographic segmentation targeting Muslim consumers concerned with halal and ethical transactions; geographic segmentation with a primary focus on Jember Regency and its surroundings; and psychographic segmentation encompassing communities aware of the importance of consuming environmentally friendly products. Furthermore, behavioral segmentation was also taken into consideration, specifically targeting communities active in the hijrah movement, Islamic economics, and environmental awareness communities.

Based on this segmentation, the targeting strategy was implemented by identifying three main groups as the primary target market for the LONGLIFE platform. The first group is MSMEs producing recycled products, particularly those affiliated with waste banks, who will act as producers. The second group consists of Muslim consumers who are concerned with environmental sustainability and are expected to become the primary customers.

Meanwhile, the third group includes the hijrah and Islamic economic communities who support Sharia-based business principles and can become loyal customers. To strengthen its competitiveness, LONGLIFE positions itself as a Sharia-compliant e-commerce platform specifically for recycled products, emphasizing transparency in transactions, support for green economy-based MSMEs, and public education on the importance of consuming recycled products and halal transactions.

To develop an effective marketing strategy, the 7P Marketing Mix concept is applied in Sharia marketing, encompassing product, price, place, promotion, people, process, and physical evidence. In terms of products, LONGLIFE only markets recycled products that meet halal and environmentally friendly standards. Products that have the potential to receive halal certification, such as organic products or recycled cosmetics, will also be facilitated in obtaining certification to increase consumer confidence.

In terms of pricing, LONGLIFE implements a fair pricing system that aligns with the principles of justice in Islam. Product prices are determined transparently through Sharia-compliant contracts, such as *musharaka* (a partnership where one party provides capital in the form of goods, and the other party provides marketing services) and *salam* (a sale and purchase agreement with an upfront payment for products delivered at a later date). There are no elements of speculation (*maysir*) and uncertainty (*gharar*) in pricing, ensuring fair profits for both producers and consumers.

In terms of place, marketing is conducted through a Sharia-compliant digital platform that allows consumers to easily find quality recycled products from local MSMEs. A geolocation-based search feature is implemented, allowing consumers to purchase products from nearby producers, thereby reducing distribution costs and environmental impact. Meanwhile, the promotional strategy will focus on digital marketing through Islamic social media, Muslim influencers, and communities that support the sharia economy and environmental sustainability. Additionally, an educational campaign will be conducted through webinars and articles to raise public awareness of the importance of consuming recycled products and halal transactions.

On the people side, LONGLIFE employs managers with an understanding of Islamic economics and digital marketing to ensure the platform operates by Islamic principles. Partner MSMEs will also receive training on Islamic marketing concepts and strategies for increasing online sales. To ensure user trust, the transaction process is conducted

transparently using Islamic contracts and an interest-free account-based payment system or Islamic payment gateway. Finally, regarding physical evidence, the platform will provide transparent reviews and ratings and require the use of environmentally friendly packaging to support sustainability.

As an implementation of this strategy, LONGLIFE will be developed as an Islamic marketplace that not only facilitates buying and selling transactions but also provides educational features for consumers and producers. Furthermore, partnership programs with Islamic and environmental communities will be implemented to expand market reach and introduce products to a broader audience. With this strategy based on Islamic marketing principles, the LONGLIFE platform is expected to provide a solution for optimally marketing recycled products and creating a fair and sustainable business ecosystem by Islamic values.

D. CONCLUSION

This study examines the development of LongLife, a web-based marketplace that focuses on marketing recycled products to MSMEs, grounded in Sharia economic principles and environmental sustainability. To address marketing challenges for recycled products, LongLife is designed with key features such as a user-friendly homepage, educational environmental features, and donation options to increase consumer awareness and engagement. The application of sharia principles in this platform avoids *riba* (usury), *gharar* (gharar), and *maysir* (gambling), and utilizes *musyarakah* and *wakalah* contracts in sales and purchase transactions. This study utilizes secondary data from previous research and primary data collected through a questionnaire distributed to the community in Jember Regency, indicating a market potential for recycled products if supported by an appropriate marketing system. The development of a website prototype and evaluation of a sharia-based business model can be carried out to optimize the sustainable economic impact for MSMEs. With this approach, LongLife is expected to be an innovative solution in supporting the marketing of recycled products and increasing public awareness of a sharia-based circular economy.

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