

## Analysis of the Implementation of Islamic Values and Islamic Marketing Mix Case Study at Lor Internasional Hotel Syariah Solo

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### Abstract

This study aims to determine whether Lor Internasional sharia hotel solo applies Islamic values and Islamic marketing mix. The application of Islamic values and the Islamic marketing mix is starting to be widely applied by Muslim business people, because Muslims are starting to realize the importance of sharia-based hotels to avoid unwanted things such as murder, drugs, illicit transactions and adultery. The approach in this research uses descriptive qualitative, data collection by observation in Islamic hotels in Solo, and conducts interviews with employees, consumers, and documentation. The results showed that Lor international- al hotel syariah solo has implemented Islamic values in the form of tauhid values, khilafah, worship, and ihsan that have been implemented. And has fulfilled the Islamic marketing mix which includes products, prices, promotions, places, people, processes and physical evidence that have been implemented, but it has not fulfilled the requirements for the application of the Islamic marketing mix at Islamic prices (prices) and Islamic promotions (promotions), because of the application of Islamic prices in Islamic hotels in Solo there are still prices that are not transparent and the implementation of Islamic promotions at Islamic hotels in Solo is still misleading. Therefore, Lor international hotel sharia solo must maintain the Islamic values that have been implemented, and improve the Islamic marketing mix that has not been implemented properly in order to survive in the long term and continue to develop.

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### 1. Introduction

Businesses in Indonesia have experienced a lot of development from a conventional concept business to a sharia concept business. This is supported by the large number of Muslim communities in Indonesia which amounted to 209.1 million people in 2010, and it is estimated that in 2020 the number of Muslim citizens in

Indonesia will increase by 229.6 million people (source: Pewforum Global Religious Futures). [<http://www.globalreligiousfutures.org/religious/muslims>] The Muslim community today has a high awareness to meet their living needs with products and services that are guaranteed to be halal, one of which is by choosing companies or organizations that provide sharia-based services.

Hospitality services are companies or business entities that provide overnight services for people who travel or have a place to rest. Hospitality services provide bedroom facilities, food and beverages, meeting places, to swimming pools and other facilities. According to Sulastiyono, to be able to use the services provided by the hotel owner, a consumer must pay at a predetermined rate or price, [Agus Sulastiyono, Business Management of Tourism Facilities and Accommodation Services, Alfabeta, Bandung, 2006, P.5] further, according to Widyarini, sharia hospitality services are accommodation services that operate and adhere to the principles of Islamic teachings. Operationally, the services provided in sharia hotels are certainly almost similar to conventional or non-sharia hotels in general, but the concept of this hotel balances the aspects of Islamic sharia that apply in its management and operation. [Ani Sumarni and Windi Purwanti, Indonesian Language Paper "Hotel Syariah", 2016, page.5.]

In Indonesia, there are 730 sharia hospitality services that brand their services with a sharia concept. However, not all of them have had and received certificates from the MUI, only 2 hotels in Jakarta and Solo have received sharia certificates from the MUI (source [bisnis.com](https://bisnis.com)). [Source <https://m.bisnis.com/amp/read/20180511/12/794021/wisata-halal-makin-heboh-hotel-syariah-di-indonesia-lack-certification>] Of course, many other hospitality services that have just been established and operated have not met sharia standards. Based on news from [liputan6](http://liputan6.com) and [tirto.id](http://tirto.id) in 2019 many incidents occurred in hotels when consumers used hotel services, such as cases of murder in hotels, illicit transactions, online prostitution, drug parties and other criminal acts, [Source <https://www.liputan6.com/regional/read/4041685/police-ungkap-praktik-prostitution-online-in-hotel-berstar-balikpapan>] this can make the name of hospitality bad in the eyes of the public, therefore the existence of hotels who implement a sharia system that is in accordance with the teachings of Islamic values in the form of honesty, justice, openness and responsibility for hotel safety is needed by the community, because with the existence of a hotel with a sharia system, it is more guaranteed and reduces risks or unwanted things.

The establishment of Hotel Lorin Syariah Solo is a form of response to business opportunities in the hospitality sector that seeks to implement rules based on Islamic values in its operations. Hotel Lorin Syariah Solo is certainly not 100% operating by meeting the requirements that have been determined by MUI in providing sharia-based services both in the sharia values it applies and the Islamic marketing mix that it does, such as swimming pools (available indoors and/or avoided from public view), spa (available separate therapy rooms between men and women and the availability

of therapy materials with the official halal logo), Sports, recreation and fitness (The timing of the use of fitness facilities is differentiated for men and women). [ [http://mysharing.co/apa-saja-kriteria-hotel - Syariah/](http://mysharing.co/apa-saja-kriteria-hotel-Shariah/) ]

Therefore, this is interesting to be researched more deeply, so that it can be an evaluation and improvement in running a sharia-based hotel business. Given that sharia is guided by the Qur'an and Al-hadith, it cannot be arbitrarily called sharia for business actors, especially the sharia Lorin hotel. So it is necessary to conduct a further study in conducting research, for that the author is interested in researching with the title "Analysis of the implementation of Islamic values and Islamic marketing mix at Lor Internasional Hotel Syariah Solo" with the aim of knowing and analyzing the strategy for implementing Islamic values at Lor Internasional Hotel Syariah Solo. And also to find out and analyze the Islamic marketing mix applied by Lor Internasional Syariah Solo.

## **2. Research Method**

### **Type of Research**

The type of research in this study uses a type of descriptive research with a qualitative approach. The qualitative approach to this study is expected to be able to produce an in-depth description of the data obtained through speech, writing, and behavior that can be observed in the description of the research object. In this study, the researcher collected data related to the implementation of Islamic Values and Islamic marketing mix of Solo Sharia hotels.

### **Research Object, Subject, and Location**

The object of the research is the variables or indicators on the variables that are the focus of attention in the research while the research subjects are the parties who are sampled in the research to obtain research data. In accordance with the title of the study. The object of this study is the implementation of Islamic Values and Islamic Marketing Mix at Hotel Lorin Syariah Solo, while the subjects of the study are the president of the hotel, the general manager and employees of Hotel Lorin Syariah, consumers. The location in this study is at the Lorin Syariah Solo Hotel located on Jalan Adi Sucipto No. 47, Gonilan, Kartasura District, Sukoharjo Regency, Central Java 57175.

### **Data Collection Methods**

In collecting data, the researcher used techniques carried out by observation, interview, documentation and combined/triangulation (Sugiono. 2014).

### **Data Analysis Techniques**

The data analysis process carried out by researchers in qualitative research is carried out before entering the field, during the field and after finishing in the field. In fact, the data analysis process in qualitative research is carried out during the data collection process rather than after the completion of data collection.

#### **Analysis Before in the Field**

Data analysis before in the field is carried out on the results of secondary data in the company

#### **Analysis While in the Field**

Data analysis carried out while in the field is carried out during data collection and after completing data collection at a certain time. The steps of data analysis according to Miles and Huberman during the field are as follows:

#### **Data Reduction**

Data reduction can be interpreted as summarizing the data obtained in the data analysis process in qualitative research. Researchers will find a large amount of data when in the field. Thus, researchers will reduce the data found by selecting important things, and discarding unnecessary data. This is done to provide a clearer picture of the data that has been found.

#### **Data Presentation**

After the data is reduced, the next step is to present the data. Data presentation can be done in the form of tables, graphs, and the like that are compiled from data reduction so that the structure can be understood.

#### **Conclusion Drawing**

The third step in data analysis in qualitative research is to draw conclusions. The conclusions presented at the initial stage must be supported by valid evidence, so that credible conclusions can be drawn.

### **3. Results**

Interviews were carried out using purposive techniques for 8 resource persons conducted at Lor In-ternary Syariah Hotels. After observing the results of interviews and observations with consumers along with the deputy general managers and the above professionals, the researcher found that there are variables of Islamic values and Islamic marketing mix that have not been fully implemented in accordance with Islamic law. To facilitate the understanding of the results obtained in the field, the

researcher presents data in the form of charts based on the variables of Islamic Values and Islamic marketing mix as follows.

- a. Tawhid
- b. Caliphate
- c. Worship
- d. Tazkiyah
- e. Courtesy

**Table 1 Islamic Marketing Mix at Lor Internasional Hotel Syariah Solo**

<p><b>Product</b></p> <ol style="list-style-type: none"> <li>a. Halal and Tayyib</li> <li>b. not using God's name in labeling and trademarks</li> <li>c. have a good impact on the environment</li> </ol> <p><b>Price</b></p> <ol style="list-style-type: none"> <li>a. in line with the market price</li> <li>b. does not contain elements of riba</li> <li>c. transparency</li> </ol> <p><b>Place</b></p> <ol style="list-style-type: none"> <li>a. Easy to reach</li> <li>b. Trustworthy</li> </ol> <p><b>Promotion</b></p> <ol style="list-style-type: none"> <li>a. Non-manipulative</li> <li>b. No Sexual Attraction</li> <li>c. No misleading ads</li> </ol>	<p><b>Browse</b></p> <ol style="list-style-type: none"> <li>a. Dress neatly according to Islamic law</li> <li>b. Speak politely and kindly</li> <li>c. Telling the truth, not exaggerating</li> <li>d. Reminding customers of prayer times</li> </ol> <p><b>Process</b></p> <ol style="list-style-type: none"> <li>a. Customer-friendly procedures</li> <li>b. Policies in accordance with Islamic law</li> <li>c. Good direction of activity</li> </ol> <p><b>Physical evidence</b></p> <ol style="list-style-type: none"> <li>a. Have prayer room or mosque facilities</li> <li>b. It does not have the decoration of statues and paintings of living creatures</li> <li>c. Ample parking lot</li> </ol>
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From the findings in the field which were then reduced using the variables of Islamic values and Islamic Marketing Mix in table 1 above, several indicators were found that had not been applied optimally at Lor Internasional Hotel Syariah Solo. To make it easier for researchers in the data verification process, here is table 2 The percentage of indicators of Islamic Values and Islamic Marketing Mix has been implemented by Lor Internasional Hotel Syariah Solo.

**Table 2. Percentage of Islamic Values and Islamic Marketing Mix indicators**

Factor	Dimensi	Sum	Percentage (%)
Islamic Values	a. Tawhid	8	100
	b. Caliphate	8	100
	c. Worship	8	100
	d. Tazkiyah	8	100
	e. Courtesy	4	50
<b>Product</b>			
	a. Halal and tayyib	8	100
	b. Not using God's name in labeling and trademarks	8	100
	c. Good impact on the environment	8	100
<b>Price</b>			
	a. Match the market price	7	100
	b. Does not contain elements of riba	8	100
	c. Transparency	7	87
<b>Place</b>			
	a. Easy to reach	8	100
	b. Trustworthy	8	100
<b>Promoti</b>			
Islamic Market- ing Mix	a. Tidak manipulative	8	100
	b. No sexual attraction	8	100
	c. No misleading ads	7	87
<b>People</b>			
	a. Dress neatly according to Islamic law	8	100
	b. Speak politely and kindly	8	100
	c. Telling the truth, not exaggerating	8	100
	d. reminding customers of prayer time	8	100
<b>Process</b>			
	a. Customer-friendly procedures	8	100
	b. Policies in accordance with Islamic law	8	100
	c. Good direction of activity	8	100
<b>Physical evidence</b>			
	a. Have prayer room or mosque facilities	8	100

Source: Field Data Processing Results n

#### **4. Discussion**

The discussion in this study is how Islamic values and Islamic marketing mix at Lor Internasional Hotel Syariah Solo are implemented. In this case, we will discuss the findings of field research related to the implementation of Islamic values and the Islamic marketing mix at Lor Internasional Hotel Syariah Solo.

#### **Implementation of Islamic values at Lor Internasional Hotel Syariah Solo**

##### **Tawhid**

Tawhid is the principle of economic philosophy which is the basic orientation of all science, especially in the business world whose paradigm is quite relevant to logical values, monotheism in the business world leads the actors to believe that property belongs to Allah alone. The value of monotheism in this study is unity in working to seek Allah's pleasure, unity to perform congregational prayers, unity to always speak honestly and kindly, unity in maintaining the surrounding environment and unity in maintaining tolerance that does not discriminate between Muslims and non-Muslims.

The results of the interviews with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has implemented the Value of Tauhid in running its business. The values of monotheism applied at the Solo sharia Hotel are that the workers are encouraged to pray dhuha and obligatory prayers in congregation, all activities are stopped when the call to prayer has been sounded, the employees are trained to speak honestly and politely and dress neatly according to Islamic law, the surrounding environment is maintained very clean filled with lush trees, and guests from non-Muslims are not distinguished from Muslim guests but must follow hotel regulations Solo Sharia.

The results have also been justified by external informants whose results state that the Solo Sharia Hotel has implemented the value of monotheism in the form of employees doing congregational prayers in the prayer room and all activities are stopped, the sound of the call to prayer is always heard, the hotel environment is clean and maintained, guests for non-Muslims are allowed to use hotel services by following the requirements of the Solo Sharia Hotel that have been set.

##### **Caliphate**

The caliphate means a creative and conceptual ability of business people that functions to shape, change and develop all the potential for life in the universe into something concrete and useful. The ability of business people to act without coercion from outside, in accordance with the parameters of God's creation. The willingness of business people to be responsible and accountable for their actions in carrying out their activities during business. The ability of business people to maintain customer safety, the ability of business people to be responsible for the halalness of their products.

The results of the interview with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has implemented the value of the caliphate in running its business. The caliphate values applied by the Solo Sharia Hotel include strict security in the hotel, not only 24-hour security but also the security of halal food entering the hotel is also very strict, such as auditing every time there is food entering, so indirectly with strict 24-hour security, it means that the Solo Sharia Hotel applies the value of the caliphate or the value of responsibility to the guests of the Solo Sharia Hotel.

The results have also been justified by external informants whose results state that the Solo Sharia Hotel has implemented the value of the caliphate where the Solo Sharia Hotel is very responsible for the comfort and halal of food in the hotel, responsible for the return of money that is not in accordance with the facilities, and responsible for the security at the hotel 24 hours.

### **Worship**

The meaning is the ability of business people to free themselves from everything that is bound between humans and their creators, such as power and wealth. The ability of business people to make human servitude to God an inner insight as well as a moral commitment that functions to provide direction, goals and meaning to the actualization of business activities. The ability of business people to enforce congregational prayers. The ability of business people to motivate work lillahi taala, and the ability of business people to direct employees to good activities.

The results of the interviews with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has implemented the value of worship in running its business. The worship values applied by the solo sharia hotel include the holding of tausyiah or weekly studies, with the aim of motivating employees every Monday after the congregational ashar prayer. With the existence of activities that are Worship at the Syariah Solo Hotel, indirectly remembering the workers that everything must be intended with worship, including in terms of work, it is also a form of worship, of course, it is very beneficial to the performance and development of the company at Lor Internasional Syariah Solo.

The results have also been justified by external informants whose results state that the Solo Sharia Hotel has implemented the value of worship where the employees take part in a special study every Monday, and the employees also often take turns to carry out the dhuha prayer.

### **Tazkiyah**

Tazkiyah means honesty in running one's business not to take advantage of oneself (bribery/cheating/hoarding/deceiving). Honesty over a decent price (not manipulating), honesty over the quality of goods sold (not counterfeiting a product).



The ability of business people to create balance/moderation in a transaction (measure/scale) frees an oppression (usury, monopoly). The willingness of business people to accept the opinions of others better and greater, as well as to bring to life creative and positive potential and initiatives.

The results of the interview with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has applied the value of tazkiyah in running its business. The values of worship applied by the solo sharia hotel are through discipline and training for employees to speak politely and honestly as they are with all the advantages and disadvantages that exist in the solo sharia hotel. Not only that, the Solo Sharia Hotel also uses images that are in accordance with what they are when promoting the hotel, with facilities and prices in accordance with those listed during the promotion, the Solo Sharia Hotel is also very far away from the elements of riba in transactions, and the Solo Sharia Hotel is very receptive to good criticism and advice from consumers, by providing brochures in the form of questionnaires or opinions after using the services of the Solo Sharia Hotel.

The results have also been justified by external informants whose results state that the solo sharia hotel has applied the value of tazkiyah where the employees are rahma and polite, and the hotel is also very receptive to input or suggestions from consumers to run a sharia-based business even better.

### **Courtesy**

Ihsan is a form of professionalism that exists in Islamic principles and is the Sunnah of life for Muslims "Allah loves servants who always pay attention to professionalism when carrying out activities" (HR. Thabrani). Ihsan means carrying out good deeds that can benefit others. The willingness of business people to give kindness to others, for example writing debts, receiving the return of goods that have been purchased, paying debts that have matured. The willingness of business people to provide training to employees, and the willingness of business people to manage hotels professionally.

The results of the interview with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has applied the value of courtesy in running its business. The worship values applied by the Solo Sharia Hotel, namely the Solo Sharia Hotel, in carrying out its business activities, prioritize professionalism, namely prioritizing consumer satisfaction, receiving refunds when the facilities are not in accordance with what is offered, providing more training to interns.

The results have also been justified by external informants whose results state that the Solo Sharia Hotel has implemented the value of tazkiyah but there are several external informants who state that there are workers from apprentices who do not have the experience to work professionally, such as there is still no response when there are guests and do not immediately clean the dining table. But Hotel Syariah Solo

still tries to apply the value of *ihsan* as best as possible in its management, such as every day the workers of the apprentices are always trained and directed.

### **Implementation of Islamic marketing mix at Lor Internasional Hotel Syariah Solo Product**

In the paper, Samir Ahmad Abuznaid explained that the mix of Islamic products includes compliance with sharia law, no weak packaging, halal (pure and halal), no use of the name of Allah in the brand and labeling, has a good impact on the environment, no ignorance of the mind, no damage to the product, durability value, harmlessness, and accurate labeling.

The results of the interview with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has implemented Islamic products in running its business. The Islamic product applied by the Solo Sharia Hotel, namely the Solo Sharia Hotel, in choosing raw materials for food in restaurants is very selective and must be safe and halal, before entering the kitchen, the food must be audited first so that it is clear that it is halal, the food scraps from the restaurant are not immediately thrown away but transferred to the workers' kitchens so that they are not redundant and also good for the environment. In addition, service products in the form of rooms, meeting halls, and restaurants are also named with Islamic names such as Khadijah room, alkautsar restaurant, and alfawwaz meeting hall.

The results have also been justified by external informants whose results state that the solo sharia hotel has implemented Islamic products where food products are clearly halal, service products use good names according to the name in Islam, and the hotel environment is free from food waste.

### **Price**

The price mix must be in accordance with Islamic law, including: the price set by the entrepreneur/trader does not oppress the buyer, that is, not by taking advantage of above the normal or reasonable level, the price is in accordance with the market, the price does not contain elements of usury, and the price is open or transparent.

The results of the interview with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has implemented Islamic prices in running its business. Hotel Syariah Solo is very careful in pricing to avoid *gharar*, *thadlis* and usury, from the answer of the internal informant of the research stated that Hotel Syariah Solo does not take a profit of more than 50%, and determines a reasonable price. Hotel Syariah Solo sells hospitality services according to the facilities owned by each room, before determining the price of Hotel Syariah Solo first survey the price to similar 4-star hotels to equalize the price and facilities offered.

These results have also been justified by external informants whose results state that solo sharia hotels have implemented Islamic prices in accordance with Islamic

law, but there are also answers from external research informants that solo sharia hotels state that prices often fluctuate inappropriately when booking through the application.

### **Place**

In Islam, the mix of places or locations must be in accordance with Islamic law, the location does not harm the surrounding environment and does not damage the surrounding environment. By protecting, protecting the surrounding environment will have a positive impact on the company, the location is also easy to reach, and the location can be trusted for safety.

The results of the interview with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has implemented an Islamic place in running its business. The Islamic place implemented by the Solo Sharia Hotel is a location that is in accordance with Islamic law, from the results of the informant's answer, the location of the Solo Sharia Hotel is easy to reach because it is located next to the solo highway to Adi Sucipto airport, besides that the security at the Solo Sharia Hotel is also good because it is guarded 24 hours a day and the parking area is monitored by CCTV.

The results have also been justified by external informants whose results state that the Solo Sharia Hotel is very easy to find because of its location which is easy to reach on the side of the Adi Sucipto Highway, and in addition to that the security in the parking area is also very tightly guarded 24 hours accompanied by CCTV.

### **Promotion**

In the Islamic view, the promotion mix must be in accordance with Islamic law, including: In conducting promotions, it is not allowed to violate Islamic sharia, women must not be used to attract or lure customers, do not use suggestive language and behavior, do not use female elements in advertising, do not hide facts and information, are not manipulative, have no sexual attraction, do not swear in the name of Allah, No exaggeration of attributes, no false statements, no misleading advertisements, no fraud, informing errors and shortcomings of the product.

The results of the interview with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has implemented Islamic promotion in running its business. Hotel Syariah Solo promotes its goods in accordance with the goods that are being promoted, Hotel Syariah Solo lists Islamic values in promoting its products, the promotion carried out by Hotel Syariah Solo is very clear that there is no element of manipulation in it so that it makes consumers believe, the facilities offered are clear according to the picture, and the promotion carried out also does not use women.

The results have also been justified by external informants whose results state that solo sharia hotels have implemented Islamic promotion, but there are some of the external informants' answers stating that advertisements in the form of videos are a

little wrong because there are advertisements that show consumers drinking standing while according to the hadith of the Prophet Allah is not allowed.

### **People**

In Islam, resources have several criteria that should be instilled in them, namely: first, in carrying out every activity, they must always uphold the principle of honesty and not to cheat. The second is to look neat in accordance with Islamic law, and the third is to maintain polite and friendly speech to all guests and employees.

The results of the interview with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has implemented Islamic people in running its business. Hotel Syariah Solo guides and trains employees to be polite, friendly and honest to all guests and staff, because Hotel Syariah Solo itself has the meaning of

S.H.S, which means the letter "S" SALUTATION (ASSALAMUALAIKUM), does not greet with words or actions that express good intentions, or good manners. The letter "H" HELPFUL is the act of giving help or serving wholeheartedly. The letter "S" SMILE (SMILE) the act of giving a smile is one of worship, smiling approval and smiling welcome to guests, superiors and friends.

The results have also been justified by external informants whose results state that the Solo sharia hotel has implemented Islamic people, where the employees have a closed appearance in accordance with Islamic law, and the employees also very maintain friendly, polite and honest words.

### **Process**

The process mix generally consists of procedures, work schedules, mechanisms, activities, and routine matters where services are produced and delivered to consumers. In the Islamic marketing mix, this process is more emphasized on the contract that is carried out during the transaction between the seller and the buyer or between the producer and the consumer. The good process in Islam is procedures that make it easier for customers, company policies that are in accordance with Islamic law, and a good direction of company activities.

The results of the interview with the internal informant can be concluded that Lor Internasional Hotel Syariah Solo has implemented the Islamic process in running their business. The Islamic process implemented by the Solo Sharia Hotel is a procedure that is in accordance with Islamic law, the procedure at the Solo Sharia Hotel makes it very easy for customers to be able to use the services of the Solo Sharia Hotel, besides that the policy and direction of activities at the Solo Sharia Hotel are also in accordance with Islamic law which for couples guests are not allowed to use the services of the Solo Sharia Hotel if there is no official proof of a marriage book, And the direction of activities in the hotel is also clear where employees are required to carry out congregational prayers and leave all activities.

The results have also been justified by external informants whose results state that the solo sharia hotel has implemented the Islamic process, where activities at the solo sharia hotel are very good by stopping all activities when entering the prayer time, and the procedure to be able to use the services of the solo sharia hotel is also very easy, just show your ID card and marriage book for the couple guests.

### **Physical evidence**

Physical evidence is the physical environment of the company in which the service is created and in which the service provider and consumers interact, plus any tangible elements used to communicate or support the role of that service. The physical form of the service includes all the real images in the service such as brochures, blanks/letterheads, business cards, report formats, and supplies. In the Islamic marketing mix, physical evidence in hospitality must have prayer room or mosque facilities, do not have statues or images of living creatures, and have a large parking area.

The results of the interviews with internal informants can be concluded that Lor Internasional Hotel Syariah Solo has applied Islamic physical evidence in running its business. The Islamic physical evidence that is applied is that the solo sharia hotel already has a prayer room facility on each floor which is equipped with mukena and also a sarong, inside and outside the hotel there are also no statues or living creatures, the decoration of the solo sharia hotel in the form of ornaments and calligraphy, besides that the solo sharia hotel also has a large parking area with 24-hour security accompanied by CCTV.

The results have also been justified by external informants whose results state that the solo sharia hotel has applied Islamic physical evidence, where the hotel environment is very green and maintained clean in accordance with Islamic nuances, inside and outside the hotel there are also no decorations in the form of statues or images of living creatures, and the parking area of the solo sharia hotel is very large.

## **5. Conclusions and Suggestions**

### **Conclusion**

Based on the results of the research obtained at the Syariah Hotel Solo, the author concludes that:

1. From the results of the research, it was concluded that Lor Internasional Hotel Syariah Solo has applied Islamic values that refer to the value of Tawhid (the value of unity in working to seek the pleasure of Allah and not discriminating between hotel guests, both Muslims and non-Muslims), the value of Khilafah (the value of responsibility to customers in the field of safety, comfort, and halal food), the value of worship (the value to remind employees and guests to pray in

congregation, following weekly studies or motivation), Tazkiyah Value (the value of honesty instilled in employees to always be honest, be fair to all guests, and the openness of the hotel in receiving good advice from guests), and Ihsan Value (professional value in working optimally, and responsiveness in serving guests. These results have been justified against external informants with the same results.

2. Lor Internasional Hotel Syariah Solo has fulfilled several components of the Islamic Marketing Mix, including: products (which are halal and tayyib, do not use the name of Allah in labeling, and have a good impact on the environment), price (according to market prices, do not contain elements of riba, and are open/transparent), place/location (which is easy for consumers to reach, and can be trusted for safety), promotion (not manipulative, no sexual attraction, and no sexual attraction), people (dressed neatly in accordance with Islamic law, speaking politely and friendly, telling the truth without exaggeration, and reminding customers at prayer time), process (procedures that make it easier for customers, hotel policies in accordance with Islamic law, and good direction of hotel activities), and physical evidence (having prayer room or mosque facilities, not having painting decorations or images of living creatures, and has a large parking area). Meanwhile, those who have not met the requirements of the Islamic marketing mix in the price and promotion components, where the results are the result of justification from external informants.

### **Suggestion**

Based on the results of the study, the researcher has several suggestions as follows:

1. Lor Internasional Hotel Syariah in running its business has been based on Islamic values, but still on Hilal-2 so that it needs to improve in meeting the requirements towards Hilal-1 so that the sharia that is carried out can meet Islamic sharia in its entirety, and can improve customer service from employees participating in the internship according to the standards determined by the Solo Sharia Hotel.
2. Lor Internasional Hotel Syariah Solo in running its business has not met all components of the Islamic marketing mix, which consists of prices that are less transparent for consumers, and promotions that still have misleading elements that are not in accordance with Islamic law, so it needs to be improved or paid more attention in making advertisements and setting prices on the Application.

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