

Societies' Perception toward Islamic Law Label (Syariah) On Economic Institution: Case Study of "Pasir Putih" Syariah Market in Pekanbaru

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Abstract: Labeling of Syariah (Islamic law) on various products, financial and economy institutions today is increasingly widespread in Indonesia, especially in Pekanbaru City. Is this only as a cover or as a response to the needs of the majority of the people who are actually Muslims? This phenomenon becomes problematic when religious beliefs are labeled in the economic sector. Does Islam want to follow in the footsteps of capitalism that controls the market? Or market mechanism that follows the concept of Islamic law (Syariah). Thus, the market ruler can gain maximum profit by touching the sensitivity of Muslims. This is the time for market as an economic institution that has syariah nuances to be accepted by the wider community, management and service can be used as an effort to create to a community of syariah economic communities. The research methodology is related to the research method chosen to carry out this research. The aim is to achieve all research goals that have been established. In the process of conducting research, research methodology is one of the most important parts. In this study, the qualitative approach was chosen. Conclusion of Community perceptions of the idea of the Islamic market are quite good, this is proved by several factors 1) people generally understand the objectives of the government, 2) the acceptance of individuals is good enough, 3) the good or benefit of syariah market idea is to unite the community, the community accepts ethnic differences and religion, and the cultural superiority of society. The obstacles and challenges of the idea of syariah markets are still exist. This is evidenced by three factors, namely 1) the delivery of information, 2) people's doubts about the government's aspirations and 3) political differences, then the media which is effective in delivering information. This is evidenced by the effectiveness of the delivery, such as: internet, television, exhibitions, lectures or speeches, and community service.

Keywords: public perception, sharia market

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I. Problem

Labeling of Syariah (Islamic law) on various products, financial and economy institutions today is increasingly widespread in Indonesia, especially in Pekanbaru City. Is this only as a cover or as a response to the needs of the majority of the people who are actually Muslims? This phenomenon becomes problematic when religious beliefs are labeled in the economic sector. Does Islam want to follow in the footsteps of capitalism that controls the market? Or market mechanism that follows the concept of Islamic law (Syariah). Thus, the market ruler can gain maximum profit by touching the sensitivity of Muslims. The intriguing question is whether the Muslims are truly involved when buying "Islamic" labeled products? Or using items labeled "syariah" and accompanied by a "halal" certificate from the Indonesian Ulama Council (MUI)? There are still many intriguing questions, but cannot be answered instantly. No one can claim himself to be more Islamic or have practiced syariah with superficial knowledge. Moreover, if it is based on the euphoria of everything labeled "syariah". In fact, this phenomenon influences various patterns in Indonesia in all sectors, not only in the economic sector, but also on the social order.

Seeing some of the above phenomena, researchers need to know the public's perception of the application of syariah labels in "Pasir Putih" Islamic Market in Pekanbaru City. Because nowadays, the syariah concept market in Pekanbaru can still be counted by fingers. Indeed, there are almost no market managers who dare to express it as a syariah-nuanced market.

II. Problem statement

Market managers with syariah nuances are very rarely found, most markets cannot provide the needs of Muslims both in terms of products and ethical services and so on. The Islamic market is a market that serves visitors based on syariah concepts and serves the sale of halal products. The concept of sharia has shown its

success in the financial institutions sector, such as Bank. Seeing the success of Islamic banking in serving finance, the concept of sharia has grown and developed in the community and is widely accepted in all cities in Indonesia. Likewise in the trade sector, foreign trade that is not Muslim has also succeeded in establishing a bank based on Islam. This is the time for the market as an economic institution that has syariah nuances to be accepted by the wider community, management and service can be used as an effort to establish to a community of syariah economic communities.

Research Objectives

A research that has been produced will be perfect and useful. Therefore, researchers have compiled research objectives such as the following:

1. To find out the perception and acceptance of society towards the idea of Islamic market "Pasir Putih" in Pekanbaru, Riau, Indonesia
2. To know the obstacles and challenges in realizing the idea of the Islamic market "Pasir Putih" Pekanbaru, Riau, Indonesia
3. To identify the effective media in the process of delivering syariah market ideas "Pasir Putih" Pekanbaru, Riau, Indonesia

Research Question

Based on the objectives stated above, the problems that want to be answered in this study are:

1. The issue of this case study research is "What is the public perception of the idea of a Syariah labeled Market?"
2. What are the obstacles and challenges in realizing the idea of the "Pasir Putih" Islamic market in Pekanbaru Riau Indonesia?
3. What are the effective media in delivering the idea in "Pasir Putih" syariah market Pekanbaru Riau Indonesia?

Research Importance

The importance of this research is to contribute to stakeholders involved in managing the Islamic market, visitors, shops or stalls owners, Islamic communities and other economic actors. Analyzing the data obtained from the results of the interview will give a clear picture of the perceptions of the public and the management toward the market in the nuances of syariah law. This research also gives importance to administrators of the Syariah Economic Community Organization (MES) in order to provide guidelines for syariah-based markets. Besides, this research is also important for the Indonesian Ulama Council (MUI) in Pekanbaru in order to monitor the syariah nuanced market around Pekanbaru City from time to time, so that the market implementation based on sharia complies with the criteria or guideline set by the MUI. Researchers argue that this research is also important for Islamic society because through this study Muslims can reveal that markets are not only places to buy and sell products for purposes, but markets can also be a facility and medium of da'wah. In addition, visitors can comfortably look for products, do not hesitate and worry, instead can pretend make the market as a fertile land to instill good values.

III. Highlight of Literature

In terminology, the market is an activity or business transaction carried out by individuals and groups. Therefore, transaction activities have actually emerged for a long time, but this activity is very closed because it is carried out in a limited environment, such as family, community groups and certain groups (Sholihuddin, Moh. (2011)) Efforts to define the term "market" are indeed very varies greatly depending on the point of view where someone interprets it. In the Indonesian Language dictionary, business is defined as a trading business, commercial business in the world of commerce, and business fields. Mukhiqom (2017) defines business transactions as exchanging goods, services, or mutual money beneficial and provide benefits to the perpetrators.

In another opinion, Sholihuddin, Moh. (2011) said that the market is an institution that runs the activities of producing and selling goods and services desired by consumers to make a profit. The intended product is a product that has a physical appearance (Asraf, M. Saleh Lubis and Erdawati (2017). a syariah-based business (market) institution is an embodiment of the rules of Syariah. Actually the form of syariah-based business is not much different from business in generally, namely the effort to seek goods and services to meet consumer needs (Mukhiqom, Iqom, 2014), but this aspect of syariah distinguishes it from business in general, it also carries out the Syariah and Allah's commands in matters of worship (Sholihuddin, Moh. (2011)

The form of syariah-based business (market) institutions is seen in terms of the exchange time consists of cash and debt (debt). The object of exchange consists of financial assets, namely money and securities. For both these assets can be exchanged. (Sholihuddin, 2011) If we trace history, in Islam there is a positive view of trade and economic activity. The Prophet Muhammad was a merchant, and Islam was disseminated mainly

through Muslim traders. Islam places trading activities in a very strategic position amidst human activities seeking sustenance and livelihood.

From the explanation above, it can be concluded that syariah-based business behavior is not merely an activity in human relations but has a divine nature. The willingness attitude among those concerned, and carried out by the openness is a characteristic and a must in the business. If the characteristics above do not exist, then the business carried out will not get the benefits and bless from God.

Perception Theory

Perception is a process that is used by individuals to manage and interpret the impressions captured by someone in order to give meaning to an object (environment, people, things, etc.). But often what is perceived by someone can be different from objective circumstances (Robbins, 1996). According to Davidoff (1991), perception is a process that is traversed by a stimulus that is received by the five senses and then organized and interpreted so that the individual realizes what he senses. Whereas Atkinson, et al. (1999) say that perception is the process by which we interpret and organize patterns of stimulation in the environment. Perception is also seen as a way of view that arises because of the response to stimulation. The stimulus received by a person is very complex, the stimulus enters the brain (through the sensory nerve motor), then is translated, interpreted and given meaning through a complicated process and then the perception is generated (Atkinson, et al., 1999). According to Walgito (2012), the process of occurrence of perception depends on the experience and the education obtained by the individual. Thus, the stimulus received by someone enters through the sensory nerve motor and meets with perceptions or knowledge and previous experience that has been received by someone and has shaped impression, then interpreted and produces a new impression.

So, perception is the process of an individual choosing, organizing, and interpreting input information to create a picture that has a certain meaning. Then, based on factors that influence a person's perception, it can be understood that differences in perceptions between individuals can be caused by differences in capture the power, stages of intelligence and expectations that exist in each individual.

Perception is the process of how one selects, organizes, and interprets information inputs to create a meaningful overall picture (Kotler and Keller, 2012). When a person looks at an object and tries to interpret what he sees, that interpretation is greatly influenced by the personal characteristics of the individual's perceptive actors. Among the personal characteristics that influence perception are attitudes, interests (interests), motives, past experiences, and expectations.

According to Kotler (2012) Perception is the process of how one selects, organizes, and interprets information inputs to create a meaningful overall picture. Perception can be interpreted as a selective process of categorization and interpretation. The factors that influence a person's perception are the characteristics of people who are perceived and situational factors.

According to the complete dictionary of psychology, perceptions are: a) the process of knowing or recognizing objects and objective events with the help of senses, b) awareness of organic processes, c) titchener / one sensing group with the addition of meanings derived from past experiences, c) variables that hinder or interfere, derive from the organization's ability to distinguish between stimulants, d) intuitive awareness of direct truths or beliefs that are immediately about something (Sofiyah (2015). Other theories, direct perceptions, states that perception is formed from the acquisition of information directly from the environment (Solso, 2017).

Constructive perception theory is based on the assumption that during perception, we form and test hypotheses that relate to perceptions based on what the senses perceive and what we know (Sofiyah (2015). Thus, perception is a combination effect of information received by the sensory system and the experience and knowledge we learn about the world, which we get from experience (Solso, 2017). Now we will also know several factors that influence perceptions according to Vincent (Kotler (2012). Past (past) experience can affect someone because humans will usually draw conclusions similar to what he saw, heard, and felt.

IV. Methodology

The research methodology is related to the research method chosen to carry out this research. The aim is to achieve all established research goals. In the process of conducting research, research methodology is one of the most important parts (Cohen et al., 2007). In this study, using a qualitative approach was chosen. The procedure of this study will also be explained in depth. When a study meets the best criteria, the research will produce high trust and validity.

Forms of Study

The design of the study is the entire framework that describes the type of research that will be conducted, the type of information to be collected, the sources of information obtained and the methods used to obtain information, sources of information or research respondents as many as 100 people. In this study, the phenomenon under study is related to people's perceptions of the idea of syariah markets. This research is

qualitative. Qualitative research uses interviews to obtain qualitative data (Cohen et al., 2007; Creswell, 1994; Fraenkel & Wallen, 1996; Kothari, 2004; Marshall & Rossman, 1989; Patton, 1990).

V. Discussion

The first objective of the study was to determine the perceptions and acceptance of the community towards the idea of the "Pasir Putih" syariah market in Pekanbaru Riau Indonesia. The first question of this case study relates to what the public perception of the idea of the syariah market and the extent to which public acceptance of the idea of syariah markets has been launched by the government.

In this aspect, there are 4 main themes presented. Among these themes are 1). public perception, 2) individual acceptance of the idea of the Islamic market. 3) the good and disadvantages of the idea of the syariah market.

The first theme conveyed related to the public response (perception) to the idea of the syariah market is that the community understands generally the objectives of the government. In interviews, all respondents in this study have given a good picture (perception) of the idea of syariah markets. This fact is evidenced by the statement of 79 respondents who stated that they understood in general about the purpose of the idea of the syariah market. They understand that the aim of the government in conveying the idea of a syariah market is to strengthen unity among different ethnic groups in the city. This is in accordance with the statements of Asraf, M. Saleh Lubis and Erdawati. (2017) states that in principle the community understands that the government carries out development aimed to strengthen community relations and foster close cooperation between communities and improve the achievement of the state including better economic performance.

The second theme discussed based on the findings of this study is individual acceptance of the idea of syariah markets. In the interview session, respondents expressed their opinion that they fully supported the idea of a syariah market developed in Pekanbaru City, Riau Province. This opinion was expressed by 87 respondents who indicated that they accepted and provided full support for the government's aspirations and efforts to advance the idea of the Islamic market which was launched several years ago. This statement supported by Sholihuddin (2011) who states that government programs concerning the development of economic institutions such as the Islamic market will be successful if it is taken by the elements of society. This statement is also supported by the opinion of Agustianto (2015) who stated that the community generally accepts all government decisions and supports government efforts because according to them, development programs are very good programs and do not endanger any party. In addition, according to Agustino (2015) the Islamic market is able to produce a transformation that will bring this country to a better way in the future.

The third theme of this research is about the good inherent in the idea of developing a syariah market. The findings show that there are three forms of goodness that have been presented by respondents in the interview session. The first good that was most talked about by respondents was the unity of society as a whole. The findings show that the unity of community has increased after the idea of the syariah market was developed. This opinion was expressed by 69 respondents; they explained that the unity that existed in the community could be further enhanced by the idea of developing a syariah market implemented by the government. In addition, by increasing the unity of community around the market, the community is able to work together to unite the previously disparate gaps, this statement was revealed by 73 respondents of this research.

The second good discussed in this theme is that people accept differences between each other. This information was proven by 63 respondents. This acceptance is not just tolerance, but is able to accept differences and become a good role model in accordance to the wishes of the community who run it. This acceptance includes the values of goodness possessed by a group of people who are of different in religions which can be contested by other religions (Asraf, M. Saleh Lubis and Erdawati, 2017). This can appoint other religious groups to jointly realize healthy competition (Junusi, Rahman, 2017).

The third good is cultural excellence. The findings of this study indicate that the idea of developing a syariah market is to enhance cultural excellence among leaders of the nation and the entire community. This statement was proven by 77 respondents. This is the result of understanding the people who understand the syariah label (Atmoko, Widodo Dwi (2016).

The fourth theme is the community with integrity. The findings of this study indicate that the development of the Islamic market has succeeded in creating a society with more integrity and can be trusted than before. This information was disclosed by 97 respondents. This finding proves that the government is serious in building a solid society. Solid and united community building is one of the proofs towards the formation of an integral community (Shuhairimi Abdullah, 2013). In addition, the government's efforts through the idea of developing a syariah market are to create an integrated society (Iswad, Muhammad, 2017). This can be seen through a religious approach including providing religious education to all people (Asmuni (2015)). The results of this study also involved aspects of loyalty to the country with the theme of the idea of developing Islamic markets. Loyalty to the country has recently become a problem discussed at the national level (Mumin, Ghani, & Suhaili Sarif, 2015).

The findings of this study indicate that respondents stated strongly agree that loyalty to the country is an important part of the success of the idea of syariah market development. This statement was proven by a response of 57 respondents. In the opinion of Sholihuddin, Moh (2011) loyalty to the country is an important part of several other factions in achieving the goal of developing the Islamic market idea.

The next discussion is related to the weakness of the Islamic market idea that was socialized by the government. The findings of this study indicate that the main weakness in developing this idea is the presentation aspect. This is based on initial perceptions among the local community who doubted the government's intentions at first. But it began to change after better information dissemination and information given by the government. This is indicated by respondents from 89 respondents. In addition, Sholihuddin, Moh (2011) argues that this idea is still new and needs to be improved in socialization so that all parties get the right information.

The second objective is the Obstacles and Challenges of the Ideas of the Sharia Market. The findings of this study are about the second category of obstacles and challenges found in empowering the idea of developing a syariah market in Pekanbaru City. The results of this study indicate that there are three main forms of challenges and obstacles that have been revealed by respondents, namely the delivery of information, public doubts about government aspirations, political differences.

Sholihuddin, Moh (2011) argues that Submission of information is the most important factor in conveying development information to the community. The findings of this study indicate that the delivery of the idea of syariah market development is still not satisfactory. This is in accordance to the opinion of David, Hasbullah bin Mat, (2011) the delivery of information about the idea of the Islamic market needs to be deepened so that people can understand the core and the values contained in the idea. Information that is distributed in general only introduces objects without giving a more detailed explanation (Wahyuningsih, 2016).

The next factor in the challenges and constraints of the development of the syariah market is the public's doubt about the government's intention to introduce this idea. The findings of this research show that some respondents still doubted of the government's intention to introduce this idea and doubted of the benefits that the community would get from the idea of developing this syariah market. This information was revealed by 96 respondents. This fact is in accordance to the opinion of Dusuki Asyraf Wajdi (2017) who stated that public doubts about the government's intention to introduce the idea of development can be seen through commitments made by the community. For this reason, according to Mohd Faisal Ibrahim, Mohd Zulkifli Muhammad, (2018) we need time to convince people who are still uncertain about the government's wishes. The next factor is political differences. The findings indicate that political differences are a major obstacle and challenge to develop the idea of extending this syariah market to the entire community. Mohd Faisal Ibrahim, Mohd Zulkifli Muhammad, Suhaina Musani. (2018) explained that the pro-opposition party would reject what the government did and this was a challenge in introducing the idea of developing a syariah market.

The third objective of this study is the identification of effective media in the process of delivering Islamic market ideas "Pasir Putih" Pekanbaru Riau Indonesia. The next finding of this study is related to effective delivery media. In this aspect, there are 4 factors or themes presented by respondents in the interview session. These factors are the effectiveness of delivery so far, namely: internet, television, exhibitions, lectures or speeches, community service.

The first theme presented by respondents of this study is related to the effectiveness of delivery. After several years of the introduction of the syariah market, it turned out that the shipment was still unsatisfactory and there were still many people who did not understand the direction of the idea of developing the syariah market. This fact is evidenced by the responses of respondents when interviewing 68 respondents. This information is in accordance to the opinions of Septyaningsih and Raharjo, Budi (2017) explaining that the community will be satisfied with the results of this development if the delivery of information uses effective methods. One of the effective media is social media.

The second theme is related to the internet. The Internet is an effective delivery medium in delivering the idea of syariah market development in line with the rapid development of information technology not only in this country and even global rankings. The internet is also known as social media which is seen as very effective because it is more interactive and can be accessed by more users. This is supported by the opinion of Shuhairimi Abdullah. (2011). Internet and television are considered as one of the most effective media also to convey the idea of establishment of development, because almost every home now has a television. This was revealed by the respondents' answers as many as 99 respondents.

To ensure the information about the Islamic market really reaches every level of society. This was revealed by as many as 133 respondents in the bulletin session that had been carried out. According to Farida, Ulfa Jamilatul (2012) Televisions are also a very interesting medium because various programs may be included in the broadcast.

The next theme is regarding exhibition. The exhibition is also a medium choice to spread something to be announced. This study shows that exhibitions involving the concept of syariah market development were

well received. Suhaimi Mhd Sarif, Abdullah Sarwar & Yusof Ismail (2013) said that through the exhibition will be more concise and easier than the forum and so on because the content is easily understood. However, Rahmawaty and Anita (2014) explained that the exhibition held was necessary to choose the right period so that the whole community was able to involve themselves. This is evidenced by the opinions expressed by 91 respondents in the interviews that have been conducted.

The next theme presented by respondents in this study was a religious lecture. The results of this study explain that speeches and religious lectures are only able to be followed by society through television. According to Dusuki Asyraf Wajdi, & Abdulazeem Abozaid (2017) it proved that religious lectures and speeches are still less used to convey the idea of syariah market development.

VI. Conclusion

The public perception of the idea of the syariah market is quite good, this is evidenced by several factors 1) when people generally understand the objectives of the government, 2) the acceptance of individuals is good enough, 3) the good or benefit of the idea of syariah markets is to unite the community, the community accepts the difference of ethnics and religions, and the cultural superiority of society. The obstacles and challenges of the idea of syariah markets is still exist, this is evidenced by three factors, namely 1) the delivery of information, 2) people's doubts about the government's aspirations and 3) political differences. Moreover, the effectiveness of medium in delivering information. This is evidenced by the effectiveness of the delivery so far, namely: internet, television, exhibitions, lectures or speeches, community service.

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