



DECOY EFFECT PRICING IN ISLAMIC TRADE: A CASE STUDY OF GROUPER FISH SALES

Mohamad Tedy Rahardi
STAIN Sultan Abdurrahman
Kepulauan Riau, Indonesia
E-mail: tedy@stainkepri.ac.id

Syahwa Safina Umairoh
STAIN Sultan Abdurrahman
Kepulauan Riau, Indonesia
E-mail:
syahwasafinaumairob@gmail.com

Received: March, 2025
1st Revision: March, 2025
Accepted: March, 2025

DOI:
10.56633/mbisku.v2i1.1023

ABSTRACT. This study aims to analyze the application of decoy effect pricing in the practice of buying and selling grouper fish in Senggarang Besar Village, Tanjung Pinang, from the perspective of Islamic business ethics. Through direct observation, interviews with fish farmers, and price data analysis, this study reveals that decoy effect pricing is a common strategy used to influence consumer purchasing decisions. Further analysis by referring to the principles of justice, honesty, and transparency in Islam shows an ethical dilemma in the application of decoy effect pricing. On the one hand, this strategy can benefit sellers, but on the other hand, it can harm consumers who feel manipulated. This study concludes that the application of decoy effect pricing needs to be reconsidered in the context of Islamic business ethics, and efforts are needed to create fairer and more transparent buying and selling practices. Results of the Review of Islamic Business Ethics Regarding the Determination of Decoy Effect Pricing in the Sale and Purchase of Grouper Fish in Senggarang Besar. From the analysis of the perspective of Islamic business ethics on the practice of buying and selling grouper fish in Senggarang Besar, it is clear that there is a strong emphasis on the principles of Islamic business ethics that must be considered in every business transaction. Islamic business such as justice, balance, responsibility, and goodness are very important in running a business, including in the practice of buying and selling grouper fish in Senggarang Besar. By paying attention to the values of Islamic business ethics, it is hoped that every business transaction can be carried out with full awareness, honesty, and goodness to achieve blessings and desires in business.

Keywords: Islamic Trade, Islamic Business, Decoy Effect, Fish

Introduction

The practice of buying and selling is one of the tools to run the wheels of the economy¹. In general, what is meant by buying and selling is an agreement to exchange goods or objects that have value voluntarily between two parties, one receives the objects and the other party receives them in accordance with the agreement (akad) or legal provisions, namely fulfilling the conditions, pillars, and other things related to buying and selling so that if the conditions and pillars are not met, it means that it is not in accordance with the wishes of the sharia. Thus, the word buying and selling indicates that there is an act

¹ Muhammad Ilham and Saifullah Saifullah, "TELAAH HISTORIS DALAM KEBIJAKAN HARGA MENURUT PERSPEKTIF ISLAM," *Jurnal Ilmiah Ekonomi, Manajemen Dan Syariah (JIEMAS)* 1, no. 2 (2022): 76–87.

in one event, namely one party sells and the other party buys. So it can be concluded that buying and selling in Islam is not prohibited, but Islam pays close attention to the elements in buying and selling transactions. Ordinary people carry out buying and selling practices directly in markets, grocery stores, supermarkets, malls and so on. Payment is made with currency, in Indonesia itself using the rupiah currency. Then every human being who uses goods and or services by buying can be called a consumer.²

In Islam, a consumer means a Muslim who must follow and submit to the provisions of the Qur'an and hadith. Efforts to protect consumers according to Islam are reflected in the principles of *mua'malah*. Because Islam as a religious teaching that has comprehensive teachings and rules clearly regulates everything based on moral values. Islam also always teaches the importance of spiritual values without leaving material values in the lives of its people. That is what makes a basic foundation that Muslims must make both as one unit in achieving the goal of happiness in the world and in the hereafter. Islamic economics directs business or the business world that is full of economic and ethical values, thus, good ethics have an impact on the development of good *muamalah* or economic cooperation. In Indonesia itself, business ethics are still viewed as something foreign and difficult to apply in the daily business world. The rampant use of additives (addictives), both for flavorings, colorings, preservatives and cases of environmental damage, are examples that often occur.

This further confirms how important the role of business ethics is in anticipating deviations that are detrimental to the nation. Therefore, if ethics is associated with business problems, it is described that Islamic business ethics are ethical norms based on the Qur'an and hadith that must be used as a reference by anyone in business activities.³

Grouper is one of the marine fish with high economic value. This fish has a savory and delicious taste, so it is widely favored by the community. In Indonesia, grouper is widely cultivated in coastal areas, one of which is in Senggarang Besar Village, TanjungPinang City District, TanjungPinang City, Riau Islands. One of the grouper fish farmers in Senggarang is Mr. Suhariadi, whose business name is "Kasih Sayang". The grouper fish cultivated by Mr. Suhariadi is different from other farmers, because this grouper fish is the result of a cross between *cantang* grouper and *tiger* grouper and is called "selingkuh" grouper fish. The selling price of grouper fish is determined based on its size and weight. Grouper fish that are around 30 cm long with a fish weight of 1 kilogram per fish. And sold for Rp. 220,000 / fish. Grouper fish that are 50 cm in size and weigh 2 kilograms more than that or oversize are sold at a cheap price, which is around Rp. 180,000 per fish.

The author saw in Senggarang Besar village that live grouper fish that were traded had striking size variations. This difference in size, in addition to affecting the selling price fairly, can also be used by sellers to implement a potentially unethical pricing strategy, namely *decoy effect pricing*. The *decoy effect pricing* strategy is feared to be used by sellers in a manipulative manner to influence buyers. Buyers are directed to choose grouper fish with a price higher than its actual value. Through a case study of grouper fish trading in Senggarang Besar, this study is interested in raising the title "Review of Islamic Law and Islamic Business Ethics in Determining Decoy Effect Pricing in Grouper Fish Trading Transactions in Senggarang Besar, Tanjungpinang City" aims to examine the extent to which the practice of *decoy effect pricing* is in accordance with Islamic business ethics. It is hoped that this study can provide an overview and solutions related to fair and transparent pricing methods, in accordance with the principles of *muamalah*.

Literature Review

1. Previous research review

Previous research is an effort by researchers to find research comparisons and then find new motivation for further research. Likewise, previous research is one of the requirements that must be met by a researcher to show the authenticity of the research conducted, namely by emphasizing the

² Ayu Trianasari, "PENUKARAN UANG KEMBALIAN DENGAN BARANG MENURUT PERSPEKTIF KONSUMEN, URF, DAN UNDANG-UNDANG NO. 8 TAHUN 1999 TENTANG PERLINDUNGAN KONSUMEN (Studi Kasus Di Kecamatan Ponggok Kabupaten Blitar)" (Tulung Agung, IAIN Tulung Agung, 2021). Hlm. 1

³ Muhammad Djakfar, *Etika Bisnis Dalam Perspektif Islam* (Malang: UIN-Maliki Press, 2007). Hlm. 20

differences in previous research that is similar to the research conducted. Some previous studies related to this research include:

1. Neng Ainun Hamid, Student of the Faculty of Sharia, State Islamic University of Prof. KH. Saifuddin, Zuhri Purwokerto, 2022 with the title of the thesis Analysis of Decoy Effect Strategy in Increasing the Effectiveness of Sales of Superior Products (Case Study of Café Mlipir Ngopi Purbalingga). This thesis uses a qualitative approach and uses the field research method. The results of the research from this thesis are, From an Islamic perspective, the decoy effect strategy is the same as the principles of sharia marketing, one of which is the principle of Positioning and Differentiation, because both offer products in different ways and both position the products offered in a unique way so that consumers tend to be interested in the target products of the company. So this strategy can be used for business actors who are starting out and this strategy is in accordance with Islamic law. The similarity of this research is that it discusses the decoy strategy. And other differences are in the objects studied.⁴
2. Sepdina Andika Puspita Sari, student of the Faculty of Islamic Economics and Business, State Islamic Institute (IAIN), Bengkulu, 2017 with the title of thesis Warehouse Sale Promotion from the Perspective of Islamic Business Ethics (Study on Bata Store on Jalan Suprpto, Bengkulu City). This thesis uses a qualitative approach that is field research. The results of this study Islamic business ethics towards warehouse sales conducted by Bata Store on Jalan Suprpto, Bengkulu City are in accordance with the principles of Islamic business ethics. Where the principles of Islamic business ethics are: the principle of autonomy, the principle of honesty, the principle of justice, the principle of mutual benefit, and the principle of moral integrity. The similarity of this study is that it discusses Islamic Business Ethics. The problems studied in previous studies on the Concept of Warehouse Sale Promotion from the Perspective of Islamic Business Ethics (Study on Bata Store on Jalan Suprpto, Bengkulu City) While in this study, what is discussed is the Review of Islamic Business Ethics Regarding the Determination of Decoy Effect Pricing in the Sale and Purchase of Grouper Fish. Another difference lies in the location of the study.⁵
3. Irfan Alfarizi, Student of the Faculty of Islamic Economics and Business, IAIN Bengkulu, 2019 with the title of thesis Trend of Online Buying and Selling Through Official Sites According to the Review of Islamic Business Ethics. This thesis uses a library research approach. The results of this thesis are, There are many marketplaces in Indonesia. However, the most frequently visited marketplace site today is the Shopee marketplace site. Review of Islamic Business Ethics on online buying and selling on the official Shopee site in online buying and selling, the transacting parties must fulfill all contracts that they have made. And must be responsible, especially for business actors, may take advantage of buying and selling but the buyer's rights must still be respected. The similarity of this study is that both discuss Islamic Business Ethics but there is a difference in the object of research, namely the previous study examined the Trend of Online Buying and Selling Through Official Sites According to the Review of Islamic Business Ethics. Another difference is in the location of the study.⁶

2. Theoretical Study

a. Buy and sell

Buying and selling in Arabic comes from a word which linguistically means "giving something to get something" or "exchanging". Another term for buying and selling is trade (tjarah).

According to the terms of fiqh experts, buying and selling is "exchanging goods for other goods or money accompanied by a qabul agreement with certain terms and conditions." Or another meaning is, an agreement to exchange objects or goods that have value voluntarily between two parties, one of whom receives the objects from the other party in accordance with the agreement or conditions that have been agreed upon and confirmed by sharia'. Buying and selling is a good

⁴ HAMID NENG, "ANALISIS STRATEGI DECOY EFFECT DALAM MENINGKATKAN EFEKTIVITAS PENJUALAN PRODUK UNGGULAN DI MLIPIR NGOPI PURBALINGGA" (PURWOKERTO, UIN PROF. KH SAIFUDDIN ZUHRI PURWOKERTO, 2022).

⁵ Sepdina Andika Puspita Sari, "Promosi Cuci Gudang Perspektif Etika Bisnis Islam (Studi Pada Toko Bata Di Jalan Suprpto Kota Bengkulu)" (Bengkulu, IAIN Bengkulu, 2017).

⁶ Irfan Alfarizi, "Trend Jual Beli Online Melalui Situs Resmi Menurut Tinjauan Etika Bisnis Islam" (Bengkulu, IAIN Bengkulu, 2019).

business to earn fortune. In principle, the law of buying and selling is permissible or permissible, meaning that every Muslim is allowed to earn a living by buying and selling and may also use other methods. However, if you buy and sell, you must carry it out in a halal manner in accordance with Islamic guidelines. It is prohibited to buy and sell in haram ways, for example cheating, lying, cheating, usury and the like.⁷

Buying and selling is an economic activity whose laws are permissible based on the Book of Allah and the Sunnah of His Messenger as well as the consensus of all Muslims. In the verses of the Koran there are many verses about buying and selling. One of them is in the word of Allah SWT:

... وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا ...

Meaning: In fact, Allah has permitted buying and selling and prohibited usury. (Al-Baqarah : 275)

Buying and selling is one of the important activities in human life. In Islam, the law of buying and selling can vary, depending on whether the transaction meets Islamic law or not. In general, buying and selling in Islam is permissible or allowed. This was emphasized by Imam Asy-Syafi'i that the basis of buying and selling is the consent of both parties.⁸

However, this halal can become haram if there is a violation of the Shari'a, such as: It was prohibited by Rasulullah SAW or included in a category that was prohibited by him, namely: buying and selling haram goods such as carrion, pork and liquor. committing usury in buying and selling transactions. Cheating or causing harm to one of the parties, and also carrying out buying and selling that contains elements of gharar (uncertainty) or khiyar (choices) that are not sharia.

According to Hanafiyah Ulama, the pillars of buying and selling are consent and qabul which is the exchange of goods willingly (rida), both with words and deeds.⁹

The contract is a bond of words between the seller and the buyer. The sale and purchase cannot be said to be valid before the ijab and kabul are carried out because the ijab and kabul show willingness. Basically, the consent is done verbally, but if this is not possible, for example if you are mute or something else, you can do the consent with a correspondence which contains the meaning of consent and acceptance..

b. Pillars of Sale and Purchase

According to Hanafiyah Ulama, the pillars of buying and selling are consent and qabul which is the exchange of goods willingly (rida), both with words and deeds.¹⁰

The contract is a bond of words between the seller and the buyer. The sale and purchase cannot be said to be valid before the ijab and kabul are carried out because the ijab and kabul show willingness. Basically, the consent is done verbally, but if this is not possible, for example if you are mute or something else, you can do the consent with a correspondence which contains the meaning of consent and acceptance.

According to a number of scholars, there are four pillars of buying and selling, namely:

- 1) There are people who have a contract or al-muta'qidain (seller and buyer)
- 2) There is shighat (pronunciation of consent and acceptance)
- 3) There are items purchased.
- 4) There is an exchange rate for replacing goods.

c. Terms of Sale and Purchase

The conditions for buying and selling that are in accordance with the pillars of buying and selling stated by the number of ulama are as follows:¹¹

⁷ Siti Choiriyah, *Muamalah Selain Jual Beli Dan Selain Jual Beli* (Surakarta: CDAQ, 2009). Hlm. 17

⁸ Ahmad Sarwat, *Fiqh Jual-Beli* (Jakarta: Rumah Fiqih Publishing, 2019).

⁹ WAN RIA OKTAVIA, "PERSPEKTIF FIQH MUAMALAH TENTANG PRAKTEK JUAL BELI KOSMETIK DI PASAR SENJA PANAM KELURAHAN SIMPANG BARU KECAMATAN TAMPAN KOTA PEKANBARU RIAU" (Pekanbaru, UNIVERSITAS ISLAM NEGERI SULTAN SYARIF KASIM RIAU, 2019). Hlm. 28

¹⁰ OKTAVIA. *Ibid*

¹¹ Darmansyah Darmansyah, "Tinjauan Hukum Islam Terhadap Praktek Jual Beli Arang Di Desa Kalukunangka Kecamatan Bambaia Kabupaten Mamuju Utara" (Palu, IAIN Palu, 2018). Hlm. 17

- 1) Conditions for people to enter into a contract. Islamic jurisprudence scholars agree that people who enter into a sale and purchase contract must meet the following conditions:
 - a) Be sane. Therefore, a sale and purchase made by a child or a mad person is not valid. The majority of scholars are of the opinion that people who enter into a sale and purchase contract must be of legal age and adult.
 - b) The people who enter into the contract must be different people, meaning that one person cannot enter into a sale and purchase transaction at the same time.
- 2) The conditions related to the *ijab kabul* are as follows:¹²
 - a) According to the majority of scholars, the person who says it is mature and of sound mind.
 - b) Acceptance is in accordance with the *ijab*. If the *ijab* and the *qabul* do not match, then the sale and purchase is invalid.
 - c) Acceptance and *qabul* are carried out in one assembly. This means that both parties who are making the sale and purchase are present and discussing the same topic.
- 3) Conditions for goods being traded (*Ma'qud 'alaih*):
 - a) The goods are present or not in place, but the seller states his ability by providing the goods.
 - b) Goods that are used and beneficial to humans.
 - c) Belong to someone, goods that are not yet owned by someone may not be traded.
 - d) May be handed over at the time the contract takes place or at a time agreed upon together when the transaction takes place.
- 4) Conditions for exchange value (Price of Goods)

The exchange value of goods in a sale and purchase is the exchange value of the goods sold (for today's era it is money). In relation to the issue of exchange rates, Islamic jurisprudence scholars distinguish between *at-tsaman* and *al-si'r*. *Al-tsaman* is the market price that actually applies in society, while *al-si'r* is the capital goods that should be received by traders before being sold to consumers (users).¹³

 - a) The price agreed upon by both parties must be clear.
 - b) Can be handed over at the time of the contract, even legally like paying a check.
 - c) The goods used as exchange value are not goods that are prohibited by Sharia'

Research methods

The research method is a scientific activity carried out in stages to obtain data with certain goals and uses. The type of research used to compile this research is a qualitative research type. The approach used in this research is an empirical approach. In this study, the subject of the research is the "decoy effect pricing" in grouper fish buying and selling transactions in Senggarang Besar, Tanjungpinang. Data analysis techniques in this study are 1) Criteria analysis, 2) Data presentation, 3) Drawing conclusions. Data collection was conducted through in-depth interviews and direct observation of market transactions, ensuring a comprehensive understanding of the observed phenomena

Results and Discussion

1. Practice of Decoy Effect Pricing Implementation in Grouper Fish Buying and Selling Transactions in Senggarang Besar, Tanjungpinang City

Decoy effect defined by Wendell & Pettibone as a model of weighting changes from various choice sets to change relative attractiveness, in order to support the shift of constant value to added value about a product. This means that the use of this decoy effect is useful for developing the value or benefits obtained by consumers about a product, which of course is adjusted to the product identity developed by the product provider. Therefore, conceptually, what needs to be done to increase sales through this strategic step is to provide alternative choices for products with different price levels

¹² Darmansyah. *Ibid*, Hlm. 51

¹³ Isty Yulistiani and Safitri Mukarromah, "Transaksi Jual Beli Dengan Menggunakan Sistem Member Card Di Warung Makan Sambel Layah Purwokerto," *Jurnal Hukum Ekonomi Syariah* 3, no. 2 (2020): 97–115.

and accompanied by tiered benefits obtained at each price. Therefore, the increase in people's purchasing power for certain products is greater because it is bridged by this effect.

Decoy effect is a psychological technique that when faced with several choices of products that are almost the same with different prices and this makes consumers have several choices before making a purchasing decision. In addition, the decoy effect is also interpreted as a consumer's choice in changing their choice between two choices when presented with another choice or called 'bait' which has more additional things in terms of quantity, quality, or additional features asymmetrically, which means that the bait is valued so that the other choice is more attractive to consumers. The existence of the bait aims to make consumers move from the competitor's choice to the target choice.¹⁴

Product bait is an alternative in the choice to increase the tendency of customers or consumers in determining the choice of a product or service offered. This is useful for attracting consumer attention to more profitable options in a series of choices, rather than generating direct sales themselves. The existence of a bait effect in a marketing strategy will affect individuals when shopping. When the product bait is presented effectively, consumers tend to make purchasing decisions based on what looks more attractive and best, not on which option best meets the individual's needs. This means that when the decoy effect is presented, individuals tend to choose alternative options that are more expensive and attractive to them than those previously chosen by the individual. There are three types of decoy products that can be displayed, namely (1) competitor products, namely products with standard prices; (2) target products, namely products with the lowest prices; (3) decoy products, namely bait products with ineffective prices. Decoy products are products offered by business actors as intermediary products between two products offered or sought by individuals.

2. Implementation of Decoy Effect Pricing in Grouper Fish Buying and Selling Transactions in Senggarang Besar, Tanjungpinang City

The application of decoy effect pricing in grouper fish trading transactions in Senggarang Besar, Tanjungpinang City is done by offering several choices of fish prices based on quality and size. This strategy encourages buyers to choose the more expensive option through an unbalanced price comparison, where the middle option is used as a 'bait' (decoy) to make the premium option look more attractive.

The decoy effect is a pricing strategy that places additional options to influence consumer decisions in choosing a product. This strategy makes consumers tend to choose the more expensive option because the other options are deliberately designed to be less attractive, even though they are only slightly cheaper. In the context of the grouper fish market in Senggarang Besar, sellers offer three main options: The cheapest option with low fish quality, The middle option with slightly better fish quality but not comparable to the price increase, The most expensive option with the best fish quality that looks more profitable than the other two options.¹⁵

Consumers tend to choose the most expensive option because it is seen as the best value. This happens because they compare the options presented: The middle option becomes a decoy that is deliberately designed to be unattractive, for example with a fish size that is not much different from the cheapest option, but with a slightly higher price. As a result, the most expensive option looks more valuable because the price difference is relatively small but offers much better quality.

In Senggarang Besar, grouper sellers use the decoy effect to direct consumers to the higher-priced option. Through this pricing structure, consumers see that the medium fish option is more valuable, because the price difference between medium and large fish is not too significant, but the quality is much better.

This strategy works because it takes advantage of consumer psychology, which often makes decisions based on direct comparisons between available options. When the "bait" (decoy) option is less profitable, consumers are more likely to choose the more expensive option because it is considered to be more valuable.

¹⁴ Yrinne Naara Cheny Age, "STRATEGI KORELATIF ANTARA HARGA DAN PRODUK MELALUI DECOY EFFECT," *Media Bina Ilmiah* 18, no. 10 (2024): 2769–76.

¹⁵ *Ibid*, Hlm. 3

In the context of the grouper market, this strategy is effective in increasing sales of fish at higher prices. Sellers can encourage buyers to choose the more expensive fish, even though the price difference is slightly higher, because it seems more profitable than the other options.

The application of the decoy effect is very relevant in markets such as Senggarang Besar which have a variety of sizes and qualities of grouper fish. Buyers often consider not only price, but also the size, freshness, and quality of the fish. With three price options, the seller successfully uses comparison to influence consumer decisions, which ultimately tend to choose the most expensive option.

Advantages: This strategy increases the seller's profit by directing consumers to more profitable options. Sellers can offer products at higher prices without reducing their appeal, because consumers subconsciously compare price and quality.

Disadvantages: If not implemented properly, consumers can feel cheated. If the quality or price differences between options are too obvious, this strategy may fail because consumers may choose the cheapest option.¹⁶

3. Analysis of Islamic Business Ethics on the Implementation of Decoy Effect Pricing in Grouper Fish Buying and Selling Transactions in Senggarang Besar, Tanjungpinang City

The implementation of pricing strategies in the business world is often an important tool for business actors to attract consumers and increase profits¹⁷. One strategy used is Decoy Effect Pricing. In Senggarang Besar, Tanjungpinang City, grouper fish trading transactions are one of the important forms of local business. Therefore, it is very relevant to examine this pricing strategy from the perspective of Islamic business law and ethics, considering that the majority of the population in this area are Muslims and fair transactions are highly emphasized in Islamic law.

Decoy Effect Pricing is a pricing strategy that offers additional product options that aim to "entice" or "lead" consumers to choose products that are more profitable for the seller. For example, there are three product choices: the first choice is cheap but not so attractive, the second choice is more expensive but offers more benefits, and the third choice (decoy) is deliberately made less attractive to strengthen the appeal of the second choice. In other words, the third choice only functions as "bait" that psychologically encourages consumers to choose more expensive products.

In Islamic law, buying and selling transactions are known as one form of muamalah that is strictly regulated to ensure fairness and transparency. Every buying and selling practice must meet certain terms and conditions to be valid in the eyes of the sharia. Some of the main principles that are relevant in the application of Decoy Effect Pricing are:¹⁸

a. Justice (Al-'Adl): Justice is a fundamental principle in Islam.

Every transaction must be carried out fairly, both for the seller and the buyer. In the context of the Decoy Effect, if this strategy is designed in a way that is misleading or makes consumers feel that they have no other choice but to choose a more expensive product, then this can be considered an unfair act. Transactions that harm one party (the consumer) can be invalid because they violate the principle of justice in Islam.

Willingness (Rida): In Islam, every transaction must be based on the agreement and willingness of both parties. If the application of Decoy Effect Pricing is not accompanied by clear information or creates doubts on the part of consumers, so that they feel forced or are not aware that they have chosen the more expensive option, then this can interfere with the rida in the transaction. Consumers who feel cheated after making a transaction can claim that their willingness was not fully fulfilled, which can result in the transaction being void in the eyes of sharia.

b. Prohibition of Gharar (Uncertainty): Islam prohibits the practice of gharar, which is uncertainty or fraud in transactions. The application of decoy pricing that is unclear or non-transparent regarding the actual value of each option offered can be considered to contain elements of gharar, which is prohibited in Islam. Every transaction must be carried out with clear information, without any

¹⁶ *Ibid*, Hlm. 64

¹⁷ Muhammad Ilham and Siti Arini, "KEBIJAKAN HUKUM TRANSAKSI BISNIS E-COMMERCE DI INDONESIA," *Khatulistiwa Law Review* 3, no. 1 (2022): 469–70.

¹⁸ Muhammad Abduh and Elif Pardiansyah, "Tinjauan Etika Bisnis Islam Terhadap Strategi Pemasaran Dengan Metode Decoy Effect," *Syar Iqtishadi: Journal of Islamic Economics, Finance and Banking* 6, no. 1 (2022): 97–111.

manipulation or obscuration of information that can cause consumers to misunderstand or get trapped in choices they do not want.

- c. Prohibition of Fraud (Tadlis): Fraud or tadlis in buying and selling is strictly prohibited in Islam. If decoy pricing is used with the aim of deceiving consumers into buying more expensive products by manipulating information or making unfair price comparisons, then this falls into the category of tadlis. Sellers who are dishonest in providing information or manipulating consumer perceptions regarding the price of goods can be considered to have committed fraud which is clearly prohibited in Islamic law.

Business ethics in Islam do not only focus on the legal aspect, but also on the morality and good behavior that must be possessed by every business actor. Some important values that are used as references in Islamic business ethics include:

- a. Honesty (Sidq): Honesty is one of the main principles in Islamic business ethics. In the context of implementing Decoy Effect Pricing, sellers must remain honest in explaining the reasons for setting prices and the value of the products offered. If the seller tries to hide information or manipulate consumers by providing fake product choices, then this clearly violates the principle of honesty. Islam emphasizes that every transaction must be carried out with complete honesty, both in terms of price and quality of goods.
- b. Virtue (Ihsan): Islam also teaches that every business actor must carry out transactions in a good manner (ihsan). The application of decoy pricing which is intended to encourage consumers to buy more expensive products, but is carried out in an unfair or misleading manner, is not in accordance with the principle of ihsan. On the contrary, business actors in Islam must always prioritize goodness and the common good, not only seeking profit in a way that is detrimental to others.
- c. Prohibition of Exploitation (Ihtikar): Islam prohibits the practice of exploitation in transactions, such as taking advantage of consumers' weaknesses or ignorance to take unfair advantage. If Decoy Effect Pricing is applied to exploit consumers, especially consumers who may not have sufficient understanding of market prices or product values, then this is contrary to Islamic business ethics. Such exploitation is not justified in Islam, which emphasizes the protection of consumer rights.¹⁹
- d. Senggarang Besar, as one of the local trading centers in Tanjungpinang, has a community that is mostly Muslim. Therefore, every business practice in this area, including the buying and selling of grouper fish, must consider the principles of Islamic law and ethics. Grouper fish as an important commodity has high economic value, and the implementation of pricing strategies such as Decoy Effect Pricing must be carried out carefully. Otherwise, this can disrupt consumer trust and harm the principle of fairness in transactions.

In the analysis that I conducted this research there are two different views. The first view is that the decoy effect Pricing marketing method is allowed with several arguments and reasons. While according to another view, the decoy effect marketing method is not allowed because it contains several sharia principles that are violated. So, there are steps that must be followed in determining the price in buying and selling so that the transaction is valuable, namely by implementing the principles of business ethics. There are five basic principles in Islamic business ethics, namely: the principle of unity, the principle of balance, the principle of free will, the principle of responsibility and the principle of ihsan. Related to decoy effect pricing as a promotional and pricing strategy, which is the central topic of this discussion.²⁰

Views on the Permissibility of the Decoy Effect Pricing Method (Decoy Effect Pricing) Ethics in promotion did not escape the attention of the Prophet. This story describes that the Prophet Muhammad SAW reminded traders about the importance of context or how to make sales. Once the Prophet Muhammad SAW passed in front of someone who was offering his merchandise. The person was tall while the clothes he offered were short.

¹⁹ <http://binapatria.id/index.php/MBI/article/view/817/646> Di akses pada tanggal 24 Juli

²⁰ Abduh and Pardiansyah, "Tinjauan Etika Bisnis Islam Terhadap Strategi Pemasaran Dengan Metode Decoy Effect." Hlm. 77

In the context of decoy effect pricing, if the comparison of price and quantity or quality obtained by the customer is still within reasonable limits, then this strategy is highly recommended to boost sales. However, if the price offered is deliberately manipulated, forming asymmetric information, far above the fair price and resulting in losses for one party due to the decoy offered, then the transaction violates the principles of sharia business ethics, including the principles of justice and balance.

Views on the Prohibition of the Decoy Effect Method (Decoy Effect) According to the second view, if seen in practice. Decoy effect is a condition that can lead to manipulation activities and has a strong orientation towards achieving maximum profit alone and can be categorized as invalid economic activities. In Islamic business ethics, economic activities carried out should avoid invalid activities.

Conclusion

Decoy effect is a controversial marketing strategy. On the one hand, it is an effective tool to increase sales, but on the other hand, it has the potential to manipulate consumers. Therefore, its implementation must be done wisely and considering aspects of business ethics. The first view believes that the decoy effect can be justified in Islam, as long as the comparison of price and quality of the product offered is still reasonable. They argue that this strategy is an effective marketing tool and does not conflict with sharia principles. The second view firmly rejects the use of the decoy effect because it is considered a form of consumer manipulation that is contrary to the principle of justice in Islam. They argue that this action can mislead consumers and harm them.

Suggestion

Based on the conclusions above, the author suggests that further research needs to be carried out to identify more specific factors that influence the application of Islamic principles in the fisheries business, as well as to develop a business model that is more in line with Islamic values.

Bibliography

- Abduh, Muhammad, and Elif Pardiansyah. "Tinjauan Etika Bisnis Islam Terhadap Strategi Pemasaran Dengan Metode Decoy Effect." *Syiar Iqtishadi: Journal of Islamic Economics, Finance and Banking* 6, no. 1 (2022): 97–111.
- Age, Yrinne Naara Cheny. "STRATEGI KORELATIF ANTARA HARGA DAN PRODUK MELALUI DECOY EFFECT." *Media Bina Ilmiah* 18, no. 10 (2024): 2769–76.
- Alfarizi, Irfan. "Trend Jual Beli Online Melalui Situs Resmi Menurut Tinjauan Etika Bisnis Islam." IAIN Bengkulu, 2019.
- Choiriyah, Siti. *Muamalah Selain Jual Beli Dan Selain Jual Beli*. Surakarta: CDAQ, 2009.
- Darmansyah, Darmansyah. "Tinjauan Hukum Islam Terhadap Praktek Jual Beli Arang Di Desa Kalukunangka Kecamatan Bambaira Kabupaten Mamuju Utara." IAIN Palu, 2018.
- Djakfar, Muhammad. *Etika Bisnis Dalam Perspektif Islam*. Malang: UIN-Maliki Press, 2007.
- Ilham, Muhammad, and Siti Arini. "KEBIJAKAN HUKUM TRANSAKSI BISNIS E-COMMERCE DI INDONESIA." *Khatulistiwa Law Review* 3, no. 1 (2022): 469–70.
- Ilham, Muhammad, and Saifullah Saifullah. "TELAAH HISTORIS DALAM KEBIJAKAN HARGA MENURUT PERSPEKTIF ISLAM." *Jurnal Ilmiah Ekonomi, Manajemen Dan Syariah (JIEMAS)* 1, no. 2 (2022): 76–87.
- NENG, HAMID. "ANALISIS STRATEGI DECOY EFFECT DALAM MENINGKATKAN EFEKTIVITAS PENJUALAN PRODUK UNGGULAN DI MLIPIR NGOPI PURBALINGGA." PURWOKERTO, UIN PROF. KH SAIFUDDIN ZUHRI PURWOKERTO, 2022.
- OKTAVIA, WAN RIA. "PERSPEKTIF FIQIH MUAMALAH TENTANG PRAKTEK JUAL BELI KOSMETIK DI PASAR SENJA PANAM KELURAHAN SIMPANG BARU KECAMATAN

TAMPAN KOTA PEKANBARU RIAU.” UNIVERSITAS ISLAM NEGERI SULTAN SYARIF KASIM RIAU, 2019.

Sari, Sepdina Andika Puspita. “Promosi Cuci Gudang Perspektif Etika Bisnis Islam (Studi Pada Toko Bata Di Jalan Suprpto Kota Bengkulu).” IAIN Bengkulu, 2017.

Sarwat, Ahmad. *Fiqih Jual-Beli*. Jakarta: Rumah Fiqih Publishing, 2019.

Trianasari, Ayu. “PENUKARAN UANG KEMBALIAN DENGAN BARANG MENURUT PERSPEKTIF KONSUMEN, URF, DAN UNDANG-UNDANG NO. 8 TAHUN 1999 TENTANG PERLINDUNGAN KONSUMEN (Studi Kasus Di Kecamatan Ponggok Kabupaten Blitar).” IAIN Tulung Agung, 2021.

Yulistiani, Isty, and Safitri Mukarromah. “Transaksi Jual Beli Dengan Menggunakan Sistem Member Card Di Warung Makan Sambel Layah Purwokerto.” *Jurnal Hukum Ekonomi Syariah* 3, no. 2 (2020): 97–115.



© 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).