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Mutualistic Symbiosis in Seaweed Buying and Selling Transactions in the Perspective of Sharia Marketing (Case Study on Farmers in Pattiro Sompe Village, Sibulue District, Bone Regency)

Abd Rahman[1]*, H. Ahmad Abdul Mutalib[2], Hartas Hasbi[3].
[1,2,3]Institut Agama Islam Negeri Bone
*Corresponding Email Author: arhmn54321@gmail.com ,

Abstract
This research aims to examine the mutualistic symbiosis in seaweed buying and selling transactions from the perspective of Islamic marketing. The subjects of the study are seaweed farmers, utilizing qualitative data analysis techniques with a descriptive approach. The findings indicate that the community of Pattiro Sompe Village, located in Bone Regency, South Sulawesi, is known for its seaweed production, which operates through a mutualistic symbiosis system between farmers and buyers. This system benefits both parties, as farmers gain profits from their harvests while buyers acquire quality raw materials. The study analyzes the mutualistic symbiosis in these transactions, highlighting principles such as mutual consent, honesty, fairness, and commitment. Specifically, the transactions are conducted with mutual consent between farmers and buyers, both parties demonstrate honesty, the price of seaweed is determined based on mutual agreement, and both farmers and buyers are committed to fulfilling their obligations. Consequently, the mutualistic symbiosis in seaweed transactions in Pattiro Sompe Village serves as an example of the application of Islamic marketing in daily life, providing benefits for both farmers and buyers.
***Key Words**:Islamic Marketing, Mutualistic Symbiosis, Pattiro Sompe Village, Seaweed Buying Selling Transactions.*

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Introduction

Indonesia is the largest maritime or archipelagic country in the world with 17,508 islands and a coastline of around 81,000 km, making it the country with the second longest coastline in the world after Canada. Although most of Canada's coastal area consists of ice, Indonesia potentially has the largest coastal ocean resources in the world. Almost 75% of Indonesia's total area consists of coastal waters in the ocean, so the potential for wetland ecosystem resources in Indonesia can be said to be the largest in the world (Marlina, 2017).

The potential for Indonesian fishery resources is very abundant, supported by capture fisheries and aquaculture resources. South Sulawesi, one of 34 provinces in Indonesia, has fishery potential that includes marine and inland fisheries (rice fields, lakes, rivers, and swamps). Coastal ecosystems, with high primary productivity, support the existence of other ecosystems. Seaweed, as an important organism, has ecological, biological, and economic functions.

Seaweed is a biological resource that is utilized by the Indonesian people, especially in Pattiro Sompe Village, Sibulue District, Bone Regency, as their main livelihood. Seaweed has high economic value, is easy to cultivate, and has low production costs. Many developed countries use seaweed as a raw material, including for cosmetics.

The fisheries sector of Bone Regency makes a major contribution to the economy, most of its production is obtained from fishing at sea. Differences in

marketing channels in Bone Regency have an impact on the value or purchase price of seaweed. The selling value of seaweed from collectors in the sub-district is smaller than the selling value in large trade channels in Bone Regency or directly to Makassar City.

Marketing is transaction-oriented, then oriented to relationships with consumers, and finally invites consumer participation in product development. Islam teaches its people to live according to sharia, directing the Indonesian economy based on the Qur'an. Based on the verse Al-Baqarah / 2: 164, Allah shows signs of His greatness through the creation of the heavens and the earth, as well as the resources produced from the sea.

Seaweed is a contributor to fisheries production in South Sulawesi and has great potential to be developed. In connection with seaweed cultivation, humans are needed in its cultivation, so symbiosis occurs, where this symbiosis is a reciprocal relationship between two creatures that live side by side. Symbiosis is a pattern of close interaction between two organisms of different species (Putri, 2020).

Mutualistic symbiosis is a mutually beneficial relationship between two or more creatures. In this context, mutualistic symbiosis refers to cooperation between seaweed farmers and consumers who follow sharia principles. Seaweed farmers produce products according to sharia, such as maintaining environmental cleanliness and implementing fairness in price and quality. On the other hand, consumers who adhere to sharia principles support environmentally friendly products and in accordance with Islamic moral values. Through this symbiosis, seaweed farmers gain a wide market and loyal consumers, while consumers obtain products according to the sharia values they adhere to. This benefits both parties in marketing seaweed cultivation with a sharia approach.

Theory Study

A. Mutualistic Symbiosis

Mutualistic symbiosis is a symbiosis formed due to interactions between organisms that cannot live alone, so they need each other and interact for survival. According to the Big Indonesian Dictionary (KBBI), symbiosis is a state of living together closely between two different organisms. Living things that interact with each other can establish a relationship that is mutually detrimental, or only benefits one party, where the other party will be harmed (Manggalar, 2022).

Mutualistic symbiosis is a mutually beneficial reciprocal relationship between two organisms. Mutualistic symbiosis occurs when two living things interact and benefit each other without either party being harmed. In mutualistic symbiosis, there are various things that can be beneficial, including establishing interactions to survive and providing mutual protection. Both parties in mutualistic symbiosis need each other and benefit each other.

Factors that influence mutualistic symbiosis include changes in one organism into a parasite, one organism living independently, the extinction of one organism, or the change of species in the relationship. Mutualistic symbiosis has important benefits in ecology, such as increasing species diversity and food production for human consumption. There are two main types of mutualistic symbiotic relationships: facultative mutualism, where organisms can survive independently but are more beneficial together, and obligate mutualism, where one organism cannot survive without the other.

B. Seaweed Cultivation

Cultivation, according to the Great Dictionary of the Indonesian Language, is an effort that produces something good and profitable. Cultivation is an activity of developing and utilizing natural plant resources by humans using capital, technology, or other resources to produce products that meet human needs. Thus, cultivation is an effort that uses capital to provide beneficial results for humans.

Seaweed, or seaweed, is one of the biological resources found in coastal and marine areas. This term is often used for different groups of "plants", and seaweed is known as sea weeds, and scientifically called algae or seaweed. Seaweed is a member of algae that has chlorophyll, so it is called a plant. Based on its size, seaweed consists of microscopic and macroscopic types, with the macroscopic type known everyday as seaweed (Lestari, 2022).

Seaweed planting can be done using several methods: the loose bottom method, the floating raft method, the long rope method, and the longline method. Of the four methods, the longline method is the best, easiest, and relatively inexpensive. This method uses buoys made from plastic bottles. Harvesting is carried out when the seaweed has reached a certain weight, about four times the initial weight, within 1.5– 4 months. The Eucheuma type can weigh 400-600 grams, so it can be harvested to produce quality seaweed on the market.

The seaweed cultivation development strategy is a long-term effort that utilizes all resources to achieve goals. One important step is the selection of suitable land, especially in the Pattiro Sompe area which is adjacent to sea waters. Cultivation land must meet certain requirements, such as water quality with a temperature of 20ºC - 25ºC, pH 6-9, and clarity of 5-10 meters, and protected from large waves and currents. The cultivation location must also be far from river estuaries, ship traffic, and industrial waste pollution.

C. Sharia Marketing

According to Bukhari Alma and Doni Juni Pariansa, sharia marketing is a strategic business discipline that directs the process of creating, offering, and changing value from one initiator to stakeholders. This entire process must be in accordance with the agreement and principles set out in the Qur'an and hadith (Kamarudin, 2017:84).

Meanwhile, according to Kartajaya and Sula (2006:20), sharia marketing includes all processes starting from creation, offering, to changing value from the initiator to stakeholders, which must not conflict with Islamic principles. In this context, it is important to ensure that during the process there is no deviation from sharia principles. Thus, all transactions in sharia marketing are permitted as long as they meet the existing provisions.

Sharia marketing has two main objectives, namely marketing sharia and shariaizing marketing. Marketing sharia requires companies to be professional and have a comprehensive marketing program to educate the public about the value of sharia products so that they are well received.

Research Method

This study uses a qualitative approach. Data collection techniques used are observation, interviews and documentation. The informants in this study were 5 seaweed farmers in Pattiro Sompe Village. Meanwhile, the object of this study is mutualistic symbiosis that occurs in seaweed buying and selling transactions, especially in the context of sharia marketing. The data analysis

techniques in this study include data collection, data reduction, data presentation, and drawing conclusions.

Results and Discussion

Mutualistic Symbiosis in Seaweed Trading Transactions in the Perspective of Sharia Marketing (Case Study on Farmers in Pattiro Sompe Village, Sibulue District, Bone Regency)

Based on the results of the analysis of mutualistic symbiosis in seaweed trading transactions in the perspective of sharia marketing (case study on farmers in Pattiro Sompe Village, Sibulue District, Bone Regency), mutualistic symbiosis plays an important role in the seaweed cultivation ecosystem in Pattiro Sompe Village. The relationship between seaweed and other organisms not only increases productivity but also contributes to the balance of the aquatic ecosystem.

Mutualistic symbiosis in seaweed trading transactions in Pattiro Sompe Village shows that relationships built on trust and cooperation bring significant benefits to all parties involved. Farmers gain stable market access, and buyers obtain products that meet the required quality standards. Coaching and mentoring from buyers help improve farmers' knowledge and skills, thereby improving the quality and quantity of the harvest.

This not only benefits farmers, but also helps buyers meet the increasing market demand. The provision of capital and means of production by buyers creates a strong economic bond between farmers and buyers, ensuring that both parties benefit each other and are committed to maintaining the quality and quantity of seaweed produced and marketed.

1. Increased Income

Based on the results of interviews with the community in Pattiro Sompe Village, seaweed farmers showed that farmers in the village have a habit of sharing information that plays an important role in the success of their cultivation practices. One of the benefits of sharing information is in dealing with pests and diseases that
often attack seaweed. Farmers share their experiences in dealing with various types of pests and diseases, as well as effective solutions to overcome them. This helps other farmers anticipate and manage similar problems better. Through sharing information, farmers can learn effective and efficient cultivation techniques.

The habit of sharing information between seaweed farmers in Pattiro Sompe Village is a key factor in increasing the success of seaweed cultivation. By sharing knowledge and experience, farmers can overcome the challenges they face and together achieve better welfare. This practice not only increases individual productivity, but also strengthens the farming community as a solid and collaborative unit.

The theory put forward by Dr. Anicia Q. Hurtado states that to increase income, it is important to have an exchange of information, cooperation in procurement of inputs, and joint marketing. This approach not only increases efficiency, but also creates a stronger and more resilient farming community.

2. Improving Work Ethic

Based on the results of interviews with the community in Pattiro Sompe Village, seaweed farmers showed that they trust and help each other without seeking personal gain, by openly sharing information and ideas. They resolve conflicts peacefully, showing a high spirit of mutual

cooperation. In addition, the government provides full support for the activities of farmers, strengthening cooperation and sustainability in seaweed farming.

Government support includes the provision of facilities, training, and financial assistance needed by seaweed farmers. This encourages increased productivity and welfare of seaweed farmers as a whole. With harmonious collaboration between seaweed farmers and support from the government, a strong and sustainable seaweed farming ecosystem is created. Seaweed farmers are able to face challenges better, so that the agricultural sector can continue to grow and make a significant contribution to the economy.

Michel Todaro's theory emphasizes the importance of education and training in improving work ethic. Farmers who receive good technical and management training tend to be more productive and have a higher work ethic.

3. Side Jobs

Based on the results of interviews with the community in Pattiro Sompe Village, seaweed farmers showed that they actively exchange information and work together to increase productivity. By purchasing seeds together, they can reduce production costs. In addition, cooperation in dealing with pests, plant diseases, and natural disasters creates close collaboration, which in turn creates a resilient and sustainable farming community, and improves the welfare of seaweed farmers in Pattiro Sompe Village.

Conclusion

Seaweed buying and selling transactions reflect mutualistic symbiosis where both parties benefit each other between seaweed farmers. Starting from seeds to ready for harvest. In seaweed cultivation, there needs to be mutual benefit between seaweed farmers and buyers within the framework of sharia marketing. In this relationship, both parties strive to fulfill sharia principles such as justice, transparency, and mutual benefit. Seaweed farmers get certainty of fair prices and support in the form of coaching and wider market access.

Viewed from the perspective of sharia marketing, buying and selling transactions must fulfill principles such as justice, transparency, and sustainability. In seaweed trading transactions, these principles are applied through fair pricing practices, openness of information regarding the quality and origin of the product, and long-term relationships that are beneficial between farmers and traders. Which includes types of halal activities, recognizing individual property rights, conducting business fairly or no party feels wronged and exploiting nature without damaging it, has been well implemented by the community in cultivating seaweed in Pattiro Sompe Village.

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